

**Convention Highlights**

Distinguished speakers, solid programming and a lot of journo fun are in store at the 2015 WNA-AP Convention.

See Page 2.



**Better Know a Newsie**

Pamela Henson, new publisher at The Post-Crescent, shares some good news for newspapers.

See Page 3.



**In the Line of Fire**

Two murdered Wisconsin-educated freelancers were in riskier situations due to a host of modern-day wartime conditions.

See Page 3.

# THE BULLETIN

News and information for the Wisconsin newspaper industry

JANUARY 2015

... among the world's oldest press associations

**WNA/AP Convention**

## Join Us for WNA's Annual Convention

Carol O'Leary, WNA President and publisher of The Star News in Medford, invites members to invest two days in quality programming and networking at the annual WNA/AP Convention and Trade Show.

Dear WNA Members,

I'd like to personally invite you to join your newspaper colleagues at the annual WNA Convention and Trade Show on Feb. 26-27, 2015, at the Milwaukee Marriott West. This year's event celebrates and fortifies our industry's unique traditions, while also recognizing and embracing the ever-expanding role of technology in today's newspaper business.

2014 marked my 50th year in the newspaper business, and through those years, I have found conventions are the most valuable resource our industry has. Convention programs help us keep up with technology and provide training and resources for our entire newspaper staff. The opportunity to share ideas and experiences with your peers during the sessions and social times can bring a fresh approach to the way we serve our communities.

The WNA Convention Program Committee, made up of news-

paper executives like you and me, has designed a robust schedule. Each day's education and networking opportunities are packed with vibrant possibilities to ready you and your employees for the year ahead.

Thursday's program will help you set up your organization for success while managing current challenges, find time for projects with a skeleton-crew staff and sell to your readers.

On Friday, we'll jumpstart the morning with "a hero in our midst," Morley Piper. The former executive director of the New England Newspaper Association was once a 19-year-old Army second lieutenant with the 29th Infantry Division during the WWII D-Day invasion in Normandy. His harrowing story will inspire you.

Concurrent sessions will cover developing new business, writing editorials, fresh InDesign tips, next-wave social media and



Carol O'Leary

"The opportunity to share ideas and experiences with your peers during the sessions and social times can bring a fresh approach to the way we serve our communities."

more. WNA Better Newspaper Contest winners will be displayed for viewing in the Trade Show area. There, you can connect with vendors who offer valuable information, products and services to help you continue to excel in your position.

The WNA Convention continues to flourish with augmented programming and ample networking opportunities. To register, [click here](#). I look forward to connecting with you in Waukesha at the 2015 WNA/AP Convention and Trade Show.

Sincerely,

### 2015 Wisconsin Newspaper Association/Associated Press Convention & Trade Show

MILWAUKEE MARRIOTT WEST, WAUKESHA • FEBRUARY 26-27, 2015



#WNAAP15

**THURSDAY, FEBRUARY 26**

Noon .....Registration and Trade Show open  
Better Newspaper Contest awards on display

1-2:30 p.m. ...."All Aboard: Keeping your organization on track in a changing media environment"  
Tom Yunt, Wick Communications

2-3 p.m. ....Networking break

3-4:15 p.m.....CONCURRENT SESSIONS:

"Finding Time for Editorial Projects"  
Jim Pumarlo, Community Newsroom Success Strategies

"Selling Across All Platforms"  
Steve Fisher, Woodward Community Media

4:15-4:30 p.m.....Networking break

4:30-5:30 p.m.....WNA/AP Annual Meeting

5-6 p.m. ....Trade Show Reception

6-8:30 p.m. ....Dinner: Keynote presentation by Ellen Gabler, Milwaukee Journal Sentinel

8-11 p.m. ....WNA President's Social  
\*All welcome to attend free of charge

**FRIDAY, FEBRUARY 27**

8 a.m. ....Registration and Trade Show open *Free Continental Breakfast in Trade Show served until 9 a.m.*  
Better Newspaper Contest awards on display (until 3:30 p.m.)

9-10 a.m. ....Kick-off: "A Hero in Our Midst" Morley Piper, newspaper association executive who was a 19-year-old second lieutenant in the Army with the 29th Infantry Division during the WWII D-Day Invasion at Normandy

10-10:30 a.m. ....Networking break

10:30-11:35 a.m. **Concurrent Sessions:**

<b>Developing New Business</b> Carol Richer Gammell, Sales Training Plus	<b>Vigorous Editorials: A Community's Conscience</b> Jim Pumarlo, Community Newsroom Success Strategies	<b>New InDesign Features That Save You Time and Improve Product Quality</b> Russell Viers, Adobe Certified Instructor	<b>Critique Session with the WNA Future Headliners</b>
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11:35-11:45 a.m. ....Networking break

11:45 a.m.-1:15 p.m. ....Honors Luncheon: Keynote presentation by Chancellor Rebecca Blank, University of Wisconsin-Madison  
WNA Golden Member 2014 inductees, Branen High School Scholarships, Collegiate Better Newspaper Contest Awards

1:15-1:45 p.m. ....Networking break

1:45-2:50 p.m. **Concurrent Sessions:**

<b>Selling the Benefits of Newspaper Advertising Solutions</b> Carol Richer Gammell, Sales Training Plus	<b>Mining Government Records for Stories</b> Raquel Rutledge, Milwaukee Journal Sentinel	<b>Quality Photos from Any Camera</b> Russell Viers, Adobe Certified Instructor
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2:50-3:30 p.m. ....Networking break - Ice cream served

3:30-4:30 p.m. **Concurrent Sessions:**

<b>Advertising Idea Exchange</b> Gail Johnson, WNA ADviser	<b>Creating and Packaging Relevant Consumer Content</b> Russell Viers, Adobe Certified Instructor	<b>Taking Social Media to the Next Level</b> Maureen Alley, Media Alley LLC
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5-6 p.m. ....Reception

6:30 p.m. ....Awards Dinner: Passing of the Gavel, WNA Foundation Hall of Fame 2014 inductees, WNAF Better Newspaper Contest Awards

For additional information about sessions and presenters, visit [www.WNAconvention.com](http://www.WNAconvention.com)

# WNA news

## WNA/AP Convention

# Firsts and Fun for #WNAAP15

Expect a celebration of firsts at the Wisconsin Newspaper Association-Associated Press 2015 Convention and Trade Show, set for Feb. 26-27 at the Milwaukee Marriott West.



Morley Piper

For the first time, the convention will proudly host a WWII D-Day veteran. Morley Piper, retired executive director of the New England Newspaper and Press Association, was just 19 when he served as a second lieutenant commanding the 29<sup>th</sup> Infantry Division in the Invasion of Normandy. Only 17 of the 44 men in Piper's platoon survived in the largest naval invasion in history, which marked the beginning of the end of Nazi occupation in Western Europe.

Piper later spent 12 years as national advertising manager with the Boston Globe and served as the executive director of the New England Newspaper Association for 45 years. He currently serves as the executive director of the Newspaper Association Managers organization. Piper is a recipient of the Yankee Quill award, and the NENPA First Amendment Award is named in his honor. He's advised generations of newspaper executives in addition to being one of the last survivors of the D-Day Invasion.

Piper will share his inspiring tale of courage at 9 a.m., Friday, Feb. 27.

Another first for the WNA is a Wall of Beer and Wine raffle. Try your hand at choosing bottles of wines and beers that will surely make you popular among other convention goers. The Craft Beer Tent will no doubt spark lively conversations on the profession that we all know and love. In addition, the traditional Thursday dinner will be hosted in a casual tailgating atmosphere, emblematic of one of Wisconsin's favorite pastimes.

## Registration Details

For more information and to register, visit [WNAconvention.com](http://WNAconvention.com).

Registration rates are included at a discounted fee until Feb. 19. Meals are additional. The first person from one newspaper can register for \$95 before Feb. 19, and \$110 after. Additional registrants are \$30 before that date and \$50 after. There is an additional cost for meals.

Room reservations at the Milwaukee Marriott West can be made [here](#) or by phone at 1.800.228.9290. The discounted rate of \$102 per night is available until Feb. 11.

**Reserve a table** for the Friday awards dinner and see your colleagues recognized for their work. The cost is \$100 for a table of ten, which includes two bottles of wine. Reservations are requested by Feb. 20.

College student registration is \$10 each. The advisor registration fee is \$25. Click [here](#) to register.

Perhaps the funnest first is Trade Show Plinko: need we say more? Come on down and pretend you're playing with your favorite "Price is Right" host to win prizes on the Trade Show floor!

Firsts are fun, but the **solid programming** and **distinguished speakers** that are a staple of the WNA/AP Convention are abundant in this year's line-up. We've got award-winning journalists Raquel Rutledge and Ellen Gabler, tech and social media gurus

Russel Viers and Maureen Alley, the chancellor of University of Wisconsin-Madison Rebecca Blank, trusted editorial trainer Jim Pumarlo, transition pro Tom Yunt, advertising mavens Carol Richer Gammel, Gail Johnson and Steve Fisher, and, of course, all of your fellow Wisconsin journalists.

### Honoring Bonnie Fechtner

It's your last chance to send in photos, memories and kind words for Bonnie Fechtner. Bonnie retired from the Wisconsin Newspaper Association in August after 47 years of service to the industry. She will be honored at Friday night's Awards Dinner. You're invited to write a letter on your newspaper's letterhead and send it to WNA offices at 1901 Fish Hatchery Road, Madison, WI 53713, or send an **email**, for a book we're putting together for Bonnie. Deadline is Feb. 13.

### The WNA Band is still accepting new members!

You can jam with the prestigious likes of Mike Mathes, publisher of Tri-County News in Kiel, on guitar and vocals, Peter Weinschenk, editor at TP Printing, on guitar, and Tim Lyke, publisher of the Ripon Commonwealth Press/Express. The band will reportedly be joined for the first time by WNA Future Headliners James Debilzen, circulation and readership director at Daily Jefferson County Union/HometownNews Limited Partnership, and Nathaniel Schuda, education and senior watchdog reporter at Oshkosh Northwester media, both on violin/fiddle. The band will perform between 5 and 6 p.m., Friday, Feb. 27 at the reception before the annual awards banquet. Have you got talent you'd like to share? Contact Lyke at [tim@riponprinters.com](mailto:tim@riponprinters.com) for details. There will be a pre-show rehearsal.

## Freelancers Face Worsening Wartime Conditions

By Holly Henschen  
Director of Communications  
Wisconsin Newspaper Association



Marquette University alum James Foley (left) and Beloit College alum Luke Somers (right), were killed by Islamic militants while freelancing. Experts say freelancers face increasing peril in conflict zones as news organizations cut back on full-time correspondents and respect for the press is eroding while non-state actors are on the rise.



News organizations are cutting back on foreign correspondents as they face economic pressure, opening up gigs for freelancers in war zones. But they're becoming easy targets due to eroding respect for the press, increasingly digital communication and non-state actors.

Two Wisconsin-educated photojournalists were killed in late 2014 at the hands of Islamic militants. Marquette University graduate James Foley was freelancing for Agence France-Presse and GlobalPost when he was abducted in late 2012. He was beheaded two years later by ISIS in response to U.S. airstrikes in Iraq. The grisly video was distributed over YouTube. Beloit College graduate Luke Somers was abducted by al-Qaida in September 2013 and killed during a second U.S.-led rescue attempt in early December after freelancing for the BBC, Al Jazeera and the Yemen Times.

Last year, 61 journalists were killed because of their profession, compared to 70 killed in 2013, according to the Committee to Protect Journalists (CPJ), a New York-based, independent non-profit that promotes press freedom worldwide.

"Journalists no longer occupy this privileged position," Courtney Radsch, advocacy director at the CPJ, told the Wisconsin Newspaper Association. "Nine out of 10 killers of journalists go free. You see this rising hostility and antagonism towards the press in many countries that, in the wake of the 2012 Arab Uprising, have seen their own increasing willingness to crack down on the press, journalism and free expression."

"When I was a journalist [in the United States], I just assumed that the police aren't going to beat

you," Radsch said.

Members of the West Virginia Legislature recently introduced a bill that would create harsher penalties for violence against journalists. The bill adds journalists to a list of protected workers, like governmental representatives and emergency medical service personnel.

Though journalists may enjoy a de facto protected status in the United States due to a strong tradition of freedom of speech and freedom of the press, there's less protection in other countries.

The status of journalists in conflict zones has shifted several times over the last century, according to Lindsey Palmer, assistant professor of global media ethics at the University of Wisconsin-Madison's School of Journalism and Mass Communication.

Journalistic protections in the Geneva Conventions were geared toward journalists accompanying the military, Palmer said. In the 1970s, a philosophical shift gave journalists protections closer to those afforded to citizens.

"A lot of people are becoming more aware about the way those conventions are getting flouted," she said. "Because of digital technologies, there is more knowledge about what jour-

nalists are doing, which puts them in danger."

The broadening spectrum of non-state actors like ISIS and al-Qaida, adds to the danger journalists face, Radsch said.

"Now, just the fact of being a member of the press can result in being targeted, being used as some sort of symbol," Palmer said. "The message has to do with communication itself, that [militants] don't want [journalists] telling [the militant groups'] story."

"In Syria, you have so many actors," Radsch said. "It's an information black hole. The threats come from every side."

In the wake of Foley's murder, AFP said it "would no longer accept work from freelance journalists who travel to places that we ourselves would not venture." The goal was to protect its reporters. Nonetheless, those photos are vital to the world's perception of war. Many organizations still buy the photos, they said.

Citizen journalism is another innovation in the age of digital reporting from war zones. Twitter has been cited as a major factor in reporting the conditions during the Egyptian Revolution of 2011. However, experts said, this type of reporting puts those citizens at risk in countries where

freedom of speech is not protected.

Saudi blogger Raif Badawi received 50 lashings in early January, and is sentenced to 950 more, for his website Free Saudi Liberals. More lashings were postponed as Badawi was considered medically unfit to receive more. He is also serving 10 years in prison.

Preparation, training and communication systems are the key to protecting journalists in conflict situation.

Working as a freelance journalist, without safety support from a news organization that would be afforded to a correspondent, carries a special set of responsibilities aside from funding their own travel, insurance and safety gear.

"If you want to be a freelancer, be prepared," Radsch said.

She said freelancers must take threats seriously, as most journalists in conflict zones encounter threats before they're faced with violence. In addition, they need a support system of people who can account for their location.

Training is vital for journalists in conflict zones, experts said.

A group called Reporters Instructed in Saving Colleagues (RISC) offers training to freelancers in combat zones. The **Rory Peck Training Fund**, in honor of a pioneering freelance war correspondent, gives training scholarships to international freelance journalists and filmmakers.

CPJ's **journalist assistance program** "steps in when journalists are in dire situations as a result of persecution for their work." The group's **Journalist Security Guide** details covering the news in a dangerous and changing world.

# WNA news

## Member Spotlight

### Post-Crescent Publisher Pamela Henson: Back on the News Side

By Holly Henschen  
Director of Communications  
Wisconsin Newspaper Association

Native Californian Pamela Henson has fallen in love with Wisconsin. The newly instated publisher at The (Appleton) Post-Crescent also serves as regional president for Gannett Wisconsin Media's ten media properties. Henson, formerly senior vice president of advertising and marketing at the Milwaukee Journal Sentinel, studied journalism, not advertising, at the University of Southern California in the early 1980s. But she faced a steep challenge upon graduation: economic recession.

"You could not get a job in news reporting if your life depended on it in Southern California," Henson said.

A wise professor encouraged her to take a sales job and work her way back onto the editorial side of news. Thirty-one years later, and several opportunities that didn't line up with her family's priorities, and that recommendation come to fruition.

"I always wanted to go into publishing and 2014 was the year," Henson said. "It was a long aspiration and dream come true for me."

Henson, who took over for former Wisconsin Newspaper Association Foundation president Genia Lovett, has lived in Wisconsin for nearly four years after becoming enamored with the Midwest at the Minneapolis Star Tribune. She spent five years there as senior VP of sales-marketing and digital before moving to Milwaukee.

"The thing I love about Wisconsin is there is such a civic-mindedness in every city," Henson said. "It's a phenomenal place to live and to be in the business community."

Henson said newspapers can be "the e-Harmony of bringing business and communities together in ways that are truly giving success to both."



A recent Post-Crescent campaign, 30 Days of Hope, partnered Steinhafels Furniture with House of Hope, a non-profit rehabilitation home for homeless women who are pregnant or with children. House of Hope's celebrity supporter, Green Bay Packers fullback #30 John Kuhn, lent his support to the campaign. For 30 days, the newspaper's editorial side generated a full-page profile of someone who had benefited from House of Hope's outreach.

Steinhafels refurbished the non-profit's facilities and served as a collection point for community donations of clothes and supplies for mothers and children. The promotion raised more than \$30,000 for House of Hope, she said.

"We saw an opportunity to connect with something that was so important to the region, which was giving back," Henson said. "It was incredibly moving and had incredible reader engagement both digitally and in print."

Challenges to Wisconsin's newspaper industry are unique compared to the rest of the country, Henson said.

"Wisconsin still has a very vibrant print and digital engagement," she said. "This market still wants to read a printed newspaper as well as a digital newspaper offering. There is still a great integrated approach that is still in harmony in Wisconsin."

## AG Files Suit Against Subscription Scammer

Wisconsin appears to be the first and only state to file suit against an Oregon company accused of scamming newspaper subscribers.

Former Wisconsin Attorney General J.B. Van Hollen filed a consumer protection enforcement action in Dane County against Oregon resident Laura Loverien before he left office. Loverien's subscription business, which mail under the names Orbital Publishing Group, Inc. and Liberty Publishers Service, Inc., is charged with sending false and misleading subscription offers and notices to state residents, targeting the elderly.

Acting as a third-party subscription service, the businesses allegedly offered a one-year subscription to the Milwaukee Journal Sentinel for \$499, well above the newspaper's \$182 rate. The attorney general's complaint also alleges that the businesses sent fake invoices for non-existent periodicals, such as the Madison State Journal.

In 2011, a company with the name Orbital Publishing obtained a federal court injunction to prevent Bank of America from seizing and falsely debiting its accounts, according to a press release from New York law firm Lennon and Klein. The case was dismissed by U.S. District Court in the Southern District of New York in 2012 after Orbital Publishing failed to respond to Bank of America's counterclaims that a large number of checks deposited into their accounts were not made payable to Orbital and many were deposited without endorsements.

The Better Business Bureau of Northern Nevada lists a complaint against Publisher's Billing Exchange, whose principal is listed as Lovrien and lists more than 20 similar alternate business names, for solicitations disguised as bills.

## Need to Know



JULIA HUNTER

Hunter is the Director of Member Services for the Wisconsin Newspaper Association. She can be reached at Julia.Hunter@WNAnews.com or 608.283.7622.

### Van Hollen OK's Camera Phone Copies, Gives Court Clerks Discretionary Powers

As we were preparing to ring in the New Year, former Attorney General J.B. Van Hollen issued a records opinion that was years in the making.

Van Hollen opined that court clerks and registers of probate records cannot charge people who copy documents using phones, cameras or other personal copying devices.

The opinion stemmed from an episode in 2012, during which Walworth County Circuit Court Clerk Sheila Reiff asked a reporter from The (Racine) Journal Times to pay \$25 for 20 copies made using a camera phone. The reporter, Stephanie Jones, argued that the copies were of no cost to the court — she wasn't using its staff time, paper, ink or equipment.

Reiff stood by her decision, pointing to directives and interpretations from the Wisconsin Justice Department and Supreme Court, as well as a 2005 attorney general opinion, stating fees should be charged regardless of how copies are made.

Van Hollen, in a letter to Jones, agreed with that position. But he eventually reconsidered, issuing a decision indicating such on Dec. 30.

This is a step in the right direction for open government advocates, albeit a small one.

The opinion also gives court clerks discretion on whether to allow requesters to make copies using personal equipment like phones or cameras.

"While the custodian of court records may not charge an individual for using a cellphone camera to capture a copy of a court document, the custodian of court records may choose the method of copying and need not allow individuals to make their own copies," Van Hollen states in the opinion.

Some clerks continue to uphold policies disallowing photographic copies. They claim the use of personal technology puts the integrity of court files at risk. It's an argument that doesn't hold much water.

One could argue a wireless copier might jeopardize the records' integrity, but a cell phone camera?

What it boils down to is money. Court clerks are statutorily permitted to charge \$1.25 per page, slightly more than registers who can charge \$1. Court clerks collected more than \$815,000 in copy fees in 2011, according to a letter from former Director of Courts A. John Voelker to Van Hollen, asking him to consider this issue. Registers collected more than \$97,000.

It's a revenue stream that courts have depended on for years, but as technology and open records laws evolve, it's an issue that may need to be addressed. Regardless, the need for paper copies will never completely go away.

So, for now, we can take our small win. Journalists, and the public, won't be improperly charged erroneous fees, and hopefully some court clerks will recognize taking snapshots with your camera phone or using personal equipment isn't an intrusion, but a legally accepted—and efficient—way to make a copy.

## FlashNews

### Society of Professional Journalists Raises Funds for Mulhern Scholarship

Madison-area journalists raised \$720 for the Tom Mulhern Scholarship for Sports Journalism last week. The scholarship at UW-Madison was the beneficiary of the annual holiday raffle held by the Madison pro chapter of the Society of Professional Journalists. [Read more.](#)

### Ripon Printers Wins Best Workplace Award

Printing Industries of America (PIA) once again named Ripon Printers a recipient of the Best Workplace in the Americas award. What's more, Ripon was named to the select "Best of the Best" category for outstanding human resources practices that contribute to a successful workplace.

### Vilas County News-Review Wins Award

The Vilas County News-Review was awarded the Eagle River Area Chamber of Commerce's Business of the Year award. The newspaper also produces the Three Lakes News and the North Woods Trader.

### Fox Lake Representative Ends Publication

The Fox Lake Representative, a publication of Berlin Journal Newspapers, discontinued weekly publication as of Jan. 1. The city's official newspaper is available for purchase.

### Watertown Daily Times Publishes Weekend Edition

The Watertown Daily Times has consolidated its Friday and Saturday editions into one weekend edition to be distributed on Friday afternoons.

# Industry news

## NNA: Rural Mail Will Suffer with More USPS Mail Plant Closures

By John Edgecombe Jr.  
 Publisher, The Nebraska Signal, Geneva, NE  
 President, National Newspaper Association

A friend of mine from South Dakota noted that the U.S. Postal Service delivered a lump of coal to many small towns last Christmas when it proceeded to eliminate overnight mail in most of the nation in 2015. That was a good description. USPS will slow delivery officially by one day for First-Class and Periodicals mail. Many members of Congress have asked it to hold off. But USPS is plowing ahead.

It is time for lawmakers to consider how rural and small town mail is suffering.

The USPS plans to close more than 80 mail processing plants in 2015. Smaller plants will be consolidated into urban plants. It has already closed nearly 150 plants in the past three years and says service was not affected.

That is hard to believe, at least in small towns.

Longer road trips for most mail, traffic delays in urban areas to get sorted mail back to the local post offices, post office closings

and shorter business hours have made claims of good service hard to trust. There is also the upheaval while workers lose their jobs or have to be retrained. Now, according to the nation's mail agency, cost-cutting means admitting service will be even slower, even in urban areas, by at least a day.

What the public announcements do not say is that when America's mail sneezes, rural mail gets pneumonia. Cutting a service day is a big sneeze even in the metro areas. But rural and small town mail had already contracted the illness. Many subscribers who receive newspapers by mail have been disappointed by late deliveries. The scattered reports we may hear of delayed credit card payments and business invoices would be much louder if consumers felt there was any point in complaining.

Unfortunately for many—seniors without Internet capabilities, lower income residents, rural folks without good Internet service and people who just don't trust the Internet—the mail is a necessity.

The USPS inspector general last October chastised the agency for not fully analyzing the impact from its proposed plant closings and the Postal Service said it would do so—but only after its slower



John Edgecombe Jr.

service standards go into effect. In other words, it will consider whether it can reach its goals after it has lowered them.

Even before the change, it has been hard to find out how well rural mail is delivered.

The Postal Service provides a public report to its regulator, the Postal Regulatory Commission, on how well it performs against its service standards. See Periodic Reports at [www.prc.gov](http://www.prc.gov). USPS gathers information on speed of delivery from several sources, including its own digital scanning. The greatest volume of mail is in urban areas, so national statistics may look ok. But the law doesn't require USPS to report on how the rural mail is doing. That is something Congress should consider.

For a list of cities where changes in mail processing are scheduled in 2015 go to <https://ribbs.usps.gov/index.cfm>. Then open "2015 Network Consolidations."

Established in 1885, the National Newspaper Association (NNA) is a not-for-profit trade association representing the owners, publishers and editors of America's community newspapers. NNA's mission is to protect, promote and enhance America's community newspapers. Today, NNA's 2,200 members make it the largest national newspaper association.

ON THE DAY OF  
**THE BIG GAME**  
 AMERICANS WILL

EAT **11** MILLION POUNDS OF POTATO CHIPS

DRINK **50** MILLION CASES OF BEER

USE **71** MILLION AVOCADOS

AND **91** MILLION WILL READ THE SUNDAY NEWSPAPER WHERE ADVERTISERS SHOWCASE THE BEST DEALS ON ALL THOSE FOODS AND DRINKS.



## Score an Advertising Touchdown!

On Sunday, Feb. 1, the NFL will host its Big Game and the largest television audience of the year will tune in to NBC to watch.

That day, Americans will eat 11 million pounds of potato chips; drink 50 million cases of beer and use 71 million avocados!

Every Sunday, 91 million read the newspaper. That makes it the best place for advertisers to showcase the best deals on all those foods and drinks.

Share why newspapers will score advertisers a touchdown on Super Sunday! Download and run the latest ad from the Newspaper Association of America, designed exclusively for members.

Below, we have posted links to PDF and EPS files of the ad in full page and quarter page sizes. These ads are fully customizable, so please feel free to add your logo or local information.

[Full-Page EPS](#)

[Quarter-Page EPS](#)

[Full-Page PDF](#)

[Quarter-Page PDF](#)

## Super Bowl Advisory: Don't Print 'Super Bowl' in Unlicensed Ads

The words "Super Bowl," "Superbowl," "Super Sunday," "National Football League," "NFL," the NFL shield and all Super Bowl logos are trademarks and cannot appear in ads without express permission of the NFL marketers. While they can be used in editorial copy, marketers and advertisers may not use these terms in their promotions.

The NFL also owns the trademarks for "National Football Conference," "NFC," "American Football Conference," and "AFC." All the individuals teams also own federally registered trademarks for the team names (e.g., "Jaguars" or "Buccaneers"), nicknames (e.g., "Jags" or "Bucs") and uniform and helmet designs.

The NFL is very aggressive in tracking down violations, and employs "spotters" to look for unauthorized use of the words or logo. Even a seemingly innocuous reference to a Super Bowl sale is in violation if proper fees are not paid.

Some references that are permitted in advertising include "The Big Game," "The Big Bowl Game," etc.

If you have questions, contact Wisconsin Newspaper Association Member Services Director Julia Hunter via [email](mailto:) or by phone at 608.283.7622.

# Among friends

## DODGEVILLE

Todd Novak, associate editor at the Dodgeville Chronicle, as well as the city's mayor, was elected state representative for the 51st District. Novak, a republican, retired from his position at the Chronicle ahead of his first term in the state legislature.



## FOX LAKE

Fox Lake Representative reporter Beverly Connor retired from the newspaper after 12 years of service. Connor covered local news.

## GRANTSBURG

Teresa Holmdahl was promoted to sales manager at Sentinel Publications, publisher of Burnett County Sentinel and The (Osceola) Sun. She joined the newspaper as advertising representative in 2007.

## HORTONVILLE

The New London Press Star celebrated its 50th anniversary in November.

## LODI

Rachelle Blair was named managing editor of the Lodi Enterprise and Poynette Press, taking over for Jennifer Fetterly. Blair will serve as Hometown News Group regional editor, working with 11 newspapers and based out of the Sun Prairie office. Blair started at the Enterprise in early 2008 and took on the role of Poynette press editor in mid 2013.



Joe Ballard joined the Lodi Enterprise and Poynette press as a news and sports reporter. Ballard received his Journalism Certificate from Madison College. There, he worked at the schools' newspaper The Clarion.



## MADISON

Jennifer Fetterly was named regional editor for Hometown News. She will cover state and county news for the 12 newspapers in the media group. Fetterly has more than 11 years experience in the newspaper business as a reporter for the DeForest Times-Tribune and as the managing editor of the Lodi Enterprise. She's won more than 25 awards in reporting, feature writing, layout design and photography.



## Photo Showcase

Visit [WNA's photo library on issuu.com](http://WNA's photo library on issuu.com) to browse the most recent collection of photos gathered from WNA-member newspapers. Want to submit a photo for next month's gallery? Send the photo or newspaper name, date and page number of the photo to [MaryKate.Elbow@WNAnews.com](mailto:MaryKate.Elbow@WNAnews.com).

Marian Viney, managing editor at Agri-View, a weekly property of Capital Newspapers, took at position at the Wisconsin Farm Bureau Federation.



Julie Belschner, editor of the Juneau County Star-Times, is now the managing editor of Agri-View, a weekly publication owned by Capital Newspapers.



## MANITOWAC

Suzanne Weiss, former Herald Times Reporter media writer and editor at the Milwaukee Sentinel, was named assistant director of communications at Silver Lake College.



## MAUSTON

Kerry Lechner, editor of the Portage Daily Register, has taken the position of editor of the Juneau County Star-Times.



## REEDSBURG

Todd Krysiak has been named editor of the Reedsburg Times-Press. He replaces Julie Belscher, who is now editor at Agri-View. Krysiak has served as editor of the Baraboo News Republic since 2010 and the Sauk Prairie Eagle since 2008.



## STURGEON BAY

Ramelle Bintz, reporter for the Door County Advocate, retired in December. She started there as a freelancer in 2006. Bintz worked as a staff reporter at the Kewaunee County News before returning to the Advocate.



## WAUKESHA

Lauren Anderson joined the Waukesha Freeman as an education reporter.



## WAUSHARA

Jon Gneiser, former editor of the News-Herald Media in Marshfield and Daily Tribune Media in Wisconsin Rapids, has been named publisher of the Waushara Argus.



## -30-

### Gene Cunningham

Former Milwaukee Sentinel reporter Gene Cunningham died Jan. 12 at age 86. Cunningham was an investigative reporter known for "exposing and mingling with mobsters and corrupt politicians." When she started at the Sentinel, women were not allowed to be members of the Milwaukee Press Club. Award certificates were directed toward "newsmen," at the time. Upon winning one, she tore it up and handed it to the presenter after the program. The next year, she was the first woman to be named Wisconsin Newsmen of the Year by the Milwaukee chapter of the Society of Professional Journalists. [Read more.](#)



### Gerry Diaz

Gerrard "Gerry" "Ghost" Diaz, sports editor for the Shawano Leader, died Jan. 10 at age 35. Diaz covered the Green Bay Packers and wrote about his beloved team for NFL.com and CBS sports. [Read more.](#)



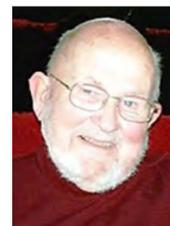
### Edgar Eppler

Longtime Adams-Friendship Times-Reporter Photographer Edgar Eppler died Jan. 3 at age 77. Eppler took photos and video for the newspaper for more than 25 years. It's estimated that he had more than 2,000 assignments for the newspaper and took nearly 100,000 photos.



### Gary Gaier

Gary Gaier, former publisher of the Chippewa Herald and former president of the Wisconsin Newspaper Association, died Jan. 3 at age 77. Gary worked in the newspaper industry for 31 years, starting at the Chippewa Herald Telegram in 1960 as the advertising director. He quickly rose to the position of GM and later was group manager for Lavine Newspaper Group overseeing a group of daily newspapers in Wisconsin. He then started Profit Plus, a consulting company. [Read more.](#)



### Marcie Harbeck

Marcella (Marcie) M. Harbeck died Jan. 5 at age 95. Marcie was the former co-publisher of The Kewaskum Statesman with her husband Bill from 1954-1988. [Read more.](#)



## Production Matters



TONY SMITHSON

Smithson is Vice President of Printing Operations at Bliss Communications, Inc. in Janesville.

### January Energy Review

January is the slowest time of the year for newspapers and it's your best chance to see the production department at its quietest.

But quiet in production isn't really quiet. There's the hissing of compressed air, whirring of motors and blowing of fans. And all of those sounds are whispering that there's money to be saved.

Energy is a large part of any operation's costs, and a great place to look for savings. Focus on Energy ([focusonenergy.com](http://focusonenergy.com)) is a great resource for ideas and incentives for saving energy.

A good way to start is to get a representative from Focus on Energy to visit, explain their programs and point out opportunities you may be missing. Their recommendations will be unique to each operation, but newspapers will generally find some commonality.

**Lighting:** Converting to high efficiency lighting is often the quickest and simplest way to save money. When incandescent or fluorescent lights fail, it's a good time to consider whether they should be replaced with LEDs. When fluorescent ballasts fail, the cost of replacement can often be comparable to a new LED fixture.

**Compressed Air:** Every operation has air leaks and, according to [focusonenergy.com](http://focusonenergy.com), compressed air systems can waste up to 30 percent of the compressor's output. Repairing leaks can help your compressor's cycle less and use less electricity.

**HVAC:** Heating, Ventilation and Air Conditioning (HVAC) makes up a huge portion of a facility's energy usage. An HVAC optimization program gets experts involved in how your systems are working and tuning them to work at their most efficient. Something as simple as adding programmable thermostats can result in significant savings.

**Controls:** Variable Frequency Drives (VFD) can improve the efficiency of conveyors and other automation equipment. When upgrades are necessary, publishers should look for opportunities to retrofit older equipment to VFDs in order to reap the savings.

Part of your energy bill already goes to financially support Focus on Energy, so contact a representative today and let that money start working for you.

# Industry columnists



JOHN FOUST



ED HENNINGER



CAROLINE LITTLE



KEVIN SLIMP



JIM STASIOWSKI

## Ad-libs

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com)

## Take Control of Continuity

Movie production crews include continuity staff members who make sure things are consistent within each scene. Even with their trained eyes, mistakes happen. If you look closely, you may notice a clock in the background that changes time dramatically during the same two minute scene. Or you'll see changes in the liquid level in a glass.

Not long ago, I noticed a goof in a James Bond movie I was watching on TV. After Bond's blue mask was torn off in the underwater fight scene, he replaced it with a black mask he swiped from one of the bad guys. I distinctly saw him put on the black mask, but for the remainder of the sequence he was wearing the blue one again. Oops.

Continuity is important in advertising, too. All iPhone advertising has the same look and feel. All Coca-Cola advertising communicates the same image. And all Walmart messages project the same brand attributes. Even on a local level, with consumers bombarded by thousands of marketing impressions every day, it is crucial for advertisers to have a sharp eye for consistency. Here are a few continuity points to consider:

**1. Logo:** This is the most obvious continuity factor. Too many times, I've seen businesses make the mistake of using one logo in newspaper ads and a different logo elsewhere. If your graphic department creates a logo for one of your advertisers, make sure the logo will be used everywhere – on the printed page, on the web, on mobile devices and on business cards.

**2. Typography:** Type has been called the visual voice of advertising. There's a big difference between Gill Sans Ultra and Goudy Old Style. Make your font choices – for headlines and body copy – and use them everywhere.

**3. Color:** A number of companies have theme colors. Target uses red, Home Depot features orange and UPS uses brown. The connection is so strong that it's difficult to think of those companies without thinking of their colors. If one of your advertisers adopts a color, make sure it will (1) reproduce well on newsprint and (2) be different from the theme colors of main competitors.

Read the rest of this column on the WNA website >>

## Design for Readers

Ed Henninger is an independent newspaper consultant and Director of Henninger Consulting. He offers comprehensive newspaper design services including redesigns, workshops, design training and design evaluations. Visit [henningerconsulting.com](http://henningerconsulting.com) or [ed@henningerconsulting.com](mailto:ed@henningerconsulting.com)

## Keeper Quotes

The following quotes have had a prominent place on my blog over the past few years.

Some will amuse you, some will make you think...some may even shock you. I think you'll agree, though, that these quotes about newspapers and design are keepers.

If you've got a favorite newspaper/design quote, send it along to me at [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com). Otherwise, read on...and enjoy!

"When I was young and foolish I hated Helvetica almost as bad as Futura. Now I have come to realize that Helvetica is like a ball peen hammer. You can't beat it for the right use." Loyd Ford | The Lake News

"To look at the paper is to raise a seashell to one's ear and to be overwhelmed by the roar of humanity." Alain de Botton

"If you saw a man drowning and you could either save him or photograph the event...what kind of film would you use?" Unknown

"Life is one world, and life seen in newspapers another." G. K. Chesterton

"The average newspaper, especially of the better sort, has the intelligence of a hillbilly evangelist, the courage of a rat, the fairness of a prohibitionist boob-jumper, the information of a high school janitor, the taste of a designer of celluloid valentines, and the honor of a police-station lawyer." H. L. Mencken

"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them." Steve Jobs

"A designer can mull over complicated designs for months. Then suddenly the simple, elegant, beautiful solution occurs. When it happens to you, it feels as if God is talking. And maybe He is." Leo Frankowski

"Design is intelligence made visible." Alina Wheeler

Read the rest of this column on the WNA website >>

## CEO Update

Caroline Little is President and CEO of the Newspaper Association of America. The NAA is a nonprofit organization representing nearly 2,000 newspapers and their multiplatform businesses in the United States and Canada.

## Newspaper Media are Vital for Compelling Storytelling

We live in a world of instant gratification.

We have an abundance of information at our fingertips and the ability to stay up-to-date on world events within seconds. We embrace new digital technologies and they are revolutionizing the ways in which news media is consumed and stories are told. It is an exciting time to be a part of the newspaper media industry.

In an era with a "shorter is better" mentality, newspapers provide valuable context for stories. In fact, recent findings from the American Press Institute have found that readers prefer longer stories with more analysis.

Yes, it may look different than it did 50 years ago, but newspaper media's importance in their local communities is unsurpassed.

In March, the newspaper industry will gather for its annual conference at NAA mediaXchange 2015 in Nashville to discuss new ideas and best practices, setting the stage for the rest of the year.

What do industry leaders think newspaper storytelling will look like in 2015?

## An expanding, more connected audience

Understanding audience is crucial in developing an engaging story. Experts believe that combining brand advertising and emerging technologies with classic, authentic storytelling is a surefire way to find success in 2015. An organization that addresses multiple consumer interests is one that appeals to all readers – especially millennials, who are the hardest to define but perhaps the most important audience to understand.

With the millennial generation leading the way as newspaper media's fastest-growing mobile segment in 2014, this year we are focused on developing stories on platforms that meet the needs of this growing audience – one that truly embraces evolving technology and digital-only media consumption.

Read the rest of the column>>

## Newspaper Technology

Kevin Slimp is a speaker and trainer in the newspaper industry. Visit [kevinslimp.com](http://kevinslimp.com) or e-mail [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

## Youths and Newspapers

I really don't mean to get this worked up about things. Oh, sorry. I sometimes digress. Let me catch you up.

While taking a drive through the Smoky Mountains, about 45 minutes from my home, I stopped to fill up and check my messages before heading into Townsend, a small town known as the "Peaceful side of the Smokies."

Checking my messages, I noticed an email from a professor at one of the larger universities in my home state of Tennessee. It was in response to a message I had sent out a day earlier, concerning a collegiate media summit being held in Nashville in February.

He wrote to let me know that he feared not many would attend the event because "there are a number of college papers like us who are Web-only, or almost, throughout the state."

I understand that he was trying to be helpful. But really? When I got back to my office, I pulled up the websites for student newspapers at The University of Tennessee, ETSU and Memphis University. All are print publications.

I wrote back to mention that it was an interesting time to pull out of print. A report in Business Insider just two days earlier indicated that advertising in newspapers was up four percent in 2014, while television ad revenue was down four percent. I also noted that a recent study of Journalism and Mass Communications graduates found that "Writing, reporting and editing for print remains the dominant" activities for those in the workforce after graduation.

I went on to mention that Kevin Schwartz, as respected as anyone in the collegiate media world, has written that moving away from print is a mistake for college newspapers.

He wrote back, "while print advertising may be up, it's certainly not with our print product. But that's not the main issue. What's at stake is the kids in high school and college today, who do not or rarely read a printed newspaper on a regular basis."

Read the rest of the column on the WNA website >>

## Writing Matters

Jim Stasiowski, the writing coach for The Dolan Co., welcomes your questions or comments. Call him at 775-354-2872, or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436. He has coached reporters at newspapers and magazines in dozens of states.

## Infuriating Brilliance

David Halberstam was an infuriatingly brilliant writer.

His brilliance was in his grasp of massively significant themes. In "The Best and the Brightest," his best-known book, he cogently explained how extremely smart men bumbled the United States into the cancerous, unwinnable Vietnam War.

And yet, Halberstam wrote paragraphs that showed his chronic inability to control himself. This is from "The Coldest Winter," his powerful dissection of U.S. blundering in the Korean War:

"Oddly enough, Takahashi decided later, the experience made him a better officer. He had to plan his time brilliantly. The harder he worked and the better he performed, the angrier it made his superior, who loaded more work on him. The result, when Takahashi found he couldn't be broken, was a growing self-confidence, a sense that there was no job in the Army, no matter how unpleasant, that he could not do. The uses of adversity, Gene Takahashi thought, were not to be underestimated."

Perceptive? Sure.

But overkill. It was that type of writing that George Packer of The New Yorker referred to in a short obituary upon Halberstam's 2007 death in a traffic accident. "The Best and the Brightest," Packer wrote, "has the feverish atmosphere of an obsession, and if its prose shows the excesses that later subjected (Halberstam) to criticism and parody, in this instance the subject fully deserved his passionate treatment."

In that one sentence, Packer both praised Halberstam and slammed him.

I just finished reading "The Coldest Winter," and I agree with Packer's criticism. When I finally closed the book, after 600-plus pages, I was exhausted. Halberstam does tend to make his points with machine-gun-like repetition, but that's also a strength of his work, as it's almost impossible for a reader to misunderstand his points.

Read the rest of the column on the WNA website >>

# About WNA

## We're here for you!

The Wisconsin Newspaper Association exists to strengthen the newspaper industry, enhance public understanding of the role of newspapers, and protect basic freedoms of press, speech and the free flow of information.

The Wisconsin Newspaper Association (WNA) was established in 1853 and is among the oldest press associations in the world. Over the years, the association has established a number of services for its members, advertisers and the general public.

Created by and for Wisconsin's newspapers, WNA exists to strengthen the newspaper industry, enhance public understanding of the role of newspapers, and protect basic freedoms of press, speech and the free flow of information.

WNA is the single point-of-contact for working with newspapers in Wisconsin. In addition to serving 223 member newspapers (31 dailies and 192 weeklies), WNA serves advertisers through advertising placement programs (Customized Newspaper



Advertising) and additional clients through [WisconsinNewsTracker.com](http://WisconsinNewsTracker.com) (news tracking and release services).

Supporting WNA goals is the WNA Foundation, a not-for-profit organization created in 1980 to improve the quality and future of Wisconsin's newspapers and the communities they serve. The foundation solicits, manages and disburses funds and other resources for the benefit of Wisconsin's newspaper industry and, ultimately, the citizens of our state.

## WISCONSIN NEWSPAPER ASSOCIATION

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Office Hours: 8 a.m. - 4:30 p.m.

### WNA Board of Directors

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**Wisconsin Government**  
Keeping You Informed

To know more read the public notices  
in today's newspaper or go to  
**WisconsinPublicNotices**  
[www.wisconsinpublicnotices.org](http://www.wisconsinpublicnotices.org)

A public service provided by this Newspaper and the Wisconsin Newspaper Association

## Does your newspaper comply with public notice laws?

The Wisconsin Newspaper Association has been taking steps to ensure all newspapers are in compliance with Wisconsin law, which now requires that every public notice published in a newspaper appear on the searchable statewide website - [WisconsinPublicNotices.org](http://WisconsinPublicNotices.org). The site is maintained by WNA and uploading of all public notice content will help to preserve the industry's communications leadership and revenue streams.

As a condition of membership, all WNA members are required to send their publications to WNA electronically. All PDF pages of your publication must be uploaded to the association via FTP (file transfer protocol). These PDF files are used by WNA for tear sheets, archiving and also to meet legal requirements for the Wisconsin Public Notice website.

When you send your pages electronically to the WNA, you will also gain access to a free, searchable electronic archive for your newspaper. Each newspaper has been assigned a specific code and login information to upload pages and access the newspaper's archive. To get your newspaper's coding and login information, please contact WNA Media Services Director Denise Guttery at [Denise.Guttery@WNAnews.com](mailto:Denise.Guttery@WNAnews.com).

**WNA members: Please promote [WisconsinPublicNotices.org](http://WisconsinPublicNotices.org) in your print and digital products. Download ads here >>**

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