



Brace yourselves... Convention is coming

Find everything you need to know about the 2016 WNA/AP Convention and Trade Show, Feb. 25-26 at the Madison Marriott West, Middleton <http://www.wnaconvention.com>

Lite
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THE Bulletin

February 22, 2016

News and information for the Wisconsin newspaper industry

See you
in
Madison!

If you hadn't guessed, the WNA staff is working feverishly to wrap up convention prep this week. We'll return to our regularly scheduled and complete publication next week, once we catch our breath.

It's finally time:

WNA

AP

2016 Convention & Trade Show

What you need to know about this year's WNA Convention

Feb. 25-26, 2016 – Madison Marriott West, Middleton, Wis.

We're only a few days away from the 2016 Wisconsin Newspaper Association/Associated Press Convention and Trade Show and the WNA staff can't wait to see everybody at this year's event.

More than 430 people have registered to attend the convention, which includes a new Wisconsin Newspaper Hall of Fame dinner on Wednesday night, 20-plus educational sessions and Friday's honors luncheon and Better Newspaper Contest awards dinner.

The convention is at the Madison Marriott West, 1313 John Q. Hammons Drive, Middleton, with sessions being held in the rooms surrounding the trade show off of the main hotel lobby. The registration desk can be found in the back of the trade show area in Salon D/E.

Even if you haven't registered yet, the WNA staff would love to see you in Middleton! You can still register online at <https://www.regonline.com/2016wnaapconventiontrade-show> or on site at the registration table.

Parking at the Madison Marriott West is complimentary. Convention attendees will likely find the main hotel lobby entrance as the easiest way to access the event.

The registration desk will be open beginning at noon on Thursday and 8 a.m. on Friday. For ease of identification, attendees are asked to display names badge at all times during the convention. Your name badge also serves as your ticket to meals during the convention (if you have registered for meals).

AWARDS DISPLAYS

Did you win an award in the 2015 Wisconsin Newspaper Foundation Better Newspaper and Advertising



Contest? Want to see how your competition fared and glean ideas from the winners?

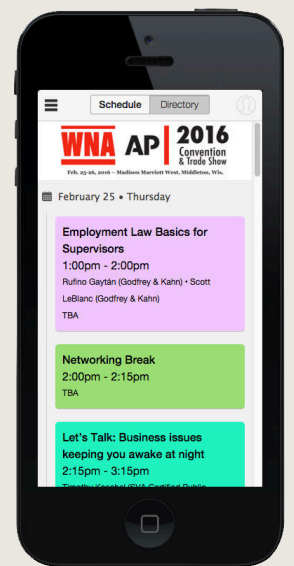
You can view contest-winning work on display in Salon D/E on Thursday and Friday. The room will be open from noon Thursday to 5 p.m. Friday.

Also, be sure to pick up a copy of the 2015 Better Newspaper and Advertising contest tab and read judges'

comments from this year's winners. The tab includes both professional and collegiate contest results.

Tabs can be picked up immediately following the dinner and awards ceremony Friday evening. Additional copies can be obtained by calling the

Get the app >>



The WNA/AP Convention and Trade Show is offering a personal interactive scheduling tool for attendees that can be used online at www.wnaconvention.com.

Visit the site on your mobile device and you'll be prompted to save the page to your homescreen, allowing you to access the convention schedule on the go.

This year's schedule will allow you to explore the detailed agenda using multiple formats and filters, create a personalized itinerary and discover other attendees, speakers, events and panels.

Member News

About The Bulletin

The Bulletin is published weekly by the staff of the Wisconsin Newspaper Association.

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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.

Free Content

This weekly free content, accessible at <http://tinyurl.com/WNAfreecontent>, is available for use at no cost to WNA members.



Marion Ceraso | For Wisconsin Center for Investigative Journalism
Two bees are captured and identified during the 2015 Bee Fest at the University of Wisconsin-Madison Arboretum in June. Wisconsin is proposing a plan to protect bees, but some critics question whether it does enough to discourage pesticide use tied to bee colony die-offs.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available a story about Wisconsin's proposed plan to protect pollinating insects that critics say does not do enough to discourage use of the types of pesticides tied to bee die-offs. Wisconsin's managed bee population has been hit particularly hard, with losses around 60 percent last year, one of the highest rates in the nation.

The story by freelancer Marion Ceraso reports on concerns about the state's plan, which sets no limits on a type of pesticides known as neonicotinoids shown to be harmful to the bees that are crucial for pollinating crops including apples, cranberries and other fruits and vegetables. Use of neonics has skyrocketed as the amount of corn and soybean grown in Wisconsin has ballooned. Farmers increasingly use seed coated with the pesticide as an "insurance policy" against harmful insects.



This week's **Discover Wisconsin** column highlights eight dining destinations in Wisconsin that are incredibly unique. In Dairyland, we are blessed to have four seasons of great weather to savor them.

In his State Capitol Newsletter, WNA columnist **Matt Pommer** whether Republicans are overplaying their political cards with an effort to ban county executives from serving in the Legislature at the same time. Pommer, known as the "dean" of State Capitol correspondents, has covered government action in Madison for 35 years, including the actions of eight governors – Warren Knowles, Pat Lucey, Martin Schreiber, Lee Dreyfus, Tony Earl, Tommy Thompson, Scott McCallum and Jim Doyle.



Matt Pommer



WISTAX Facts discusses how personal property tax collections have fared in Wisconsin, particularly for business owners.

2016

Continued from front page

WNA office after the convention.

Our special thanks to Wisconsin State Journal Editor John Smalley and Capital Newspapers, Madison, for printing the 2015 BNC results tab.

RAFFLE PRIZES

During the convention, the WNA Foundation will be selling raffle tickets for chances to win gift baskets that are donated by members of the WNA Board of Directors and the WNA Foundation Board. Baskets are stuffed with goodies and wares from the community each board member represents.

Tickets are priced at six for \$5, or \$20 for a fingertip-to-fingertip span. Be sure to buy your tickets at the registration desk or from a WNA staff member making sales prior to the awards banquet.

We will also be raffling off six tickets to a Brewers/Cubs game at Wrigley Field and three wheelbarrows full of beer during Thursday's dinner.

All raffle ticket proceeds benefit the WNA Foundation. Gifts to the foundation are welcome and tax-deductible — talk to any foundation board member or WNA staff member for more information.

WALL OF WINE AND BEER

Back by popular demand is the Wall of Wine and Beer! You'll find the wall in the middle of the action in the trade show. Donate \$15 and randomly select a numbered cork (or get three corks for \$30), then pull the bottle(s) of wine or beer with the corresponding numbers from the wall. Your "lucky cork" could yield an outstanding local or international choice.

Proceeds from the Wall of Wine and Beer help the WNA Foundation improve the quality and future of Wisconsin's newspaper enterprises, the industry and the communities they serve.

COLLEGE NEWSPAPER CRITIQUES

College newspaper staff members are invited to bring copies of their newspaper for a group critique conducted by a seasoned professional.

Share an open discussion with your own staff and your assigned pro. Take away new ideas, helpful hints and best practices that will leave you fired up and well-equipped to produce your next edition!

Critiques will be ongoing throughout Friday in the Trade Show area. Look for the Wisconsin College Media Association booth.

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