



LAST Monthly BULLETIN

Be on the lookout for the new WEEKLY WNA BULLETIN in your inbox every Monday, along with WNA's Free Weekly Content and Free Member Exchange!



ImpRESSive Academics

Simpson Street Free Press after-school program uses journalism as a model for building students' skills.

See Page 3.



Start Spreadin' the News

National Newspaper Week is Oct. 4-10. There's no better time to show your readers why newspapers are the most important form of media.

See Page 2.

THE Bulletin

News and information for the Wisconsin newspaper industry

SEPTEMBER 2015

... among the world's oldest press associations

Selling Wisconsin

Ad summit registration deadline is approaching. Don't miss out!

WNA's inaugural ad summit, Selling Wisconsin: Print & Digital Sales Strategies is less than a week away, but there's still time to get in on the ground floor of this dynamic event. **Register by Monday, Sept. 28** to learn the tricks of the trade for today's cross-platform advertising landscape. Workshop topics include native advertising, packaging, prospecting and leadership.

Advertising professionals from around the state will gather **Sept. 30-Oct. 1 in Green Lake, Wis., for the Wisconsin Newspaper Association's inaugural Ad Sales Strategies Summit.**

The summit kicks off Wednesday, Sept. 30, with a cocktail and networking reception at the Heidelberg House Resort. Then get ready for a full day of top-notch training on Thursday, Oct. 1.

Read the complete program and register today! Registration includes the cocktail reception, a full day of education, breakfast and lunch on Friday and priceless networking opportunities.



Jaci Smith
Native Ad Coordinator, Reynolds Journalism Fellow
Native Advertising Expert

• Native Advertising on a Shoestring

Need to tap into this exciting new revenue source with slim resources? Smith, Managing Editor and Native Advertising Coordinator of the Faribault (Minnesota) Daily News and Reynolds Journalism Institute Fellow, will show you how. Her a step-by-step method for community newspapers is proven to bring in those ad dollars you need. Bring your questions.



Jim Busch
Training Coordinator, Trib Total Media
Ad Sales Veteran

• Breaking Through the Wall: Connecting with Potential Customers and • Creative Leadership: Get the Most Out of Your Sales Team

Getting through the door is half the battle. Busch will teach you to connect with potential customers and grow your print and digital revenues with effective prospecting techniques and creative thinking. This 25-year veteran of ad sales in dailies, weeklies, shoppers and multimedia also knows there's a difference between management and leadership. Busch will send you home with a plan to motivate your team.



Joe Mathes
Digital Ad Strategist, VP of Delta Publications, Kiel
Cross-Platform Guru

• Using Print to Sell Digital

Advertisers are more sophisticated, more tech-savvy and more demanding today than ever before. Just ask Mathes. He knows print is still a strong advertising medium, it just isn't as sexy as it used to be. He also knows publishers are in the perfect position to leverage solid print products to sell digital ads. Not only can our strong print products help us sell digital ads, but publishers can actually use online advertising solutions to creatively sell more print ads. Let Joe tell you all about it.

WNA 2015 Spring Legislative Activity Summary

The newspaper industry faced many serious challenges to public notice and open records laws during the 2015-17 Wisconsin State Budget process. Four major attempts to eliminate newspaper publication of public notices were defeated. Ongoing attempts to close public records, culminating with the July Fourth weekend budget amendment, were also defeated.

The 2015-17 state budget was introduced on Feb. 3, 2015. The budget, as introduced, totalled \$69 billion. When work was completed, that amount had increased to over \$73 billion.

On July 7, the State Senate passed the budget largely along a party line vote of 18-15. The State Assembly took up and passed the budget on July 8, with a 52-46 vote.

Below are the results of the issues that were impacted by the WNA during the 2015-17 budget deliberations.

• Public Notice - General

Early in the session, there was serious consideration given to adding language to the budget that would have eliminated the publication of all state and local government public notices in newspapers. Newspaper publication of public notices would have been replaced by publication on government websites. **This provision was derailed prior to the budget's introduction.**

Later in the session, budget negotiations includ-

ed an effort to eliminate the statute requiring an Official State Newspaper for the State of Wisconsin. This measure would have eliminated the publication of all public notices currently published by the Official State Newspaper, the Wisconsin State Journal. **This effort was defeated.**

• Public Notice - Unclaimed Property

A threat surfaced late in the session that would have removed the annual unclaimed property notice publication from newspapers. **This motion was removed before it was introduced into the budget.**

• Public Notice - Timber Sales

An agency-level provision to remove the requirement for the Department of Natural Resources to print public notices regarding timber sales was included in the original budget request. This provision **was removed** and not introduced in the budget.

• Public Notice - Public Acts

A provision that **remained in the budget** as passed eliminated the requirement that a summary of each bill passed by the legislature be published in the Official State Newspaper, the Wisconsin State Journal.

• Open Records - Exempt Research and Studies From Public Inspection

A provision proposed in the original budget would have allowed research conducted by the University of Wisconsin to be exempt under the

state open records law. After arguments that this was a non-fiscal item, **it was removed from the budget.**

• Open Records - WEDC Exemptions

The original budget contained two new exemptions to the open records law that do not currently apply to Wisconsin Economic Development Corporation:

1. Records containing financial or personal information provided by an applicant;
2. Records consisting of information on the In Force Network, a customer relationship management system maintained by WEDC.

These items were removed from the budget.

• Open Records

As part of the Joint Finance Committee's final motion to the state budget, a sweeping set of changes to Wisconsin's open records law were adopted that would have effectively exempted state legislative offices, the governor's office, state agencies and local officials from much of the open records law. Pressure by the members of the WNA and the public on the state government resulted in a statement in less than 48 hours saying **the provisions would be removed from the budget.** This was accomplished through Senate Amendment 1 to SB 21.

• Open Records - CCAP Definition and Removal Of Certain Information From WCCA

The budget wrap-up motion included a provision that created statutory language defining the Courts' Consolidated Court Automation (CCAP) programs and specifying that the Director of State Courts must remove from the Wisconsin Circuit Court Access Internet site all information relating to a criminal case if all of the following have occurred: (a) all charges have been dismissed by the court prior to trial; (b) all dismissed charges were offenses for which the maximum period of imprisonment was six years or less; (c) none of the dismissed charges was for a violent offense as defined in s. 301.048(2)(bm) of the statutes; (d) an order having been issued by the court having jurisdiction to remove such information; and (e) the dismissed charges were filed when the person charged was under the age of 25. **The provision was deleted in Senate Amendment 1 to SB 21.**

• Open Records - UW Exemption for Certain Employment Finalists

One **budget provision dismantled** the hard-fought efforts of the newspaper industry to establish transparency during the selection and hiring of public officials. The pre-existing law required the University of Wisconsin System to release the names of the top five candidates applying for high-ranking positions. Adding insult to injury was the fact that this bad public policy was a non-fiscal item, housed deep in the budget, bypassing public debate.

WNAF Rededicates Memorial Pylon



LEFT: The Wisconsin Newspaper Association Foundation Memorial Pylon Ceremony's longtime master of ceremonies, Mike Mathes, president of Delta Publications in Kiel, looks on as Gregg Walker, publisher of The Lakeland Times in Minocqua, shares memories of attending the Trees Retreat with his father. **RIGHT:** WNAF President Kris O'Leary, publisher of The Tribune-Phonograph in Abbotsford, welcomes attendees to the WNA Foundation's Memorial Pylon Ceremony Sept. 18 at Trees for Tomorrow in Eagle River. The new pylon was rededicated during the annual event.

The Wisconsin Newspaper Association Foundation (WNAF) rededicated its new Memorial Pylon Friday, Sept. 18, at the Trees for Tomorrow campus in Eagle River.

The new pylon, a granite monument to deceased WNA member publishers erected in 2014, replaced the original wood-and-press-plate tribute erected in 1958. Members and loved ones of the deceased gather each fall during the WNA Trees Retreat to induct the publishers who died in the last year. Nine inductees were honored during the ceremony. [Read more about them here.](#)

WNA members reunited for the rededication, which has been hosted by Kiel-based Delta Publications President Mike Mathes, a former WNA president, for nearly 15 years. WNA President Carol O'Leary, publisher of The Star News in Medford, and WNAF President Kris O'Leary, publisher of The Tribune-Phonograph in Abbotsford, welcomed guests with opening remarks. Bill Haupt, a past WNA president and former publisher of the Lodi Enterprise, offered remarks published in the highlighted text.

Gregg Walker, publisher of The Lakeland Times in Minocqua, shared memories of attending the Trees Retreat with his father, Don Walker, who preceded him as publisher of the newspaper and was inducted to the pylon in 2013. Walker donated \$10,000 to the Memorial Pylon fund earlier this year.

Family members of the inductees traveled from as far as Florida to honor their loved ones during the ceremony. Mathes shared a history of each publisher's life and presented a plaque bearing their name, image and newspaper, to family members, many of whom offered their memories as well. Bob Wills, a former editor of The Milwaukee Journal-Sentinel, was also in attendance.

The Deep Roots of Wisconsin's Newspaper Industry



Bill Haupt, a past WNA president and former publisher of the Lodi Enterprise, spoke during the Sept. 18 WNAF Memorial Pylon Rededication at Trees For Tomorrow in Eagle River. The text of his speech follows.

Thank you for the opportunity to share a few thoughts with you today, as we gather to rededicate our memorial to Wisconsin newspaper publishers.

As a former publisher with enduring connections to both the Wisconsin Newspaper Association and Trees for Tomorrow, I am humbled and honored to participate in this dedication. Nearly 600 Wisconsin publishers, their newspapers and their communities are recognized here. Those details are etched on the granite blocks at the base of these towering pines, just a stone's-throw from the Eagle River. It is a splendid venue. For me, and for so many of us, whose friends, colleagues and family members have toiled in Wisconsin's journalistic vineyard, this is hallowed ground.

The late tennis champion Arthur Ashe once

commented that "true heroism is remarkably sober, very undramatic. It is not the urge to surpass all others at whatever cost, but the urge to serve others at whatever cost." This was, and remains, an ethos that defines so many of the heroic women and men in our state publishing community.

We are the benefactors of a rich legacy. Our predecessors have collectively made a remarkable contribution to our state. Publishers have been genuine leaders in building our communities, recording our history, anchoring our democracy and defending our cherished constitutional freedoms. All of these outcomes are not possible without an abiding commitment to serve others. In short, they have modeled citizenship through our profession. These monuments reflect our gratitude for their inspiring example.

This memorial also informs their successors. It speaks to our proud journalistic roots, our constitutional privilege, and the abiding civic role of newspapers in our communities. It is also a humbling reminder that freedom isn't free. Recent fundamental assaults on open government in Wisconsin remind us that indifference is the bedfellow of tyranny.

Fortunately, the most recent agents of arrogance and cowardice quickly succumbed when the truth bore witness through ink and paper. That pressroom inventory, plus content from reporters, editors and readers, was provided courtesy of the Wisconsin newspaper publishers. Always vigilant, always on the front lines of democracy, always demanding a voice for the people ... it's nice work, if you don't mind a little ink on your apron.

But it isn't always easy. In fact, it's never easy ... or simple ... or certain. That's why Trees for Tomorrow has been such a fabulous partner for the members of the Wisconsin Newspaper Association. Trees and WNA are old-school "friends with benefits." We learn and teach and share and grow together. We enjoy a remarkably profitable partnership.

A few days in the majesty of these Wisconsin Northwoods provides a host of dividends, none greater than perspective. Nature seamlessly guides us to consider our industry's ethical relationship to the earth, our dedication to renewal, the smallness of our being and the greatness of our mission.

Trees mysteriously speaks to the past and the future in ways we can't articulate. But we hear it — and it humbles us — right here among these whispering pines and granite blocks.

At the end of the day, our labor complete and the paper put to bed, our Wisconsin newspaper family gathers here, at Trees. It's our fraternal retreat, our agate-sized slice of Eden, a priceless gift from our elders and our creator. We re-unite here annually to laugh and cry and eat and drink and sing and learn and have fun with each other. We renew bonds with our sisters and brothers who walk a similar path. And we gather here, in this garden, to remember those whose service continues to inspire us like the call of a loon of the lope of a whitetail. Today, and in the future, we will gather on this ground, to honor our legacy and renew and strengthen our professional commitment.

Enter WNA's Better Newspaper Contest by Oct. 2

It's that time of year again! Gather your best clips because the Wisconsin Newspaper Association's Better Newspaper Contest is accepting entries through our online portal until midnight, **Oct. 2.**

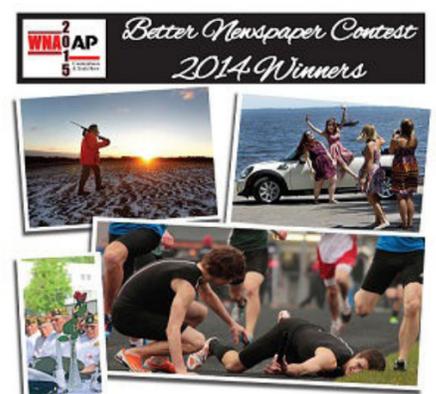
[Access the WNA BNC site.](#)

[View the contest Rules and Categories.](#)

If you were a contest manager or authorized entrant last year, your password has been temporarily reset to "bnc". If you need login credentials, please visit the "Help & Support" link on the contest page or contact Member Services Director Julia Hunter at Julia.Hunter@wnanews.com or 608-283-7622.

Please be sure to also verify your circulation category. Let us know immediately if your circulation has changed since last year or you believe you are in the incorrect category.

Contest winners will be announced at the Awards Banquet on Friday, Feb. 26, 2016, at the Madison Marriott West.



WNA news

Simpson Street Free Press Makes After-School News

By Holly Henschen
Communications Director

It's hard work getting a sought-after job at **Simpson Street Free Press** (SSFP), a nonprofit academic after-school program on the south side of Madison.

Middle school and high school students apply and go through an interview process, often when their number on the 150-strong waiting list is up. If they're hired, they join a newsroom with up to 50 students each afternoon and up to three times as many reporters. SSFP employees fill out time sheets and see their pending stories budgeted on dry erase boards. When each story is published, they're paid a small stipend. They carry — and proudly hand out — business cards.

"It's a professional environment, but at the same time, it's also chill enough that it doesn't feel like I'm working at a complete job," said James Manly, a 13-year-old eighth grader who's worked at SSFP for nearly a year. He's written articles on women in science and the lack thereof. He's also working on an article in Spanish about the effects of sugar on the human body for *La Prensa Libre* de Simpson Street, a Spanish-

language publication. SSFP is an online publication that started out print and still occasionally does print runs.

Most articles cite reference books and news articles rather than human sources. They're not typical news articles. But this has a purpose: academic self-confidence. Students build skills they can use in school researching and writing across the curriculum, science, history, geography and the arts.

Manly said his job at SSFP has improved his reading and analysis abilities, as well as writing more advanced papers with improved grammar.

Along with the adult expectations at SSFP comes a small volunteer army of professional journalists and professors. Kramer noted board members include former Wisconsin State Journal Editor Dave Zweifel and board president Mike Ivey, a longtime Madison journalist. Instructors include Sue Robinson, associate professor at University of Wisconsin-Madison's School of Journalism and Mass Communication. The program also gets support from Wisconsin State Journal Editor John Smalley and Andy Hall, executive director



Mariana Gomez, left, a high school sophomore, receives instruction on attribution and concise writing from Aarushi Agni, an editor at Simpson Street Free Press at the publication's south Madison office.

of the Wisconsin Center for Investigative Journalism.

The same comprehension journalists practice through research, writing and proper attribution mirrors the skills necessary for academic and professional success. All tie into the program's mission of preparing students for college.

"Even if you're going to be a scientist or a doctor, it's always going to be a relevant skill that you need to have," said SSFP Executive Director Jim Kramer. The program began as a college project 24 years ago for the

then-UW-Madison graduate student.

"Kids know that our brand is rigor," Kramer said. "They know darn well that if they want to come here, it's tough, tough work."

Students research a subject they're interested in, writing and revising up to eight drafts of an article, reviewed after each pass by an older editor who likely worked through the system when they were younger. Students set their own deadlines depending on the amount of time they have to devote to the story, since many students take

part in other after-school activities like sports. The building is open from when school ends to until 9 p.m. and on weekends. Timely stories, often assigned to older writers, have stricter deadlines. When students are older and have more experience, they get internships, do interviews and write editorials.

What's more: all SSFP editors and writing instructors are former students who grew up using this curriculum and now they're in college or recently graduated.

This interest in building students' skills is what keeps them clamoring to get in to the

program, which is popularized by word of mouth, teachers' recommendations and social media. It's particularly appealing to the neighborhood's students of color, students with learning disabilities and students for whom English is a second language.

"It's very important for the community because the students who come here feel as though they're being invested in and that's a huge part of why our program works so well," said Aarushi Agni, an editor at SSFP. "A lot of times, it feels like you're being pushed through the system. Here, it's more about the intrinsic reward."

An offshoot of SSFP, Wright Free Press, has an office in the newsroom of *The Cap Times* and *Wisconsin State Journal*. Students from Wright Middle School walk down the street after school and work in a real newsroom. Summer programs are offered in a few elementary schools.

SSFP's journalism-as-academics model is designed to be replicated. The SSFP worked with the Wisconsin Department of Public Instruction to launch a similar program, **Janesville Free Press**, in the spring.

10 Tips to Amplify Your Editorial Voice

The Wisconsin Newspaper Association Foundation (WNAF) hosted the training session "Amplify Your Editorial Voice," facilitated by Tim Waltner, publisher of the *Freeman* (South Dakota) *Courier*. Waltner is an award-winning community journalist with 40 years of experience and a coordinator of editorial critiques since 2007. The workshop consisted of roundtable discussions and group critiques of members' editorial pages. Members shared ideas and gained insight on crafting strong, independent editorial pages. Waltner shared these tips for creating outstanding editorials.

- 1. Don't bury the message.** What's the message? Boil it down to this; tell someone, in one sentence, what your editorial point is. That should help you write the headline and nut graph, which should be near the top. Background and context is important but don't let that get in the way of being clear about your opinion.
- 2. Find your voice.** Write the way you think, write the way you talk. Not only will that make writing easier, it will come across as more authentic, more passionate. This is different writing than news or features. Use of short sentences and paragraphs can be very effective.
- 3. Write for the man from Mars.** This is a phrase from a friend and longtime ISWNE colleague. His point is to assume that the reader is "from another place" who has no idea what you're writing about. That means providing enough background and perspective that your opinion is framed by information to give a complete picture.
- 4. Avoid the editorial "we."** I think using "we" weakens the voice. See, I just did it there. Saying "I think" is unnecessary; of course I think it. I read editorials that say "We believe the county should strengthen zoning ordinances." It's stronger if you write, "the county should strengthen zoning ordinances." There's another reason to avoid the editorial "we" and that's because editorials sometimes use "we" to describe the community. In fact, it's not uncommon to read editorials that do both: "We believe the county should strengthen zoning ordinances" and then

three graphs later the editorial states, "we need rules and regulations to protect our environment." Drop the "we."

- 5. Write when motivated.** Making time to write is important, but so is writing when the spirit moves you...like after a frustrating, unproductive three-hour school board meeting or after witnessing someone running a stop sign and nearly hitting a girl on her way to school. Even putting down a few key thoughts when the juices are flowing is a good start.
- 6. Write well.** Using language effectively is important in all we do — the news we document and the ad copy we write. Editorials deserve equal attention to detail, accuracy and nuance. Don't settle for your first draft. Let it set and then revisit it. Read it loud. Say what you have to say using as few words as you need; generally, shorter is better. Don't write to fit.
- 7. Have others read:**
 - Editorial board for logic: If you don't have an editorial board, make an unofficial one; enlist someone who you trust who can give you honest feedback and challenge your opinions. It could be a member of the staff, a friend or a spouse. A second opinion is helpful.
 - Staff for clarity/facts/typos: Sometimes we're too close to the issue or "into the weeds" that we miss some obvious gaps, mistakes or assumptions. Our staff — including those in production and sales — is a great resource. Let them read your final draft and they'll likely offer a suggestion that makes your editorial better.
- 8. Presentation matters.** Display your editorial prominently. Our editorial pages should look different than our news pages; use a different column grid, ragged right or a different font, but there should be an obvious difference. Use graphics; photos can be very effective. So can charts and pull quotes. Use a local cartoonist if you've got one.
- 9. Don't confuse columns with editorials.** Too often I see a column masquerading as an editorial, typically written in first person. Columns can offer strong opinions, but let



Tim Waltner, editor of the *Freeman* (South Dakota) *Courier* and editorial trainer for the International Society of Weekly Newspaper Editors, facilitates the Wisconsin Newspaper Association Foundation's editorial session "Amplify Your Editorial Voice" in the Education Hall on the campus of Trees for Tomorrow in Eagle River. The workshop took place Sept. 18 at the annual Trees Retreat.

it stand as a column. I sometimes prefer to use the first person voice and a breezier writing style to make a point and so I'll write a column. A column should not replace an editorial but rather add another topic/opinion to the page.

- 10. Include a call to action.** The purpose of an editorial is to provoke thought. A good editorial prods people to think about an issue in a new way. The goal is for readers to act on that thought. Give them a prompt — "contact your school officials and tell them to vote 'yes' on expanding art in the classroom" ... "let your legislators know you oppose the change in policy to increase the speed limit" ... "show up at the public hearing next week and learn more about the changes in zoning" ... "be careful when you get behind the wheel with that cell phone in your hand."

WNA news

Attorney General Speaks on Public Records at WNA-Sponsored Luncheon

Attorney General Brad Schimel said he believes emails from constituents to legislators should be considered public records during the Sept. 10 WisPolitics.com luncheon sponsored by the Wisconsin Newspaper Association.

WisPolitics.com President and WNA Foundation Board of Directors member Jeff Mayers, the host of the event at the Madison Club, asked Schimel to clarify his recent public statements about changing Wisconsin's open records law.

Mayers presented a scenario in which a constituent emails a legislator and makes a request that the legislator acts on.

"Shouldn't we all know that that (email) was the germ of the idea?" Mayers asked.

Schimel responded, "If I send an email to the legislature that says 'I want you to do this,' and then it happens, That's a policy decision for [the legislature] to make. I favor openness in the government. My personal preference is that when it's outside communications that it probably be public (record)."

The attorney general also said the drafts



WisPolitics.com President Jeff Mayers (left) interviews Attorney General Brad Schimel (right) at a Wisconsin Newspaper Association-sponsored luncheon at the Madison Club Sept. 10 in Madison. The event is part of a series of presentations with politicians sponsored by the WNA. Photo provided by WisPolitics.com.

exemption in the open records law exempts drafts of bills from being public record.

During the event, the Schimel noted the amicus brief filed by the Department of Justice in the case of the New Richmond News against the City

of New Richmond. The case, scheduled to be heard by the Wisconsin Supreme Court on Sept. 18, argues the federal Driver Protection Privacy Act does not mandate city officials to redact personal information from the police reports routinely given to journalists.

6 Print Journalists Slated for Induction to the Milwaukee Media Hall of Fame

Six newspaper journalists will be inducted to the Milwaukee Press Club Hall of Fame during an event at the Potawatami Hotel and Casino on Oct. 23.

The Milwaukee Press Club, founded in 1885, is the oldest continuously operating press club in North America. Proceeds from Milwaukee Press Club programming benefit the MPC Endowment, Ltd., and its scholarship fund.

"This year's inductees are a very impressive group of journalists," said press club president Mark Kass. "I have followed them for many years and always respected the work they did to inform our community. We look forward to this important Milwaukee Press Club event and the opportunity to be inspired again by these distinguished professionals as they highlight their memorable experiences."

The 2015 newspaper inductees to the Wisconsin Media Hall of Fame are:

Mary Fran Cahill, long-time editor, designer and writer for The Milwaukee Journal. [Read more.](#)



Mary Fran Cahill



Martin Kaiser



Gerald Kloss



Jackie Loohaus-Bennett



Patricia O'Flynn Patillo

Martin Kaiser, editor emeritus of The Milwaukee Journal and Milwaukee Journal Sentinel; during his 18 years as editor, the newspaper won three Pulitzer Prizes and was a finalist six additional times. [Read more.](#)

Gerald Kloss, memorable, long-time columnist, satirist, critic and reviewer for The Milwaukee Journal who was known for his "Slightly Koss-eyed" column [Read more.](#)

Scott Feldmeyer, (deceased), long time print and broadcast journalist known for his investigative work. (No photo available.)

Jackie Loohaus-Bennett, (deceased), features writer for The Milwaukee Journal and Milwaukee Journal Sentinel who pioneered coverage of Summerfest, covered the Milwaukee County Zoo and Public Museum, the Great Circus Parade, history and archeology. [Read more.](#)

Patricia O'Flynn Patillo, founder of the Milwaukee Community Journal and the first female president of the NNPA-Black Press of America.

Relatives, friends and co-workers of the inductees, as well as members of the Milwaukee Press Club and the general public, are invited to attend. For more information, [click here.](#)

Production Matters



TONY SMITHSON

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

Statistical Tracking Tips

Walking in the woods, it's interesting to see what animals have been on the same trail. I can see by the tracks that a deer ran through recently, and that it was moving pretty fast.

Statistical tracking in production is really the same idea as tracking wildlife, but it can be a lot more profitable.

At The Gazette in Janesville, we have had a lot of success with waste reduction, and anything in production that can be measured can be tracked, like on-time starts or inserter productivity. However, there are some rules for making the most of your tracking efforts:

- The item being measured must be as clear, simple, and consistent as possible. For printed waste tracking, we use the gross press minus circulation's requested quantity. While a small number of good papers are produced over the circulation quantity, we still count them as spoils. This removes any subjectivity from the tracking.
- Avoid creating an administrative nightmare. If there's too much tedious work involved, the tracking will get dropped when other issues come up. Our waste tracking for over 90 pressruns a week takes about 20 minutes per week of administrative time.
- Look for root causes. We have seen the best results by looking at the circumstances that caused the numbers to change, rather than the people involved. It is important to avoid pointing fingers. For example, a press unit that is out of specification might be the cause of additional waste. It's more effective to fix the unit than to tell the press operator he just needs to work harder.

Set goals and celebrate victories. There's an old saying that if you have no destination in mind, you're guaranteed to get there. Reasonable goals build confidence in the production staff. Once a goal is met, the bar is reset to a higher level. It's also important to clarify that rewards (pizzas, extra time off, etc.) are celebrations, not compensation. An employee might think that the extra effort is not worth a slice of pizza, but they do appreciate a sincere thank you from management (especially when it comes with lunch).

FlashNews

Milwaukee Press Club Adds Historic Signatures

The Milwaukee Press Club's display of historic signatures at the Newsroom Pub, 137 E. Wells St., has been updated to include its most recent Sacred Cat honoree, Ann Compton, and Headliners Ricardo Diaz, Executive Director of United Community Center and Linda Mellowes, community volunteer and fundraiser. The club's collection of more than 1,200 signatures dates back to 1898 and includes key figures in journalism, entertainment, culture, sports and politics. [Read more.](#)

Evans Print & Media Group Buys Monroe Co. Publishers

Evans Print & Media Group acquired Monroe County Publishers in Sparta. New publisher Greg Evans, owner of Evans Printing in the same city, represents the sixth generation of his family in the print and newspaper business. Evans counts the Westby Times and the Chippewa Herald among his former employers. [Read more about Evans.](#) In 1986, former Monroe County Publishers general manager Ted Radde, also from a newspaper family, offered Evans the position of head pressman in 1986. He worked in the position until 1998, when he opened Evans Printing. [Read more on Evans Printing.](#) [Read more on Monroe County Publishers.](#)

Milwaukee Science Writer Honored Posthumously

James "Jim" Spaulding, a longtime medical and science writer for the Milwaukee Journal who died this summer at the age of 94, was honored Sept. 20, at a memorial gathering in Calistoga, Calif., where he spent his later years after leaving the newspaper. Spaulding joined the Journal in 1951, and rose to national prominence and his health column became a mainstay for readers. Because of his extensive knowledge of medicine, Spaulding was known in the newsroom as "Doc." [Read more.](#)

Industry news

POWER OF THE PRESS



National Newspaper Week | 75th ANNIVERSARY | Oct. 4-10, 2015

Promote Your Newspaper

Join Wisconsin newspapers in celebrating National Newspaper Week, Oct. 4-10, by running free content with the theme "Power of the Press."

Please promote National Newspaper Week (NNW) by downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers to the communities and cities we serve. Please editorialize locally about how your newspaper is relevant to your community. This can be about your government watchdog role, coverage of community events, providing

timely public notices, etc.

The content available includes:

- The logo above in color and black and white, for print and online use;
- A Facebook cover photo;
- Columns from the CEO of the Newseum Institute and its First Amendment Center;
- Editorial cartoons; and
- A crossword puzzle.

[Click here to access the free content.](#)

NNW is sponsored and coordinated by Newspaper Association Managers, Inc., a consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

This year marks the 75th anniversary of this important way to remind your community of the impact your publication has.

Share your newspaper's National Newspaper Week coverage with the WNA and we'll feature it on Facebook! Email links or PDFs to Holly.Henschen@WNAnews.com.

Newspaper Association of America CEO Update



CAROLINE LITTLE

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.

Witnessing the Evolution of Newspapers

Four years ago, most of us wouldn't have predicted award-winning TV series would debut via online streaming on websites such as Netflix and Hulu and would never be aired on cable or network television. Just four years ago, it seemed unlikely that people would prefer online music streaming and radio apps over CDs and iPods, let alone be willing to pay for it. And four years ago, most of us wouldn't have imagined we would get our news updates on our watches.

During my four years as the CEO of the Newspaper Association of America, I have watched nearly every media industry shift dramatically in response to the ever-changing technology and consumption habits of our audiences.

The same holds true for newspapers. This industry has been around far longer than radio, television or telecommunications, and some critics have questioned how we will continue to remain relevant in today's digital world.

But today's numbers speak for themselves: In the United States, the newspaper digital audience is skyrocketing, reaching 176 million unique visitors across all platforms in March (comScore, 2015). Circulation revenue is also rising, both in the United States and around the world. According to the 2015 World Press Trends Survey, global newspaper circulation revenue exceeded advertising revenue for the first time ever.

The reason? Newspapers are leveraging technology and audience data more than ever to create new content, products and services that attract audiences and advertisers. The appetite for quality content and information is insatiable, and over the last few years, we have transformed into an industry that adopts and utilizes the latest developments in social, mobile, print and video to better reach consumers with interesting and engaging content.

Let's look at a few of the ways the news industry has evolved

1. Social media. These days we are always "plugged in," because we want to be up-to-date on the latest happenings. Increasingly, people are getting their news through social media. Newspapers have been successful in bringing the news directly to social media users. USA Today, for example, uses Snapchat to cover live sporting events through instantly-delivered photos and captions. Periscope, Twitter's live-streaming service that debuted in the spring, is being leveraged by reporters and media outlets as a way to give viewers the inside look at breaking news, sports events, and even political press conferences. The New York Times used WhatsApp, a messaging app that is incredibly popular outside the United States, to broadcast information about the Pope's visit to South America to its international audience. And the experiment of Facebook Instant Articles, which hosts articles directly within its social platform for a seamless user experience, has seen initial interest by publishers as a way to attract new subscribers.

[Read the rest of the column online.](#)

NNA Speaks on Fair Labor Standards Act

The National Newspaper Association (NNA) called on the US Department of Labor (DOL) to scale back its aggressive push to raise salary thresholds for exempt workers under the Fair Labor Standards Act. DOL has said it wants to more than double in a single year the salary basis by which professional, creative and administrative white collar workers are qualified as exempt.

NNA President John Edgcombe Jr., publisher of The Nebraska Signal, Geneva, NE, said NNA newspapers had expressed alarm at DOL's surprisingly steep increase. Though many companies agreed that it was time to adjust the salary basis, he said, they thought the expectation for companies to increase the base from \$23,660 to more than \$50,440 a year—a 113 percent increase in one leap—was a threat to many community newspapers' viability.

"This proposal would be a particular problem for rural

Want find out more about how the Fair Labor Standards Act affects newspapers? Register for the WNA-sponsored webinar "What You Need to Know about 5 Overtime Laws and Independent Contractor Regulations," Friday, Oct. 16 from 1-2 p.m. [Read more.](#)

and small town newspapers, where local economies dictate different expectations for middle-class professional incomes than in large cities. And for newspapers, the newsrooms will suffer. Today editors can schedule their time to cover important stories as needed and have the flexibility to take time off when family and personal needs demand. Under this proposal, unless the company had the unusual ability to meet the new thresholds, this flexibility would be gone," he said. "Members tell the effect on our industry would be huge."

NNA told DOL: "NNA supports an appropriate adjustment of the exempt worker salary threshold. But escalating the threshold salary beyond a small business's capacity to pay salaried professional

workers means our industry and others would experience a dramatic loss of professional staff. Whether a newspaper's professionals wish to be on the hourly clock or not, the newspaper's inability to achieve a high threshold salary for them means these workers will lose status, control over their time and the ability to cover the news in the manner their professional judgment compels them to do."

The Labor Department has not increased the threshold for exempt workers since 2004. It began its deliberation over a change when President Obama ordered the agency in 2014 to consider whether the salary basis was too low.

"It is remarkable for an

agency to do nothing for a decade and then expect businesses to somehow catch up to an adjustment in a single year," Edgcombe said. "The agency has approached the issue without considering the limited abilities of small businesses to absorb radical changes over a short period. For newspapers, NNA's surveys indicate there would be job losses and unfortunate curtailment of some news coverage so businesses could comply with the new rule. We cannot imagine that is what the agency really wants. We are hoping reason will prevail."

NNA has also joined with Partnership to Protect Workplace Opportunities in its comments, which similarly urged DOL to take a more reasoned approach to the increases.

NNA's comments are available [here](#). To view the final DOL filing, click on the following link: [DOL Filing Final](#)

Count Digital Subscriptions in Statements of Ownership

Remember to count paid electronic subscriptions when filing your [Statement of Ownership with the U.S. Postal Service](#), due **Oct. 1**. Here are resources that can help you tally your total circulation.

The U.S. Postal Service Statement of Ownership, Management and Circulation form requests electronic circulation on page 3. A paid subscriber, electronic or print, may only be counted once. A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing the Statement of Ownership, newspapers are required to publish the statement according to the following timetable, depending on frequency of publication:

- Publications issued more frequently than weekly should publish no later than October 10. This applies to dailies, semi-weeklies and three times per week issues.
- Publications issued weekly, or less frequently, but not less than monthly, publish by October 31. This applies to weeklies.

- All other publications publish in the first issue after October 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc.

[The Alliance for Audited Media also offers a guide for its digital subscription designation.](#) Digital subscriptions, available on a variety of platforms, are eligible as AAM circulation units if they are restricted-access (require download or log-in) and comply with AAM Rule C 2.4 Separate Editions.

For AAM reporting purposes only, the two types of digital subscriptions are:

1. Replica - consistent with the print edition in layout, editorial and advertising content. It may exclude FSI advertising (free-standing inserts) and include updated news content or additional advertising.
2. Non-replica - consistent in character and editorially homogeneous with the print edition, but advertising may differ.

Training & Public Records

Public Records and Open Government Update

WISCONSIN RAPIDS

The Wood County Board will consider a resolution in October that asks the Wisconsin Legislature to remove the job performance evaluations of local officials from public records. Wood County Corporation Counsel Peter Kastenholz drafted the resolution after Gannett Central Wisconsin Media requested the employment records of former Norwood Health Center administrator Rhonda Kozik, who was fired in May for failing to meet performance standards. The county initially denied access to Kozik's performance evaluations, asserting they were prohibited from being disclosed under a statute that bars release of employees' performance evaluations. Gannett challenged the denial, contending the documents had to be released because Kozik held a local public office in her role as the head of Norwood.

The legislative change would affect not just county department and division heads — who oversee the county's various governmental units, such as the health and highway departments — but all local public officials.

Disclosing performance evaluations of department heads hinders recruitment and retention of unqualified individuals so they are not put and kept in positions of significant responsibility, and that is exactly the purpose that should be served," said attorney April Rockstead Barker, the co-vice president of the Wisconsin Freedom of Information Council. [Read more.](#)

NEW RICHMOND

A judge ordered the release of the personnel files of former New Richmond teacher and Thomas Woznicki, who has again appealed the move. The namesake of the "Woznicki fix," which requires former or current public personnel to be notified of the release of their files as public record, won a 1996 Wisconsin Supreme Court case, which ruled that state law must allow the subject of the records request to seek judicial review of the record custodian's decision to release the information. In 2003, the Wisconsin Legislature passed the Woznicki fix, which limited who could challenge the release of public records and set deadlines for taking actions to block the release.

A group called Citizens for Responsible Government most recently requested Woznicki's personnel file, though Woznicki's attorney, his wife Anne-Marie Woznicki, asked to judge to block the school district from supplying the records and to order the district to destroy them. The Woznicki's claim the actual requestor of the records is John Batchelor, who the Woznicki's say contacted them threateningly, claiming the former teacher may have sexually abused Batchelor's sister.

The school district's attorney said the district applied the balancing test and decided to release the records after redacting, among other things, Woznicki's home address, which the Woznicki's argue would allow the alleged harassment to continue. The attorney said Wisconsin courts have routinely recognized that the public interest in access to records of public employees, especially records of misconduct, far outweighs any public interest in secrecy. [Read more.](#)

The Wisconsin Supreme Court heard oral arguments in a case brought by the New Richmond Daily News against the City of New Richmond for its policy of redacting police reports in an interpretation of the federal Drivers Privacy Protection Act. The city's policy was replicated across the state, which seriously hampered newspapers' ability to access these public records. In June 2014, the Wisconsin Newspaper Association brokered a deal with the League of Municipalities and other local governments to give unredacted reports to reporters who submit a form that promises the information will be used in the public interest. Media attorney and WNA counsel Robert J. Dreps of Godfrey & Kahn expects the court will reach a decision by late 2015 at the earliest, but more likely in early 2016. [Read more.](#)

WNA-Sponsored Training

WNA-Sponsored Webinars

Many WNA-sponsored webinars are available at discounted prices to WNA members and free to college newspaper advisors and students. Contact Holly.Henschen@WNAnews.com for information.

- [Mapping Your Digital Strategy](#) 1-2 p.m., Thursday, Oct. 15

You plan for your print paper; why wouldn't you plan for digital? You don't just produce a newspaper anymore, so you should know what you have and what you need to provide news on all platforms. This presentation will answer questions, including:

- When should your staff meet, and how often?
- What should you discuss?
- How should you share information?
- How should you put your plan to work?
- What tools can you use?

[Click here for all upcoming WNA-sponsored upcoming education opportunities.](#)

Paying Respects



Your Right to Know



STEVE LOVEJOY

Steve Lovejoy is editor emeritus of *The Journal Times* in Racine. He was party to the lawsuit discussed.

Democracy Demands Open Government

Newspapers are usually reluctant to go to court. But sometimes we must, to protect our ability to report the facts readers need to assess the performance of their elected officials.

That was the case in February 2012, when Racine's Police and Fire Commission was picking a new city police chief. The search had narrowed to three—two internal candidates who were minorities and one external candidate who was white—when the outside candidate removed his name from consideration.

Instead of continuing the selection process with the internal candidates, the PFC, in a closed session, decided to reopen its search.

That caused an uproar, particularly in the city's minority community. And so my paper, the Racine Journal Times, asked the PFC who had made the motion to reopen the search, who seconded it, and how the five-member board voted.

Under state Open Meetings law, the board was required to record its votes, even those made in closed session. Under state Open Records law, it must divulge any record of those votes.

But the PFC denied our request for this record, twice, saying it had conducted a "balancing test" under the open records law and concluded that the potential harm from disclosure outweighed the good. Specifically, it said commission members feared for their safety if the vote was released, although it cited no threats or other indication of any imminent harm.

By that standard, any vote could be kept secret because an elected official feared the reaction.

The PFC offered a "compromise," saying it would give us the record—but only after it had picked a new chief. We thought the community deserved to know the vote before the new chief was selected, so, reluctantly, we went to court to get that information. And that opened a labyrinth of legal complexities, as court cases sometimes do.

In the end, the PFC admitted it had not recorded its vote, though it was required to do so. Had the newspaper known there was no record of the vote, it could have urged prosecution of the PFC for violating the open meetings law.

A local court held that the PFC couldn't be compelled to release a record that didn't exist. The ruling was overturned on appeal but then accepted for review by the state Supreme Court. The paper's position was backed by the state attorney general, who urged the high court to hold that a government body must reveal when a record does not exist.

But in June, the state Supreme Court rejected the paper's position, with Justice Annette Ziegler writing that the commission responded with "reasonable diligence." Justice Shirley Abrahamson, while agreeing that the paper was not entitled to recover its legal fees, argued that custodians should promptly notify requesters when a record does not exist.

Sadly, the court ruling will allow other custodians to get around the requirements of the law by failing to reveal when a record does not exist. (There is evidence that this is already happening.) And it will encourage other government bodies to delay the release of information or put the timing of that release beyond when the information is relevant to the community.

We lost in court. Unfortunately, the citizens of Wisconsin are now saddled with a court ruling that allows government to hide its actions.

RIGHT: With a moment of silence and somber reading of names, victims' relatives began marking the 14th anniversary of the Sept. 11, 2001, terrorists attacks on America in a subdued gathering at Ground Zero in Manhattan. In total, 2,996 people were killed in attacks in New York, Washington D.C. and Pennsylvania. Pictured here is the tribute the Fort Atkinson Fire Department set up Sept. 11, remembering those lost on 9/11, specifically the 343 firefighters. Jefferson County Daily Union/Ryan Whisner.

Regional Training

AP

- [APME NewsTrain](#) Oct. 29-30 at Northern Illinois University in DeKalb

At NewsTrain, you'll learn how to produce enterprise stories efficiently, get started with data journalism, maximize your use of social media for reporting, as well as for personal branding and community engagement, shoot engaging smartphone video, use audience analytics to get your stories read, take creative approaches to local features coverage, and unleash your watchdog with beat mapping. For schedule and registration, click [here](#).

WNA LEGAL HOTLINE

Keep this number handy: 800.362.2664. The WNA Legal Hotline means help is just a phone call away! WNA-member editors, reporters and advertising staff may call toll-free to ask an attorney for immediate help when they are denied access to government meetings or records, have concerns about a story that could involve libel or privacy questions, face Freedom of Information (FOI) principles or have a question about the legality of an ad.

Among friends

AUGUSTA

Dan Groeschel, a UW-Eau Claire journalism graduate, was named editor of the Augusta Area Times and Tri-County News. [Read more.](#)



BOSCOBEL

Erin Martin, previously a reporter at the Crawford County Independent & Kickapoo Scout, moved to the Boscobel Dial as a reporter. Martin will cover the Riverdale and Boscobel school districts, including the sports beat. [Read more.](#)



GREEN BAY

Stu Courtney, former Chicago Sun-Times sports editor, joined the Green Bay Press-Gazette as editor of Green Bay Packers coverage. The Indiana native also helped the Chicago Tribune start [chicagobreaking-sports.com](#). Last season, Courtney spearheaded the Tribune's coverage of the Chicago Bears. [Read more.](#)



MILWAUKEE

Corinne Hess, formerly a reporter at the Waukesha Freeman and the Kenosha News, is now a reporter at BizTimes Milwaukee, covering commercial and residential real estate and local and state government. She has also written as a correspondent for the Milwaukee Journal Sentinel and as a freelance writer has written some articles for Milwaukee Magazine. [Read more.](#)



MADISON

Chris Hardie, a past president of the Wisconsin Newspaper Association and executive editor at the La Crosse Tribune, is writing a weekly column for Agri-View, the weekly agricultural publication of Capital Newspapers. Hardie is currently the executive director of the Black River Falls Chamber of Commerce. He and his wife, Sherry, own Brambleberry Bed & Breakfast and Brambleberry Winery in Taylor, Wisconsin. [Read Hardie's columns and see his photos.](#)



WEST BEND

Nicholas Dettmann, sports editor at the Daily News in West Bend, will join the WBKV radio (AM1470) broadcast, providing color commentary during the high school football season. [Read more.](#)



Skating with the Big Kids



Ranger Hasburgh, 3, of Madison, joins skateboarding enthusiasts for an opening day visit to the city's new Skatepark at Central Park in Madison on Sept. 10. One of the largest skateboard parks in the area, it features approximately 20,000 square feet of street skating obstacles and two bowls. The youngster is the son of Pat Hasburgh, 37, a founding member of the Madison Skatepark Fund, which has been working on the project for 14 years. [John Hart/Wisconsin State Journal.](#)

MONROE

Bridget Cooke, former editor at the Tri-County News and Augusta Area Times, was named city reporter at The Monroe Times. The UW-Eau Claire graduate wrote for The Spectator, the university's student newspaper.



RICE LAKE

Warren Dorrance, general manager of Chronotype Publishing in Rice Lake and a past president of the WNA, retired after 35 years with the company. He began working full-time at the Chronotype in 1980. He later became the ad manager and then publisher. Warren and his brothers Jim and Bob bought the newspapers from their parents, Jim and Mary, in 1994. After selling the business to Adams Publishing Group last year, Dorrance served as general manager. His brother Jim will take over the general manager position and Bob will continue as ad manager. [Read more.](#)



NATIONAL OHIO

Randy Graf, former advertising director for the Post-Crescent in Appleton and former CEO of the Central Wisconsin Newspaper Group for Thomson Newspapers, was named publisher of the Xenia Daily Gazette and the Fairborn Daily Herald in Ohio. Graf was also named regional publisher for the Civitas Southwest Ohio Group. [Read more.](#)



INDIANA

Mark Maley, former Wisconsin Economic Development Corporation spokesman, left the WEDC and is working as managing editor of the Elkhart Truth in Elkhart, Indiana. Before the WEDC, Maley was an editor for the Milwaukee Journal Sentinel. [Read more.](#)



-30-

Daniel P. Hanley Jr.

Daniel P. Hanley Jr., known as a tenacious investigative reporter, died Aug. 26 at 83. Hanley's career spanned more than 40 years, beginning with the United Press and in 1965 and finishing on the Milwaukee Journal Sentinel sports desk in 1997. He was one of the first journalists to arrive on the scene when infamous killer and body snatcher Ed Gein was arrested for murder in 1957 in Plainsfield, Wisconsin. The Marquette graduate also worked as media spokesman for Wisconsin Attorney General Robert W. Warren from 1967-1974. In 2013, Hanley was inducted into the Milwaukee Press Club's Media Hall of Fame.



Hanley retired as a sports reporter in 1997, but he did not stop writing. He wrote several volumes of his family's history. Hanley also found time in retirement to edit *Perspektiven*, a quarterly publication of the Goethe House of Wisconsin, and to serve on the Milwaukee County Ethics Board from 2002 to 2008. [Read more.](#)

Madaline Olson

Madaline Olson, former business manager of the Richland Observer, died Wednesday, Sept. 9, at age 91. She married Jim Olson, the editor and publisher of the Richland Observer, in 1966. Madaline served as business manager for the newspaper and wrote the Women's page for many years.



Madaline and Jim enjoyed traveling. She played piano by ear and volunteered for many organizations. Madaline loved to play bridge and belonged to two foursomes. She also belonged to a 500 club that has been in existence since 1949. Madaline was the newest member only belonging for 41 years. She was a member of PEO Chapter R and Friends of the Richland Hospital. [Read more.](#)

Robert "Bob" Shellman

Robert "Bob" Shellman, former editor and publisher of The Oconto Times-Herald, died Sept. 10 at 92. Upon his discharge from military service, Bob joined the family business, The Shellman Publishing Co., in Oconto Falls, which published The Oconto Falls Herald. Bob was instrumental in the purchase of The Gillett Times and the creation of the Oconto County Times Herald in 1949. The business thrived through the 1950s with Bob sharing writing and editing duties with his mother. He was responsible for most area reporting, in addition to selling advertising and job printing throughout Northeastern Wisconsin. The family purchased The Seymour Press in the 1960s and became shareholders in Brown County Publishing.



Bob served on the Community Memorial Hospital Board for 21 years and was engaged in other local activities, including construction of the River Island Golf Course. In 1952, he served on the State Legislative School Redistricting Committee and was involved in establishing the Oconto Falls School District as we know it today. He was also a member of the Wisconsin Newspaper Association board of directors for many years. [Read more.](#)

Archive Your Newspaper's Special Sections

Special sections and inserts are an important part of your newspaper, which makes them an important part of the Wisconsin Newspaper Association Digital Archive.

Get the most out of your free archive: don't forget to include special sections and inserts when you upload your pages!

If you have special sections from past editions that have not been uploaded, please contact WNA Media Services Director Denise Guttery at denise.guttery@wnanews.com. Feel free to reach out to Denise if you have any questions regarding uploading pages. Help us keep the WNA Digital Archive complete.

Your WNA Digital Archive is available at wna.eclipping.org/wna/publish/. Registration is available on the page.

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. E-mail for information: john@johnfoust.com.

The Right Advertising Tool

You may have heard the story about the man who asked the clerk at the hardware store for a wrench. "What kind of wrench?" the clerk asked. "Just show me what you've got," the man replied. Not quite knowing what to do, the clerk pulled a socket wrench from the shelf. "I think I'll try it," the man said.

About an hour later, the man came back to the store and said, "This wrench didn't work. Do you have a different kind?" The clerk put a crescent wrench on the counter, and the man said he would try that one.

After another hour passed, the man returned to the store and said, "This one didn't work, either. Do you have a bigger one?" The clerk went to the last shelf and found the biggest pipe wrench in inventory. "How about this one?" he asked. The man broke into a big smile. "I know that one will work. I'm just going to use it as a hammer."

Ridiculous, isn't it? But how many times have we seen advertisers do something similar? They insist on using the wrong tool and then get frustrated when it doesn't meet their expectations – even when their expectations are way off base.

Generally speaking, there are two types of advertising – image and response. Image advertising – or institutional advertising, as some people know it – is designed to give consumers a positive feeling about the advertiser. The car dealer that runs ads claiming to be "the friendly dealership" is presenting itself as a nice place to do business. There's no specific call for action. The appeal is indirect: "If you like us enough, maybe you'll decide to buy a car from us."

While image advertising can pay big dividends, it's a longer cycle. Powerful brands like Apple, FedEx and Coca-Cola didn't win their market share overnight. Their overall growth has been gradual – not necessarily snail-paced, but step-by-step in an upward direction.

On the other hand, response advertising is designed to create urgency. "Buy now," an ad might say, "because we're having a sale"... or "because this offer expires on Saturday." There is a faster payoff and results are easier to measure. When an advertiser has a sale, you'll find out immediately if it's a success. Either it works or it doesn't.

Repetition often forms a strong bond between image and response advertising. A business that runs a strong image campaign, one that resonates with its target audience, will eventually make sales. And an advertiser who runs a lot of response ads, ads that get results, will establish a strong image in consumers' minds.

Read the rest of the column on the WNA website



KEVIN SLIMP

Newspaper Technology

Kevin Slimp is a speaker and trainer in the newspaper industry. Visit www.kevinslimp.com or e-mail kevin@kevinslimp.com.

Readers' Newspaper Needs

Back in February, I spoke on the topic of Customer Service at the Ohio Newspaper Association Winter Convention. Shortly after, I received an email asking if I would lead a webinar in late summer or early fall for all the staffs of member papers of ONA, covering the same material.

I agreed, but didn't feel right about using the same material I had used in February. After all, surely there would be some people present during the webinar who sat through the presentation in Columbus.

Last week, just one day before the webinar, I created a survey about customer service at newspapers and asked Facebook friends, not affiliated with the newspaper industry, to complete the short questionnaire. I hoped maybe 20 or 30 would take the time and give me some fresh, interesting, information to use during the webinar.

I was pretty surprised to learn that more than 200 folks had completed the survey over the next few hours and their answers weren't exactly what I expected. Of the respondents, 38 percent reported subscribing to a newspaper, while 62 percent answered that they did not.

Next, I asked subscribers: "What are your biggest pet peeves concerning your newspaper?"

By a large margin, "Not enough local content" took the prize. A full 38 percent of newspaper subscribers answered that lack of local content was their biggest pet peeve.

OK, that might not have been a huge surprise. However, their response to the second question did shock me. Just under 22 percent of newspaper subscribers answered that "Poor writing" was their top pet peeve. Honestly, I didn't think poor writing would crack the top five.

Delivery problems and poor design tied for third, with each receiving 13 percent. Billing and other problems followed in single digits.

And what about people who don't subscribe to a newspaper? "Poor writing" took the top spot with a hefty 37 percent responding that was their top pet peeve.

The number two reason respondents gave for not subscribing to a newspaper was "Not enough local news," at 27 percent.

Finally, I gained some useful insights from the non-subscribers which could be used in my customer service webinar. A full 26 percent answered that their main reason for not subscribing was either "Delivery problems" (14 percent) or "Customer service" (12 percent).

When asked about the price of newspapers, 51 percent of non-subscribers responded that "The price is too high."

Read the rest of the column on the WNA website



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.

Logic and Preparation

It was a very busy day, and I really had no time to talk to a politician's aide, but my boss said let's be polite and give him a few minutes.

So three of us – my boss, a colleague and I – listened as the smiling young man listed, by rote, his politician's accomplishments.

I was paying attention with only half my brain; the other half was focused on the problems I had yet to solve in the newsroom.

I heard the young man say, "... and we didn't even have to raise taxes."

Seated to my right, my colleague stiffened and, absent an accusatory tone, challenged the flack in two well-reasoned sentences that felt like a welcome wind dispersing thick smoke.

In an instant, I forgot the newsroom struggle and focused instead on how the flack would respond.

Not well. He futilely tried to wriggle free of the hook my colleague had so deftly set. The sure sign he was in distress: At least five times, he said my colleague had raised "a fair point."

Lesson learned from when I have tried, equally futilely, to wriggle free from an accurate accusation from Sharon, my wife of 43 years: When the accused keeps repeating himself, he is guilty.

That incident came at a perfect time for me. Our newsroom has been conducting a series of seminars aimed at improving our reporting, writing, creativity and interviewing. Mere days after the flack gagged at my colleague's challenge, I was leading an interviewing seminar, and I was able to use the incident as an example of how a savvy journalist doesn't have to use waterboarding to get a source to squirm.

My colleague used sheer logic and preparation. He probably knew the topic better than the flack did, and his two-sentence challenge was presented in quasi-syllogism form: If your man thinks A, then obviously he is ignoring B.

Logic and preparation.

Too often we think of interviewing as a way to gather facts. Sure, we need information, but really what we want an interview to produce is insight, a clear view of not only what the source does and says, but also how he or she came to a decision, what forces are at play as people try to either solve or create problems.

One of my favorite newspaper accomplishments came in a story almost nobody read.

Read the rest of the column on the WNA website



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 henninger-consulting.com.

What Readers Want

I'VE BEEN a newspaper consultant for more than 25 years. In all that time, my basic message has not changed. That's because I believe the message we get from readers has not changed.

Many readers aren't shy about letting us know what they want:

SEQUENCING: Readers want to be able to find items in the same place from issue to issue. Are your obits on page 5 today? Will they be there again in the next issue? How about two weeks from now? Don't lead your readers on an Easter egg hunt. Eventually, they'll tire of that and your newspaper.

SHORTER STORIES: Always search for ways to write tighter. And for those stories that need some length, look for ways to segment them into smaller pieces. A story about five candidates for mayor can easily be broken into five separate, shorter pieces. Readers will appreciate your effort to do that.

BRIEFS: The briefer the better. If you can round up some county news into a column of briefs, readers will almost surely spend more time with them than they would a longer county story with "in other business" items near the end. Readers aren't lazy, but they see briefs as something they can scan quickly. And their time is valuable.

VISUALS: Give photos and other visual elements some real size. Sorry, but an index card-size photo on a nearly open page just isn't gonna cut it. For a vertical photo, I advise at least three columns wide by eight inches deep. For a horizontal shot, I'd run it at least four columns wide by six inches deep. Those are minimums if you want the photo, or other visual, to have impact.

POINTS OF ENTRY: Headlines, subheads, photos, graphics, even mug shots and pull quotes, all serve as points of entry into a page. All of these display items need to be given attention.

BETTER HEADLINES: Nothing kills reader interest more quickly than a poorly written headline. I remember sitting on a news desk years ago when one of my fellow copy editors wrote a headline that read: "Developments made known." Huh? You could place that headline on a bajillion different stories and it would still impart no information. None. "Four killed in highway crash" has much less meaning than "Mom, 3 tots killed in crash."

PACKAGING: Use page structure, spacing and rules to carve off one package (visual, headline, text, other) on the page from others. Your design should clearly indicate to readers that elements a, b, and c go together, but not d, k and n.

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 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 222 member newspapers (31 dailies and 191 weeklies), WNA serves advertisers through advertising placement programs (Customized Newspaper

Contact >>

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WNA Board of Directors Officers

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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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