



Speak Easy

Check out the impressive credentials of the slate of speakers at the WNA Convention and Trade Show.

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DPPA Revisited

WNA Member Services Director Julia Hunter demonstrates the necessity of freedom of information from police reports.

See Page 2.



Rate Increase?

The USPS raised its rates unexpectedly in January but the increase is expected to be offset by adjustments in April for some publishers.

See Page 3.

THE Bulletin

News and information for the Wisconsin newspaper industry

FEBRUARY 2015

... among the world's oldest press associations

WNA/AP Convention

A Smorgasbord of Possibilities at #WNAAP15

Excitement is mounting ahead of the 2015 Wisconsin Newspaper Association/Associated Press Annual Convention, otherwise known as #WNAAP15. New features continue to be added to the already stellar educational and networking lineup. Our Thursday dinner has taken a turn for the untraditional, the trade show is packed with innovative and informative exhibitors, and the Better Newspaper Contest display is shaping up to be the best one yet. Register now for this opportunity to learn from and rub elbows with the best in the industry Thursday, Feb. 26 and Friday, Feb. 27 at the Milwaukee Marriott West in Waukesha. For information and registration, click [here](#).

Get Pumped for the Thursday Tailgate Dinner

Don't miss out on the fun at the Thursday Tailgate Dinner, kicking off at 6 p.m. Attire is sporty: jerseys, team attire and padding, if you think you'll need it! Get your newspaper gang to dress as a team for the chance to win an award for best team spirit. We'll have brats, beer and a cornhole (beanbags) tournament with great prizes!

Also in play at the WNA Tailgate Dinner: Milwaukee Journal Sentinel Investigative Reporter Ellen Gabler will present a pep talk on getting the most out of your reporting teams and tackling ambitious stories at organizations of any size.

Gabler is an investigative reporter and assistant editor on the Milwaukee Journal Sentinel's investigative team, where she incorporates data analysis into her reporting. Her reporting on flaws in the nation's newborn screening program led to reforms in hospitals and states throughout the country. Her team's work received the Selden Ring Award for Investigative Reporting, Scripps Howard Award for Investigative Reporting, Gerald Loeb, IRE and National Headliner awards, four honors from APME and ASNE, as well as several other national awards. Gabler also won the 2013 Livingston Award for Young Journalists in National Reporting. She has written previously about state and federal regulatory issues, including stories that led to the ban of dangerous baby products. She is on the board of directors of Investigative Reporters and Editors and worked previously at the Chicago Tribune, the Minneapolis/St. Paul Business Journal and the Stillwater (Minn.) Gazette.

Trade show offers the greatest products, ideas

Trade show exhibitors are great sources of information about what's new in our industry and can offer ideas and products to make your daily tasks more efficient and your publications more profitable and enjoyable to readers. While visiting all of the exhibitors, collect trivia answers to earn a chance to play Trade Show Plinko!

Trade show breaks are scheduled throughout the day on Thursday and Friday. Breaks offer refreshments and the chance to win great door prizes by simply dropping your name in a box while visiting each booth.

Be sure to allow plenty of time to visit the exhibitors signed up for the trade show. Revenue from the trade show helps keep your convention registration costs down. Show your support for the exhibitors who give us the means to provide such outstanding programming for you at one of the lowest costs of any state press association convention. Let them know you appreciate the fact that they are here and get new ideas in the process!

More exhibitors are being added daily. The current list of exhibitors includes: [Bar-Z](#), [Crescent Printing](#), [TownNews.com](#), [Wisconsin Society of Professional Journalists](#), [Tecnavia](#), [National Newspaper Association](#), [Customized Newspaper Advertising](#), [Multi-Ad](#), [Wisconsin State Bar Association](#), [Milwaukee Press Club](#), [Newsycle](#)



Above: WNA Past President Kent Eymann views Better Newspaper Contest Winners at the 2014 WNA/AP Convention and Trade Show in Waukesha (photo courtesy of Joelle Doye). Far right: A convention attendee speaks with a trade show exhibitor at the 2014 WNA/AP Convention. Right: Investigative reporter Ellen Gabler of the Milwaukee Journal Sentinel will speak at the WNA Tailgate Dinner Thursday, Feb. 26.



[Solutions](#), and [Wisconsin Center for Investigative Journalism](#).

Check out winning contest entries

Better Newspaper Contest winners will be on display in the Trade Show area. Peruse the entries to find ideas that you can take back to your newspaper!

WNAF introduces Wall of Wine, Craft Beer

Wine aficionados and craft beer enthusiasts, delight! The Wall of Wine and Craft Beer will be set up in the middle of the Trade Show action. Here's how it works: participants donate \$10, pick a numbered cork at random and pull the corresponding numbered bottle(s) of wine or beer from the wall. Your lucky cork could yield an outstanding local or international choice – some bottles are valued at more than \$50! All proceeds directly benefit the WNA Foundation.

Staff has been at work for months securing donations for the wall and by doing so, helping the foundation in its critical mission to ensure a bright future for the newspaper industry in Wisconsin. If you would like to donate wine or beer to the WNAF for use at Convention, please contact Geof Fischer at gfischer@innews.com.

Early-bird registration deadline Feb. 19

The deadline to register for the 2015 WNA/AP Convention and Trade Show at the discounted rate of \$95 is Feb. 19. After Feb. 19, the registration fee for the first person from a newspaper increases to \$110. Additional registrants from the same newspaper pay just \$20. Register quickly and easily online at wnaconvention.com. Note that the deadline to receive early-bird [hotel](#) rates is Feb. 18. Book [here](#).

Reserve Awards Dinner tables by Feb. 20

Reserve a table to ensure your newspaper group can dine together at the Friday Awards Dinner on Feb. 27. Each advance table reservation seats 10 and includes two bottles of wine for just \$100.

Newspapers can partner to fill a reserved table. The reservation form is available at WNAconvention.com. Proceeds benefit the WNA Foundation.

Contact us with special dietary requests

To request a vegetarian meal for any of the Convention meal functions, please email Ryan Rohlf at rrohlf@innews.com by Feb. 20.

WNA news

WNA/AP Convention

All-Star Lineup of Distinguished Speakers

The 161st Wisconsin Newspaper Association/Associated Press Convention and Trade Show is slated to host our most impressive list of speakers to date. We're excited to welcome the following professionals to our education sessions, dinners and luncheon for the benefit of WNA members and their staffs.

Morely Piper is a retired newspaper association executive who stormed the beaches at Normandy during the D-Day Invasion that began the liberation of Western Europe to end WWII. During the Friday morning kick-off presentation, hear a stirring account of that day when Piper answered the call to take extraordinary action.

Maureen Alley is an experienced business journalist and editor. As owner of Media Alley, LLC, she provides communication solutions to businesses. She was formerly the community editor for ForResidentialPros.com, managing the social media accounts and online editorial for FRP and its sister brands. Alley has worked as editor and managing editor for trade magazines. She is an adjunct journalism and writing instructor at Madison College and Marian University.

Rebecca Blank became chancellor of the University of Wisconsin-Madison in July 2013. From 2009-2013, she served in top positions at the U.S. Department of Commerce. She started as under secretary for economic affairs, and then was named deputy secretary and acting secretary of the agency, managing nearly 45,000 employees and a \$10 billion budget.

Steve Fisher is publisher of TH Media and Woodward Community Media and general manager of Woodward Printing Services. He joined Woodward Communications, Inc. in 2001 as Retail Advertising Manager at the Dubuque Telegraph Herald. Fisher was promoted to Advertising Director, Sales and Marketing Director, and General Manager before leaving the newspaper in 2009 to become Group Publisher of Woodward Community Media. He is also general manager for Woodward Printing Services and publisher of the TH Media.

Gail Johnson compiles WNA's quarterly ADviser newsletter, filled with ad



Morely Piper



Maureen Alley



Rebecca Blank



Steve Fisher



Gail Johnson

ideas and tips for members. She has 20 years of experience in media sales, having served the Middleton Times-Tribune as well as newspapers in Northeast Iowa. She's been sales manager for Brava, a Madison women's magazine, and an account executive for WISC-TV.

Carol Richer Gammell founded Sales Training Plus, offering newspaper specific sales training to Classified Inside and Outside Sales Professionals, Circulation Call Center Professionals and Retail Sales Consultants at newspapers throughout the U.S. and Canada.

Jim Pumarlo spent 27 years working at small daily newspapers in Minnesota before becoming director of communications at the Minnesota Chamber of Commerce in 2013. He has written three books intended to help community journalists. He is a member of the Minnesota News Media Institute.

Raquel Rutledge is an investigative reporter on the Milwaukee Journal Sentinel's Public Investigator team. She has spent the past year uncovering widespread fraud in Wisconsin's child-care subsidy program. She also has written about doctors failing to test children for lead poisoning and risky levels of mercury in sushi.

Russell Viers started his career as a staff writer/photographer in 1981, at age 16, for his local daily newspaper. Since, he has been involved in most facets of the newspaper business, as well as printing and publishing. For the past 11 years, he has shared his vast knowledge of publishing production techniques as speaker, trainer and workflow consultant with expertise in using Adobe and Quark software to create better documents faster.

Tom Yunt is president & CEO of Wick Communications, a family-owned community media company with newspapers, websites, magazines and specialty publications in 11 states. He has worked as advertising director and retail advertising manager and for several large-market newspapers, as well as senior-president of Woodward Communications.

For more on our speakers and their sessions, click [here](#).



Richer Gammell



Jim Pumarlo



Raquel Rutledge



Russell Viers



Tom Yunt

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.

State needs to fix drivers records access issue

One of Wisconsin's most vexing open records issues could be headed toward resolution.

For the past several years, problems have arisen over differing interpretations of how the federal Driver's Privacy Protection Act should affect access to records here. Journalists and others contend it was never meant to block the release of routine information in police reports, while municipalities worry they'll face punitive action by releasing it.

The Act was passed in 1994 to protect disclosure of personal information obtained through Department of Motor Vehicle records. But it has never affected the release of information gathered in police reports, until recently.

In 2012, a federal appeals court ruled that the village of Palatine, Illinois, may have violated the act by leaving parking tickets, which included personal information, on the windshields of motorists. The district court later ruled the village did not violate the DPPA; an appeal of that ruling is pending.

Some Wisconsin police departments, instructed by their insurers, began redacting personal information from police reports. No other state – not even Illinois, where the Palatine case occurred – adopted this interpretation.

Suddenly, journalists in Wisconsin could no longer conduct one of their basic job functions – reporting on issues of public safety.

The New Richmond News, one of the newspapers that received such blacked-out reports, sued the city of New Richmond, over these redactions. The paper prevailed in circuit court, but the city appealed. The case is now before a state court of appeals and could end up in the state Supreme Court sometime this year.

In June 2014, when nearly 80 municipalities were following the black-out interpretation, the Wisconsin Newspaper Association reached an interim compromise with the League of Wisconsin Municipalities. The non-binding agreement allows for release of full reports as long as the requester uses an agreed-upon form to indicate who they are and verify that the use of information is related to public safety.

This compromise was largely successful, allowing reporters to resume reporting on important issues. It also relieved busy police clerks of endless redaction efforts.

But a few local entities continue to disregard this agreement, so there remains a need for clarification by the courts.

For instance, the Taylor County Sheriff's Office continues to redact personal information, while the Medford Police Department, located in the same building, releases it.

The DPPA was enacted to protect public safety. That's the same reason the open records law holds that police reports are public. These two laws are not at odds with one another.

In my former role as a reporter, I relied on police reports to bring to light a series of improper police pursuits that caused accidents involving innocent, uninvolved motorists. One victim, a pregnant woman trying to get out of the officers' path, was severely injured and blamed for the collision. Access to the police report – including the names and contact information of the woman and several witnesses – allowed me to expose egregious police misconduct that prompted change.

Police and accident reports are basic public records, and the ability to obtain them should not be compromised. We look forward to the courts bringing clarity to this issue, and upholding the public's right to know.

This column originally ran as the monthly Right To Know column distributed by the [Wisconsin Freedom of Information Council](#).

WNA Sponsors Political Luncheon Series

The Wisconsin Newspaper Association is now a proud sponsor of WisPolitics.com luncheons. WisPolitics.com is a subscription-based political news service.

The luncheons host speakers for discussions of state issues. The first luncheon sponsored by the WNA was held Feb. 10 and featured Wisconsin Department of Administration Secretary Mike Huebsch. Huebsch discussed Gov. Scott Walker's 2015-17 budget plan. Topics included proposed casinos, changes to the University of Wisconsin system and property taxes. An audience question and answer session followed the initial interview on hot topics.

The WNA will sponsor 10 luncheons at The Madison Club, 5 East Wilson Street, Madison. The March and April events are listed below. Check in begins at 11:30 a.m. and the event ends at 1 p.m.

The cost to attend is \$19 and pre-registration is required. Student admission is half price with a student ID. To pre-register (required), contact The Madison Club at (608) 255-4861 or by email reception@madisonclub.org.

The March 13 WisPolitics Luncheon will feature Marquette University President Michael Lovell. The April 15 event will host



Right: WisPolitics.com President and WNAF Board Director Jeff Mayers interviews DOA Secretary Mike Huebsch at the Feb. 10 WisPolitics.com luncheon at the Madison Club. The event was the first of a series sponsored by the WNA.

former Wisconsin U.S. Congressman Rep. David Obey, D-7th District, and Rep. Tom Petri, R-Sixth District.

Industry news

Postal Update

January Postal Rate Increase to be Offset by Hub System Changes

USPS inflationary price increase meets a rescinded discount to raise postage rates for publishers

By Tonda Rush
CEO, National Newspaper Association

WASHINGTON—Higher postage rates for 2015 driven by two separate developments surprised publishers in January as the U.S. Postal Service announced its annual inflationary price increase and quietly rescinded a discount available in 2014 to publishers entering mail at transportation hubs.

The inflation- or “price cap-” based increase at an average of 1.9 percent is scheduled to go into effect April 26.

Although USPS annually increases postage up to the inflation cap allowed under the Postal Accountability and Enhancement Act, this year’s increase was unusual. First, it did not go into effect in January as in previous years. Second, it was filed despite uncertainty stemming from litigation before the U.S. Court of Appeals for the District of Columbia Circuit, where both mailers groups and the Postal Service have sued the Postal Regulatory Commission for the 2014 postage increase.

As USPS filed its 2015 increase with the PRC in January, publishers were reporting dramatically higher rates already in effect for mail entered at some hubs installed where former mail sorting plants had been. In the former plants, the mail had earned a Sectional Center Facility discount. The National Newspaper Association’s postal experts had expected the discount to be continued at the hubs in 2015 but learned USPS had stopped recognizing a discount in January. The product of a Hub Work Group under MTAC auspices includes the SCF entry discount, but the final report has been delayed.

NNA President John Edgecombe Jr., publisher of The Nebraska Signal in Geneva, NE, said the NNA postal team was working to restore the discount.

UPDATE

The U.S. Postal Service has not made it official yet, but the implementation of 2015 postage rates on April 26 should ease the pain for newspapers surprised by a postage increase in January.

The increase hit publishers who had been entering Periodicals mail at the new USPS transportation hubs, where “direct” (5-digit, carrier-route, or mix of both) containers destined for local post offices within the territory of a recently-closed mail processing plant can be dropped for speedier delivery. NNA recommends flats



trays (tubs), not sacks, for speediest handling.

The hubs were created by the Postal Service after the National Newspaper Association testified before the Postal Regulatory Commission that the hubs would be needed to avoid unnecessary complications when processing plants closed. The biggest value is moving those “direct” newspaper containers from one 5-digit office to another within the same territory of the former Sectional Center Facility, or SCF. But many members are located at a hub, or print and drop there.

USPS has committed to setting up a hub for this purpose wherever a plant is taken out of service. Closure of 82 more processing plants is expected this calendar year.

The surprise came in January when newspapers using those hubs saw an unannounced postage increase. That was because a grace period to use the previous SCF plant discounts expired and the new rate had not kicked in yet.

NNA Postal Committee Chair Max Heath appealed to USPS that Periodicals copies dropped at the hubs should still earn a Sectional Center Facility discount because they avoid using postal transportation to a more distant plant. The Postal Service has informally confirmed that the SCF discount will be recognized. Publication of the new rate will occur only through PostalOne!, the USPS Business Mail Acceptance software system, he said.

“This is an extremely important discount for us because the contraction of the mail processing network puts so much of our subscriber mail in jeopardy,” Heath said. “We must be able to use these hubs to maximum advantage by entering flats tubs with copies destined for a local post office within the hub area. Because entering at the hub is a classic form of drop-shipping, publishers should earn the discounted rate. I am glad to learn that a fix for this problem is now in the works.”

its suppliers. By requiring vendors to maintain Chain of Custody certifications, a newspaper can have a wide reaching positive environmental impact.

With newsprint, the three main certifications are the Sustainable Forestry Initiative (SFI), Forestry Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC). Of these certifications, the PEFC is considered the most stringent.

Here are some examples of what an environmental certification provides:

Sustainable Harvest Levels: These companies are not clear-cutting forests, and harvest trees at levels that won’t damage the overall health of the forest.

Protection of Endangered Species: Forests are an important habitat for a lot of endangered species in North America.

Protection of Water Quality: The way trees are harvested and processed can have a big impact on local water quality.

NNA Sues PRC Over Rates

NNA is also a party to the DC Circuit lawsuit on the 2014 rates, which added an additional 4.3 percent to its usual inflation-based increase. USPS at the time said it needed the extra money because of losses driven by the Great Recession. The PRC allowed the increase but said USPS could not build the 4.3 percent into its annual rate base after the summer of 2015, when the Postal Service is expected to fully recoup the recession losses. Mailers sued the PRC because the increase was permitted at all; USPS sued because it is not allowed to keep the increase in its base forever. “January just added to the bad news for newspapers using the mail, particularly in rural areas,” Edgecombe said. “The closing of mail processing plants has dramatically slowed service. Then we learned the hub discount was being taken away. The final punch came from a proposed increase that assumes USPS will win the lawsuit. We are redoubling our efforts to improve service and achieve fair rates.”

NNA Postal Committee Chair Max Heath said NNA had already filed an internal appeal at USPS for the hub discount.

“NNA was the first champion of these hubs,” he said. “Our goal was to keep newspapers headed to area post offices within an old SCF territory and stop them from traveling needlessly to a faraway plant only to come back again in their same bundles and containers. Those distant plants do not sort this mail. So we campaigned for USPS to let us transfer these newspapers through a hub directly to a local post office, where possible. We are preserving our service. We are also saving USPS both transportation and mail processing dollars. We expected, and had been assured by USPS, that the appropriate discount would apply.”

“Instead, what we have learned is that the old discount was set for a sunset in January, and the new one has not come into play yet to take its place. We think that was an oversight error by USPS, but it is already a costly one. NNA members should know we are in hot pursuit of a correction.”

The PRC will review the 1.9 percent annual increase. Unless it finds the increase is disallowed under the law, it is required to let the increase go into effect. But a decision by the appeals court could still require USPS to accept a lower increase in April. The restoration of the hub discount may require an amended filing with PRC. Newspaper budgets cannot incorporate the April postage increases as the final word for 2015 until pending developments are known and USPS has finally settled on its prices for the year.

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.

Pressing Matters



TONY SMITHSON

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

Sustainability

Spring is still a long time off, but even if you can’t make your yard more green, there are some easy things you can do to make your newspaper more green.

One of the biggest impacts a newspaper can have is through

Recognition of Rights of Indigenous People: It’s easy to forget that our processes impact people whose cultures are tied to the forests, and those rights need to be respected.

Prompt Reforestation: Simply put, they’re planting more trees than they’re cutting, and they’re planting them right away.

Prevent Forest Conversion to Other Uses: This is an often-overlooked point. When a forest becomes a sustainable source of income for the landowner, it prevents it from being converted to farmland, industrial use or mining.

Other suppliers have their own certifications, like the Bio-derived Renewable Content (BRC) for ink suppliers, but the biggest impact is with newsprint.

So take a minute and email your newsprint supplier and ask for their environmental certification. Once you have that, make sure to tell your readers “Read a newspaper, save a tree!”

Among friends

BELOIT

Don Behling, production manager at the Beloit Daily News, retired. He began working at the paper in 1968.

Lynn Vollbrecht, former reporter for the Stateline News, Janesville Messenger and Walworth County Sunday, was named development manager at Community Action, Inc of Rock and Walworth Counties.

FORT ATKINSON

Kevin Damask brings 10 years of experience as the new sports writer at the Daily Jefferson County Union. He began his career as a sports



writer for the Advance-Titan, the campus newspaper at the University of Wisconsin-Oshkosh in 2004. He received his first taste of working for a daily newspaper covering sports part-time for the Oshkosh Northwestern. While in college, he also had an internship covering the Wisconsin Timber Rattlers minor league baseball team.

Jeniece Smith has been named features and special sections editor at the Daily Jefferson County Union. Smith previously worked at the Rockford Register Star in Illinois. She has experience as a reporter, copy editor, page designer, digital producer and manager. She also worked in Iowa at the Clinton Herald and the Des Moines Register.

JANESVILLE

Scott Angus, editor of The Gazette in Janesville, plans to retire after 36 years with the paper and 25 as its editor. Angus said he plans to "take time to decompress," travel and play more golf. Angus began at The Gazette as a reporter in 1978 and was promoted to city editor, news editor and managing editor before being named editor in 1990. Angus was named vice president of news at Bliss Communications in 2005.



Sid Schwartz will become the editor of The Gazette in Janesville in mid March. Schwartz has been the local news editor at the newspaper since 2005. He was editor at the weekly Vernon County Broadcaster-Censor from 1984-1986 and then spent four years as a reporter and city editor at the Beloit Daily News. He joined the Gazette as education reporter, was later police and courts reporter, and became local news editor in 2005.



Jim Leute, business reporter at The Gazette in Janesville, left the publication after 20 years on the business beat.



A handful of Wisconsin Newspaper Association member journalists made The Washington Post's The Fix blog's list of America's best state political reporters. Kudos!

Daniel Bice, Milwaukee Journal Sentinel

Scott Bauer, AP

Matthew DeFour, Wisconsin State Journal

Craig Gilbert, Milwaukee Journal Sentinel

Patrick Marley, Milwaukee Journal Sentinel

Jessie Opoien, Capital Times

Mary Spicuzza, Wisconsin State Journal

Jason Stein, Milwaukee Journal Sentinel

See the complete list [here](#).

Bill Olmsted, photo editor at The Gazette in Janesville, left the publication after 30 years of employment.



KEWAUNEE

Karen Ebert Yancey, whose career began at the Milwaukee Sentinel and has included extensive work in public relations and land conservation, has been hired as the new reporter for the Star-News.



MADISON

Joyce Dehli stepped down from the position of vice president/news at Lee Enterprises. Dehli worked at the State Journal first as a reporter, then as city editor, assistant managing editor and managing editor before transferring to the corporate offices of Lee Enterprises.



John Humenik, president and publisher of the Wisconsin State Journal, was named vice president/news by Lee Enterprises. Humenik will maintain his previous roles while working with Lee newsrooms in 50 states and across 22 markets. The new role will have Humenik leading print and digital journalism initiatives for the company.



Joan Sanstadt, news editor at Agri-View, a weekly publication owned by Capital Newspapers, and author of the newspaper's Capitol Update column, has retired. At age 17, Sanstadt began working in the Wisconsin newspaper Association clipping bureau.



-30-

Audrey Mettel Fixmer

Audrey Mettel Fixmer, 86, died Jan. 22. Audrey wrote a column called Grand Mom for the Catholic Herald, the newspaper of the Diocese of Madison, for 22 years. The topic of the column was aging gracefully. She also contributed feature stories to the newspaper and published two books. [Read more.](#)



Nancy Jo Jappe

Nancy Jo Jappe, reporter/photographer at The Inter-County Leader from 1994-2012, died Feb. 1 at age 76. Nancy and her husband Lou moved to Arizona after retiring in 2012.

Thomas P. Schomisch

Thomas P. Schomisch 70, died Jan. 4. Schomisch, a distinguished agricultural journalist and former chair of Life Sciences Communication at the University of Wisconsin-Madison. He taught advertising, market research and marketing campaign courses. He became professor emeritus after retiring in 2004. [Read more.](#)



Chris Schuck

Chris Schuck, sports reporter at the Lake Country Reporter in Hartland, died Feb. 16 at age 47. [Read more.](#)



Bob Simenson Sr.

Bob Simenson Sr., founder and publisher of the Cameron County Chronicle, died Feb. 3 at age 91. He owned Bobby's Copy Shop in Rice Lake and published numerous articles and two books. [Read more.](#)



Kay Bloechl-Star

Kay Bloechl-Star died Feb. 3 at age 63. Bloechl-Star, an Oshkosh native, wrote human interest articles for the Fond Du Lac Reporter. [Read more.](#)



NNA Ads Target an Important Audience: Millennial Women



Extend your digital reach with newspaper media today!

MILLENNIAL
ARE KEY CONSUMERS IN THE MARKETPLACE TODAY

And their digital footprint leads straight to newspaper media



Millennial women are a key demographic in the marketplace today for all companies. But how can companies reach them?

Studies show that their digital footprint leads them directly to newspapers as 80% engage with newspaper media in a typical month.

Show your advertisers why newspaper media is the best place to reach these elusive demographic!

Download and run the latest ad from the Newspaper Association of America, designed exclusively for members.

We have posted 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. Depending on your browser, you may need to right click and "Save As" to get the desired file type or click to download on the top right bar of the PDF viewer.

[Full-Page EPS](#)

[Quarter-Page EPS](#)

[Full-Page PDF](#)

[Quarter-Page PDF](#)

Industry columnists



JOHN FOUST

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

The 5 Levels of Listening

Lyle is an advertising manager who understands the value of listening. "One of my first bosses talked incessantly," he told me. "She boasted about her intelligence and acted like no one else's ideas were worth considering. Every now and then – usually in staff meetings – she'd say, 'I'm not a good listener,' then she'd keep on talking.

"One day, she announced that the secret to being a good listener was to sit on your hands. Since most people gesture when they talk, she thought sitting on your hands would turn you into a better listener. That was ridiculous, because all it would do is remind you to stop talking so much. But when you're not talking, that doesn't necessarily mean you're listening. The funny thing about her so-called secret was that no one in the ad department ever saw her sitting on her hands or doing anything else to become a better listener."

Lyle said, "I've learned that listening is a crucial sales skill. There's a lot of useful information out there – online, books, seminars – for ad managers to share with their sales staffs. One of my favorite concepts involves five levels of listening: Ignore, Pretend, Selective, Attentive and Empathic."

Let's take a closer look at Lyle's listening breakdown:

1. Ignore: "Although this is not listening in a technical sense, it's a response to a listening situation," Lyle said. "Ignoring a person who is speaking is totally unacceptable, both in one-on-one and in group settings."

This can be seen as a form of punishment. For example, Person A ignores Person B, because he or she is angry or hurt. Or it may be a signal of perceived superiority or dislike.

2. Pretend: "This is almost as bad," he explained, "but it doesn't intentionally try to damage the other person."

Pretend-listening is often accompanied by fake smiling and excess head-nodding, none of which is likely to fool the other person. And if the speaker asks the pretender's opinion, the phony will be exposed.

3. Selective: "We're all guilty of this at times," said Lyle. "It's a little like skimming through a book until you see something that interests you. But along the way, it's easy to miss things. And the person who is speaking can be distracted by not having the other person's full attention."

4. Attentive: "Now we're getting somewhere," he said. "This is where the listener pays close attention to the speaker. It becomes a dialogue, where the listener picks up details and asks for clarification."

5. Empathic: "This is the highest level," Lyle said. "Some people call it reflective listening. When you empathize with another person, you understand their situation and hear them out. You're demonstrating that what they're saying is important, and you're getting in-step with them. You can ask questions, of course, but the objective is to gain deeper understanding and not to change the subject."

What's Lyle's bottom line? "Be a better listener. You'll not only sell more, you'll have better overall rapport with people."



ED HENNINGER

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 or ed@henningerconsulting.com

Page Models

"WELL, THE DESIGN works great. We love the new look. And our readers do, too. But we need some help. We're concerned about page 1 not looking too much the same all the time. Can you help us with that?"

Yes.

When I receive that kind of note from a client, I get to work creating page models for them to emulate. The page 1 models give them something they can look at and follow to help them create well-balanced, focused fronts.

I usually create at least six models: three with a vertical lead photo and three with a horizontal lead photo. There's an example of each above.

These are not InDesign or Quark templates. There's no formatting involved. No style sheets. Just pages with rectangles on them to serve as a guide for creating a good front page.

If you want models for other pages, such as your sports front or opinion page, well, we can create those, too.

The advantages of page 1 models:

- They obviate the need for you to reinvent the wheel. You've got good models to work from. Choose one of them as your guide and begin to design your front.
- Because the models give you a head start, your design process is usually faster and less encumbered with the feeling that you need to do something different with each page 1 design.
- The models give you an approach to page 1 that is consistent from issue to issue. Your readers don't need something on page 1 that is very different from the last issue. They just want something they can follow.
- While giving you a more consistent look, the page 1 models are not cookie-cutter designs. They're not meant to be. They're guides...not hard-and-fast-you-gotta-do-this designs.
- The models are meant to be flexible. If you don't have a lead photo in exactly the same proportions as that on the model, that's fine. If you don't have a mug shot to go with a story, that's OK. If you'd rather place the bottom photo to the left side, that's good, too.
- These models are only starting points. They're something to help you get your design moving in the right direction. Once your design is going that way, then the model has served its purpose.
- The models can change as you update your design. Need some teasers at the top? Fine...adjust the model. Want to use a banner ad across the bottom? OK...adjust the model.

Page 1 models give you a head start to a well-designed front page in each issue. They're another tool you can use to create a newspaper that readers will enjoy calling their own.



JIM STASIOWSKI

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.

Key Journalist Qualities

A longtime journalist-friend recently asked if he could use me as a reference in his job search.

"Of course," I said, and since then, I occasionally rehearse what I will say if his prospective employer calls me.

Because my friend has unlimited talent, I've mentally sifted through his many sterling qualities. That quest touched off a different pursuit: making a list the qualities of an excellent journalist.

At the top is one I've struggled with: curiosity. I'm not naturally as curious as the best reporters, but there is good news: I forced myself to wonder.

In fact, I learned my best lessons by once boasting to my editor: "Let me and a photographer go out some afternoons and just come back with whatever we found."

The editor shocked me by agreeing, so we had to produce. We never missed getting a story (with photos), and the range of my curiosity broadened.

Second is urgency.

The best journalists keep moving, always worried that their bosses will say, "You know, that Stasiowski kid doesn't seem to produce much."

In my reporting days, I would work simultaneously on at least two stories. I never wanted to be thought of as coasting.

No. 3: relentless.

If you're a reporter, you should walk into the newsroom every day and immediately make five phone calls. On the average, only one will connect right away with the source you're seeking, but the other four get things rolling.

Too many reporters dawdle. They read the paper, they check websites, they chat with colleagues. They don't start calling early enough, and then, when calls aren't returned, they sit and wait.

I remember telling a reporter, "Call that source every 45 minutes." The reporter grimaced, but he did it. When he got a call back, the source told him, "You know, I wasn't going to call you, but you were so persistent, I just couldn't turn you down."

No. 4: skeptical.

Everybody spins. Some are outright liars; others are less nefarious, but they want stories about them to make them look good, so they treat the truth as a toy, something to play around with.

[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.



WISCONSIN NEWSPAPER ASSOCIATION

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.

Advertising) and additional clients through 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.

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

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BETH BENNETT

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. 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.

WNA members: Please promote WisconsinPublicNotices.org in your print and digital products. Download ads here >>

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