



## Mission Completed

The work of WNA members helped find the last photo of Wisconsin-enlisted Vietnam vets killed in action.

See Page 2.



## From the Archives

The WNA's archive provides members with a decade of community news and personalized public notices links.

See Page 4.



## Open Records Summit

WNA member speakers and records custodians are scheduled to discuss open government at the July 29 Madison summit hosted by Attorney General Brad Schmel.

See Page 2.



# THE Bulletin



News and information for the Wisconsin newspaper industry

JUNE-JULY 2015

... among the world's oldest press associations

## WNA Members Fight Back Against Surprise Attack on Open Records

Wisconsin Newspaper Association members stood guard over the July 4 weekend for the public's right to know how their laws are made and to hold elected officials accountable for their actions.

Wisconsin's newspapers scored a decisive Independence Day victory for the public's right to know after a surprise attack on open records law aimed at transparency surrounding lawmakers' official activities.

Newspapers sprang into action the evening of July 3 as the State Senate's Joint Finance Committee introduced language gutting open record laws in a 999 omnibus bill. The proposal sought to remove from public record legislators' inter-office communications and bill-drafting activities, effectively obscuring how laws are made. This 11th-hour move came in addition to language adopted in May that exempted University of Wisconsin System schools from naming finalists for key, highly paid leadership positions. The UW Systems accepts public funding and, since 1992, has followed this protocol along with all state agencies to disclose the five most qualified applicants for the positions in question.

"Wisconsin's newspapers are to be commended for their vigilant watchdog effort that ultimately led this secretive legislation to be abandoned," said Wisconsin Newspaper Association Executive Director Beth Bennett. "As newspapers record the history of Wisconsin daily, they're left with little time to tell the stories of their own diligent efforts. Thwarting an attempted coup by the Joint Finance Committee was a feat of strength and newspapers deserve credit for effecting change that benefits the public."

Wisconsin's newspapers continued their long tradition of recording state history by vigilantly defending the public's right to know. Newspapers took legislators to task, particularly Senator Alberta Darling and Rep. John Nygren, who introduced the legislation and then refused to comment on its origins or even the bill itself.

Newspaper journalists aptly noted that, were this proposal to be passed, no one would be able to ferret out the source of any legislation in the future.

The minute the secretive legislation was introduced, newspaper reporters were on the scene, making the information available to the public. Newspapers alerted the public via social media and then worked around the clock from late July 3 until public pressure led legislative leaders and Gov. Scott Walker to rescind the proposal fewer than 24 hours later.

Newspaper editorial boards followed up with July 4 editorials that detailed what was at risk. They admonished legislative leaders for attempting to pull the wool over citizens' eyes during a holiday that commemorates independence from a government that similarly obscured its lawmaking activities. Print and online newspaper editorial pages provided Wisconsin citizens with a place to vent their frustration with the proposal and read what other views. Newspapers took legislative leaders to task for not claiming responsibility for introducing transparency-shrouding legislation on the eve of a holiday that commemorates the American tradition of demanding government accountability.

### Public records access slashed

Joint Finance Committee recommending sweeping limits | HOW TO CONTACT TOP STATE OFFICIALS

### Open records changes blasted

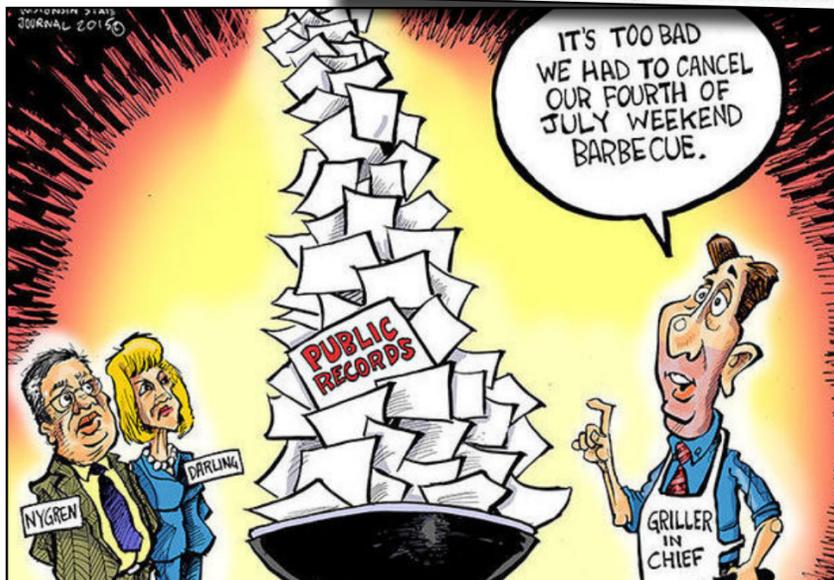
### Opposition mounts to records bill

Republicans on budget panel pass new restrictions

### Public records laws in Wisconsin under attack

### Bill an 'assault' on state open records law

### End state's witless attempt to hide records



Wisconsin newspapers investigated the early July attack on Wisconsin's public records law, as seen in these headlines from member publications and an editorial cartoon by Phil Hands of the Wisconsin State Journal that ran July 6.

## Legislators should reject public information assault

## Backlash scuttles open records limits

Wisconsin's newspapers were at ground zero as national news sources, including The New York Times, Washington Post, The Chicago Tribune, Huffington Post and USA TODAY, took notice of the attempt to break time-honored open government laws.

At a time when some are skeptical of the role of newspaper journalism, the WNA congratulates and thanks its 222 members for upholding the foundations of democracy in service of its readers and citizens of the state of Wisconsin.

For more information on the UW System hiring policy, see **Public Records and Open Government Update** on Page 6.

Read through WNA members' coverage of the attack on open records rights in [this collections of clips from the WNA Digital Archive](#).

For more information on the WNA Digital Archive, see **WNA: Archiving Wisconsin's Newspapers** on Page 5.

# WNA news

## WNA Member Participation Vital to DOJ Summit

Members, records custodians will discuss public records and open government

The Wisconsin Newspaper Association (WNA) encourages members to have their voices heard at the Open Government Summit hosted by Attorney General Brad Schimel from 8:30 a.m.-4 p.m., Wednesday, July 29 at the State Capitol.

“A free press relies on unfettered access to the records of public entities, therefore the WNA’s participation and input in the process is paramount,” Schimel said.

The WNA worked with the attorney general’s office to design the summit. Registration filled up quickly. However, more spaces were added and interested members can register [here](#). Sign up by 11 a.m. on Friday, July 24 to reserve a buffet lunch for \$10.

The summit aims to create an open dialogue between the Justice Department, public records keepers and those seeking records, like journalists. WNA members have the unique opportunity to share their open records concerns and ask questions of records custodians at the summit.

Speakers at the summit include WNA legal counsel and WNA Legal Hotline Attorney Robert J. Dreps of Godfrey & Kahn, former WNA President Chris Hardie and former executive editor at the La Crosse Tribune; WNA Foundation (WNAF Secretary-Treasurer James Friedman, attorney at Godfrey & Kahn; and WNAF Board of Directors member Jeff Mayers, the president of WisPolitics.com, an online political news source.

“I am excited to host this summit where we can discuss the issues that are most concerning to records requestors, as well as those fulfilling the requests,” Schimel said.

Other speakers include Attorney General Schimel, Madison Assistant City Attorney Roger Allen, Manitowoc County Clerk and Legislative Committee Chairman of the Wisconsin Clerks Association Jamie Aulik, Assistant Attorney General Anne M. Benskey, President of Wisconsin Institute for Law and Liberty Rick Esenberg, Jefferson County Register of Deeds and President of the Wisconsin Register of Deeds Association Staci M. Hoffman, Crivello Carlson S.C. Attorney Samuel C. Hall Jr., Administrator of the Office of Crime Victim Services Jill Karofsky, President of the Wisconsin Freedom of Information Council Bill Lueders, von Briesen & Roper S.C. Attorney Andrew T. Philips, General Counsel for the Wisconsin Public Services Commission Cynthia Smith and University of Wisconsin-Madison Vice Chancellor for Legal Affairs Raymond P. Taffora.



Brad Schimel

“... the WNA’s participation and input in the process is paramount.”

Brad Schimel

Wisconsin Attorney General

Electronic forms of public records, including email and video, are one focus on the summit agenda.

“The current law has not kept pace with the evolution of technology and my vision for the outcome of this summit is to develop a framework for what an overhauled open-government law might look like,” Schimel said. “We cannot do that without participation and input from the WNA – one of our key stakeholders.”

The summit is slated to consist of panel discussions including:

- **An Overview of Wisconsin’s Public Records Law** (8:45-9 a.m.)
- **Protecting Open Government & Public Safety – Policing in the 21st Century** (9-10:30 a.m.)

- **Evolution of Wisconsin’s Public Records Law** (10:45 a.m.-12:15 p.m.)
- **The Cost of Open Government** (1:15 -2:15 p.m.)
- **Wisconsin’s Open Meetings Law – Overview and Discussion** 2:30-4 p.m.

The Open Government Summit comes on the heels of the newly elected attorney general’s announcement of the creation of the Office of Open Government (OOG) at the Wisconsin Department of Justice in early June. Schimel campaigned on a platform of open government.

According to a press release, OOG will be responsible for: interpretation and application of open meetings and public records law and other open government-related statutes; development of open government and policies and protocols; custodial services for DOJ records and effective and efficient response to public records requests; development of open government policies and protocols; and expert legal counsel to DOJ executive leaders and clients on open government issues and citizen complaints.

## State Budget Digs into UW Journalism, Media Funding

A decrease in instructors, courses and tenure protections for faculty challenge the educational environment

By Holly Henschen  
Communications Director

Arthur Ranney retired June 8 after 17 years at University of Wisconsin-Platteville Media Studies Department. In the last year, Ranney began advising the student radio station in addition to the student newspaper because the department he chaired was short-staffed.

But his position, along with two other vacant spots, won’t be filled. There’s no money in the budget to fund those salaries. In the fall, four full-time journalism instructors will be working in the Media Studies Department, compared to seven a year earlier. Without a chair, the Media Studies Department now operates as part of the School of Business.

“We are seeing a serious impact on student media,” Ranney said, who said “the various assaults on the system” influenced his decision to retire. Ranney’s departure leaves one journalism instructor to advise all of UW-Platteville’s student media: the newspaper, as well as the radio station and television station. He has offered to give “free consultations” to students in his retirement to help fill the instructional void.

Ranney’s former students and colleagues are among UW journalism and media departments put in a pinch as the 2015-17 Wisconsin biennial budget cut \$250 million of funding from the System. Departments across UW campuses prepared for the decrease well in advance, the fifth time in the last six budget cycles that funding was significantly decreased. The budget also includes a two-year tuition freeze for in-state undergraduates that disallows UW schools from offsetting losses by raising

attendance fees.

The Milwaukee Journal Sentinel says similar funding reductions are becoming the national norm as states target public universities, which have other sources of income like tuition, federal aid, grants and donations. Wisconsin is looking for ways to save money amid a lackluster economy, tax cuts and rising healthcare costs.

What’s more: the budget’s relaxation of professors’ traditional tenured job security amounts to a threat to free speech. These factors can create an unfavorable environment for current and prospective students and instructors.

At Ranney’s encouragement, the staff of UW-Platteville’s student newspaper, the **Exponent**, ran a story on the impacts of the budget cut on UW-Platteville in each issue of the **Gov. Walker’s** initial proposal was introduced in January. Some college newspapers, Ranney noted, are the primary medium for university news, rather than local newspapers. Several Wisconsin college newspapers have transitioned to online publications as funds diminished.

“We’re a source for news that you’re just not going to read anywhere else,” Ranney said.

Department chairs say the quality and quantity of education and training for journalism students decreases with budget cuts. Class sizes will grow as funding for instructional staff dries up. Course offerings will be trimmed, which may increase the time to graduation.

Combining classes and departments could be a remedy to budget cuts. Timothy Gleason, chair of the Journalism Department at University of Wisconsin-Oshkosh, said his school offers Media



Arthur Ranney

Ethics, a multi-medium course for both print and broadcast journalism students. Eventually, he said, UW-Oshkosh could create a School of Media by combining print and online journalism curriculum with the radio, television and film departments. Gleason warns that technology budgets are also on the chopping block, an impediment as digital journalism becomes more integrated into media curriculum.

Another biting element of the budget, educators say, is the chilling effect caused by the removal of legally protected tenure.

Tenure is basically a contract between a university and a professor. Tenured professors are promised job stability in exchange for benefiting the university through teaching, published research and service. Without protection in state law, which was removed in the budget, tenure is controlled by the UW Board of Regents. Sixteen spots on the 18-member board are appointed by the governor.

Typically, tenured faculty are academic freedoms that journalism chairs equated with free speech. Removing legally protected tenure may hinder professors’ ability to produce what they consider to be meaningful work. For instance, professors without state-mandated tenure could publish research that sheds a negative light on lawmakers, causing officials to seek their ouster or endanger state funding.

“The assault on tenure means it becomes risky to talk about covering current events in the classroom,” Gleason said. “It becomes risky conducting research on how politicians try to sway public opinion. It becomes risky reporting the truth. This is why tenure should exist.”



Timothy Gleason

The UW Board of Regents has passed the tenure language previously used by the state and also has a task force reviewing the policy.

Despite faculty concerns, the UW System expects the Board of Regents to respect student and faculty interests.

“They’re very much vested in our future. They know what we need to remain competitive and of the highest quality for our students,” Alex Hummel, associate vice president for communications for the UW System. “Their commitment’s there and that’s what we expect.”

Nonetheless, journalism administrators say they worry about attracting world-class staff and students to UW campuses as politics affect the academic climate.

The student and faculty backlash to the 2015 biennial budget, similar to that of Act 10, has prompted graduate students and professors to renege on the offers they had accepted to come to UW-Madison, said Hemant Shah, chair of UW-Madison’s Journalism and Mass Communications Department. The furor over state cuts to the UW System budget is déjà vu from the weeks of protest around the State Capitol in 2011 as Act 10 cut state workers’ benefits and limited collective bargaining rights, he said.

These conditions leave current journalism instructors with more responsibilities and less appealing conditions to offer prospective educators and researchers when funding for their salaries becomes available, Shah said.

“The best free agents don’t go to bad teams that pay comparatively low, have outdated facilities and have hostile ownership,” Gleason said.



Hemant Shah

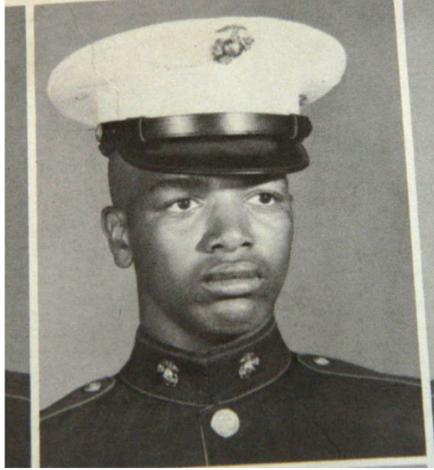
# WNA news

## WNA Member Efforts Locate Last Vietnam Vet Photo

Leading up to Independence Day, Wisconsin Newspaper Association (WNA) members successfully exercised the power of the press to honor our state and country.

After nearly a year of dedicated work, the last of 1,116 photos of Wisconsin veterans killed in Vietnam was found May 25, making it the fifth state to do so. Newspapers rallied to publish the names of the soldiers whose photos were missing, hoping to reach a family member or friend. Found photos were sent to the Vietnam Veterans Memorial Foundation (VVMF) for their Faces Never Forgotten project. The VVMF posted veterans' photos, along with their date of birth, hometown, date of death and the Vietnamese province where they were killed. On this Wall of Faces, the public can post comments to the site. The VVMF started the campaign in 2014 to account for photos that were destroyed in a 1973 fire at the National Personnel Records Service in St. Louis. Nationally 58,286 photos were originally missing. With the help of state newspaper associations like the WNA, nearly 42,000 photos have been found to date.

Dodge County Pionier Publisher Andrew Johnson spearheaded the effort in Wisconsin and supported it on the national level through the NNA in honor of his oldest son U.S. Army Lt. David, who was killed in January 2012 while serving in the in Afghanistan. At the 2015 Wisconsin Newspaper Association and Trade Show, Andrew Johnson manned the National Newspaper Association booth and promoted the Faces Never Forgotten project. There, University of Wisconsin-Milwaukee journalism instructor Jessica McBride joined the cause and enlisted her



**Above: The last of 1,116 photos of Wisconsin-enlisted Vietnam Veterans who were killed in action is of Willy Bedford, who died in action in Vietnam in May 1970. Right: The letter from Vietnam Veterans Memorial Fund CEO Lee Allen sent to Gov. Scott Walker confirming that all of Wisconsin's missing veteran photos were accounted for. The Fund set up an online Wall of Faces showcasing the photos. It will be recreated in the education center in Washington D.C. that is scheduled to begin construction in 2016.**

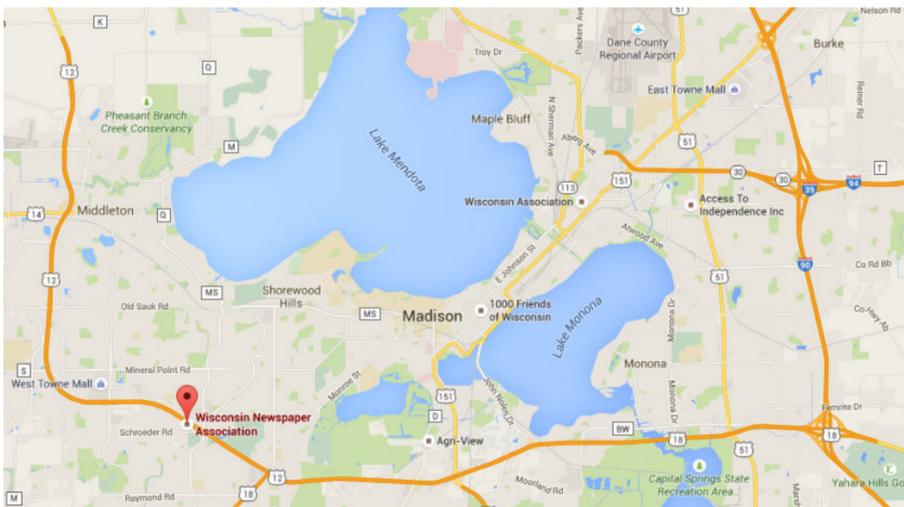
students to hunt down the remaining photos and write an article about the fallen veterans.

Read the stories by UW-Milwaukee journalism students [here](#).

Congratulations, WNA members! Thank you for your enthusiastic participation in the Faces Never Forgotten campaign!



## WNA Has Left the (Capital Newspapers) Building



Ladies and gentlemen, it's finally happened! The Wisconsin Newspaper Association moved from 1901 Fish Hatchery Road to our new office at 34 Schroeder Court Suite 220, Madison WI 53711.

We're just off of the Whitney Way Exit on the Beltline on Madison's West Side.

Our phone numbers and email addresses remain the same, as does our billing address: 319 E. 5th St., Des Moines, IA 50309.

We're still getting settled in, but we'd love to give you a tour. Give us a call at 608.283.7623 if you're in the neighborhood and stop on by!

### FlashNews

#### O-W Enterprise Marks Re-opening after 2014 Fire

The O-W Enterprise in Owen reopened on July 10 after a fire destroyed their building nearly one year before. They've dubbed the new building "The Phoenix" and held a ribbon-cutting ceremony. [Read more.](#)

#### Newsroom Pub Sold

The Newsroom Pub in Milwaukee, a bastion of the Milwaukee Press Club, along with the adjacent Safe House bar, was sold to The Marcus Corporation by Dave and Shauna Baldwin. According to Milwaukee Press Club President Mark Kass, Marcus Corp. CEO Greg Marcus said, "We want you (the Press Club) to remain part of the Safe House. There is no question about it." We'll drink to that! [Read more.](#)

#### Editor & Publisher Recognizes the Green Bay Press-Gazette

The Green Bay Press-Gazette was one of six newspapers mentioned in an Editor & Publisher story, "Sales Champions." Scott Johnson, president and publisher at the Green Bay Press-Gazette and Press-Gazette Media, discussed the newspaper's State of Opportunity program to help connect job seekers with information and advice on local jobs. [Read more.](#)

#### The Journal Sentinel Goes Back to the Green

The Milwaukee Journal Sentinel revived the four-page Green Sheet section, a former staple of the Milwaukee Journal that was launched during World War I and ran until 1994, when green newsprint was difficult to find. [Read more.](#)

#### Evjue Foundation Grants \$14 million to Non-profits

The Evjue Foundation, the charitable arm of the Capital Times, granted more than \$14 million to 86 area non-profits and funding for 27 programs University of Wisconsin-Madison programs. UW grants include \$10,000 for the annual William T. Evjue keynote address at the school's Ethics Center Conference and \$19,200 in Evjue internships in writing, editing and publishing. [Read more.](#)

#### APG of Wisconsin Acquires 3 LaPean Publications

Adams Publishing Group, LLC bought the Evergreen Country Shopper, North Country Sun and Evergreen Zone 2 from LaPEan Publications, based in Ashland. [Read more.](#)

#### Obama Introduces New Overtime Rules

Pres. Obama introduced labor rules that extend overtime benefits to certain employees earning \$50,440 or less annually. [Read more.](#)

# WNA news



## Tee Off at the Trees Retreat

An afternoon on the greens in the Northwoods will kick off the 2015 Wisconsin Newspaper Association Foundation (WNAF) Trees Retreat.

The annual retreat, part business and part fun, is a homecoming for WNA members. The retreat began in the late 1950s when publishers bought a tract of land in Eagle River to visit annually and plant trees for relaxation and bonding. The Trees Retreat has evolved into two days of family fun in the beautiful outdoors. Now managed by Trees for Tomorrow, an educational forest, the WNA Publishers Forest and Memorial Pylon stand as monuments to the Wisconsin newspaper industry and the publishers who've devoted their livelihood to the communities they serve.

The 2015 WNAF Trees Retreat holds an extra event: the dedication of the new Memorial Pylon. Constructed of Rushmore Granite to withstand the elements, the new Pylon replaces a wood-and-press plate monument to Wisconsin's deceased newspaper publishers. The annual Memorial Pylon ceremony is an opportunity to honor the publishers who passed away the previous year and honor the Wisconsin newspaper industry.

For a first-person description of the Trees

Retreat, see the Trees Testimony below from Woodville Leader Publisher Paul Seeling.

The WNA has booked a block of rooms at the [Days Inn in Eagle River](#) near [Trees for Tomorrow](#). The rate is \$79 for Thursday and \$89 for Friday. Lodging during this time will be limited due to a concurrent regional event, making it important to reserve your room now. Another housing option is the dorm-style bunkhouses on the Trees for Tomorrow campus (click [here](#) and scroll down to "Lodging" for photos). Contact WNA regarding bunkhouse booking and availability.

The WNA is reaching out to members and their families to create the best Trees Retreat WNA has seen to date. We invite your memories of Trees Retreats passed. Contact [Holly.Henschen@wnanews.com](mailto:Holly.Henschen@wnanews.com) to share your "Trees" story.

Fundraising for the WNAF Pylon ongoing. A special thanks to generous donations from our members, but we're not done yet! To donate to the Memorial Pylon fund, contact WNA Member Services Director Julia Hunter at 608.283.7622 or [Julia.Hunter@WNAnews.com](mailto:Julia.Hunter@WNAnews.com).

The tentative schedule for the retreat is:

### Thursday, Sept. 17

- Afternoon: Golf Outing
- Evening: Cocktail reception, dinner and campfire

### Friday, Sept. 18

- Morning: Education and WNA Board Meeting
- Late Morning: WNA Memorial Pylon Dedication and Induction Ceremony
- Midday: Luncheon
- Afternoon: Education and WNA Board Meeting
- Evening: Steak Fry at the WNA Publishers Forest

Do you have contact information for WNA members who would like to come to the Trees Retreat? Please send it along and we'll reach out to them.

**PLEASE NOTE:** The dates for the Trees Retreat have changed: the retreat will be held Friday Sept. 17 and Saturday, Sept. 18.

## Trees Testimony

The WNAF Trees Retreat has become a yearly reunion with my WNA family. It would be impossible to discount the business and industry rewards I have garnered at Trees, but that isn't the only bounty I have received.



Paul Seeling

That first year, I didn't quite know what to think of the Trees for Tomorrow Camp (a private non-profit organization providing natural resources education) accommodations either, where you sacked out just like any other young camper on a bunk bed in one of the rustic cabins with shared communal bathroom facilities. Three of the meals were served in the pine-paneled Trees Dining Hall with 20 other Trees participants, WNA staffers and guest lecturers.

However, the annual round of golf piqued my interest somewhat. This is a fierce competition for a shot at getting immortalized; first-place team members' names are engraved on the traveling well-worn "Presidents Cup" trophy. I was sure my game would never be good enough to be on the winning team, but I wanted to go out and play just to see and experience a new course, so I signed up for the golf outing as part of my first "Trees" adventure.

The Trees experience has become a priceless and rewarding annual experience that I now would not consider missing. Yes, it a business retreat where there is invaluable

education sessions and inestimable networking with industry peers. It is also a time and place to associate with those incredible people who are living and solving many of the challenges that I face daily at the Sun-Argus, Woodville Leader and even the Valley Values Shopper. It is where I make connections and receive advice. It is where I was given the courage to pursue the development of our website MyGatewayNews.com.

From that very first session, my peers welcomed me as an equal even though their publications are generally larger or may have been in their families for a couple of generations. In sharing our brief time together in the informal setting of Trees, my respect for their dedication, their commitment to serving their respective communities with the highest professional standards and their personal sacrifices has grown immensely and given me a deep sense of unequaled pride for our industry.

-Paul Seeling,  
publisher, Woodville Leader

## Need to Know



JULIA HUNTER

Hunter is the Director of Member Services for the Wisconsin Newspaper Association. She can be reached at [Julia.Hunter@WNAnews.com](mailto:Julia.Hunter@WNAnews.com) or 608.283.7622.

## Don't Let the News Escape You

Eight years after he admitted to murdering a sheriff's deputy, I wrote to David Sweat requesting an interview.

He was serving a life sentence at Clinton Correctional Facility for one of the most brutal murders in Broome County, N.Y., history. I was a watchdog reporter at the Press & Sun-Bulletin in Binghamton. And, like many crimes, there were some unanswered questions.

Unfortunately, Sweat denied my request.

"I have given it a lot of thought and don't see how anything positive could come of it for anyone," Sweat wrote in his reply.

Since I didn't get the interview, no story was written. Even if I had, I can't guarantee there would have been.

But that wasn't the point.

In June, Sweat and fellow inmate Richard Matt escaped from the Dannemora, N.Y., prison where they were incarcerated. Weeks after their escape, Matt was shot and killed while being pursued by police. Sweat was captured alive, after also being shot during an attempt to elude officers. When news first broke of their escape, I shared Sweat's letter—which I had held onto along with several other newsroom relics—with my friends via social media. To my surprise, it garnered interest from several news outlets—including the Press & Sun-Bulletin and CNN—who had an interest in publishing it. The public was fascinated by a glimpse at the personality of an escaped murderer that my letter seemed to provide.

The news outlets all asked why I'd decided to write him.

There was no new information that had been revealed. There wasn't a big anniversary approaching.

I was following up.

It's a valued part of what we do as journalists and can be easily overlooked when facing the daily grind of deadline pressure and breaking news. It can also be a challenge because of turnover in reporting positions—I wasn't even working at the Press & Sun-Bulletin when Sweat killed Broome County Sheriff's Deputy Kevin Tarsia. I learned about it through a combination of talking with my editors and scanning the newspaper archives.

But news stories don't typically have a natural conclusion, even though some might appear to. A sentencing, for instance, isn't the end. In fact, many investigative stories are discovered by journalists who looked where no one was looking or asked questions after everyone else had lost interest.

At my first newspaper job as a crime and court reporter in Kentucky, I put the name of each criminal I covered through the Vinelink alert system. That way, even with my faulty memory, I was notified every time an inmate had a change in status. Because I never disabled these alerts, I was able to tip off my old newspaper earlier this year when the man behind a 2006 murder was released back into the community after serving half of his sentence.

So if you're not already, when you put your next series to bed, or announce the election of a new public official, or write a story about malfeasance discovered through your latest records request, mark your calendar. Write a note for yourself—a week out, a month out, a year out. Or, if it's crime-related, sign up for a Vinelink alert.

Maybe there won't be a new story when you follow up, and maybe there will be. Or maybe you'll discover something that will be useful—or of interest—in the future.

You never know when the story is over.

Do you know of any great tools or sites that are helpful when tracking stories? Let me know at [Julia.Hunter@wnanews.com](mailto:Julia.Hunter@wnanews.com).

# WNA news

## WNA: Archiving Wisconsin Newspapers

By Holly Henschen

Communications Director

Wisconsin Newspaper Association

“Bite the bullet,” said Tim Redman, head of archive at Thomson Reuters. “Plan hard and take the plunge [into archive digitization] sooner than later.”

In a [recent story at journalism.co.uk](#), the representative for one of the world’s most successful newswires discussed the potential that digital archives hold for news organizations, including enriched reporting and better context.

Well ahead of the curve, the Wisconsin Newspaper Association has offered its members and the public a newspaper archive that extends back 10 years. The Wisconsin Newspaper Association’s digital archive has made the state’s newspapers available to residents and members through an innovative arrangement — the first and only of its kind in the United States. WNA members upload each published page to form an extensive digital library. The Wisconsin Historical Society ensures it’s complete by cross-referencing the digital archive to print editions. The Wisconsin Department of Public Instruction (DPI), a state agency tasked with advancing public education and libraries, provides access to the archive through [BadgerLink](#), its online education and reference portal. Wisconsin residents can access every issue of more than 200 Wisconsin newspapers, dating back from March 2005 to 90 days before the current date. For the first six months of 2015, the WNA’s newspaper archive on BadgerLink logged nearly 6,500 visits and 11,455 page views.

The benefit for member newspapers is that they can search the WNA archive for specific content and download an entire page or a cropped article.

“If an employee of a member newspaper wants to access an edition from last week, last month or three years ago, it can be done,” said Denise Guttery, WNA Media Services Director. “We are here to help.”

### Archiving, Tracking News

The archive was born from a need to update WNA’s clipping service, now known as [News Tracker](#).

Until 2005, clipping service employees pored over physical newspapers for mentions of keywords specified by clients, including politicians, law firms, non-profits and trade groups. Clippers cut out articles with scissors and mailed them weekly to clients keeping tabs on topics or mentions in the media. But, with the onset of the digital era, the clipping service was “slowly bleeding to death,” said former WNA Executive Director Peter Fox. Revenue shrank as clients did self-searches of keywords online to find results from newspaper websites.

So the WNA contracted with a digital imaging company to replace the manual clipping service. Now, clippers comb through pre-sorted digital clips for relevant mentions of keywords, allowing for a great volume of clips to be emailed to clients. In order to offer a more comprehensive service, News Tracker also partners with Universal Information Service to offer relevant digital clips from broadcast and social media. Around the same time, the Wisconsin Historical Society, which hadn’t made the jump to digital, heard news of the WNA’s growing archive. The organizations combined their efforts, teaming up in 2009 with the DPI.

### ‘The Wisconsin Model’

The WNA’s push to create its complete digital archive may be used as an example for other states.

“The Wisconsin Model: Preserving newspapers for the digital age,” an article written by Ron Larson, serials resources librarian at the Historical Society, will be published in the *Newspaper Research Journal* this summer. Larson served as newsroom librarian at the Wisconsin State Journal, and later the *Capital Times* as well, for 30 years.

“This archive is constantly being maintained, backed-up and monitored,” Larson said. “Preservation of the pages is key and involves integrity checks of the data, ensuring the file remains fixed or unchanged.”

This process is by managed by Guttery, who, among her other responsibilities, ensures a complete digital edition of each newspaper is uploaded to the archive. At the onset of the partnership, WNA Executive Director Beth Bennett stressed the importance of the archive’s completeness and accuracy.



Above: Bound versions of the Wisconsin Historical Society’s vast collection of United States newspapers line shelves along with extensive archives of Wisconsin newspapers. Right: The collection includes some of the oldest newspapers in U.S. history, like the *Boston Evening Post*.



“This is not a passive process, but requires having someone monitoring it every day,” Bennett said.

## Keeping Your Archive Accurate

The WNA counts on members to keep the archive up to date by uploading all newspaper pages, including special sections. Along with 10 years of your newspaper’s history, this living archive also provides a personalized, online link to your community’s public notices.

• **To access the WNA Digital Newspaper Archive**, members may contact Media Services Director Denise Guttery at [Denise.Guttery@WNAnews.com](mailto:Denise.Guttery@WNAnews.com) or 608.283.7630. Please provide your publication name and an email address for the account. Archive access instructions are available [here](#).

• **Special Section/Insert Reminder**  
Members, when you send your digital pages to the WNA archive, please make sure you are uploading all pages of all sections, especially special sections and inserts.

If you know you haven’t uploaded special sections in the past, please contact [Denise.Guttery@WNAnews.com](mailto:Denise.Guttery@WNAnews.com) or by phone at 608.283.7630 to devise a way to get that content into the archive.

• **Personalized Public Notices Links**  
Not only does the Wisconsin Newspaper Association Archive hold years’ worth of community history, it also holds public notices.

Newspapers can hyperlink directly to their archived database of searchable legal notices on [WisconsinPublicNotices.org](http://WisconsinPublicNotices.org). Just use the following model:

<http://wna.eclipping.org/wna/legals/psetup/5-LETTER-SPECIFIC-CODE-FOR-EACH-NEWSPAPER>

The five-letter code is WI, followed by the three letter code you use to label your newspaper. Find your code [here](#). Example: Appleton, Post-Crescent - <http://wna.eclipping.org/wna/legals/psetup/wiappc>. The 5-letter code is wiappc.

## Preserving History with Newspapers

Ensuring the accuracy of the WNA’s digital archive is just a small part of the Wisconsin Historical Society’s efforts to preserve newspapers.

The Historical Society boasts one of the largest newspaper archives in North America, second only to the Library of Congress. The collection is housed on the University of Wisconsin-Madison campus.

More than 25 percent the WHS collection focuses on Wisconsin community newspapers. The archive covers nearly every community in the state since the first newspaper, *The Green Bay Intelligencer*, was published in 1833, two and a half years before Wisconsin became a territory.

“The most complete understanding of the American experience is through these papers,” said Helmut Knies, collection development coordinator for the library archives at the Society. “It’s also difficult because it’s not a one-stop shop and you have to make an effort to find what you’re looking for, which is one of the achievements of what the WNA and BadgerLink have done to create a research tool.”

### Connecting to the Past

The archives boast 4,000 newspaper titles including ethnic, labor and pre-Revolutionary newspapers.

“When we have school groups, teenagers who may not be reading newspapers, it’s a way of touching something that’s old and fragile, but it’s important to give a person a connection to real events in the past that have effects on the world we live it,” Knies said.

One of the Historical Society’s points of pride is its U.S. ethnic newspapers. The biggest part of the collection is African American publications: 129 titles from 30 states, mostly small weeklies from towns like Winston-Salem, North Carolina, and Selma, Alabama. The Society also has newspapers published by American Indian communities, including 62 titles from 20 states and Canada, many published on reservations. U.S.-based Hispanic, Korean, Jamaican and Haitian publications also fill the archive.

### News Curiosities, Relics

One curiosity of the Historical Society’s collection is newspapers printed on wallpaper, published in Confederate states. Paper shortages during the Civil War led publishers to strip paper from walls and print stories with headlines like “Yankee News.”

Under normal circumstances, newspapers were printed on ‘rag paper,’ a cotton paper also used to make cotton. It holds up much longer than current wood pulp-based pages and contains no acid, which allows volumes of bound newspapers in the

Historical Society’s collection to hold up well more than a century later.

Silk and animal skins could also be printed on — the textile only needed to be flexible enough to go through a press. But these materials were low in May and June, 1863, when Vicksburg, Mississippi, was besieged by the Union Army.

“They had the presses, and the ability to print, but they just didn’t have the paper,” Knies said. “One of the raw materials they had was wallpaper, which was taken off of walls and recycled. It’s great advantage is its durability. Lots of times, those things have survived to the present day because they’re curiosities and they’re a very stable medium.”

Editions of some of the country’s oldest newspapers, like *The Boston Evening Post* and the *Hartford Courant*, can also be found in the collection. During the revolutionary movement, newspapers were a vital to informing communities in the 13 colonies that later formed the United States.

“Having that written down and distributed and making arguments to other colonists who had a greater sense of allegiance to the British, getting that information to them was almost as important as fighting the British,” Knies said. “If we have access to that, we’re going to keep that and preserve it for the future.”

# Education & Open Records

## WNA Education

### WNA-Sponsored Webinars

The following webinars are available for \$35 each to WNA members and free to college newspaper advisors and journalism students. Contact [Holly Henschen@WNAnews.com](mailto:Henschen@WNAnews.com) for more information.

- **Community Faces Photography**  
1-2 p.m., July 23

Populating your websites and newspapers with plenty of photos of local residents, taken at community events, is a great way to build readership, connect with people in your coverage area and increase page views. But there's an art to the creation and promotion of these galleries - this presentation

reveals all the tips and best practices. [Register here.](#)  
\*Student/advisor fee waiver

- **Easily and Quickly Sort, Organize and Process Your Photos** 1-2 p.m., July 30

Are you spending too much time looking through your digital photos trying to find the best ones, only to settle on whatever's "good enough" after a few minutes? With today's digital cameras, we should be taking LOTS and LOTS of photographs of every event. Taking them is easy ... it's what to do next that can be a killer. With Adobe's Bridge and Photoshop, you already have one of the most powerful photo-processing duos on the planet. Learn how to use them together properly to slice your photo production time dramatically, improve quality and leave your photos in a format that is flexible for changing later. [Register here.](#)

- **Increase Your ROI on Sales Calls**  
1-2 p.m., July 31

Have you ever "winged" a sales call? Little to no preparation before meeting with a customer is the norm for many salespeople. Often, the result of those calls is not as successful or as profitable as it could be. This webinar will focus on how to prepare for a sales presentation while not relying on a script or winging it. During the program, we will discuss: interviewing techniques; uncovering customer needs; creating customized marketing campaigns; the 8 steps to a successful sales presentation; and tips to implement each step of the presentation process. [Register here.](#)  
\*Student/advisor fee waiver

- **How to Craft an Engaging Lede**  
1-2 p.m., Aug. 13

In this webinar, we will cover everything from how to write a basic news story in inverted pyramid style to the emotion-filled feature piece. This presentation includes an overview of several common and effective styles of ledes, as well as tips for how to keep ledes concise and compelling.

- **New Ways to Grow Audience Online: Social Stories for Snapchat, Periscope and Facebook** 1-2 p.m., Aug. 20

Social media makes reaching new audiences easier than ever. But where should you invest your time? Periscope, Snapchat and Facebook's dive into video change the way we reach our social readers. Learn to use live video, Facebook video and Snapchat to mine new audiences and be creative with social stories.

## Regional Education

- **Ed Henninger Design Workshop**  
Friday, Aug. 14 in Burnsville, Minnesota

Join the Minnesota News Media Institute and trainer Ed Henninger, one of the world's leading design consultants for community newspapers, for a daylong workshop focused on news design. Last summer, Ed's news design session sold out! This year, he's back in Minnesota for more. Ed has worked with newspapers all over the world and is bringing his expertise to MNA members for one day only! Seats are limited so sign up today. For schedule and registration, click [here](#).

- **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](#).

## Production

### Matters



TONY SMITHSON

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

### Tear Down that Wall

Sometimes a newspaper's traditional "wall" between production and advertising can be so formidable that, as one co-worker put it, "you couldn't see over it, let alone get past it." But publishers have some very good reasons to encourage close relationships between their advertising sales staff and their production staff.

- **Improved Customer Focus:** With regular contact with the sales team, the production staff becomes more customer-focused, and advertisers aren't just "ink on paper." Getting a sense of the lengths the sales staff go to secure an advertiser's business is a good reminder to the production staff of the importance of their work and their role in making the newspaper successful.
- **Improved Quality:** By gaining some understanding of the challenges that the production staff faces, sales reps can provide better advice to customers when it comes to their advertising materials. Providing better quality materials improves both the look of the newspaper and the effectiveness of the ad.
- **Improved Creativity:** Production staff generally has a deep understanding of the options available to customers, including color positioning, unusual press configurations, or little-used insert zoning combinations, among others. This additional perspective can be an additional tool in the salesperson's toolbox when presenting a marketing plan to advertisers.
- **Faster Problem Solving:** Eventually, something will go wrong. When that happens, a close relationship between production and advertising makes the problem solving easier and quicker. Advertising customers will benefit from quick resolutions and clear answers to their questions.

So buy them a round of drinks, have a company picnic or just include both groups in planning meetings for the next special section. The investment you make demolishing the "wall" will soon pay for itself.

## Public Records and Open Government Update

### Racine

The Wisconsin Supreme Court ruled that the City of Racine Police and Fire commission did not violate open records laws when it did not immediately release details of a controversial vote requested by The Journal Times.

The Court's June 18 ruling concerned a February 2012 closed session meeting regarding the reopening of a search for a new police chief after the only white candidate out of three in the running dropped out. After criticism from the black community, the council reversed its decision two days later. Nonetheless, the council refused to honor the newspaper's request for information regarding who made and supported the motion to reopen the search, as well as how each member of the board voted.

The Journal Times filed a complaint on March 16, 2012, and continued with legal action after the commission released information on the vote on March 22, 2012. The newspaper argued that the initial denial of information and lack of timely response violated open meetings and open records laws. In addition, the suit argued that the commission should pay the newspaper's legal fees because of its failure to disclose the information.

The newspaper's attorney, Robert Dreps, however, stated that the Supreme Court's decision "injects unnecessary confusion into the state's open records law on a number of fronts."

The "most egregious" part of the ruling, Dreps wrote in an emailed statement on Thursday, is that although the state's attorney general has argued that a government body must promptly respond that a requested record does not exist, the court has disagreed — "acknowledging that, while 'it might be a better course to inform a

requester that no record exists,' the statute doesn't require it."

"The public is entitled to learn what their representatives decide behind closed doors and how they voted," Dreps writes. "Unfortunately, the Supreme Court's decision makes that right virtually unenforceable. In this era of 24-hour news, a month-long delay in answering a public records request is not reasonable — but the Supreme Court held otherwise." [Read more.](#)

### Lake Geneva

The village of Genoa City was ordered to pay the Regional News of Lake Geneva \$13,000 in attorney fees related to an open records lawsuit.

The editor of the Regional News requested access to surveillance footage of a uniformed police officer from the village stealing. The request was denied for months and then granted nearly a week after the officer pleaded guilty to misdemeanor theft. The newspaper filed suit for compensatory damages related to unreasonable delay in granting access to public records, as well as attorney fees and court costs. [Read more.](#)

### Beloit

The Beloit Daily News filed a lawsuit against the city's school district after the denial of an open records request for an incriminating document sent by the district's superintendent to its former board president was denied.

On June 5, the Beloit Daily News submitted an open records request seeking after learning of the letter, which was sent after a female administrator that accused the superintendent of harassment was given a retirement and severance package that included a secrecy clause agreed to by both parties.

The request was denied on the grounds that its release 1) "could cause unfair damage to the reputation of the subject of the records if unsubstantiated allegations contained in a closed investigation file were disclosed as the allegations may be factually inaccurate;" 2) runs "counter to the legislature's recognition of the need to keep personnel records confidential to maintain the reputational and privacy interests of the individual employee;" and 3) Other employees might be discouraged from bringing complaints, frustrating "the public interest in investigating and evaluating the performance of public employees."

The lawsuit states "denial of public access generally is contrary to the public interest, and only in an exceptional case may access be denied," and alleges the school district is in violation of the law. [Read more.](#)

### UW System

The 2015-17 Wisconsin Biennial Budget signed by Gov. Scott Walker July 12 contained language that closed public records regarding potential hires for University of Wisconsin System leadership.

Since 1992, UW has been required to release the names and backgrounds of the top five finalists for key administrative posts, a rule in place for the leaders of state agencies. The law allowed the public to vet their potential public servants in the UW System.

The law now requires UW to name only the single leading choices for the positions of System president and vice presidents, as well as each campus's chancellor and vice chancellor. Coaches and top administrators no longer need to be named. [Read more.](#)

## 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.

# Industry news

## WNA Members Earn NNA Awards

The Wisconsin Newspaper Association (WNA) proudly congratulates our members who placed in the National Newspaper Association's (NNA) 2015 Better Newspaper Editorial and Advertising Contests.

The Door County Advocate in Sturgeon Bay placed in the General Excellence Division. General Excellence winners will be announced at NNA's Annual Convention & Trade Show to be held Oct. 1-3 in St. Charles, Missouri. The Door County Advocate also won:

- Second place, Best Sports Feature Story or Series, Non-daily Division, for "Winning is his game."
- Third Place, Best Sports Photo, Non-daily Division, circ. 5,000-9,999.
- Honorable mention, Best Family Life/Living Section/Pages, Daily & Non-daily Division for "Your Key to the Door Weekly;" and
- Honorable mention, Best Family Life/Living Section/Pages, Daily & Non-daily Division for "Lifestyle."

The Edgerton Reporter won:

- First Place, Best Editorial, Daily & Non-daily Division, circ. less than 3,000 for "May 7, 2014;"
- Honorable Mention, Best Editorial, Daily & Non-daily Division, circ. less than 3,000 for "Shooting;"
- Third Place, Best Use of Photographs, Daily & Non-daily Division; "Chilimania photos;"
- Honorable Mention, Community Service Award, Daily & Non-daily Division for "Created community Book and Film Festival - now celebrating 10 years;"
- Honorable mention for Best Multiple Advertiser Section, Non-daily Division, circ. less than 5,000 for "Lakes Edition;" and
- Honorable mention, Best Multiple Advertiser Section, Non-daily Division, circ. less than 5,000 for "Book and Film Festival promotional piece and program."

The Vilas County News-Review in Eagle River won:

- First Place, Best Use of Local Photography in Ads, Daily & Non-daily Division for "Derby thank-you ad;"
- Third Place, Best Editorial Page(s), Daily & Non-daily Division, circ. 6,000 or more for "Editorial-Opinion-Commentary;"
- Third Place, Best Special News, Sports or Feature Section or Edition, Daily & Non-daily Division, circ. 3,000-9,999 for "Salute to Emergency Personnel;"
- Honorable Mention, Best Newspaper Website, Daily & Non-daily Division;
- Honorable Mention, Community Service Award, Daily & Non-daily Division for "Warm the Children;" and
- Honorable Mention Best Family Life/Living Section/Pages, Daily & Non-daily Division for "Lifestyle."

The Tribune-Phonograph in Abbotsford won Third Place, Best Feature Story, Non-daily Division, circ. 2,000-3,999, "Chains of Command."

There were 1,413 entries in the Better Newspaper Editorial Contest and 282 entries in the Better Newspaper Advertising Contest to total 1,695 entries. More than 500 awards were won by 149 member newspapers in 33 states.

## Postal Update

### USPS Delays Closing Wisconsin Processing Centers

Successful lobbying from the Wisconsin Newspaper Association and national industry groups has put off the closing of a U.S. Postal Service (USPS) processing and distribution center.

In response to complaints of delayed service from the newspaper industry and many mailers, the U.S. Postal Service has changed its planned schedule for consolidating and closing many mail processing plants this year, including on in Eau Claire and another in Wausau, originally scheduled to shutter in July, according to United States Postal Service (USPS) data released June 11.

In January, processing and distribution of outgoing mail from Madison's distribution center was shifted to Milwaukee, though the processing and distribution center there is still open.

Although the USPS said it intends to proceed with the network changes, the pace of change has slowed significantly. Many closings that had firm July-September dates now have To Be Determined notations. The USPS said in a statement that deferred consolidation activities will resume next year.

National Newspaper Association (NNA) President John Edgecombe Jr., publisher of The

Nebraska Signal in Geneva, Nebraska, said an alarming deterioration in rural mail service was being reported across the country. The NNA is a national newspaper industry group.

The National Newspaper Association (NNA) has called for measurement of on-time delivery of rural mail, which often affects the publishers of weekly newspapers. Rural senators are pushing Congress to enact a postal reform bill that will keep the plants open. NNA Postal Committee Chair Max Heath requests that newspapers report chronic breakdowns in service to NNA. The current closing and consolidation schedule

## USPS Offers Mobile Engagement Discount

Shoppers and other third-class mail pieces are eligible for a 2 percent shipping discount through a U.S. Postal Service mobile engagement promotion.

The 2015 Mail Drives Mobile Engagement Promotion, which runs through Dec. 31, offers business mailers with an upfront 2 percent postage discount on Standard Mail letters and flats that include a mobile barcode or print/mobile technology. The barcode must be by readable or scan-able by a mobile device and lead to a mobile-optimized shipping website or the ability to complete a financial transaction.

The discount is calculated in PostalOne! and applied to the postage statement at the time of mailing. The discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Postage prices listed in the published price list apply to the mailing and the discount is applied to those prices.

Standard Mail letters and flats are eligible for the discount, as well as nonprofit standard mail letters and flats. Periodicals, all first-class mail, bound printed matter and media mail are not eligible for the program.

## Stormy Weather



Recent storms moved across Wisconsin, creating impressive photo opportunities like this, posted on Walworth County Today's Facebook page.

## FTC Eyes Native Advertising as Sales are Forecast to Triple by 2018

The Federal Trade Commission advised publishers to be transparent in native advertising as revenue streams from the sponsored content and placement grow.

Native advertising, also known as sponsored content, is paid editorial-style content produced and published on behalf of an advertiser. Though there's not an industry-wide definition for native ads, the content typically falls into three broad categories. The type of native most journalists recognize is sponsored content like articles that encourage engagement with a brand. However, native content also includes display ads and widgets that link to other websites, yet appear to be part of the original site, as well as social media ads, like Facebook News Feed placement and promoted Tweets.

Creating paid content that can be perceived as editorial copy or placement can lead to conflict for most publishers, who value their credibility

above all else.

"When the publisher is creating the content, they're more involved in the process, and that creates some potential liability," said Mary Engle, associate director for advertising practices at the FTC, according to AdExchanger. Engle spoke at the early June Clean Ads I/O Conference in New York, hosted by AdExchanger, an online source of news on data-driven digital advertising.

A growing number of news sources offer native advertising option to offset losses from declining sales. Native ads are expected to bring in \$7.9 billion in 2015 and nearly triple to \$21 billion in 2018, according to research by BusinessInsider's BI Intelligence unit.

Visibly labeling native content is key to running it responsibly.

"For us, the concern is whether consumers

recognize what they're seeing is advertising or not," Engle said, according to Consumer Affairs.

"An ad is deceptive if it misleads a significant percentage of consumers," AdExchanger reported Engle said. She noted that a significant percentage is 10%-15 percent of consumers. The FTC tests consumer perception to measure if ads mislead them.

Current FTC guidance on digital advertising applies print regulation to the evolving online marketplace. However guidelines from the FTC does not carry the same legal weight as regulation, though it does hint at areas that are ripe for enforcement action.

In March 2013, the FTC released a guide, ".com Disclosures," to guide digital advertisers. Later in the year, the Commission held a workshop on native advertising, "Blurred Lines: Advertising or Content?" which can be viewed

in video format [here](#). Around the same time, the Interactive Advertising Bureau (IAB) has compiled a "Native Advertising Playbook" to provide a framework for dialogue native advertising and to facilitate commerce. The playbook includes a Recommended Industry Guidance for Advertising Disclosure and Transparency for native ads, which includes six core types of the ads.

The IAB recommends disclosing paid native ads must clearly and prominently by:

1. Using language that conveys the advertising has been paid for, even if the unit of advertising does not contain traditional promotional advertising messages and
2. Ensuring the disclosure is large and visible enough for a consumer to notice it in the context of a given page and/or relative to the device it's being viewed on.

# Among friends

## CLINTONVILLE

Former WNA Foundation summer intern Scott Bellile, previously a UW-Oshkosh student working at the school's Advance-Titan newspaper, has joined the Clintonville Tribune-Gazette and the New London Press Star as a reporter. Bellile was a WNA Foundation intern with the Campbellsport News in 2014. He has experience as a news editor, reporter and cartoonist. [Read more.](#)



## EAU CLAIRE

Courtney Kueppers, the 2015 representative of the Wisconsin Newspaper Association Foundation to the National Newspaper Association Foundation News Fellow Program, is working as an intern at the Washington D.C. bureau of the Minneapolis Star Tribune. Kueppers also served as editor-in-chief to The Spectator, the student newspaper of UW-Eau Claire, as well as a part-time reporter for the Eau Claire Leader-Telegram.



## ELLSWORTH

Rick Hardy, formerly a business communications manager for 3M and financial advisor at the French firm AXA, joined Rivertown Multimedia as a recruitment marketing specialist on the Jobs HQ team. He will represent Forum Communications' products in western Wisconsin and eastern Minnesota. Hardy is a UW-Stout graduate. [Read more.](#)



## EAU CLAIRE

Dick Hall filed his final From the Woodlot column in The Country Today and will enter retirement after writing for more than 18 years. After teaching for decades in the Wisconsin Department of Natural Resources, Hall began writing for newspapers in 1993 after being offered an outdoors writing position by the Oshkosh Northwestern. [Read more.](#)



## GREEN LAKE

Former Oshkosh Northwestern regional editor Lynne Johnson was named a member of the Board of Directors of the Thrasher Opera House Corporation in Green Lake. Johnson retired to Green Lake after nearly 24 years as senior managing director of Communications at the University of Wisconsin Foundation. The Thrasher Opera House promotes the arts, provides a community gathering place, and preserves historic Thrasher's Opera House.

## KEWASKUM

Andrew and Laura Johnson, publishers of the Campbellsport News and the Dodge County Pioneer, are now the owners and publishers of the Kewaskum Statesman.

## MADISON

Mike Ivey, a veteran reporter with 30 years under his belt at the Cap Times, has left the newspaper. After covering sports, City Hall, the environment, politics and — for the last 10 years — business, Ivey plans to freelance, spend more time with his family and volunteer at the Simpson Street Free Press, an after-school program for Dane County middle and high school students. [Read more.](#)



## MANITOWAC

Tyler Henderson was named community content specialist for the Herald Times Reporter and the Sheboygan Press, writing for and editing community and editorial pages. Henderson was previously a sports producer at WUEC FM in Eau Claire. He has written for the nationally acclaimed All About Jazz website and Volume One Magazine in Eau Claire. Henderson interned at the Sheboygan Press, and was the multimedia editor of UW-Eau Claire's student newspaper, The Spectator. [Read more.](#)



## NEW RICHMOND

Mike Foley, managing editor of the New Richmond News, is leaving his position to work in communications for the Minnesota Department of Transportation in St. Paul.

## MINERAL POINT

Joelle Doye, former editor of The Democrat Tribune in Mineral Point, has taken a position as communications director for the Mineral Point School District. Doye is one of the WNA's Future Headliners, a group of young journalists recognized for their contributions to the industry.



## OSHKOSH

Nate Beck is the new community business reporter covering Fond du Lac and Oshkosh for the Oshkosh Northwestern. Beck was a WNA Foundation intern at the Courier Sentinel in Cornell and the Tribune Record Gleaner in Loyal. Beck also has experience at the National Law Journal/Legal Times in Washington D.C. covering federal courts, as well as at The Reporter in Fond du Lac. Beck was also a staffer at University of Wisconsin-Eau Claire's student newspaper, The Spectator.



## SHEBOYGAN FALLS

Kathy Roehrig, advertising production coordinator for The Sheboygan Falls News for eight years, is leaving the newspaper for a sales position in her hometown of Fond du Lac.

## WAUSAU

Raina Beutel, a recent UW-Eau Claire graduate, has taken on the breaking news beat at the Wausau Daily Herald. The beat includes a focus on public safety. Beutel's experience includes working at the student newspaper and television and radio stations in college. [Read more.](#)



## NATIONAL NEWS

### CASPER, WYOMING

Mindy Burton, former assistant night editor at the Wisconsin State Journal, was named the managing editor for the CaspEr Star-Tribune, Wyoming's only statewide newspaper. Burton joined the newspaper in February 2014, as the news production manager and also served as the opinion editor. [Read more.](#)



### HARLINGEN, TEXAS

Lisa Seiser, former managing editor of the Lake Geneva Regional News, has been named news editor at the Valley Morning Star in Harlingen, Texas. After serving for seven years in Lake Geneva, Seiser spent three years at the Daily Union in Junction City, Kansas. [Read more.](#)



## CHICAGO

Area man Steve Hannah, the former executive editor at the Milwaukee Journal, will step down from The Onion, the satirical newspaper he helped transform into diverse digital media company. Hannah, who will step down July 1, is remains a minority owner and will continue as chairman of the board. The Onion was founded in 1998 by students at UW-Madison.



## -30-

### Michael Brickley

Michael Brickley, co-founder of the Milwaukee newspaper Cityside, died January 15 at age 61. The graduate of UW-Milwaukee's journalism program and UW-Madison Law School also worked as a lawyer and legal editor for West Publishing. [Read more.](#)



### Ruth Curtiss

Ruth Curtiss, former co-publisher of the Republican Journal in Darlington, died June 14 at age 97. The University of Wisconsin-Madison alum graduated summa cum laude in economics and pre-law while working for a local law firm. In college, she met her husband E. Bowden Curtiss, with whom she bought and published the newspaper after WWII. On press day, no page escaped her scrupulous proof-reading eye. Curtiss, a mother of five, was a leader in securing support for Darlington's public swimming pool and advocating for the current high school.



### Mary Ann DeBehnke

Mary Anne (Balke) DeBehnke, former society editor at the Oshkosh Northwestern, died June 11 at age 85. DeBehnke later served as the social editor at the San Marcos Record in Texas, where her husband Donald was stationed with the U.S. Air Force. [Read more.](#)



### Anne Nicol Gaylor

Anne Nicol Gaylor, former owner and editor of the Middleton Times-Tribune, died June 14 at age 88. The nationally known founder of the Freedom From Religion Foundation was a Tomah native. [Read more.](#)



### Jack Kellett

Jack Kellett, a former news reporter for the Oshkosh Northwestern in the late 1960s, died May 23 at age 77. Kellett later taught in Winneconne then in Mequon until his retirement in 1998. He loved reading and teaching his students about nature and wildlife through books like "Where the Red Fern Grows." Kellett and his wife Arlene moved to a lake house in Winchester in 2000. He is remembered for asking, "Do you think I look like Brad Pitt?" [Read more.](#)



### Don Woerpel

Don Woerpel, editor of The Star News in Medford for 15 years, died at age 80. The editor also wrote a book, "The 79<sup>th</sup> Fighter Group Over Tunisia, Sicily and Italy in World War II." He served in the U.S. Air Force as a radar operator from 1952-1956 on the border of Montana and Canada, as well as in Southern Japan. He worked as a linotype operator for several print shops and also as the editor of newspapers in Marshall Waterloo and Deerfield, as well as the advertising manager for the Monona Community Herald. [Read more.](#)



# Industry columnists



JOHN FOUST



ED HENNINGER



KEVIN SLIMP



JIM STASIOWSKI

## Ad-libs

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

## Take it From Here

I remember stopping for directions to a golf course. "How do I get to Sea Palms?" I asked. The young man behind the counter of the convenience store responded with his own question, "From here?" I almost laughed out loud at the absurdity – and the profoundness – of his comment. Directions always start from where we are at the moment.

The game of golf provides us with a fine advertising parallel. Let's say you hit your drive into the trees (I've been there, done that many times). You're in trouble and need to get out. Since you can't start over, you have to take the next shot "from here." Let's take a look at some steps to take when your golf ball – or your advertiser – is in the trees:

**1. Find the ball.** In other words, figure out where "here" is. Analyze the advertiser's original goals and marketing tactics. What has worked in the past? Can you pinpoint what made things veer off course? Has the budget been wisely allocated or has it been spent on an impromptu basis? What about external forces? Have new competitors entered the market? Where are your potential customers spending their time and their money?

**2. Pick a target.** Obviously, the long range objective is to put the ball in the hole. But for now, the task at hand is to move closer to that goal, not necessarily put it in the hole with one swing. Should you go for the green and try to blast it through a gap in the trees? Or should you punch it laterally into the fairway, to create a better lie for your next shot?

What's best for your advertiser? Should you invest a big piece of the budget in an effort to go for the green? Or play it safe with a high-percentage shot?

**3. Pick the right club.** Once you decide where and how far you want to hit the ball, the next step is to choose a tactic. If you go for the green, you can propose a big blow-out sale – with substantial savings on a number of products and/or services.

If you play it safe, you can: (1) run image ads while you work out a better long-term strategy, (2) dust off and re-use a former offer that worked well, or (3) best of all, test some offers in smaller doses to determine what you should incorporate in a larger promotion.

**4. Have a solid swing.** A bad swing can result in an even worse location for your next shot. So make sure to pay careful attention to fundamentals. A great concept won't work if it is introduced with a weak headline. A compelling offer will flop if the expiration date is too soon. And a message which is loaded with claims and exaggerations will be ignored by consumers.

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

## Design for Readers

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

## How Writers Can Do Better

I have often stated—both on my blog and during presentations—that I am not a friend of writers.

I am a friend of readers.

Years ago, during a workshop I gave for a client, a reporter blurted out: "But we're in the business of writing."

"No, we are not," I said, slowly and carefully mouthing each word to make my position clear. "We are in the business of bringing meaning to readers' lives."

Now, that wasn't my statement. It's actually the single most important sentence in "On Writing Well," by William Zinsser. I recommend Zinsser's book time and again—and many of those who have taken my advice and read it have thanked me for it.

We are in the business of bringing meaning to readers' lives. But just how do we do that?

Here are some points I'd share with those who write for newspapers:

**DO A STORY LINE.** Write the gist of your story in one line (or less) across the screen of your computer. That one line will help you stay on topic as you write. If you can't put it into one sentence, then you're going to struggle.

**BE BRIEF.** You may think your story has to be long for it to be complete. Nope. It has to be as brief as possible. Why? Because readers will see that your article goes on...and on...and on... and they will stop reading (if they ever start). They will decide they don't have time to read your entire piece.

**BREAK IT UP.** Find ways to cut your story into pieces that make it easier to follow, easier to read. If, for example, you have a story about five people running for office, it's much better to run a package of five separate stories—one on each of the candidates—than one long piece on all of them.

**BE CLEAR.** Throw the jargon in the junk bin. Just what is a "feasibility study," really? And what does "ubiquitous" mean? If it's something your 12-year-old daughter doesn't understand, odds are your reader won't, either.

**PUT THE BIG STUFF FIRST.** Readers want to know what your story is all about—without having to wade through several paragraphs to read it. So put the important points first. Save the less important material and the background paragraphs for later in the story.

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

## Newspaper Technology

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

## Lessons from Experience

I don't know about you, but I'm not much of a sitter. By that, I mean I can sit through speech for a few minutes, but then I usually start to get bored. That's when my mind starts drifting and my body gets squirmy.

That may sound strange, coming from a guy that gives speeches for a living, but it's probably the reason that I usually finish talking a few minutes ahead of schedule. I empathize with the audience.

The exception comes when I hear someone really smart. Funny, I can sit and listen to a brilliant thinker for hours, although it seems people with the most to say generally are the ones who say it in the shortest amount of time.

That was the case three days ago, when I heard Dr. James Hildreth, dean of the College of Biological Sciences at the University of California, Davis, a pioneer in HIV and AIDS research, address the graduating Ph.D. and Masters candidates at The University of Arkansas.

Dr. Hildreth spoke for no more than five minutes, but I'll never forget what he said. "You should know," he began, "that most of what you've learned in your time as a student is wrong." He had my attention as he continued, "But that's OK. The most important thing you've learned at this university is how to think."

I couldn't help but think of all the speakers and teachers I've had over the years. Just try "helping" a middle school student with homework. When I try to help my children with their math homework, I quickly learn that math has changed and my answers are no longer valid.

Dr. Hildreth is right. The most important thing we learn through education and experience is how to think. Accepting information as gospel, just because it comes to us from an "expert" is no more valid than assuming everything we've learned in school is valid.

Maybe we could learn something about newspapers from Dr. Hildreth. Perhaps our teachers have been wrong. Maybe we've been listening to experts when we should have been using our own experience to think about the best ways to move our publications forward.

Of course, I could be wrong.

Tech survey offers glimpse into the past

Robyn Gentile, Tennessee Press Association, dropped by my office to give me a folder recently. "I thought you might be interested," she said.

Was I ever. It was a survey I had conducted 12 years ago for Tennessee Press Association, to determine what type of technology needs existed among member papers.

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

## Writing Matters

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

## Simplicity is in the Details

It was Memorial Day weekend, and I was watching a movie, "Action in the North Atlantic," a tribute to

the courage of the men who manned the World War II shipping convoys that delivered life-saving supplies to Russia.

As I had seen a thousand times in such movies as "Casablanca," "The Maltese Falcon," "To Have and To Have Not," etc., at one point in the movie, Humphrey Bogart, an officer on one of the ships, lit a cigarette.

You know how your brain sometimes just starts darting around like a beagle in your backyard?

My brain did that with Bogey's smoking.

I wondered: What role did smoking play in his amazing career?

(We do know, of course, that smoking probably killed Bogey at age 57. He died of throat cancer.)

His career spanned the 1930s, 1940s and much of the 1950s, an era in which smoking cigarettes was as popular as such addictions as texting and Facebook are today.

So the fact he smoked wasn't surprising.

But think about his voice: gravelly, resonant, a bark rather than a coo. Would he have had the same commanding presence with a higher pitch? Did cigarettes – and I'm not advocating smoking – give him the voice he needed to become the nonpareil screen performer of his time?

And how about the cigarette as prop?

Today a smoker in a movie is looked down upon, considered stupid or weak or antisocial. But in Bogey's time, the cigarette had a different meaning. Smokers were virile (Bogey) or sophisticated (Lauren Bacall), and if both were smoking, it surely implied sex (Bogey and Bacall).

What, you must be wondering, does all that have to do with writing?

It's the lesson we keep learning and relearning: Journalists should notice people, think about their mannerisms, their voices, the colors they wear, what their offices or desks or homes or cars or lawns look like. Look for clues to personality, responsibility. Find ways to get details. Use some, discard most. On Memorial Day itself, I covered a ceremony at the Black Hills National Cemetery, not far up Interstate 90 from Rapid

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](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.

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

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**Wisconsin Government Keeping You Informed**

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

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

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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 in your print and digital products. Download ads here >>**

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