

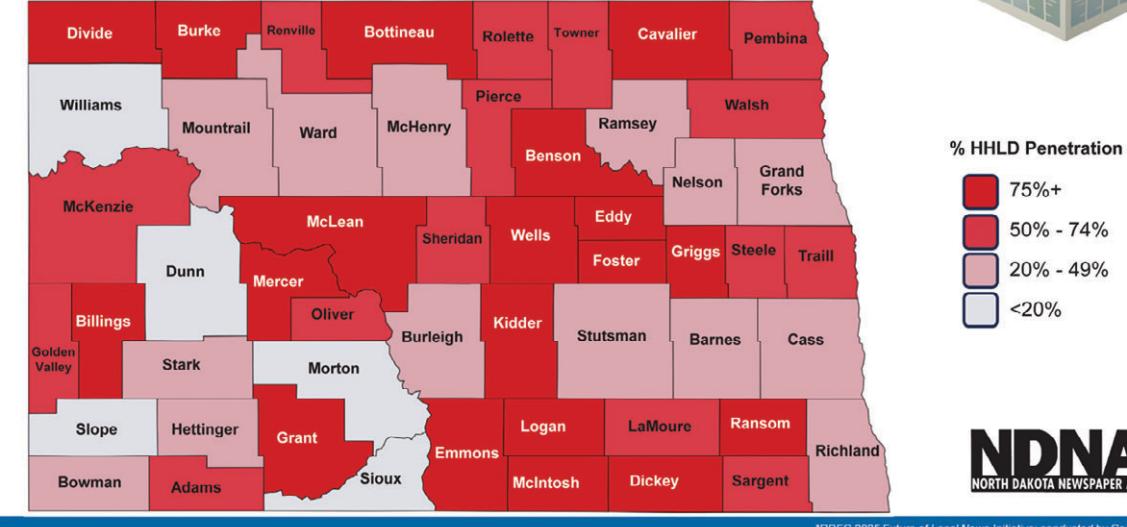
Blueprint Points Path Forward For North Dakota's Strained Local Newspapers

Strong public trust, willingness to support local journalism provides hope

RURAL EYES are on newspapers!

34 counties have newspaper circulation equivalent to 50 percent or more of all households, with 19 of the most rural counties having 75 percent or better.

County Coverage – Circulation HHLD Penetration



This graphic shows the rates of household penetration for print newspaper subscriptions, with some of the highest rates in the most rural counties of the state. Members of the steering committee for the Future of Local News Initiative say this shows potential for advertisers and other campaigns to reach audiences in these areas, providing a needed revenue source for newspapers. Courtesy of North Dakota Newspaper Association.

By Michael Standaert

North Dakota News Cooperative

Shrinking profit margins, aging ownerships and headaches from factors beyond their control like postal delays continue to strain local news papers across North Dakota.

While some of the 73 local news papers in the state are in critical condition, the bigger picture is not one of dying out, but of hope for the future anchored by their importance to local communities.

A two-year effort to gather data called the Future of Local News Initiative, led by the North Dakota Newspaper Association and the Rural Development Finance Corporation, finds some reasons for optimism and several paths forward for journalism prosperity.

The effort, supported by a grant from the Bush Foundation, brought together journalists and publishers from across the state to gather a rare data set through surveying newspaper owners, journalists and consumers.

The group released a final report of their key findings on Jan. 29, with the data paving the way for pilot programs to address challenges going forward.

"This has been the most focused effort that the North Dakota Newspaper Association has ever done to quantify where we are at as an industry," said Cecile Wehrman, NDNA's executive director.

Trust in print

The data gathered includes finding that 9 out of 10 news consumers believe having a local newspaper is important, with a similar amount saying that losing a paper harms local communities.

Newspapers are also the most trusted local news source, according to the data gathered by research partner Coda Ventures.

Chris Geselle, a development specialist with the North Dakota Association of Rural Electric Cooperatives Cooperative who was involved with the effort, said that struck him most about what the research found.

"People trust newspapers," Geselle said. "They view them as one of the more accurate media outlets or media forms out there."

Residents of the three counties where papers no longer exist - Sioux, Dunn and Slope - value papers even more, showing how those losses impact communities.

In those counties, 96% said having a newspaper is important, 87% said they would subscribe to a paper if it existed, and 21% said they would be willing to donate to help fund a newspaper beyond subscribing.

"The absence of papers is really noticed in those communities," Geselle said.

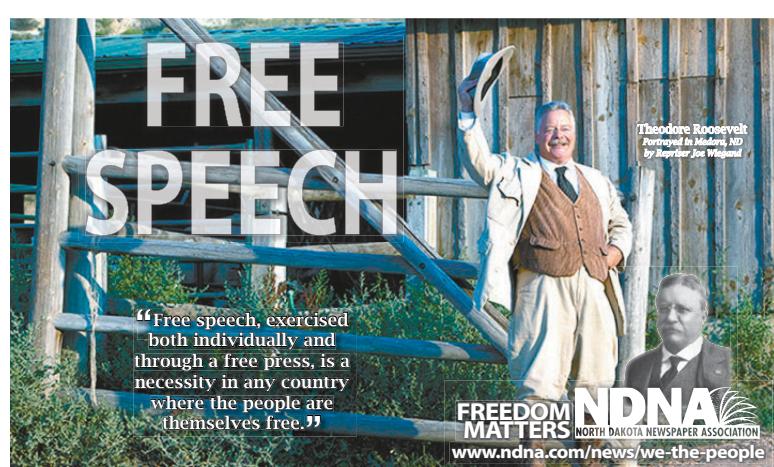
Joy Schoch, publisher of the Dickinson Press, a Forum Communications newspaper, said having data to back up the vital importance of newspapers has been an important outcome from the project.

"It's essential," she said. "It's essential to keep people informed. It makes a healthy community."

The next step in the effort is to pilot several solutions that tap into the deep reservoirs of trust, demand and opportunity while acknowledging the current structural risks many newspapers face.

"This is a vital, trusted, necessary industry that people want and need, and we need to find a way collectively forward that benefits society," Wehrman said.

Translating the value



NDSU Extension Sets Sheep Producers Workshop

Area sheep producers and anyone interested in learning more about sheep health and production are invited to North Dakota State University Extension's sheep producers workshop on February 28 at Lillehaugen Farms near Brooten, North Dakota.

The afternoon will focus on practical, up-to-date information for both new and experienced producers. The workshop is organized by Traci Trostad, NDSU Extension agriculture and natural resources agent in Nelson County, and Bailey Schroeder, NDSU Extension agriculture and natural resources agent in Walsh County.

"This will be a great chance for

producers to visit with specialists, ask questions and see a working operation," says Trostad. "We want folks to go home with ideas they can put to work right away in their own flocks."

The program will begin at noon in the farm garage with a lamb-based meal catered by Dee Lillehaugen. The meal is provided at no cost to attendees due to sponsor support.

Following the meal, Luke Lillehaugen will share the history and overview of Lillehaugen Farms.

Dr. Jake Galbreath, NDSU Extension veterinarian, will provide updates on sheep health and veterinary issues. Lacey Quail, NDSU Exten-

sion livestock management specialist, will present on lambing preparation. Kelly Froehlich, American Sheep Industry Association education program developer, will discuss sheep dystocia. Travis Hoffman, NDSU Extension sheep specialist, will help facilitate discussion and questions throughout the afternoon.

The workshop will wrap up with a tour of the farm at 3 p.m.

Register at ndsu.ag/sheepprod-26. For more information, including directions and registration details, contact the NDSU Extension offices in Nelson or Walsh counties.

Lillehaugen Farms is located at 5427 115th Ave NE, east of Brooten.

Primary Election Season Underway

Mountrail County Five Commissioner Districts Approved 12-17-21

158-94 BICKER	158-93 POWERS LAKE	158-92 POWERS	158-91 LOSTWOOD	158-90 SIDONIA	158-89 CROWFOOT	158-88 LOWLAND
64	71	35	55	27	11	44
158-94 WHITE EARTH TWP 82 WHITE EARTH CITY 100	157-93 SORRNESS	157-92 COTTONWOOD	157-91 JAMES HILL	157-90 CLEARWATER	157-89 REDMOND	157-88 STATE
	26	28	98	37	16	26
158-94 MYRTLE	156-93 MANITOU	156-92 ROSS TWP 109	156-91 IDAHO 191	156-90 PALERIO TWP 41	156-89 MOGAHAN	156-88 EGAN
68	53	ROSS CITY 95	STANLEY CITY 421 1,900	PALERIO CITY 125		
158-94 UNORGANIZED	155-93 DEBING	155-92 ALGER	155-91 PURCELL	155-90 BURKE	155-89 MCALMOND	155-88 KICKAPOO
		59	82	58	54	18
154-94 UNORGANIZED	154-93 RAT LAKE	154-92 BROOKBANK	154-91 SIKES	154-90 AUSTIN	154-89 OAKLAND	154-88 OSLOE
	51	17	97	24	36	30
WEST MOUNTAIN 246	153-93 UNORGANIZED	153-92 KNIFE RIVER	153-91 CRANE CREEK	153-90 WAZZETTA	153-89 SHELL 77	153-88 COLEEE PLAZA CITY 211
		53	55	23	36	
152-93 UNORGANIZED	152-92 OSBORN 292	152-91 VAN HOOK	152-90 PARSHALL TWP 85	152-89 MODEL	152-88 PLAZA	
			275	31	45	
SOUTHWEST MOUNTAIN 45	151-93 BIG BEND	151-92 HOWIE	151-91 LIBERTY	151-90 FERTILE	151-89 BANNER	151-88 MONTREAL
	36	42	39	65	37	20
150-93 UNORGANIZED	150-92 UNORGANIZED					

DISTRICTS

#1 - BLUE

#2 - GREY

#3 - GREEN

#4 - WHITE

#5 - YELLOW

TOTALS

1,978

2,008

*Stanley City consist of all of Stanley, except that portion in District #5

*New Town City North consist of everything situated Lot 1 & 2 of Subplot 2 of the NW, Outlot 1 of NWW, NW less Breslin Subdivision, Waheenee-Mia 2nd Subdivision, College Drive Subdivision

*New Town City South consist of everything situated Lot 3 of NWW, NW less Breslin Subdivision, Outlot 10 of NE, and College Drive Subdivision, Waheenee-Mia

1,907

*Stanley City North Consist of everything situated north of 63rd St NW

9,809

10%

9,809 + 5 = 1,981.80

1,961.80 X 10% = 196.18

LOW - 1.765.62

HIGH - 2.157.98

701-628-2424

Mountrail County Medical Center
Many Avenues - One Goal... Your Health

Dr. Mark Longmire, MD

Tara Nardacci, DNP-NP-C

Tammy Baafat, FNP-C

Abbey Ruland, PA

Jessica Charron, DNP

Brittany Houghton, FNP

Carol Hynek, DNP, FNP-C

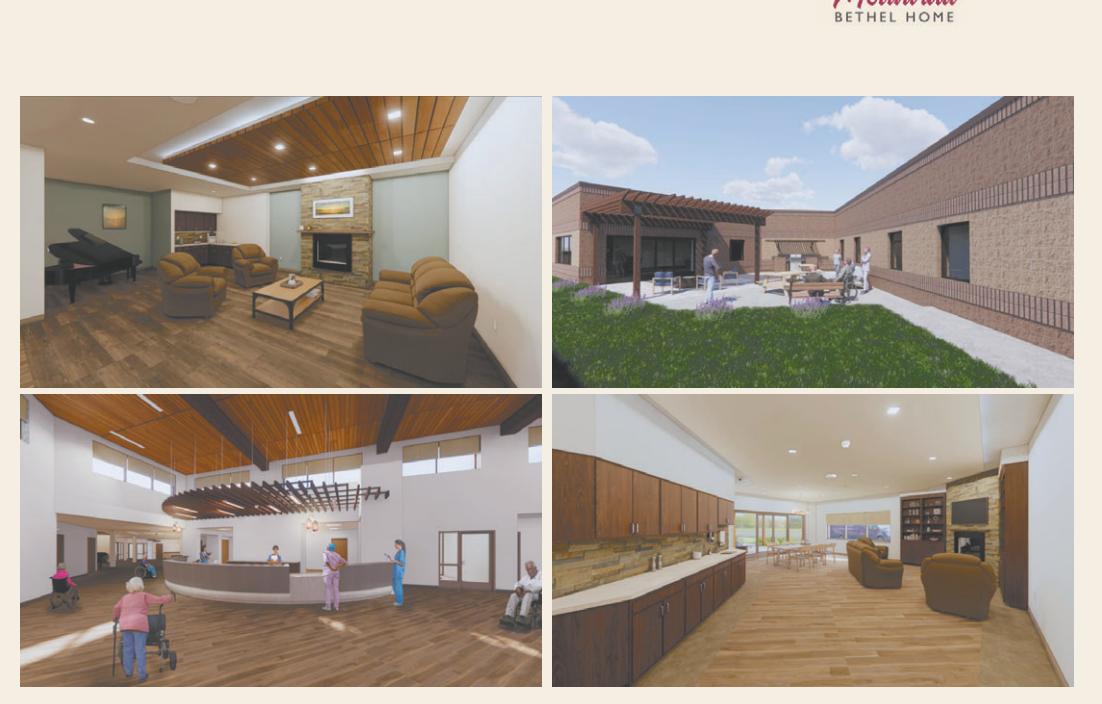
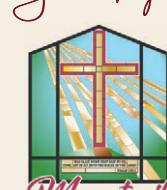
Grand Opening Celebration!

JOIN US

Wednesday, March 4th 2:00 PM

For Prayer, Dedication and Open House
for the new Mountrail Bethel Home in Stanley!

Hope you can join us!



Mountrail County Medical Center

Rural Health Clinic

615 6th St. SE • P.O. Box 399

Stanley, ND 58784

Clinic Phone: 701-628-2505

Clinic Fax: 701-628-3078

HAVING TROUBLE PAYING YOUR BILL?

Please contact the Revenue Cycle Team at 701-628-8639

