



Congress getting involved in overtime proposal

New legislation would require the Department of Labor to study what impact the agency's plan to increase minimum salary thresholds for exempt employees would have on small businesses. **Page 4**

THE Bulletin

April 4, 2016

News and information for the Wisconsin newspaper industry

Memorial Day special section will be available to members

State newspapers credited for finding more than 450 photos

For the past two years, the WNA and its members have joined the effort to find all of the photos of Wisconsin Vietnam Veterans who are listed on the Vietnam Veterans Memorial in Washington, D.C. WNA members have been credited with finding more than 450 of the photos and were integral in the project's completion just before Memorial Day 2015.

For the first time, a state press association—in collaboration with the Vietnam Veterans Memorial Fund and the Dodge County Pioneer—is making the photos found through this effort available to members for publication via a memorial insert, which includes stories highlighting the efforts to find the images and space made available for advertising opportunities.

The draft publication is now available so that newspapers will have enough time to sell sponsorship ads and plan for publication. To view a draft version of the project, visit <http://tinyurl.com/WisconsinFaces>

Wisconsin Faces VIETNAM VETERANS MEMORIAL

Created by the Dodge County Pioneer and released for exclusive use for Wisconsin Newspaper Association member newspapers.



In the coming weeks, the WNA will make a final Faces Never Forgotten tribute section available to all members for publication on Memorial Day.

Q&A

Q: What will be made available?

A: The Dodge County Pioneer designed a 36-page model tab that will be available in its entirety in Quark and PDF file formats. Each WNA mem-

ber newspaper is encouraged to personalize the cover and some of the copy. Members will also have access to the stories and photos in the model tab. Photos of soldiers can be accessed online—with an option to sort by city or county—through the VVMF's virtual Wall of Faces.

Q: How can I find out what soldiers were local to

See **MEMORIAL**, Page 4

Go Online >>

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To view a draft version of the project, visit <http://tinyurl.com/WisconsinFaces>

WNA joins effort to block gag order

By James Debilzen
Communications Director

The Wisconsin Newspaper Association has joined a coalition of more than a half-dozen news organizations seeking to intervene in a Vilas County court case where prosecutors have asked for a ban on statements to the media.

The motion to intervene was expected to be filed Monday by attorney Steven P. Mandell of the Chicago law firm Mandell Menkes.

The case, State of Wisconsin v. Eliason, involves brothers David and Brian Eliason, who are charged with 10 felony counts of securities fraud after "failing to disclose the precarious condition of their business that sold investments in commercial and residential properties in 2009," according to the Milwaukee Journal Sentinel.

Attorneys representing the Eliasons issued a press release on Feb. 29 commenting on the charges a few days after the criminal complaints had been filed. On March 8, the state moved to prohibit any public statements by the defendants or the prosecution about the case, including making statements to the media.

"... [The] proposed gag order sought is an unconstitutional prior restraint on the freedom of speech and the freedom of the press under the First Amendment," Mandell wrote in the motion to intervene. "Specifically, the proposed order is extremely overbroad and restrains speech explicitly permitted by Wisconsin Supreme Court Rule 20:3:6. Further, other reasonable alternatives available to this Court would have a lesser impact on First Amendment rights if there were a need to mitigate any alleged prejudicial pretrial publicity."

The WNA was joined on the motion by the Journal Sentinel, Lakeland Printing, Quincy Media, Gannett, the Wisconsin Broadcasters Association, Gray Television and Rockfleet Broadcasting/Northland Television.

The Eliasons are scheduled for their initial court appearances on April 13.

Hannah-Jones to headline ethics conference

Theme focuses on 'Race, Ethnicity and Journalism Ethics'

Award-winning New York Times Magazine journalist Nikole Hannah-Jones will deliver the keynote address to open the 2016 Center for Journalism Ethics conference at the University of Wisconsin-Madison on April 29.

This year's conference focuses on "Race, Ethnicity and Journalism Ethics." The event runs from 8:30 a.m. to 4:30 p.m. in Union South on the UW-Madison campus. The keynote will begin at 9 a.m. Registration is now open at the center's website. The cost for early bird registrants is \$20, including a buffet lunch, but increases to

If You Go >>

What? Center for Journalism Ethics Conference
When? Friday, April 29
Where? Union South, UW-Madison
More info: <http://ethics.journalism.wisc.edu>

\$25 April 9. Registration is free for all students and UW-Madison faculty and staff.

Hannah-Jones has reported on the history of racism and inequality and its legacy in modern policies that have maintained racial injustice. She has written personal reports on the black experience in America to offer a case for greater equality.

Earlier this spring, she earned a George Polk Award for radio reporting for "The Problem We All Live With," broadcast on "This American Life." For that story, she investigated the Normandy School District in Missouri, from which Michael Brown had graduated just before he was killed in nearby Ferguson. The two-part series examines school integration and the impact of resistance by largely white communities.

Building on the keynote,



Nikole Hannah-Jones

four panels will address the ethical challenges journalists face when dealing directly and indirectly with issues of race and ethnicity. Session topics will include:

- Journalistic representations of race: language, imagery, sources and their effects
- Journalism ethics and race in education coverage
- Journalism ethics and race in criminal justice coverage
- Solutions to the issues raised throughout the conference

"We're looking forward to a challenging, stimulating and productive day of candid discussion," said Robert Drechsel, director of the Center for Journalism Ethics. "Whether the context is politics, criminal

See **ETHICS**, Page 4

Member News

Among Friends

Cambridge News and Deerfield Independent

The Cambridge News/Deerfield Independent welcomed a new managing editor, Nicole Poley, to the office staff in Cambridge.



Nicole Poley

Poley has worked for Hometown News Limited Partnership for the past year as a reporter in Cottage Grove, covering events from local politics, sports and community interest for the Herald-Independent.

She is a graduate of St. Norbert College in DePere, Wisc., where she studied English, communications and music. During her college years, Poley worked for the student-run newspaper, the St. Norbert Times, and led the staff as editor-in-chief her senior year. She also interned at Fox Cities Magazine during her final year at St. Norbert.

Poley, a Monona native, moved to Cambridge with her husband Adam about a year ago.

Oregon Observer

The Oregon Observer launched a new website last week. While it's still at ConnectOregonWI.com, the new site should offer an improved

web experience for online readers.

The change comes as all of Unified Newspaper Group's papers aim to foster a web-first mentality, to bring news to readers faster. The new site will help improve digital-first practices, and includes options to feature or highlight certain topics.

The Observer last changed its website in March 2013.

Unified Newspaper Group, Verona

Tom Alesia has joined Unified Newspaper Group as a reporter.

A veteran journalist and non-profit administrator, Alesia worked as an editor at Hometown News Limited Partnership for the last 19 months in McFarland. Before that, he spent five years as an administrator with a north-side Madison non-profit group.

His career includes nearly 16 years as a features writer and arts/entertainment editor at the Wisconsin State Journal and The Capital Times. An Indiana University grad and Chicago area native, he lives in Madison with his wife, teen son and two "wonderfully noisy dogs."



Tom Alesia

Wisconsin State Journal, Madison

Instead of gathering dust in a storage unit, boxes of articles and photos by a late Wisconsin State Journal reporter that detail one of the biggest transitionary periods for agriculture in Wisconsin are becoming resources for students at UW-Madison.

More than 40 years' worth of articles written by Bob Bjorklund, who covered agriculture for the State Journal from 1949 to 1989, as well as his photos and artifacts, were donated to the Department of Life Sciences Communication by Bjorklund's wife, Louise.

Louise Bjorklund handed over her husband's work including articles and photos, as well as an early laptop computer, typewriters, cameras and a slide projector during a gathering Monday morning at Hiram Smith Hall.

Bjorklund, who was 79 when he died in 2004 after a long illness, covered all aspects of agriculture during a period when Wisconsin transitioned from nearly 200,000 mostly small family farms to about 70,000 agricultural producers.



Bob Bjorklund

News Brief

Mequon school district to start charging for 'complicated' requests

The Mequon-Thiensville School Board unanimously adopted a policy recently that requires individuals who make large or complicated public records requests to pay for them.

Under the new policy, requests that involve staff or legal time and copying costs of more than \$50 will result in a bill. In the past, the district has just complied with the requests at no charge. The new policy complies with state law.

Board member Stephanie Clark said the policy was considered after she said the district started seeing "an inordinate amount" of record requests.

In its own public records request, the News Graphic in Cedarburg sought details of the inquiries that the district received. Data released by the school district indicates that requests received from Sept. 1, 2015, to March 4 resulted in legal costs of about \$21,683, estimated district staff labor costs of \$699 and 16,855 pages generated.

WNA Online

What's trending on social media and at www.WNAnews.com.



The memorial service for James Baughman will be held Friday, April 8 at 2 p.m. at Christ Presbyterian Church on 944 E. Gorham St., Madison, Wis.



UW journalism professor James Baughman passes away at 64

University of Wisconsin journalism professor James Baughman died Saturday morning of lung cancer at Agrace Hospice in Fitchburg, according to an email...
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Click the icons to reach our social media pages and engage with us!



Free Content

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



Michelle Stocker photo | Cap Times

Rep. Mark Born, shown here in this September 2015 file photo, authored legislation that makes it easier for creditors and third-party debt buyers to pursue collections against Wisconsin consumers in court. Under the previous standard, such companies were required to show all documents "evidencing the transaction," which could include the initial contract and a record of any charges. Now they must provide a single billing statement as proof at the beginning of a lawsuit.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available a story exploring the impact of a new Wisconsin law that consumer advocates say will make it easier for debt buying companies to collect debts – and harder for consumers to determine how much they owe or to whom.

Debt buying is a multi-billion-dollar industry in which companies buy and sell the right to collect debt with the result sometimes being a bill that the consumer may not recognize for an amount that cannot be verified from a company they have never heard of. Thousands of Wisconsin residents have been sued by such third-party debt buyers in the past decade.



This week's **Discover Wisconsin** column highlights seven of Wisconsin's charming river towns, from the Wolf to the Flambeau, from the Wisconsin River to the mighty Mississippi.

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines a Wisconsin twist to the 1920 multi-ballot Republican Party convention amid talk of this year's all-out battle for the presidential nomination. 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 Wisconsin relies on the individual income tax to fund state government more than most other states.

Industry News

NNA supports bills to study overtime eligibility proposal

Labor Department action would increase salary threshold 113%

FALLS CHURCH, VA—The National Newspaper Association on March 28 applauded the recent introduction of the Protecting Workplace Advancement and Opportunity Act (S. 2707 and H.R. 4773). The legislation would require the Department of Labor to study the impact on small businesses, nonprofits and public employers of the agency's plan to increase the minimum salary level for employees to qualify as exempt from overtime pay. It would also delay publication of the Labor Department's expected regulation.

Under the Labor Department's proposal, the minimum salary level would increase 113 percent, from \$23,660 to \$50,440 per year. In the 78 years since the federal overtime rules were established, the agency has set the threshold at the 10th or 20th percentile of median salaries in the U.S.; its proposal would establish the 40th percentile of median salaries in

the U.S. as the new demarcation point for exempt employees.

NNA believes an update to the salary threshold is warranted, but the size of the increase is imprudent because businesses generally cannot make such dramatic adjustments in such a short period of time. The new rule would hurt the operational and economic sustainability of NNA's community newspapers, most of which are small family businesses. Many operate in rural areas where costs of living are lower than in urban areas.

"The Labor Department's proposal is a one-size-fits-all solution that mandates the same minimum salary level regardless of where it is being enforced," said NNA President Chip Hutcheson, publisher of The Times Leader in Princeton, Ky. "The new threshold may make sense in New York City or Washington, but it will hurt businesses and employees in the small towns and rural areas where most community newspapers are published."

According to a recent survey conducted by NNA, if the new rule takes effect, more than 30 percent of community newspapers would be forced to elim-



Chip Hutcheson

inate staff positions, 33 percent would reduce news coverage, and 42 percent would hire more part-time workers to replace full-time positions. More than 83

percent believe the requirement will be a "huge" or very significant problem for their business. Rather than the increased wages the Labor Department seeks, the result in small communities will be a degradation in the quality and quantity of local news reported by community newspapers.

Hutcheson also noted the new rule would require many community newspaper editors to begin punching a clock.

"The news does not conform to a 9-to-5 schedule," he said. "The shift to non-exempt status will deprive many journalists of the flexibility they need to do their jobs and will eliminate career growth opportunities for ambitious employees."

About The Bulletin

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

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WNA-Sponsored Training

Train the Trainer: Creating Top-Notch Training Materials

Friday, April 8 | 1-2 p.m.: Sales managers rarely have time to develop top-notch training materials. They are busy selling, managing and marketing. Training often gets pushed aside. The Local Media Association has developed a 14-week turnkey package that will arm sales managers with templates, presentation materials, guided conversation points, individual/group exercises, suggested management follow-up, coaching and feedback opportunities. Each of the 14 modules is perfect for a one-hour sales training program every week. This webinar will give you an overview of all the materials included in the program and guide you through implementation of the program. All participants in this session will receive electronic versions of the materials needed to easily launch the program. Register here: <http://www.onlinemediacampus.com/2016/03/train-the-trainer/>

Best Breakouts for Daily Reporting

Friday, April 22 | 1-2 p.m.: Presented in partnership with GateHouse Media. Whether you're using them to share data and statistics or to provide background on a story, making use of breakouts can help trim your stories and provide a better experience for your readers. In this session, we'll cover a rundown of effective breakouts and tips on how to implement them into your everyday reporting. Register here: <http://www.onlinemediacampus.com/2016/03/breakouts-daily-reporting/>

Advertising is NOT Marketing!

Thursday, April 28 | 1-2 p.m.: When clients are working with you, they're expecting a strong sales strategy that will help guide them to a healthier bottom line. In this session, marketing pro Stuart Arnold will help you understand the basic tools for creating an impactful strategy, messaging and marketing for your clients. The return on their advertising investment will increase, and so will their trust in you! Register here: <http://www.onlinemediacampus.com/2016/03/advertising-not-marketing/>

Three-Call Sales System: Proven process for closing sales quickly

Thursday, May 12 | 1-2 p.m.: You may have heard the statistic that 80 percent of sales are made after the fifth call – and in some cases well beyond the fifth call. In a day and age where time is money, we want to help you save time and increase revenue by fine-tuning your sales approach. This webinar will walk through the how and why of a three-step sales process to close more sales in less time. Presenter Bob Berting tried and tested this system over 15 years with a leading suburban newspaper chain where he averaged two cold contracts a week. This session will benefit new sales professionals as well as industry veterans. Register here: <http://www.onlinemediacampus.com/2016/03/three-call-sales-system/>

SHARE YOUR NEWS IN THE BULLETIN

Staff changes, promotions
Celebrations, milestones
Your success stories

Send an email to:
James.Debilzen@wnanews.com

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 Member Exchange

Help Wanted

INTERN – Spend the summer in Door County and gain writing experience for your portfolio! The Washington Island Observer newspaper is providing a unique opportunity for the right candidate to enjoy the summer on beautiful Washington Island at the tip of the Door Peninsula. The Observer is seeking a summer intern with a journalism or writing background to write articles about community events, meetings, and other issues as they arise. The right candidate will be an independent self-starter who is comfortable interacting with residents and visitors, meeting weekly deadlines, and uncovering additional opportunities to ensure timely and accurate news coverage. The Observer is published 30 times a year (every-other week in winter, every week in summer), with each issue distributed to more than 1,000 readers on the Island and around the U.S. This is a new position for the paper, but it is expected that the intern will work approximately 15-20 hours per week. Benefits are negotiable and may include lodging on the Island during the intern's term of employment (June through August, with flexible start and end dates) and a ferry stipend.

Send resume and cover letter to editor@washingtonislandobserver.com. (0502)

REPORTER – Veteran journalist looking for new challenges, recent December graduate or anticipating spring graduation, we want to talk to you. An immediate opening has occurred at our award-winning newspaper—most recently recognized for investigative and team in-depth reporting—and we want to fill it quickly. The highest priorities on our to-look-for list are energy, enthusiasm and a positive, competitive drive for excellence. We offer the opportunity to join an experienced, solid team in a news-rich environment, along with outstanding quality of life near Chicago, Milwaukee, Madison and Rockford. Competitive pay and benefits; equal opportunity employer; Respond with cover letter, resume, clips, references and salary history to Editor Bill Barth, Beloit Daily News, 149 State St., Beloit, WI 53511, or bbarth@beloitdailynews.com (0419)

OPINION PAGE EDITOR – The Gazette in Janesville, Wis., is looking for its next Opinion page editor to continue the section's award-winning tradition as part of an award-winning newspaper. We are a 20,000-circulation, family-owned publication named

the best daily in Wisconsin. Our newsroom is a good mix of fresh youngsters and wise veterans. We're looking for a smart, well-organized, hard-working and sparkling writer who can turn out clear, compelling editorials for almost every edition. We value clean, open government and strong Opinion pages that cheer the community for doing things right and chastise local government for getting it wrong. The focus of our Opinion pages is local with occasional forays into state issues. Our motto: Local Matters. Our owner and management lean conservative in politics but allow much freedom in day-to-day editorials. Our editorial board meets monthly and for candidate endorsements. We adhere to a set of 10 editorial principles, but the Opinion page editor enjoys great freedom in working with the editor to craft each day's editorial. We are looking for someone with three to five years of journalism experience, preferably in newspapers, and a degree in journalism or a related field. Most importantly, we seek someone who can engage readers by editorializing about issues in the communities we serve. Send cover letter, resume and writing samples to: The Janesville Gazette, Attn: Human Resources, P.O. Box 5001, Janesville, WI 53547-5001, Humanresources@blissnet.net (0418)

REPORTER – The River Valley Media Group has an opening for a full-time community journalist. This position would be based out of La Crosse and would cover everything from features and profiles, government meetings and breaking news. Stories and photos would be published online and in several of our newspapers, including the Houston County News in La Crescent, Minn., the Coulee News in West Salem, the Onalaska-Holmen Courier-Life, the La Crosse Tribune and the Winona Daily News in Winona, Minn. The ideal candidate should be comfortable whether writing a feature story, covering a meeting, covering high school sports, taking photographs, interviewing community members and dignitaries. Experience with digital-first reporting using online platforms to break news, promoting your work with social media and

FREE FOR WNA MEMBERS:

There is no charge for WNA members to place ads in the Free Member Exchange.

WNA's Free Member Exchange features "Help Wanted," "Give Away" and "For Sale" ads submitted by WNA member newspapers. The Free Member Exchange is updated frequently and available online on the [Employment page](#) in the Industry Resources section of the WNA website and also distributed through a weekly email, sent to more than 800 subscribers with an interest in the Wisconsin newspaper industry.

Members may submit ads via email to: James.Debilzen@wnanews.com. Member-submitted ads will appear on this page for four weeks and are included when Bulletins are distributed.

WNA members may also list help wanted and internship ads in the Iowa Newspaper Association Bulletin at no cost. Send your ad to jhulbert@inaneews.com

Ads from non-members are 25¢ per word with a \$50 minimum per month of publication.

telling stories in alternative forms is essential. La Crosse is Wisconsin's largest city on the Mississippi River. Our area is blessed with outdoor recreational opportunities and a vibrant arts scene. Previous reporting experience is preferred, but outstanding college graduates are welcome to apply. The Tribune is a Lee Enterprises paper and offers competitive salary and benefits. This journalist will be required to work afternoons and evenings. It's also essential the journalist provide their own transportation and have a good driving record. For consideration, please complete our online application at www.rivervalleynewspapers.com/workhere. Applications should include a resume, cover letter and 3-5 clips of your work. Equal Opportunity Employer. (0404)

Seeking Work

Posted March 2016

[Phillip A. Humphries](#) – General assignment reporter/investigative reporter/feature writer

Posted December 2015

[Evan Halpop](#) – Reporter/photographer

For Sale

For Sale – Two profitable weekly newspapers in Wisconsin. Owner financing with 10 percent down! Contact james.debilzen@wnanews.com or 608-283-7623.

For Sale – Two Northwoods weeklies. Asking \$175,000. County seats. Gross sales \$395,000 last year. Net income \$40,000 after owner's salary. Call (715) 622-0543.

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ETHICS

Continued from front page

justice, education, sports, the economy or national security, journalism inherently plays a critical role in framing issues and images of race and ethnicity for the public. The question is not whether journalism does this, but how and with what impact."

Also during the conference, the Anthony Shadid Award for Journalism Ethics will be presented to the Associated Press for its handling of ethical issues encountered in the reporting of a series of stories revealing the use of slave labor by the fishing industry in Southeast Asia. The stories resulted in the freeing of 2,000 slave laborers. Two of the reporters who did the stories will participate in a panel discussion of the ethical

issues they faced and how they resolved them.

This is the eighth annual conference of the Center of Journalism Ethics, housed in UW-Madison's School of Journalism and Mass Communication. Founded in 2008, the center's mission is to foster vigorous debate about ethical practices in journalism, and provide a resource for producers, consumers and students of journalism.

MEMORIAL

Continued from front page

my area?

A: A spreadsheet of all Wisconsin soldiers and their locations will be released with the model tab materials. This information also can be accessed by using the Advanced Search option made available through the VVMF's virtual Wall of Faces.

Q: Where did the names

and photos of the soldiers come from?

A: Information about the service members was provided to the VVMF by the Department of Defense. The photos for the project were provided to the VVMF Faces project in good faith by various volunteer sources, including family members, service members, veterans, teachers, WNA member newspapers and the public.

Q: Will copyright releases be available?

A: Yes. The copyrights of photos and editorial copy created by the WNA, Andrew Johnson, Dodge County Pioneer, Jessica McBride and the VVMF will be provided.

Q: Why is SP5 Gerald L. Kuhnly's photo missing?

A: When photos were being prepared for this section, it was discovered that the photo for Kuhnly was incorrect and still missing. This photo has since been located and will be included with the final model tab.