

REAL Montana Media Seminar takes place November

Philipsburg resident Kevin Kanduch just returned from three days in Billings as part of REAL Montana (Resource Education and Agriculture Leadership). For Kevin and other members of REAL Montana Class III, this was the second seminar in their two-year educational program.

The focus of the seminar November 2 - 4 was media & communications. While in Billings, class members participated in 14 live television and radio interviews and took part in editorial meetings at the Billings Gazette and the KULR8 and KTVQ-2 studios. The class received training on how to handle challenging interviews, get a story in the news, elevator speeches, social media, and crisis management from media professionals hailing from the Billings Gazette, Northern Ag Network, Big Sky Business Journal, Montana State University, Yellowstone Public Radio, ExxonMobil, and BNSF. A highlight of the seminar was a networking banquet at the Petroleum Club where class members interacted with local program sponsors and industry leaders.

“Seeing behind the scenes and learning the innerworkings of the media world was an eye-opening experience, and I have a profound new appreciation for everyone involved.” -Kevin Kanduch

Twenty of Montana’s emerging and established leaders were competitively selected from a pool of qualified candidates representing a wide variety of agriculture and natural resource industries across the state to take part in Class III of REAL Montana. The two-year program features eight in-state seminars; a five-day national study tour in Washington D.C.; and a ten-day international trip in November 2018. Seminars include training in natural resource development, agriculture institutions and agencies, public speaking/media, economics, state and federal policy, international trade, urban/rural relationships, water issues, and other current industry topics.

REAL Montana is funded through a partnership with Montana State University Extension and private industry. Oversight is provided by an advisory board of industry leaders.

Complete program information is available at www.realmontana.org or by contacting Janelle Booth, program director, at (406) 994-6480, janelle.booth@montana.edu.



REAL Montana Class III members took part in the live noon broadcast at the KTVQ-2 studio on November 3.
FRONT (L to R): Lexi Pelagi, Russell Nemetz, Jillien Streit, Aja Goare, Ed McIntosh, Lori Shaw, Karen Helfrich, Bonita Cremer, Lynda Grande
BACK (L to R): Taylor Brown, Christian Rohloff, Kevin Kanduch, Ben Leheldt, Jeff Welborn, Janelle Booth, Rose Malisani, Sarah Norcott, Jack Alexander, Alysha Wilson, Andy Lundquist, Brad Cook, Brian Thompson, Tater Erickson, Bridger Mahlum, Kim Gibbs