

Nordak North Publishing Expands With Acquisition of McClusky Gazette

Publisher says growth strengthens local journalism, creates new opportunities for readers and advertisers

BY KELLI AMELING
ASSOCIATE PUBLISHER

Nordak North Publishing has acquired the McClusky Gazette, ensuring the continued publication of a newspaper that has long served McClusky and Sheridan County while also expanding the company's network of community newspapers across central North Dakota.

Publisher Kelsey Majeske said the opportunity arose through discussions with the newspaper's previous owner, Alan Tinker, who was looking toward retirement and wanted to ensure the newspaper's future.

"The opportunity came about through conversations with the newspaper's previous owner, who was looking toward retirement and wanted to ensure the Gazette's future," Majeske said. "We understood the importance of the Gazette to McClusky and Sheridan County and felt it was a natural fit alongside our latest set of newspapers based in McLean County."

Majeske said Nordak North Publishing viewed the acquisition as an opportunity to preserve local journalism in a rural community at a time when newspapers continue to disappear across the country.

"When the opportunity presented itself, we saw a chance not only to preserve a long-standing newspaper but also to continue serving a community that was about to lose its newspaper," she said. "Local newspapers are disappearing across the country at an alarming rate, especially in rural communities. We believe towns like McClusky deserve access to community news, public notices, community information and cover-

age of local government."

The acquisition expands Nordak North Publishing's reach while creating additional opportunities for businesses and organizations that advertise throughout the region.

"Adding the McClusky Gazette gives local advertisers another platform to reach new potential customers," Majeske said. "Many businesses serve customers across county lines, and being part of the Nordak North family creates more opportunities for regional advertising while still maintaining a strong local focus."

She said advertisers will continue to reach hometown audiences while benefiting from the resources and marketing opportunities available through a larger newspaper network.

"Advertisers will continue to have access to hometown audiences, but they'll also benefit from the resources, expertise and marketing opportunities that come with being part of a larger network," Majeske said.

While the newspaper family continues to grow, Majeske said readers should not expect significant changes to the local focus of existing publications.

"Our commitment to each community remains the same," she said. "We try to have every newspaper maintain its local identity and focus on the stories, people and issues that matter most to its readers."

She added that adding another publication strengthens the organization as a whole by allowing newspapers to share resources, ideas and best practices.

"The goal isn't to change our current papers; it's to make

all of them stronger and more sustainable," Majeske said.

The purchase also aligns with a broader strategy to ensure the long-term viability of community journalism.

"Growth is important because the continuation of community newspapers depends on it," Majeske said. "By expanding our network, we're creating a larger foundation that helps support community news, local advertising and public notices for years to come."

She said growth also allows the company to invest in employees and products while helping preserve local news coverage in communities that might otherwise lose it.

"Growth allows us to invest in our staff, improve our products and preserve local news in communities that might otherwise be at risk of losing it," Majeske said. "At the end of the day, our mission is to keep local journalism thriving, and growth helps us do that."

Majeske stressed the acquisition is about more than adding another publication to the company's portfolio.

"Acquiring newspapers is about more than adding publications to our company; it's about protecting an important community institution and ensuring local stories continue to be told," she said.

Looking ahead, Majeske said her vision for the newspaper remains rooted in local coverage. Readers can expect continued reporting on local government, schools, businesses, organizations, sports and community events.

"My vision is simple: to strengthen the Gazette as a community newspaper focused on its readers," she said.

"We also want to highlight

the positive stories happening throughout the area and celebrate the people who make Sheridan County a great place to live."

The transition also includes new staffing support for the newspaper. Majeske expressed appreciation for Amanda Saueressig as she takes on a larger role in serving Gazette readers.

The McClusky Gazette joins the Leader-News, Central McLean News-Journal, McLean County Independent and Xtra as part of the Nordak North Publishing family.

"Our mission is to ensure these communities continue to have strong local newspapers for generations to come," Majeske said.

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The biological engine

Menoken field day shows soil practices for profit and resilience

BY PHAIDRA YUNKER
REPORTER

Menoken Farm will host producers from across the region on July 30 for the Burleigh County Soil Conservation District's annual Crops, Covers & Cows field day, a hands-on workshop focused on soil health, regenerative agriculture and profitable livestock-crop integration. The full-day event runs from 8 a.m. to 4 p.m. and combines classroom presentations with guided tours through the farm's 150 acres of demonstration plots.

For many producers, the draw is the chance to see practices that have become buzzwords in agriculture functioning in North Dakota soils. Notill. Cover crops. Companion cropping. Car-

bon layering. Livestock integration. They're ideas that can feel abstract until you're standing in a field where they're working.

That's exactly why Menoken Farm exists.

"Producers tell us they want to see these practices, not just hear about them," said farm manager Jay Fuhrer, who has spent decades helping producers understand soil as a living system. "If you can walk it, touch it and ask questions in the field, you're far more likely to take those ideas home."

Menoken Farm isn't just a local demonstration site — it's one of the most widely recognized soil health education hubs in the country. Over the past decade, its work has drawn visitors

from more than 20 countries, including researchers,

Biological cont. on 9

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