



## An Honor to Be Nominated

The WNAF is accepting nominations for young news media stars for its Future Headliners program through Sept. 21.

See Page 3.



## For the Record

Participants in Attorney General Brad Schimel's Open Government Summit discuss Public Records Laws and technology.

See Page 3.



## Raise Your Voice

Want to strengthen your editorial page? The WNA has a workshop for you: Amplify Your Editorial Voice.

See Page 2.

# THE Bulletin

News and information for the Wisconsin newspaper industry

AUGUST 2015

... among the world's oldest press associations

## Register Now for 'Selling Wisconsin' Ad Summit

The Wisconsin Newspaper Association (WNA) invites you to **Selling Wisconsin: Print & Digital Ad Sales Strategies**. The inaugural event pairs leading state and national advertising executives and trainers to guide attendees through their most effective sales tactics. Attendees will acquire a toolkit of ideas to increase ad revenue while building brand recognition.

The ad summit kicks off the evening of Wednesday, Sept. 30, with a cocktail reception at the **Heidel House Resort** in Green Lake. On Thursday, Oct. 1, experts will share their tricks of the trade in sessions throughout the day.

Two speakers have been confirmed and a native-advertising session will be announced soon.

**Jim Busch** is the sales trainer for Trib Total Media in Pittsburgh, Pennsylvania. His company owns eight daily newspapers, more than 20

weeklies and a large direct mail shopper, as well as a number of online and commercial printing enterprises. Busch is also a founding member of the Leadership Institute, the training initiative of the Association of Free and Community Papers (AFCP). He is dedicated to providing "100% Fluff-Free" training and coaching sessions for sales people and sales managers.

As a trainer, Busch has built a reputation for delivering well researched content in an entertaining and memorable style. His goal is to train using real world techniques that will enable sales people to thrive in today's challenging economic climate. He is a prolific writer and is the author of the monthly Link & Learn column published by PaperChain.org. In 2008, Busch founded



Jim Busch

Ideas and Eyeballs Sales Training and Consulting to provide sales training and management consulting services to publishers and industry associations.

**Joe Mathes** is digital advertising strategist and vice president of Wisconsin-based Delta Publications and a partner in Delta Online. Mathes doesn't just talk the talk, he lives print and digital everyday in his own operation, with his advertisers, and as a digital revenue consultant to publishers across the country. A self-proclaimed media junkie, Mathes has been a newspaper publisher since 1987 and will provide insights into successful digital advertising sales. He believes in newspapers and has made his mission preparing newspapers for the future, particularly in the way of generating online revenue.



Joe Mathes

### Selling Wisconsin: Print & Digital Ad Sales Strategies

Wednesday, Sept. 30–Thursday, Oct. 1, Heidel House Resort in Green Lake

#### Schedule

9–10:30 a.m.: Native Advertising Session (TBA)  
11 a.m.–Noon: Using Print to Sell Digital with Joe Mathes  
Noon–1 p.m.: Lunch  
1–1:30 p.m.: Sales Forum  
1:45–3 p.m.: Breaking Through the Wall: Connecting with Potential Customers with Jim Busch  
3:15–4:30 p.m.: Creative Leadership: Getting the Most Out of Your Sales Team with Jim Busch

Fee: \$99 for the first employee, \$75 for each additional employee from the same newspaper.

**"REGISTER HERE"**

## WNA Publishers Leave Monumental Legacies

The Memorial Pylon Ceremony at the annual Trees Retreat is an occasion to honor Wisconsin's newspaper publishers that offers a glimpse into their lives.

Community leader. Mentor. Volunteer. Veteran. These are some of the roles Wisconsin Newspaper Association members served in the newspaper industry and their communities, part of legacies that deserve recognition.

The Memorial Pylon was erected in honor of WNA publishers who have passed away. On Friday, Sept. 18, the WNAF will induct a new group of publishers. We'll also rededicate the Memorial Pylon, rebuilt in 2014 as a monument to all Wisconsin newspaper publishers on the Trees for Tomorrow Campus in Eagle River.

Please join us to celebrate the lives of these special individuals with their colleagues and loved ones. A reception at 11 a.m. will be followed by lunch from 11:30 a.m.-12:30 p.m. The induction and rededication ceremony will follow.

The WNAF is still accepting donations to the fund for the new Memorial Pylon. You can honor WNA publishers and the newspaper industry by [donating at this link](#) or by calling 608.283.7620.

**George Bechtel**, former publisher of the Iowa County Democrat Tribune, now the Mineral Point Democrat Tribune, got his start in journalism as the editor of the student newspaper while attending Ripon College. After serving in World War II, Bechtel co-published the Democrat



Tribune for eight years. Afterwards, he served as the director of the office of information at the Wisconsin Department of Transportation. He wrote several books, including a sesquicentennial history of Mineral Point and a history "The Road Builders of Wisconsin from 1902-1992."

**Gary Gaier**, former publisher of the Chippewa (Falls) Herald Telegram, began his newspaper career at that publication as advertising director. He later served as group manager for Lavine Newspaper group, overseeing a group of Wisconsin dailies. A mentor to many in the industry, Gaier was named WNA Publisher of the Year in 1988. The avid hunter and fisherman was a member of the Chippewa and Rusk County Conservation Congress and served as president of the Chippewa County Bowhunters in the early 1960s, as well as president of the McDonnell High School Board.



**Richard "Dick" Garber**, a fourth-generation newspaperman, was publisher and editor of the Osceola Sun from 1965-1977. Garber began his career at The Beachcomber in Vashon Island, Washington, with his father, after serving in the Army Air Corps during World War II. In 1954, Garber and his family moved to Alaska, where he worked at the Anchorage Daily Times. In 1965, the Garbers moved to Osceola, where they realized their dream of owning and operating their own newspaper and print shop.



**Arleen Gleason**, former publisher of the Clintonville Tribune-Gazette, graduated from the University of Wisconsin-Madison School of Journalism in 1947. After graduation, she worked as a reporter at the Portage Daily Register. Arleen bought the Clintonville Tribune-Gazette with her

husband Walter in 1951 and published it until her retirement in 1994. The Gleasons were proudly active in the WNA. Arleen served on the board of the Clintonville Area Foundation, and was a member of the American Association of University Women.

**Marcie Harbeck**, former publisher of The Statesman in Kewaskum, ran the newspaper with her husband Bill, whose family owned the publication, for more than 30 years. The couple passed the newspaper on to their daughter, who then passed it on to her son. After Bill's death in 1988, Harbeck continued to work at the newspaper with her daughter, answering phones, proofreading and serving her signature ham sandwiches without bread crusts to the staff until 2002. Her grandson Andrew, who also published the Statesman, said, "She was selfless and always found the good in people, always had something nice to say about someone. In the newspaper business, that's really difficult."



**Duane Kelley**, former publisher of the Elmwood Argus, began his newspaper career in his native Minnesota. In 1977, Kelley and his wife Colleen bought the Elmwood Argus in Spring Valley, Wisconsin, where he worked until he retired in 2000. Kelley did more than work in newspapers: He pumped gas, flipped burgers, fixed guitars and ran a screen repair business. Kelley enjoyed snowmobiling and riding his motorcycle and scooters, as well as woodwork.



**John "Jack" LaGasse**, published the Thorp Courier for 32 years with several business partners, including his brother-in-law William S. Wagner and, later, his wife Joyce. The World War II veteran served in the Army Signal Corp, which developed, tested, provided and managed communications and information systems support for the combined armed forces. LaGasse was a diligent participant in the Thorp Male Chorus, Thorp Fire and Ambulance Department, American Legion, Masons, VFW and Thorp Businessmen's Association, among others. He also founded the Miss Thorp pageant.



**Lawrence "Larry" Paul**, former publisher of the Epitaph News in Viola, worked in the press department of the Chicago Tribune for 21 years before buying the Epitaph News in 1985. He ran the newspaper until 1988. He then worked as a film technician at Burne Photo Imaging in Madison until his retirement in 2006. Paul loved classical music, baseball, Bears and Badgers football and discussing world events over an Old Style beer.



**Richard Whaley Timmons**, former editor and publisher of The Rhinelander Daily News, spent more than 46 years in the newspaper business, starting in New England and ending with running the Daily News from 1979-1998. In his retirement, Dick worked as an on-air host for Midday Classics on Rhinelander's Wisconsin Public Radio station. He loved classical music and was a long-time member of the Nicolet Male Chorus.



**For more on the Trees Retreat, see Page 2.**

# WNA news

## Trees Retreat 2015

In a few weeks, Wisconsin Newspaper Association (WNA) members from around the state will gather at the scenic Trees for Tomorrow Campus in Eagle River for the WNA Foundation (WNAF)'s annual Trees Retreat. We have networking, training and more on tap for this annual event that's like no other.

We are proud to be rededicating the new, granite WNAF Memorial Pylon and commemorating another group of Wisconsin newspaper publishers for their service to their communities. We also have a valuable training opportunity and a golf outing to round out schedule.

The WNA room rate at Days Inn Eagle River has been extended through Sept. 2 of \$79 on Thursday and \$89 on Friday. Register now and we'll see you there! Please call us at 608.283.2620 with questions or email [Julia.Hunter@WNAnews.com](mailto:Julia.Hunter@WNAnews.com).

[REGISTER online now!](#)

[DONATE to the Memorial Pylon Fund](#)

### LEARN

## Trees Training: Amplify Your Editorial Voice

Are you fully harnessing the power of your newspaper's editorial voice to engage with your audience?



Waltner

Tim L. Waltner, a community journalist and publisher with more than 40 years of experience, has the tools and the experience to help you enhance your editorial page and establish a strong, independent editorial voice.

Amplify Your Editorial Voice is an expansive workshop that's ideal for all newspaper staff involved in the editorial process: weekly and daily editors, columnists, editorial writers, reporter and publishers and anyone with an interest in improving editorial pages, better defining editorial policies and learning best practices for successful editorial pages.

This workshop includes group roundtables on editorial pages by state and regional journalists who write, read and design opinion pieces for community newspaper editorial pages.

Attendees will benefit from:

- straightforward, honest comments about their editorial pages,
- new ideas for editorial pages,
- discussions about the writing process
- how to deal with tricky editorial and ethical issues,
- the importance of layout and graphics, and
- handling anonymous online forum challenges.

The workshop will be held from 9-11:15 a.m. and 2:30-4 p.m., Friday, Sept. 18, at the Education Hall on the Trees for Tomorrow Campus, 519 East Sheridan St., Eagle River.

Do you have staff members that can't attend the entire weekend? They can still attend Amplify Your Editorial Voice. [Education-only registration is available here.](#)

*"Every newspaper in Wisconsin can benefit from this workshop. I attended my first critique session with Tim L. Waltner 15 years ago and got a page full of advice on how to improve our editorial pages. I have been attending workshops ever since. Every year I learn something new, from tweaking design to improve readability to the actual content. This session is helpful to those who have good editorial pages and want to keep improving, those who want to make drastic changes to their current editorial pages, and also those who don't have an editorial page and want to get started."*

**Kris O'Leary**

Publisher,

The Tribune-Phonograph in Abbotsford

### CONNECT

## Play it Foreward Golf Outing

The Play it Foreward Golf Outing is your ticket to doing a good deed while enjoying yourself and networking with Wisconsin's newspaper professionals.

Kick off your Trees Retreat weekend with a scramble tournament. All proceeds benefiting the Wisconsin Newspaper Association's Internship and Scholarship Programs. Tee times start at noon on Thursday, Sept. 17, at the St. Germain

Golf Club, 9041 WI-70 in St. Germain, a 20-minute drive from the Trees for Tomorrow Campus in Eagle River.

The outing includes 18 holes and a cart. There will prizes for longest drive, closest to the pin and more. [Register now!](#) Please note that the golf outing is not included in the Trees Retreat registration fee.



## WNA Seeks BNC Contest Judges Sought

### You Be The Judge

Learn from your out-of-state peers by taking the opportunity to judge the Minnesota Newspaper Association's Better Newspaper Contest.

The WNA will be judging the MNA's contest this year and we need 70 editorial judges, 15 photo/multimedia judges and 20 advertising judges. Current and former newspaper employees are eligible.

Judging contests can be a great educational opportunity to see the best work of others in the industry. As a judge, you'll review entries from similar-sized newspapers and have the opportunity to request preferred categories. If you're an editor looking to expose your newsroom to the work of others, this is a perfect chance—sign everyone up!

Volunteers will have a month to complete their assignments, which are available electronically. Judging begins around Oct. 5, 2015, and will wrap up by Nov. 6, 2015.

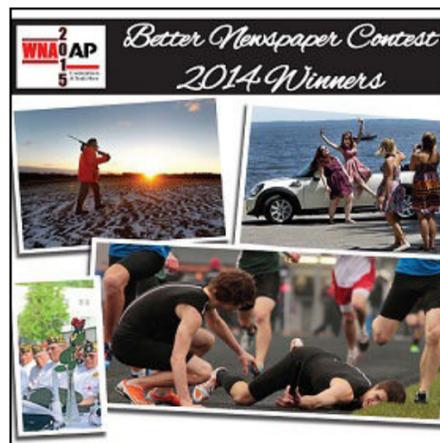
For more information, contact Member Services Director Julia Hunter at [Julia.Hunter@wnanews.com](mailto:Julia.Hunter@wnanews.com) or 608-283-7622.

[Click here](#) to sign up today!

### BNC Contest Opens Soon

It's time to start gathering your best work from the last year!

The Wisconsin Newspaper Association Better Newspaper Contest will begin accepting entries through our online portal on Sept. 1. The deadline for submissions is Oct. 1.



Stay tuned for more details. Rules, instructions and categories will be released via email on Sept. 1. Contest winners will be announced at the Awards Banquet on Friday, Feb. 26, 2016, at the Madison Marriott West.

**2015**  
**WNA**  
**FOUNDATION**  
*Trees Retreat*  
Sept. 17-18 in Eagle River

### Schedule

**Thursday, Sept. 17**  
Starting at noon: WNAF Golf Outing Fundraiser at St. Germain Golf Club

Afternoon Arrivals: Registration in the Education Hall - Explore the grounds, fix your bunk or settle into your hotel room. Grab a chair under the pines to renew old friendships and make new ones.

6 p.m.: Appetizers and cocktails on the Trees for Tomorrow Campus

6:30 p.m. Tailgate Dinner in the Trees Campus Dining Hall followed by a campfire, weather permitting

**Friday, Sept. 18**  
Breakfast: On your own.  
9-11:15 a.m.: Training in the Trees Campus Education Hall  
"Amplify Your Editorial Voice"  
Presenter: Tim L. Waltner

11-11:30 a.m.: Memorial Pylon Ceremony Reception near the Pylon, weather permitting  
• Enjoy refreshments while mingling with family, friends and colleagues of Memorial Pylon Inductees.

11:30 a.m.-12:30 p.m.: Memorial Pylon luncheon

12:30-2:30 p.m.: Memorial Pylon Induction and Rededication Ceremony

2:30-4 p.m.: Training in the Education Hall in continuation of the morning program.

4 p.m.: Happy Hour and Networking

6 p.m.: Steak Fry in the Wisconsin Newspaper Association Foundation Demonstration Forest

### FlashNews

#### Verona Press Celebrates 50 Years

The Verona Press celebrated its 50th anniversary in July with a special section commemorating its history and how the city has changed since 1965. [Read more.](#)

#### Marquette Awards First James Foley Scholarship

Marquette University named the first recipient of a scholarship in honor of James Foley, the 1996 Marquette graduate who was kidnapped while working as a freelance journalist in Syria and later beheaded by Islamic State militants. The recipient, Detroit-area high school graduate Jake Zelinski, 18, plans to major in theater arts and digital media at Marquette. Nearly 1,400 donors worldwide contributed more than \$320,000 to the James Foley Endowed Scholarship Fund. The \$8,000 scholarship will be given bi-annually and is renewable each year. [Read more.](#)

# WNA news

## Know a news media wunderkind?

Introduce us to your bright, young news media stars. We want to meet them, reward them, tap their energy and share their stories.

Nominate your favorite young news media, marketing, advertising and circulation professionals to be part of Wisconsin Newspaper Association Foundation's Future Headliners program.

This recognition program that honors emerging new leaders in the news media industry is open to students and professionals age 30 and under. Nominees must be majoring in a business, journalism, media or communications field or be a practicing young professional. Preference will be given to those from, studying or working in Wisconsin.

The program will recognize up to 10 individuals (five who focus on business and five with an emphasis on content) who represent the best of our up-and-coming industry professionals. These Future Headliners will display good character, leadership and professionalism not only at work, but in the communities they serve.

Future Headliners should show a commitment to impacting their profession and the industry in a positive manner and be ready to serve as an ambassador. Nominees must perform their jobs to a high standard and also be committed to furthering their knowledge and abilities.



Those selected will be announced and profiled in The Bulletin, as well as recognized during the Annual WNA/AP Convention and Trade Show, set for Feb. 25-26, 2016, in Madison.

Self-nominations and nominations from colleagues will be accepted. Questions? Contact [Holly.Henschen@WNAnews.com](mailto:Holly.Henschen@WNAnews.com) or call the WNA office at 608.283.7620.

The deadline to nominate a Future Headliner is Monday, Sept. 21. [Enter online today!](#)

[Read more about the Future Headliners Program online.](#)

*"Being named a **Future Headliner** opened up a whole new world to me I never knew existed within the newspaper industry."*

*The values, ethics, and lessons I learned as part of this elite group **will forever shape my future endeavors.** This unique experience helped to mold me into a more confident and well-rounded professional."*

**Joelle Doye**

WNAF Future Headliner  
Former editor, The Democrat Tribune,  
Mineral Point

## 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](mailto: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/](http://wna.eclipping.org/wna/publish/). Registration is available on the page.

## Public Records Debated at AG's Open Government Summit

By **Holly Henschen**  
Communications Director

Wisconsin's Public Records Law has been versatile for more than 30 years, but some clarification wouldn't hurt, media law experts said at Attorney General Brad Schimel's Open Government Summit July 29.

Nearly 225 journalists, records custodians and law experts gathered for the July 29 summit at the Madison Concourse Hotel hosted by the attorney general's office and planned with support from the Wisconsin Newspaper Association.

Passed in 1981, Wisconsin's Public Records Law was written in the wake of the Watergate Scandal that eroded public trust in government. With the advent of emails, text messages and social media, more records are being created, but regulations regarding retention of these types of records are not spelled out in the state law. The Open Meetings Law was enacted in 1976.

Since taking office in January, Schimel has worked to improve the speed and rate of response to open records requests. He said his office will meet with smaller group of stakeholders to discuss the laws.

### Public records

One strength of the public records law is its flexibility, said James Friedman, attorney at Godfrey & Kahn in Madison and WNA Foundation Secretary-Treasurer. It has a broad definition of what constitutes a record, there is a strong presumption of public access and a mandate for records custodians to redact confidential information. The law as written can address changes in communication and in journalistic reporting methods, as well as emerging mediums, Friedman said.

However, some areas of the open records law



Wisconsin Attorney General Brad Schimel speaks to reporters between sessions at an Open Government Summit his office hosted July 29 at the Madison Concourse Hotel. Photo by M.P. King for the Wisconsin State Journal.

could use "a more definitive statement," including a clear articulation that arrest records and incident reports are always open, he said.

"In the requester community, we've long been wary of opening the door to tinkering with our transparency laws because the end result is they're sometimes made worse," said Robert J. Dreps, media law attorney at Godfrey & Kahn in Madison and WNA media counsel. Any changes to Wisconsin's Public Records Law should be made by a legislative council, he said.

Dreps recommended the Public Records Law better define what constitutes deliberative materials, as well as spell out the information that is required in a police report. In addition, he said public employees' disciplinary records should always be considered public records.

the better, down to how much to charge for a reproduction," Aulik said.

Bill Lueders, editor of The Progressive and president of the Wisconsin Freedom of Information Council, suggested changing the threshold on fees for locating public records. Currently, requesters can be charged if the direct cost of locating the records and making and sending copies is more than \$50, according to the 1981 law. Adjusted for inflation, that amount is roughly \$131, he said.

### Verbatim record

One records custodian recommended reducing costs by posting information regarding public meetings on agency websites, rather than in newspapers, as current law requires.

"The problem with that is, who polices the agency?" said panelist Chris Hardie, a past president of the Wisconsin Newspaper Association and former executive editor at the LaCrosse Tribune.

Hardie suggested Wisconsin's Open Meetings Law be updated to mandate the recording of closed sessions in government meetings.

Privacy is a concern amid the glut of digital records. Hacking and improper use of requested records can leave citizens prey to identity theft and crimes like stalking. Public information, such as 911 call audio, can be quickly disseminated, and made accessible indefinitely on the Internet.

Video can be redacted with costly software to protect the identities of onlookers, witnesses and informants, said Samuel C. Hall Jr., an attorney at Crivello Carlson in Milwaukee. Video also has a more pervasive ability to skirt confidentiality and privacy, for instance, when police offers with lapel cameras enter private residences and the video from the encounter becomes public record.

### Technology and costs

During the summit, experts discussed how technology has effected public records retention, record costs and citizens' privacy.

Though technology provides more efficient ways to archive and retrieve records, the cost of buying and maintaining that technology is high, said Jamie Aulik, Manitowoc County clerk and legislative committee chairman for the Wisconsin County Clerks Association. It also adds to confusion regarding open records fees, for instance, when documents are reformatted for the requester from a digital document to a hard copy or vice versa, he said.

"As clear as we can make the guidance about what is allowed to be charged for open records,

# WNA news

## Double Rainbow is Twice as Nice



A double rainbow appeared in the sky near Marengo recently during bouts of scattered showers, bringing some vibrant colors to the sky. Ashland Daily Press photo by Sara M. Chase.

## The Country Today's Ag in Education Program Inspires Students

The Country Today in Eau Claire's Ag in Education program is getting Osceola students excited about newspapers.

The local Future Farmers of America (FFA) chapter featured the newspaper in its "Year in Agriculture" display at the Polk County Fair. The group also handed out 100 free sample copies of the newspaper.

"The goal of the program is to provide schools in Wisconsin with agricultural news that teachers can use to follow market trends and understand issues in agriculture," said Mike Carlson, circulation director for The Country Today.

The FFA students used the newspapers to write reports and create displays for projects.

"After your brain becomes fried after a couple of hours studying, it's relaxing to look at," Thomas Shalleen, Osceola FFA member, told The Country Today. Shalleen enjoys browsing the equipment ads to better understand the costs of farming.

"If we have down time, we pick it up and read it and then use them as study guides," said Hunter Kautz, also an Osceola FFA chapter member.

The Ag in Education program counts 25 schools across the

state as participants and delivered more than 200 newspapers to middle and high school agriculture, science and business classrooms in the 2014-15 school year.

"We're looking forward to expanding the program this year to include more schools," Carlson said.

Nearly 45 sponsors across the state, including banks, construction companies, grocery stores and insurance groups fund the program. The Country Today thanks Ag in Education sponsors with an ad that runs in the newspaper for one month each year. [Read more.](#)

## Design for Readers



ED HENNINGER

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

### 10 Ways to Treat Public Notices

To say legal advertising is a major part of revenue for newspapers would be an understatement.

Legals bring in thousands—often hundreds of thousands—of dollars annually.

Until recently, when some states attempted to pull them out of newspapers (in some cases, successfully), we rarely gave legals a second thought. We just ran them and took the money.

Now that we're threatened with the loss of legal advertising, we need to change our thinking.

One of my suggestions (surprise!) is that we pay greater attention to the design of legals.

For starters, let's stop labeling them "legal advertising" and call them what they really are: Public Notices.

Here are some ideas:

**1. GIVE THEM** a special header. I like the idea of running a shallow photo of an architectural detail, perhaps, from your county court building. Or, you could run a representative photo like a gavel or a courtroom.

**2. INCREASE** the type size. That's right: If you want people to take notice and read your notices, run the type larger. You may be being paid only to run legals at 7 point or so, but I suggest you run them the same size you run your text. Does that make them take up more space? Yes. Do you want to keep the public notices in your paper? Yes!

**3. RUN HEADLINES.** Just like other news in your paper, give each notice a headline to help

attract readers in the package.

**4. RUN PHOTOS** and maps with the notices. If your county sheriff is planning to auction off some time-worn cruisers, for example, run a photo of one of the cruisers. If a local church has applied for a permit to construct a new building, run a photo or the church.

**5. RUN MAPS**, where applicable. If a golf club is planning to create a nine-hole course for beginners, show readers the layout of the course.

**6. RUN A GLOSSARY** when you can. We all know that legals are full of lawyerish gobbledegook. Try to run an occasional glossary of terms with your public notices. Readers will thank you for it.

**7. DESIGN THE PAGE.** That's not gonna be so easy because you can't trim the text, as you can with most stories. But if you're serious about keeping your legal advertising, you can find a way to do it. And...no one promised that this would be easy.

**8. CONSIDER QR CODES.** You can place these in the legals to help take readers to web sites where they can find more details. Or perhaps a QR code can connect them to a phone number where they can ask for more details—like how to bid on selling the city a new computer system.

**9. TEASE TO NOTICES.** Often, what's in the public notices is at least as newsy as some of the stories on your front page. Certainly, a notice requesting building permits for a 12-store mall in your area is news! Don't hesitate to direct readers to that notice.

**10. READ THEM!** Often, your news staff will catch wind of a major story just by reading the notices in your own newspaper. Make sure you check the content of legals consistently.

So. Wanna keep your legals? Want to get them more readership?

Stop think of them as legals and start thinking of them as public notices, an important part of your newspaper for every reader.

## PUBLIC NOTICES

22 THE BEDFORD FALLS SENTINEL

WEDNESDAY, SEPTEMBER 30, 2012

### Airport files to add runway



### Developers want to place strip mall



### Sheriff to auction cruisers



### Equipment sale at high school

### Church planning extension



### County accepting bids for new computer system

### Bids sought on road widening project



### Other York County notices

1 SMALL HEADER HERE

3 SMALL HEADER HERE

5 SMALL HEADER HERE

2 SMALL HEADER HERE

4 SMALL HEADER HERE

7 SMALL HEADER HERE



Glossary of terms

Contact information

# Training & Public Records

## Public Records and Open Government Update

### New Richmond

On Sept. 18, the Supreme Court of Wisconsin will hear oral arguments in the case brought by the New Richmond News and its publisher Steve Dzubay against the City of New Richmond for its policy of redacting police reports in an interpretation of Driver's Privacy and Protection Act (DPPA).

Media attorney and WNA counsel Robert J. Dreps of Godfrey & Kahn said the court could reach a decision by late 2015 in a best case scenario, but it's more likely to be handed down in early 2016.

In June 2014, a St. Croix County Circuit Court judge ruled that the DPPA does not require police departments to redact identifying information gathered from driver's licenses that are documented in official reports. A 2012 decision by the 7th Circuit Court of Appeals in *Senne v. the Village of Palatine* led many municipalities' law enforcement to begin to redact

the information when reporters asked for the public records. The city appealed the ruling, which then sent the case to the state Court of Appeals.

However, the Wisconsin Supreme Court agreed in May 2015 to hear the case, bypassing the Court of Appeals.

Also in June 2014, the Wisconsin Newspaper Association brokered a deal with the League of Municipalities and other local government associations that encourages police departments to give un-redacted police reports to reporters who turn in a form promising that the information will be used in the public interest.

Meanwhile, the federal courts have again dismissed the *Palatine Case*. That suit alleged that the village practice of placing a parking ticket on a car windshield constituted violation of the DPPA. The appeals court in 2012 reinstated the suit, rejecting the district court's ruling that the practice was not a "disclosure" of personal infor-

mation and directed the lower court to consider the village's other defenses. The district court again ruled for the village, finding its use of personal information on the parking ticket servers a valid law enforcement agency function and the 7th Circuit Court upheld that ruling in April.

Dreps said the possibility remains that *Senne* could ask the U.S. Supreme Court to hear the case.

### Beloit

The Beloit Daily News is asking a Rock County Circuit Court judge to compel the city's school district to turn over documents mentioned in threats by its former superintendent.

The newspaper found mention of the documents in question while examining an e-mail from former superintendent Steve McNeal to the former board president and the district's attorney. McNeal sent an email to two board members saying the document's contents

"will set you as a board and this district on fire with what you do and don't know." [Read more.](#)

### Minocqua

A North Woods prosecutor lost an appeal to block the release of records concerning him that were requested by the *Lakeland Times*.

Albert Moustakis, the district attorney for Vilas County, had fought the release of the records requested two years ago by the newspaper, which sought information regarding complaints or investigations relating to him. When the Department of Justice informed Moustakis of the release of the redacted records, he sought a Woznicki review. A trial judge ruled that Moustakis was an elected official, not a public employee, which provides standing for the review and the possibility of blocking the records release. The state Court of Appeals rejected Moustakis's appeal and remanded the case for further proceedings in circuit court. [Read more.](#)

## Your Right to Know



GEORGE STANLEY

Stanley is the editor of the *Milwaukee Journal Sentinel*. He can be reached at [gstanley@journalssentinel.com](mailto:gstanley@journalssentinel.com). *Your Right to Know* is a monthly column distributed by the Wisconsin Freedom of Information Council, a nonprofit group dedicated to open government.

### Democracy Demands Open Government

On July 2, the Legislature's Joint Finance Committee unleashed a shocking assault on the state's long and proud tradition of open government.

It happened at night, on the eve of a holiday weekend, just a few hours after the proposal was first unveiled. No one has taken credit for it. Committee co-chair Sen. Alberta Darling, R-River Hills, literally walked away from a reporter asking whose idea it was.

The committee's cowardly action, which passed on a 12-4 party line vote with Republicans in the majority, was part of an omnibus motion stuck into the state budget. It will effectively end the Legislature's need to comply with the state's Open Records Law.

The changes exempt legislative communications from the law; shield from release all "deliberative materials" created for the purpose of making law or public policy (including opinions, analyses and briefings prepared at public expense); shut down public access to all records created in the process of drafting legislation; and specify that the Legislature can freely exempt any record from disclosure simply by passing a rule or policy.

These radical and sweeping changes represent a full-frontal attack on Wisconsin's history of open government. They are clearly intended to block the public from discovering what factors drive the official actions of government, especially the Legislature, and will inevitably lead to abuse, malfeasance and corruption.

Should they become law, these changes would free the Legislature of the obligations of transparency in place for all other state and local governmental agencies. They will spare lawmakers from the burden of accountability to the people who elect

them and pay their salaries. They will shield from public view the collusions of lawmakers with special interest groups, lobbyists and campaign donors.

In one 2014 case, bill drafting records exposed the involvement of a wealthy campaign donor in drafting a bill that would have reduced his own child-support obligation. The changes inserted into the budget bill would keep these records secret.

Bill drafting records have long been understood to be public records, and are now routinely posted online. The change inserted into the budget would make release of these records illegal.

In addition, the omnibus bill cuts away at public access to information about criminal charges in the state's online court records system. It would allow charges filed against some individuals to "disappear" from this archive. While not as sweeping as some past failed efforts to remove records from this system, it is being done with virtually no public discussion.

The records these changes would seal off have, on countless past occasions, been used to expose wrongdoing and provide essential information on the workings of government. We should be pointing this out, as well as reminding people of the very strong proclamations in favor of transparency that have been made by our elected officials, including Gov. Scott Walker, who as a candidate said that the state Legislature needs to be more transparent.

And all of these changes are strictly policy matters, which have absolutely no business being part of a budget bill.

The people of Wisconsin need to rise in opposition to this attack on our state's tradition of open and honest government. The future integrity of our state depends on it.

Republican Attorney General Brad Schimel noted the danger of tinkering with transparency at the summit he convened July 29 on open government. "Messing with open government laws is like touching the third rail," Schimel said. "I think that lesson has been learned recently."

## 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.

## WNA Training

### Mark Your Calendars for Legal Training

WNA will host two sessions of legal training with attorneys from Godfrey & Kahn for editorial staff in October. The first will be Thursday, Oct. 15 in Madison, followed by training in a second session Thursday, Oct. 15, in the Stevens Point area. The WNA will announce more details as they become available.

### WNA-Sponsored Webinars

The following webinars are available at discounted prices to WNA members and free to college newspaper advisors and students. Contact [Holly.Henschen@WNAnews.com](mailto:Holly.Henschen@WNAnews.com) for information.

- [How to Capitalize on the Buzz Around Quizzes](#)  
2 p.m., Tuesday, Sept. 8

Quizzes are a unique solution that will drive an immense amount of traffic to your-or an advertiser's-website. Plus, they are incredibly social and shareable, and can reach either a broad or a niche audience, depending on the topic. This webinar explores how to create quiz topics, the best timing for a quiz and ways to monetize quizzes. \$15

- [Investigative Reporting Tools for any Newsroom](#)  
1-2 p.m., Thursday, Sept. 17

You want to dig into a story that has depth and impact, but does the daily grind always steal your time? In this webinar we will discuss how you can tackle that big project, while feeding the daily beast, and not sacrificing quality. This session will provide tools necessary so newsrooms with tight resources do not have to fear that they are incapable of doing investigative reporting. All reporting can be considered investigative, and going deeper with story ideas can only enrich the experience for readers. \$35

- [Revenue Diversification: A Case Study and Discussion of Commercial Content](#) 10:30 a.m., Wednesday, September 23

In late 2013, *The Day* developed a plan to build out its Marketing Division for the purpose of creating sponsored content opportunities. Webinar leader Michael Moses will review how the newspaper developed policies and procedures to ensure 100% transparency for our readers, hired professional journalists and designers, and committed to produce quality, engaging, and profitable content. With the team expanded in 2015, the Marketing Division now publishes two weekly titles, sponsored features throughout our legacy products and online, and more than 25 Sunday magazines. The revenues associated with these various platforms will exceed \$1.6 million in 2015. \$15

The Wisconsin Newspaper Association partners with **Online Media Campus**, which archives each of its webinars. If you can't participate at a perfect time or are looking for training for your staff, check out the webinars, available for \$35 each, on topics from circulation and editorial to revenue, management, and technology. [Access the Online Media Campus archives here.](#)

## Regional Training

- [News Literacy Seminar](#)  
Sept. 17 at Northern Illinois University in DeKalb

Mid-America Press Institute is hosting a News Literacy Seminar at Barsema Alumni & Visitors Center at Northern Illinois University in DeKalb on Sept. 17. Speakers include Peter Adams, senior vice president of educational programs at the News Literacy Project, and Gene Policinski of Newseum/First Amendment Center. Registration of \$25 waived for the first 50 registrants thanks to a grant from the McCormick Foundation. Email MPI Executive Director John Ryan at [jmryan@niu.edu](mailto:jmryan@niu.edu) to register.

- [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](#).

**Correction:** In "WNA Member Efforts Locate Last Vietnam Vet Photo" in the June-July edition of *The Bulletin*, Andrew Johnson was misidentified. Johnson is the publisher of the *Dodge County Pioneer*.

# Among friends

## ASHLAND

Sarah Chase joined the staff of the Ashland Daily Press as a staff writer/reporter. Chase served as a Mass Communications Specialist in the U.S. Navy for four years before earning a degree in marketing management at Chippewa Valley Technical College in Eau Claire.



[Read more.](#)

## APPLETON

Jason Adrians, an Oshkosh native who's worked at newspapers in La Crosse, Madison and Wausau, was named news director for Post-Crescent Media. Adrians comes to the position from the Casper Star-Tribune in Casper, Wyoming, where he served as editor since November 2013. He added the role of publisher to his duties for the Lee Enterprises newspaper earlier this year. The UW-Eau Claire graduate worked first as an assistant sports editor and then as night editor for the Wisconsin State Journal from 2004-2013. Adrians was part of a team nominated for a Pulitzer Prize for their coverage of the 2011 protests at the State Capitol. [Read more.](#)



## MADISON

Vince Sweeney, former editor of the Milwaukee Sentinel, the Milwaukee Journal, and The Capital Times, is retiring from his position as founding vice chancellor for university relations and longtime athletic department communications executive. Sweeney plans to form a communications consulting business. He graduated from UW's School of Journalism and Mass communications in 1978. [Read more.](#)



## REEDSBURG

Jeff Seering, editor of the Reedsburg Independent, was named 2015 Citizen of the Year by the Reedsburg/Western Sauk County Rotary Association. The outstanding citizen is chosen for their definable, exceptional deeds, with which he or she has made their community a better place to live. [Read more.](#)



## FOND DU LAC

Madeline Zukowski joined the Fond du Lac Reporter's Action Reporter Media news team as the community engagement reporter. The graduate of Creighton University in Omaha, Nebraska, was editor in chief of the student newspaper. Last summer, Zukowski traveled with a group to Alaska to film a documentary about native Alaskans. [Read more.](#)



Leah Ulatowski is serving at the 2015 summer intern with the Fond du Lac Reporter's Action Reporter Media news team. Ulatowski, a writing major at Lakeland College, will begin her third semester as the executive editor of the student newspaper, The Mirror, in fall. For her senior undergraduate projects, Ulatowski is writing a poetry chapbook, "Ms. Connections," with pieces based on Craigslist missed connections, and a young adult novella, "Echolalia," about a teenager's experiences with autism. [Read more.](#)

## EAGLE RIVER

Brandon Wallace, a junior at Bradley University in Peoria, is working as the summer intern at the Vilas County News-Review. Wallace, a sports communication major, is taking photographs and writing for the News-Review's summer publication, "Vacation Week" and the newspaper's "Salute to Emergency Personnel."

## MADISON

Molly Beck has been named to the Wisconsin State Journal's state government and politics reporting team. Hired nearly two years ago to report on K-12 education, Beck had a similar position at the State Journal-Register in Springfield, Illinois, before moving to Madison. [Read more.](#)



Jack Copeland, a former Wisconsin State Journal sports reporter and columnist, was posthumously named the recipient of the Tom Butler Award from the Wisconsin Intercollegiate Athletic Conference. The award is given annually to a representative of the print or electronic media for outstanding coverage of WIAC athletics. Copeland, a former NCAA staff member, served as WIAC sports information director from 1967-1996. He died in 2014.

## FORT ATKINSON

Alexa Zoellner joined the Daily Jefferson County Union as a reporter-photographer. Zoellner served as the Jefferson-area reporter, covering the Jefferson County Board of Supervisors and Jefferson City Council. The Western Illinois University graduate was named Departmental Scholar for Journalism and interned with ABC-TV in Chicago on its "Windy City Live!" show in summer of 2013.



## NEW RICHMOND

Ray Rivard, former editor of The Bee in Phillips and The Lakeland Times in Minocqua, was named editor of the New Richmond News. After earning a degree in social studies and education from UW-River Falls, Rivard worked as a substitute teacher and a coach. While working at a hardware store in Phillips, he struck up a conversation with The Bee's publisher, who asked him if he'd like to write something for the newspaper. After working there for a decade, Rivard moved to The Lakeland Times in Minocqua in 2000. [Read more.](#)



## MILWAUKEE

Michael Cohen joined the Journal Sentinel's Packers reporting team. Cohen was previously a sports enterprise reporter at The Commercial Appeal in Memphis, Tennessee and a sportswriter at The Post Standard in Syracuse, New York. Cohen has freelanced for The New York Times, ESPN and sports illustrated. [Read more.](#)



Greg Moore, an editor on The Associated Press' West regional desk, has been named supervisory correspondent in the cooperative's Milwaukee bureau. Moore joined AP in 2011 after serving brief stints as AP's interim news editor in Texas, Missouri/Kansas and Arizona/New Mexico. In 2013, he participated in AP's Future Leaders Program on a team. [Read more.](#)

Michael Gage, former publisher of the Green Bay Press-Gazette and grandson of its first publisher Andrew Turnbull, was honored posthumously with the Bart and Cherry Starr Recognition Award, which honors a person who has exemplified outstanding character and leadership in their field of expertise while consistently demonstrating a personal conviction and commitment to the Green Bay Packers Hall of Fame and the preservation of Green Bay Packers History. Gage was named general manager of the Press-Gazette in 1980 and was named publisher the following year after Gannett Co. bought the newspaper. He retired in 1992, was elected to the Packers board of directors in 1999 after membership in the Packers Hall of Fame Board since 1980, he was elected president of that board in 1999. In 2007, Gage was made director emeritus of the Packers board. [Read more.](#)



## OSHKOSH

Donovan Atkinson, a longtime community journalist, was named editor of the Oshkosh Northwestern. Atkinson began at the Northwestern in 2005 and has served as copy editor, assistant news editor and a leader in community outreach efforts. He is a graduate of William Allen White School of Journalism at the University of Kansas. [Read more.](#)



## WAUSAU

Robert Mentzer, former engagement editor for Gannett Central Wisconsin Media, has been named to the new position of storytelling content coach at the Daily Herald Media in Wausau, Daily Tribune Media in Wisconsin Rapids, News-Herald Media in Marshfield and Stevens Point Journal Media. In this role, Mentzer will work with reporters to tell stories in a range of styles, from in-depth narrative journalism to concise information listings. [Read more.](#)



## -30-

### Dwight W. Elmer

Dwight W. Elmer, former co-publisher of the New Glarus Post, died June 21. Elmer, a WWII veteran, assisted in the inspection of the Enola Gay and other B-29 bombers. Elmer started as a printer's apprentice at the Post and was co-publisher of the newspaper with Wilmer Babler from 1960-1964. He sold his interest in the newspaper, but continued to work there until 1967. Elmer then worked at Stuart Printing in Monroe from 1967 until his retirement in 1992. He loved aviation and earned a pilot's license at age 15. He enjoyed horses, motorcycles, hunting and fishing. [Read more.](#)



### Kenneth "Ken" W. Pritchard Jr.

Kenneth "Ken" W. Pritchard Jr., a long-time Wisconsin newspaper reporter, died June 7 at age 58. A UW-La Crosse graduate, Pritchard began his career at newspapers in Minnesota before working at the La Crosse Tribune, the Baraboo



News Republic, the Portage Daily Register, the Beaver Dam Daily Citizen, the Grant County Harold Independent, the New Berlin Citizen and the Wauwatosa News-Times. Pritchard also worked at newspapers in Illinois, Iowa and Texas. Other notable jobs include Census Bureau clerk, staff member in a special session of the Wisconsin State Legislature and communications specialist for a native hospital in Nome, Alaska. He was managing his family farm when he passed away. [Read more.](#)

### Samuel "Sam" James Clark

Samuel "Sam" James Clark, former sports photographer for the Monroe County Democrat, died June 18 in Mesquite, Nevada. The owner and operator of the Sparta Bowl was friends with former Monroe County Democrat Editor Fred Heffling. The sports fan and amateur photographer was at the first Superbowl, according to Clark's son Pat. Clark loved a good cigar, happy hour, gaming, travel, crosswords, intelligent conversation, gardening and a good joke. He moved to Nevada in retirement.

### Joan Youmans Hamm

Joan Youmans Hamm, formerly an executive officer at The Waukesha Freeman, died July 11 at age 92. The Youmans family owned The Waukesha Freeman for 105 years. Hamm and her sister brought food to the employees working long hours at the newspaper and help keep the newspaper running during a strike of the International Typographical Union in 1950. She is survived by 25 grandchildren and great-grandchildren. [Read more.](#)



### Pearl Swiggum

Pearl Swiggum, who wrote the "Stump Ridge Farm" column that eventually ran in six Wisconsin newspapers for more than 20 years, died July 17 at age 101. Swiggum got her start at the Crawford County Independent after raising her children. Her initial job was compiling exhaustive social news of farm families and residents of rural families and rural villages. In 1958, the newspaper's owner and publisher asked Swiggum if she wanted to write a column, to which she replied, "What's a column?" She wrote more than 2,000 columns about farm life over 46 years that ran in newspapers including the Wisconsin State Journal in Madison. Swiggum missed just one column in her career, following the death of her husband. She wrote her last column on March 25, 2004, the day after her 90<sup>th</sup> birthday. [Read more.](#)



### Jane "Betty" Walrath-Solem

Jane "Betty" Walrath-Solem, former co-owner and operator of The Clinton Topper, died July 30 at age 95. Walrath-Solem and her first husband, Don, owned the newspaper from 1970-1983. She was also the newspaper's editor and wrote a weekly column, "Cogitatin'." Walrath-Solem published a book, "Wisconsin Angel," at age 89. [Read more.](#)



# 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](mailto:john@johnfoust.com).

## Nobody Wins a Turf War

This story has a cast of five characters:

1. The advertising sales person worked hard to build relationships with clients, learn their objectives and develop marketing plans. Since he had previously worked as a copywriter at an ad agency, he had unique marketing insights.
2. The graphic designer saw herself as an artist, and indeed had impressive design skills. However, she had no contact with advertisers. Her goal was to make each ad a work of art. She resisted suggestions and acted like she was threatened by others' knowledge of ad design and creativity.
3. The advertising director managed the sales person and the graphic designer. Her goal was to oversee ad revenue. She wanted everyone to do their jobs, follow the rules, keep quiet, leave her alone and make money for the paper.
4. The big entity in the background was the corporate newspaper office, which had ironclad policies for its newspaper properties. In their minds – and in their employee manual – sales people sell and creative departments create.
5. The advertiser in the story had little confidence in the ads the paper created for him. Although the ads looked good, they didn't produce the results he needed. As a result, he was seriously considering cutting back – or not renewing – his ad contract with the paper.

Tensions had been building for several months. The inevitable collision was set off when the advertiser approved a series of ads which were proposed by the sales person. When the graphic designer saw the layouts – with copy written, type specified and illustrations selected – she hit the roof and complained to the ad manager. It was the classic case of a complainer and a person who wants the problem to disappear. In the interest of a quick fix, the ad manager told the sales person to “stop being creative.”

What happened in the end? The sales person found another job. The ad manager eventually left the advertising industry, after experiencing nearly 100 percent turnover in the sales department. The advertiser took his advertising elsewhere. The graphic designer celebrated the hollow victory of regaining control of the paper's creative product, but lost the chance to develop ads for that advertiser. So in reality, everybody lost.

In today's competitive advertising environment, it is crucial for sales and creative departments to work together. If sales people have unique creative talents, encourage them to use those skills in developing ad campaigns. And if graphic designers are particularly effective in explaining creative techniques, encourage them to talk with advertisers who want inside information on the production of their ads. It's called teamwork.

What would have been the right approach? In my opinion, the ad manager was in position to come up with a solution. She could have seen the conflict as an opportunity to challenge a bad company policy. And she could have encouraged everyone on her staff – not just the two at the center of the controversy – to bring their talents to their jobs.

Tire pioneer Harvey Firestone once said, “The growth and development of people is the highest calling of leadership.”



KEVIN SLIMP

## Newspaper Technology

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

## Lessons from Experience

When a person visits as many newspapers as I do, he starts to notice similarities. It used to be that most papers wanted staff training in InDesign (or QuarkXpress in years past) and Photoshop. I usually convince clients that they should get a little training in Acrobat while I'm around, and probably an hour's education in layout and design. After all, I'm usually on site for a full day or more.

Lately, I've noticed some interesting trends. With the inception of Adobe Creative Cloud, I began noticing more papers were interested in learning how to use the InCopy/InDesign workflow. I even dedicated a column to one such paper back in February. InCopy's not the only application getting renewed interest these days.

Last week, I spent a day with a weekly newspaper in Eastern Ohio. I even took a pic of the big building shaped like a basket to prove it. After lunch, the publisher asked something I've heard quite often in my visits with 100-plus newspapers this year, “Could you take a little time to teach us some things about Bridge?”

Adobe Bridge isn't exclusive to the latest version of Adobe products. The Bridge and its predecessor, the Photoshop Browser, have been around since Photoshop 7.0. Ask your parents or grandparents about it. They probably remember the Browser.

With the advent of Creative Suite in 2003, the Photoshop Browser made way for Adobe Bridge, which worked in much the same way. The difference is that Bridge works with more than just Photoshop, although it's still most commonly used in association with the photo manipulation application.

Why the sudden resurgence of interest in Bridge? My guess is that word has gotten around that Bridge is one of the most useful tool in Adobe's arsenal, especially when it comes to automating processes to save time. And while your newspaper may have all the time in the world, a lot of folks are looking for ways to save time, without cutting corners when it comes to quality.

Let's look at a few of my favorite Bridge features:

– Batch Rename: Upon opening Bridge and selecting a folder, the user sees thumbnails of each of the items in that folder on the screen. When selecting a camera or card reader, the user will see thumbnails of the pics on the camera card. When selecting all, or a select group of files on a card, thumbnails will appear in Bridge. By right-clicking on any of the images, a list appears which includes the option, “Batch Rename.”

Batch Rename makes it easy to quickly rename all the images at one time and save them to a place you designate on the computer or server. For instance, let's say you took 200 photos at a ball game. You might name them “tigersfootball-001,” “tigersfootball-002,” and so on. You could even include the date in the filename, using something like “150812-TigerFootball-001.”

– Keywords: Jean Matua, Minnesota, once asked me how she could easily create a photo archive of her pics, without purchasing expensive software to do it. The answer was a no-brainer, “Use Adobe Bridge.”

Bridge allows the user to include hidden information inside photos that can be used to simplify the search process days, months or even years from now. Let's say you took the 200 football pics from the previous example and wanted to add keywords to them. One option would be to add specific words to every image. “Football” or “Tiger” would be examples of keywords the user would want included in each pic. This could be done by two clicks of the mouse.

[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.

## Writing is Like Playing Golf

Playing golf is like writing for a newspaper.

My wife, Sharon, and I attended the recent U.S. Open golf championship on the Chambers Bay golf course outside Tacoma, Wash. It was a rousing tournament, both for excitement on the course and for golfers' responses to the conditions.

(One of the sport's oldest traditions is that many of the world's best golfers are required to revile courses on which the U.S. Open is played.)

One golfer, a brash (yet extremely likable) Billy Horschel, commented loudly that the greens were in such bad shape, they didn't allow him to putt as well as he is able.

(Let's hope that the \$85,000-plus Horschel won for finishing in a tie for 25th place offered some solace.)

I acknowledge that putting is a huge part of the game, probably the most important aspect. But there are many other skills that a championship golfer must master, some of which have nothing at all to do with rolling a golf ball with deadly accuracy on greens.

See the similarity? What does writing an enticing lead sentence, for instance, have to do with deftly interviewing a source? What does creating a logical, readable story structure have to do with understanding the rules of grammar and punctuation?

Horschel seemed to be blaming others – mostly the U.S. Golf Association, which sets up the U.S. Open courses – for his troubles in making putts.

Now, think of what we do when our stories don't come out as well as we wished.

One common lament is that sources didn't call us back, or that they called back, but gave vague answers to our questions.

Not our fault, right?

Yet some reporters seem adept at getting called back, just as 24 golfers at the U.S. Open made enough putts to finish ahead of Billy Horschel, who was nine shots behind the winner, Jordan Spieth.

Here's the stark truth: Human nature is such that, at the same time we tell ourselves we're trying to do

our best work (or play, if you're a professional golfer), a small voice inside us says, “If we fall short, we have to come up with a reason, something outside our control, so that we aren't acknowledging our own failure.”

For a moment, let's be Billy Horschel. Like other golfers at the Chambers Bay course, he recognized early that the greens were bumpy and led to erratic putts. For Horschel, and, to be fair, several other highly skilled golfers, such conditions got inside their heads. When they were putting, they expected bad results.

Some reporters are like that.

In my coaching days, I've had reporters explain their struggles by saying: They weren't “natural writers” (whatever that means); or, they didn't think fast enough on their feet to be skilled interviewers; or, they were good at gathering facts and quotations but not so good at organizing stories (or vice versa).

[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.

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

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

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

#### Contact >>

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#### WNA Board of Directors

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Director of WNA/WNA Services/WNA Foundation  
operations and policies; legislative advocate



**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](http://WisconsinPublicNotices.org). The site is maintained by WNA and uploading of all public notice content will help to preserve the industry's communications leadership and revenue streams.

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

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

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

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