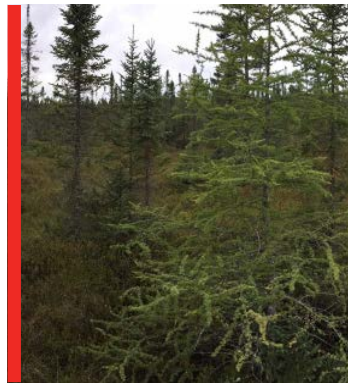




Design for Readers

Apple's old slogan - "Think Different" - still works today for newspapers. Ed Henninger says we have to think different about news design, or risk having no design at all. **Page 6**



Save the Date

Join us this year in Eagle River, Wis., for the annual WNA Trees Retreat on **Aug. 18 & 19.**

THE Bulletin

April 14, 2016

News and information for the Wisconsin newspaper industry

Legislative Alert

Support needed to stop notice review

By Beth Bennett
WNA Executive Director

Rep. Jesse Kremer, R-Kewaskum, has requested that the Wisconsin Joint Legislative Council conduct a formal review of how public notices are published by newspapers.

Specifically, Rep. Kremer cites the need to address "new technologies" in the current statute (Chapter 985) that governs the definition of a legal newspaper for the purpose of publishing legal notices.



Beth Bennett

Rep. Kremer states in his request to the council that he is working on legislation to change the statute that governs the publication of legal notices to allow online-only news sources to be designated as "newspapers of record." This is just another way of saying that he would like to amend the statute to allow online news sources to publish legal notices.

Any member of the Wisconsin Legislature may submit a request to be considered by the Joint Legislative Council for study. However, the Joint Committee on Legislative Council must approve the study committees and not all requests are accepted by the council for study. The goal of the WNA is to encourage the members of the council to vote against a Legislative Council study on Chapter 985.

The WNA has submitted its response/opposition to

See **ALERT**, Page 4

Gag order denied

Judge rules in favor of media coalition

A Forest County judge on Wednesday sided with news organizations and the defendants in a securities fraud case who sought to block a gag order requested by Attorney General Brad Schimel.

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 com-

mercial 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 attorney general's office argued it would be more difficult to find an impartial jury due to the publicity.

Forest County Circuit Court Judge Leon Stenz said there

were less drastic ways than a gag order to remedy problems caused by pretrial publicity.

"I'm not convinced at this point that we need a gag order," Stenz said, according to the Journal Sentinel and Marshfield News-Herald. "There is always a risk that there is going to be pretrial publicity."

In addition to the Wisconsin Newspaper Association, media organizations that opposed the gag order were the Wisconsin Broadcasters Association, USA TODAY NETWORK-Wisconsin, Capital Newspapers, Lakeland Printing Inc., Quincy Media Inc., Gray Television Corp., and Rockfleet Broadcasting.

Bulletin moves to Thursdays

We've changed up the publication date for The Bulletin, moving from Mondays to Thursdays. The switch will help us deliver a more timely newsletter, as well as better align with the schedules of many of our weekly members. Questions? Contact James Debilzen at james.debilzen@wnanews.com.

Journal Sentinel sale OK'd

State's largest newspaper joins Gannett Co.

Milwaukee-based Journal Media Group and its flagship newspaper, the Milwaukee Journal Sentinel, have been sold to the Gannett Co. after federal regulators approved the \$280 million transaction on Friday.

The Journal Media Group (JMG) acquisition includes 15 daily newspapers, according to a press release issued by both companies. JMG was formed in 2015 through the merger of newspaper operations of The E.W. Scripps Company and Journal Communications Inc.

With the addition of JMG, Gannett will operate USA TODAY and 107 dailies in 34 states and Guam, in addition to Newsquest in the U.K., with its 150 local digital and print news brands.

"The Milwaukee Journal Sentinel remains Wisconsin's largest news outlet, and with this acquisition becomes one of Gannett's larger news organizations," said Elizabeth Brenner, president and publisher of the Journal Sentinel, in a story published by the newspaper on Friday. "We will always be committed to the health and strength of southeastern Wisconsin. We look forward to using the extensive resources of our new owners to serve our readers, advertisers and community partners throughout Milwaukee."

The Milwaukee Journal



Photo by Jimmy Emerson, DVM

The Milwaukee Journal Sentinel and its parent company, Journal Media Group, have been acquired by Gannett Co., based in McLean, Va. Pictured here is the Journal Sentinel's headquarters in downtown Milwaukee.

Sentinel's history spans back to 1837, when the Milwaukee Journal Sentinel was founded, according to the newspaper. The Journal was founded in 1882 and later bought the Sentinel from the Hearst Corp. in 1962. Both newsrooms were merged in 1995, creating the Milwaukee Journal Sentinel.

"We'll continue striving to be the first choice for readers



George Stanley

nal Sentinel editor. "Gannett's USA TODAY Network offers

seeking trustworthy reports of news that matters to Wisconsin—whether it's breaking developments on a smart device; expert reporting about government, business, lifestyle, entertainment and sports; or in-depth investigative reporting that no one else in our region can do," said

George Stanley, Journal Sentinel editor. "Gannett's USA TODAY Network offers

a stronger support team than we've ever had and an exceptional platform for stories of national interest."

Gannett is based in McLean, Va., and owns several other Wisconsin newspapers, including the Appleton Post-Crescent, Fond du Lac Reporter, Green Bay Press-Gazette, Manitowoc Herald Times Reporter, Marshfield News-Herald, Oshkosh Northwestern, Sheboygan Press, Stevens Point Journal, Wausau Daily Herald and Wisconsin Rapids Daily Tribune.

Member News

Free Content

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



Gilman Halsted | Wisconsin Public Radio

Beverly Walker, whose husband, Baron, is serving time at Fox Lake Correctional Institution, told a Madison gathering organized by the faith-based advocacy group Wisdom in February that she has heard "horror stories" from inmates about the water. She said her husband buys bottled water from the prison canteen at Fox Lake.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available the latest installment of our ongoing Failure at the Faucet investigation into risks to Wisconsin's drinking water. This report reveals that the drinking water at two Wisconsin state prisons is tainted with lead and copper, which can cause serious illnesses in adults.

About a dozen Fox Lake Correctional Institution inmates told the Center that the water is sometimes brown or yellow, contains dark sediment and has a bad taste. The prison is under a 2014 consent order from the state Department of Natural Resources to reduce the levels of copper and lead in the water. At Waupun Correctional Institution, a top union official said the management has done little to alert staff to the high levels of lead at the prison, which violated the federal Safe Drinking Water Act in 2014 and, as of September, continued to see high levels of lead in some water samples. Corrections officials say they have added water treatment and other fixes to bring down lead and copper levels, contamination that is caused by corrosion from aging plumbing.



This week's Discover Wisconsin column highlights Marshfield and Wisconsin Rapids, two unique towns in Central Wisconsin that offer plenty to do on and off the water (or wheels, for that matter).

In his State Capitol Newsletter, WNA columnist Matt Pommer examines the future prospects of U.S. House Speaker Paul Ryan of Janesville.

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 the complex process for calculating Wisconsin's state income tax.

'Wisconsin Faces' files available to download

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.

In order to commemorate that accomplishment and pay tribute to the fallen Wisconsin Vietnam veterans, the WNA—in partnership 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.

The 35-page section, which is designed to allow for personalization, includes stories highlighting the efforts to find the images and space made available for advertising opportunities.

Members can access PDF and Quark files of the special section, along with featured photos included in the tab and copyright releases, by clicking on the following link: bit.ly/WNA-FacesTab

An example of the Pioneer's sales flyer can be found here: <https://www.dropbox.com/s/88zaqo136juprm3/Wisconsin%20Faces%20Flyer%202016.pdf?dl=0>

Photos of the soldiers, which can be sorted by city or county by using the Advanced Search tab, can be accessed at <http://www.vvmf.org/Wall-of-Faces/>.



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.

Questions regarding the project can be directed to WNA Member Services Director Julia Hunter at 608-283-7622 or Julia.Hunter@wnanews.com.

Analysis: Wisconsin papers cover real news

FiveThirtyEight finds local events trump Trump on front pages

Joshua Darr
FiveThirtyEight Contributor

"This analysis shows that local media seem to be covering Trump as they would other candidates, and are staying true to their primary purpose: reporting on local events of interest."

Before the effects of a coffee- and election night pizza-induced coma wore off for most Wisconsin reporters, the national media had moved along to the next presidential primary in New York.

But even while the circus was in town, Wisconsin newspapers kept the focus on what mattered most in their communities.

FiveThirtyEight, the renowned statistics, poll and political analysis website founded by Nate Silver, published a review on April 5 of Wisconsin newspaper front pages leading up to primary day.

The result? Local news outshone coverage of GOP frontrunner Donald Trump, who has by far received more "free media" on the national level than any other presidential candidate.

The analysis was conducted by Joshua Darr, an assistant professor of political communication in the Manship School of Mass Communication and the Department of Political Science at Louisiana State University. Darr's profile on FiveThirtyEight

said his "research focuses on campaign strategy."

"In the runup to today's (April 5) Republican primary in Wisconsin, the front pages of the state's local newspapers showed few signs of the hand-wringing currently consuming the national media — a 'reckoning' about campaign coverage caused by Trump's disproportionate share of televised attention and the accusation that the media created his candidacy," Darr wrote.

Darr noted local stories

often received more front-page play than Trump did on the same days, listing examples from the Stevens Point Journal, The Gazette in Janesville and the Journal Sentinel in Milwaukee that included UW-Stevens Point hockey, high school violinists and the Mitchell Park Domes, respectively.

In addition to the Stevens Point Journal, Gazette and Journal Sentinel, Darr's analysis utilized front pages from March 21 through April 4 in the Beaver Dam Daily Citizen, Baraboo News Republic, Daily Tribune (Wisconsin Rapids), Green Bay Press Gazette, Herald Times Reporter (Manitowoc), Marshfield News-Herald, Oshkosh Northwestern, Post-Crescent (Appleton), Portage Daily Register, Sheboygan Press, The Reporter (Fond Du Lac), Wausau Daily Herald, and Wisconsin State Journal (Madison).

"This analysis shows that local media seem to be covering Trump as they would other candidates, and are staying true to their primary purpose: reporting on local events of interest," Darr concluded.

To read Darr's full analysis, visit <http://fivethirtyeight.com/features/wisconsins-local-media-arent-as-trump-obsessed-as-national-outlets/>.

Member News

Recording rift ends Milton board meeting

School board 'uncomfortable' with citizen using camera

A Milton Board of Education meeting ended abruptly on Monday following a bizarre exchange between members of the board and a resident who was filming the meeting.

According to accounts by The Gazette in Janesville and The Milton Courier, the problems began before the meeting had even started as Milton resident Lance Fena set up a video camera.

The Gazette reported Milton School District Superintendent Tim Schigur told Fena he couldn't record the meeting. Fena invoked Wis. Stat. § 19.90 of the Open Meetings Law, which says, "Whenever a governmental body holds a meeting in open session, the body shall make a reasonable effort to accommodate any person desiring to record, film or photograph the meeting. This section does not permit recording, filming or photographing such a meeting in a manner that interferes with the conduct of the meeting or the rights of the participants."

After a brief delay, the meeting began with a warning from

Milton Courier
"Our View" Editorial

"The district resident was well within his rights to video record an open meeting of elected public officials, and the board failed to meet its statutory obligations when it chose to end the meeting early."

board President Jon Cruzan notifying audience members the meeting was being recorded.

The Milton Courier said school board member Rob Roy spoke up about a half-hour into the meeting to say he was uncomfortable about being recorded. Roy also referenced the Open Meetings Law in his opposition to the recording.

"As I read that statute," Roy

said, "that would mean that it's going to affect my conduct here at the meeting, so I think that the recorder needs to be turned off."

When questioned about the desire to tape the meeting, Fena said he felt the board's minutes were "incomplete or nonexistent" and he wanted to have his own copy of what happened at the meetings, according to The Courier.

Board member Shelly Crull-Henke made a motion to adjourn following a back-and-forth discussion between the board and Fena. When Fena again refused to turn off the camera, the board adjourned immediately.

The Milton Courier blasted the board in an editorial for the latest in a series of perceived missteps surrounding efforts to move forward with a building referendum for new school facilities.

"This latest flub of not allowing a district resident to videotape an open meeting goes too far," The Courier's editorial stated. "The district resident was well within his rights to video record an open meeting of elected public officials, and the board failed to meet its statutory obligations when it chose to end the meeting early."

Student First Amendment contest deadline is April 30

The Madison chapter of the Society of Professional Journalists is sponsoring a high school and college publication contest to promote the First Amendment.

The contest, among Wisconsin high school and college newspapers, is aimed at building awareness of the First Amendment and protecting the freedoms of citizens, a major tenet of the Society of Professional Journalists organization.

The John Patrick Hunter First Amendment Award for Student Journalists seeks opinion or editorial columns and stories that emphasize issues surrounding the First Amendment.

The contest will end on April 30 and is open to the publication of stories and opinion columns related to the First Amendment freedoms of the press, religion, speech, right of assembly and right for citizens to petition their government.

Any items published between Sept. 1, 2015 and April 30, 2016 written about the importance of the First Amendment are eligible. Entries can be submitted any time before April 30 by email to spjmadisononline@gmail.com.

Mark Pitsch, president of the Madison SPJ chapter, said



it's critical in a representative democracy for people to understand the importance of the First Amendment and for young journalists to understand their rights and the rights of their fellow citizens.

Recent reports suggesting that some young people increasingly favor press and First Amendment restrictions are particularly alarming, he said.

For example, in December 2015, 50 Yale University students signed a petition calling for the elimination of the First Amendment. In November, at the University of Missouri, students and a journalism professor attempted to block a photographer from taking pictures of a protest on campus. Students yelled, "Hey hey, ho ho, reporters have got to go." That incident set off a debate over freedom of expression on college campuses, including a review by the University of Wisconsin System Board of

Regents of speech on campus.

The contest is named for John Patrick Hunter, a former Capital Times reporter, who on July 4, 1951 found 111 Madison residents who refused to sign a typed copy of the Declaration of Independence and the Bill of Rights at a local park where people were celebrating the holiday. Many people said they were afraid to sign Hunter's petition because they feared repercussions. Only one person signed it. The time was during the anti-communist campaign by then-Sen. Joseph McCarthy of Wisconsin. Hunter drew praise from President Harry Truman and others.

"Naming this award for John Patrick Hunter, who spent his entire career in journalism defending and using our country's First Amendment rights, is most fitting," said David Zweifel, editor emeritus of the Capital Times. "John believed strongly not just in its guarantee of a free press, but in the protection of free speech, freedom of religion, the right of the people to peaceably assemble and the right to petition our government. He not only considered the First Amendment the cornerstone of American democracy, but he made use of it to keep the people informed."

About The Bulletin

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

Contact

34 Schroeder Court #220, Madison, WI 53711
Phone: 608-283-7620
Toll Free: 800-261-4242
Fax: (608) 283-7631
Office Hours: Monday-Friday, 8 a.m.-5 p.m.

WNA Staff

Executive Director

Beth Bennett | 608-283-7621
Beth.Bennett@wnanews.com

Member Services Director

Julia Hunter | 608-283-7622
Julia.Hunter@wnanews.com

Communications Director

James Debilzen | 608-283-7623
James.Debilzen@wnanews.com

Media Services Director

Denise Guttery | 608-283-7630
Denise.Guttery@wnanews.com

News Tracker Team Leader

Dianne Campbell | 608-283-7625
Dianne.Campbell@wnanews.com

Search Technician

Ruzica Dzanic | 608-283-7626
Ruzica.Dzanic@wnanews.com

WNA Office Coordinator

Daryl Blumer | 608-283-7620
Daryl.Blumer@wnanews.com

Sales and Marketing Director

Susan Patterson Plank
800-227-7636 ext. 140
spattersonplank@cnaads.com

Board of Directors

President

Brian Thomsen
Publisher, Valdars Journal

First Vice President

John Ingebritsen
Regional Publisher
Morris Newspapers, Lancaster

Director

John Humenik
President and Publisher
Wisconsin State Journal

Second Vice President

Sidney "Skip" Bliss
Publisher
The Gazette, Janesville

Director

Scott Johnson
President and Publisher
Green Bay Press-Gazette and PG Media

Third Vice President

Paul Seeling
Publisher
Woodville Leader

Director

Steve Lyles
Publisher
Journal Communications, Inc.

Secretary

Heather Rogge
Publisher
Daily News, West Bend

Director

Jeff Patterson
President/Publisher
APG Media of Wisconsin

Treasurer

Gregg Walker
Publisher
The Lakeland Times, Minocqua

Director

Patrick Reilly
Publisher
Dodgeville Chronicle

Past President

Carol O'Leary
Publisher
The Star News, Medford

Director

Kris O'Leary
Publisher
The Tribune-Phonograph, Abbotsford

Director

Kevin Clifford
Associate Publisher
Watertown Daily Times

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.

Member News

News Briefs

Dreps receiving Watchdog Award on Wednesday

MADISON – Attorney Robert J. Dreps, a champion of open government who has represented news organizations in groundbreaking cases for three decades, will receive the 2016 Distinguished Wisconsin Watchdog Award during an April 20 ceremony at the Madison Club.

Dreps, who in February was inducted into the Wisconsin Newspaper Hall of Fame, is retiring from full-time practice at the Madison office of Godfrey & Kahn.



Robert Dreps

The award is a highlight of the sixth annual Wisconsin Watchdog Awards reception and dinner, presented jointly by the Wisconsin Center for Investigative Journalism, the Wisconsin Freedom of Information Council and the Madison Pro Chapter of the Society of Professional Journalists. [Read more.](#)

Sauk Co. withholding records sought by newspaper

BARABOO – County government officials will not release records involving the search for a new Sauk County administrative coordinator. The documents—sought by the Baraboo News Republic under an open records request—contain the results of a survey of people who met with finalists for the position.

In a letter to the newspaper, Sauk County Personnel Director Michelle Posewitz said releasing the documents could harm individuals' reputations and damage the county's ability to receive candid feedback regarding candidates in the future.

The Sauk County Board hired a private consultant to facilitate the recruitment process for a new executive after former Sauk County Administrative Coordinator Kathy Schauf departed last year. In February, the firm had whittled a pool of applicants down to six finalists, who were then presented to the Sauk County Board's Executive and Legislative Committee for consideration.

The county hosted an invitation-only event during which local stakeholders—such as county supervisors public officials from other local governments—met with the candidates face to face. Those who attended were asked to provide feedback regarding the finalists through an online survey.

The five-member Executive and Legislative Committee interviewed each candidate during meetings that were closed to the public and later narrowed the field to three finalists. The committee eventually selected Minnesota attorney Renae Fry as the next administrative coordinator.

That selection was presented to the full 31-member Sauk County Board last month, and was confirmed on a 27-2 vote, despite strong objections from several supervisors about the hiring process.

Released records yield few answers for Leader

SIREN – The Inter-County Leader in Frederick has received a response to an open records request to the Siren School District relating to the school board's actions on Feb. 10 asking for the resignation of board member Jim Kopecky and then censuring him.

The response to that request, received on March 23, included a large amount of information on Kopecky relating to his time as a Siren school teacher through May 2014 but no documents after April 24, 2015. But there is nothing in the records the Leader received that indicate why the school board called its special meeting and initiated its actions on Feb. 10.

On Feb. 10, the school board held a special meeting and immediately went into closed session. When the board returned to open session, a motion was made asking board member Jim Kopecky to resign. After Kopecky said he would not resign, a second motion was made to censure Kopecky. Both motions carried by a vote of six to one, with Kopecky voting against each.

Jim Kopecky was a Siren school teacher for 21 years. He retired as a teacher in an agreement signed by him and the district in mid May 2014. Kopecky was elected to the Siren school board in April 2015.

DOJ launches crime data dashboards

Attorney General Brad Schimel has announced the launch of the Wisconsin Department of Justice's online data dashboards, the first step in replacing an outdated website and making criminal justice data more accessible to the public.

"Good government relies on transparency and openness and I'm excited to give our partners in law enforcement, members of the media, and all Wisconsinites a new window into our state's crime data," Schimel said in a press release. "This is the first step in an ongoing DOJ initiative to provide crime data to the public in an easily-digestible and user-friend-

ly manner."

The Wisconsin Department of Justice's Bureau of Justice Information and Analysis (BJIA) has worked diligently to develop the new, interactive grant-funded dashboards, which provide the ability to view offense and arrest data sorted by crime type, time period, and geography, including statewide, by county and by agency. The dashboard and underlying data files can also be downloaded for further analysis.

Additional data and new dashboards will be added to the BJIA page of the DOJ website in the coming months, including a break-

down of arrests by race, gender, and age, expanded sexual assault and homicide data, crime rates and other additional details based on the Uniform Crime Reporting (UCR) data. The data will be refreshed monthly because crime data are dynamic, and dashboards better capture the changing nature of the data as compared to static reports. Currently, data for the years 2010-2014 are available through the dashboards.

To view the dashboards or to contact the Bureau of Justice Information and Analysis, visit <https://www.doj.state.wi.us/dles/bureau-justice-information-and-analysis>.

WNA-Sponsored Training

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 af-

ter 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/>

Creating Focus on Enterprise News: Best practices for digging deeper

Thursday, May 19 | 1-2 p.m.: Presented in partnership with GateHouse Media. The Medford Mail Tribune's recent participation in GateHouse's Better Journalism Project revealed several best practices for consistently creating enterprise news, as well as developing a highly visible campaign for readers. In this session, learn how to plan for, execute and promote enterprise journalism on a weekly basis. Register here: <http://www.onlinemediacampus.com/2016/04/enterprise-news/>

ALERT

Continued from front page

Rep. Kremer's request to the chairs of the Joint Legislative Council, Rep. Joan Ballweg, R-Markesan, and Sen. Mary Lazich, R-New Berlin.

Contacts by WNA members, to the members of the Joint Legislative Council are needed to derail Rep. Kremer's request for a Legislative Council study on this matter.

The WNA has worked diligently and successfully with the Wisconsin Department of Administration and members of the Legislature

More Info >>

A listing of members of the Joint Legislative Council can be found online at <http://docs.legis.wisconsin.gov/2015/committees/joint/1387>

to pass updates to Chapter 985 that reflect "new technologies." As recently as 2012 the legislature passed Chapter 985 reforms that included in part the adoption of the WNA Public Notice Website as the official online site for all Wisconsin public

notice placement; as well as, the adoption of a standard public notice type face that has resulted in cost savings to state and local units of government statewide.

The WNA encourages each member to make contacts on this matter to the members of the Legislative Council Committee.

The Ask: That the members of the Joint Legislative Council vote NO on Rep. Kremer's request for a Council Study on Chapter 985. Considering the recent updates made to Chapter 985 and the expanded use of Wisconsinpublicnotice.org, a study is not needed and a waste of limited resources.

Industry News

Among Friends

The Press, Ashwaubenon

In a race which pitted two longtime Ashwaubenon community and business leaders against one another, newspaper publisher and incumbent **Michael Aubinger** defeated challenger Mark Williams to retain his position as village president of Ashwaubenon. An unofficial election summary from the office of the Brown County Clerk shows Williams received 2,434 votes. Aubinger, owner of Aubinger Communications, publisher of The Press newspaper of Ashwaubenon, Howard, Suamico, Hobart and their respective school districts, has served on the board since 2010. Aubinger received 3,800 votes and will enter a third term serving as village president.

-30-

Elizabeth Jane (Trippel) Satran, 87, died March 20, 2016, at Oakwood Village, Madison, where she had been a resident for several years. She was the wife of the late Daniel Satran Sr., who had been a newspaper publisher and editor in Eagle River and a writer in Algoma, and who was widely known and respected throughout the state. While in Eagle River, she was actively involved in the Walter E. Olson Memorial Library, a member of the board of directors. She was a proofreader at the Algoma Record Herald while her husband was an editor and writer there. A memorial service will be Saturday, April 16, at 11:30 a.m. in the Oakwood chapel, 6201 Mineral Point Road, Madison.

SHARE YOUR NEWS IN THE BULLETIN

- Staff changes
- Celebrations
- Your success stories

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

WNA Online

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

WNA Wisconsin Newspaper Association shared Poynter's post. 19 hrs · 🌐

Poynter 21 hrs · 🌐

"But the 'best' jobs sound like my idea of hell."



Is 'newspaper reporter' the worst job around? Journalists beg to differ

As a former newspaper reporter and someone who speaks to current newspaper reporters daily, this annual kick-in-the-pants career report is always disheartening....

POYNTER.ORG

2 Likes

➔ Share

Don't miss out on the conversation:

Click the icons to reach our social media pages and engage with us!



Brave Software put on notice for ad substitutions

Seventeen member companies of the Newspaper Association of America sent a letter to Brave Software, Inc. notifying the company that its well-publicized plan to replace publishers' ads on the publishers' own websites and mobile applications with Brave's own advertising is blatantly illegal. The signatories of the letter represent more than 1,200 newspapers in the United States. Brave Software has announced that it intends to launch a browser and mobile applications that will display publishers' content but replace publishers' advertising with advertising that Brave sells for its own profit. The company has indicated that

publishers should find this approach acceptable because Brave will give publishers a certain percentage of the revenue from ads it sells for profit and will permit customers of Brave to make Bitcoin donations to publishers. "Brave's proposed business model crosses legal and ethical boundaries, and should be viewed as illegal and deceptive by the courts, consumers and those who value the creation of content," said NAA CEO, David Chavern. The publishers' letter states, "Our sites and mobile applications provide news reporting, photojournalism, video content and feature writing that is researched, reported, edited and pro-

duced an extraordinary cost. Our industry spends more than \$5 billion per year on reporting in the United States alone. We distribute that reporting online for free or at highly subsidized rates, in no small part due to revenue from online ads." "Brave should feel free to create its own content on its own platforms," said David Chavern, "but it cannot illegally launch its own advertising business on the backs of our journalists, editors, technologists and other staff." The letter outlines ways in which Brave's business model violate publishers' rights to protect their trademarks and copyrighted content, and the remedies for such violations.

NAA: Overtime rules would harm employees

By **David Chavern**
President & CEO, Newspaper Association of America

In June, the Department of Labor (DOL) proposed increasing the salaries test used to determine if an employee is eligible for overtime from the current threshold of \$23,660 to \$50,440 annually. This means that employees - such



David Chavern

as managers, supervisors and other professionals who are exempt under the Federal Labor Standards Act - would need their annual salaries elevated to \$50,440 or be treated as hourly employees that are eligible for overtime. This proposal, which more than doubles the current standard, would set the salary threshold at a level that is nearly \$10,000 and \$15,000 higher than what is mandated by the state laws in California and New York - states where the cost-of-living is relatively high compared to the rest of the country. What works in New York City or San Francisco doesn't necessarily work in Rapid City, South Dakota or Ames, Iowa.

Let me be clear, the current salaries test - which hasn't changed since 2004 - should be increased. But, addressing a decade of inaction with an immediate 113 percent increase in the salary threshold will result in unintended consequences that will ultimately hurt current

Talking Points >>

The Newspaper Association of America has developed talking points for the industry based on this issue, which can be found [here](#). In summary:

- NAA supports a more reasonable increase
- Rule would exacerbate painful contraction in the newspaper industry
- Cuts in the newsroom would hurt existing employees
- Cuts in the newsroom would hurt the public interest
- DOL's proposal doesn't recognize regional cost-of-living differences
- DOL used unprecedented methodology

employees.

A recent survey of NAA member newspapers found that the newspaper industry would have to spend more than \$130 million annually to raise the salaries of exempt employees.

Such a drastic and sudden increase in the salary threshold also would significantly and unfavorably impact our local retail advertising customers. According to the National Retail Federation, retailers would experience a \$745 million impact with more than two million employees affected.

Given the well-documented financial challenges of our industry, many newspapers

will not be able to meet the new standard. According to the NAA survey, most newspapers said that they would either have to replace full-time employees with those working part-time or convert current exempt employees to an hourly wage. The unintended consequence of the proposed rule is that employees would see a reduction in benefits and workplace flexibility and would be required to fill out timesheets. This is particularly challenging for journalists who need flexibility to cover news stories in their communities that are not constrained by timetables. No journalist wants to be pulled back from a story. The potential impact on local journalism is real. According to the aforementioned survey, 46 percent of the newspapers surveyed said that the proposed salary requirements would force cuts to newsroom staff. If this becomes a reality, it would reduce the journalistic resources needed to keep local communities informed.

A change to current salary threshold is welcomed and supported if it can, in fact, sustainably meet the needs of both the employees and businesses. A rule that is reasonable will encourage businesses to raise salary levels. But a rule that goes too far, too fast, will simply force businesses to restructure operations to avoid unsustainable costs. This will hurt existing employees.

Congress should encourage the Obama Administration to recalibrate this rule into one that is practicable, particularly in light of continued headwinds in our nation's economy.

Columnists

Kevin Slimp is a favorite speaker and trainer in the newspaper industry. For archives, visit <http://www.kevinlimp.com/> or email kevin@kevinlimp.com.

Making things right

The past four weeks have been a blur. I remember driving along a beach in Florida, using a snow shovel for the first time during a blizzard in Minnesota, eating pizza with old friends in Des Moines and standing in front of audiences in both Rochester and Saratoga Springs, N.Y.

As blurry as the weeks seem, there are several moments that were memorable. At one newspaper in Florida, the plan changed from leading classes to gathering the entire staff together for several hours of brainstorming, changing the editorial and design workflow in the process.

While at the offices of Coastal Breeze News in Marco Island, Fla., I had the chance to meet Gary Elliot. Gary has been everything from president of the chamber of commerce to board member of the island's Realtors association. Val Simon, publisher, invited local writers and advertisers to stop by and meet me while I was at the newspa-

Tech News



KEVIN SLIMP

per, and Gary took her up on the offer.

As we visited, Gary took the opportunity to share why Coastal Breeze News is so popular in a town with three newspapers.

"People want local news," Gary told me. "The big daily doesn't carry local news like the [Coastal] Breeze. People who live here pick up this paper, see the faces of the writers and say, 'I know him' or 'I know her.' It makes a real difference. That's why people love this newspaper, and that's why advertisers want their ads in this paper."

The following week, I found myself in Des Moines, Iowa, speaking at one of my favorite conferences. Imagine my surprise as the group kept growing to the point where we had to add seats. We even had a full

house for the early Saturday session.

What seemed to interest attendees the most? Improving the quality of their papers. I didn't hear any talk of reducing staff sizes or cutting costs.

This group seemed to know the secret: Improving quality. Quality of design. Quality of writing. Quality of service.

Do you want to increase readers, advertisers and profitability? The first and most important step is improving quality.

The year 2015 was the "year of blizzards" in my life, but I dodged the weather bullet in 2016 ... or so I thought. In Kasson, Minn., my next stop after Des Moines, I woke up to find my car buried under a mound of snow.

We almost cancelled the trip

due to the approaching weather. We agreed at the last moment I would board the flight in Knoxville and head to Minnesota, arriving just before the storm.

We spent three days running press tests, holding classes and discussing workflow. I love it when a staff wants to learn. The group in Kasson asked me to stay late each day so we could look at their individual workstations, find solutions to technical problems and discuss hardware upgrades and improvements.

Imagine my thrill a week later, when I heard from one of my new Kasson friends.

"Everyone is singing your praises," she began. Apparently the press called to report the printing quality of their newspaper had improved drastically.

"They said the pictures are crisp, the dot gain is perfect and the color settings are right on target."

Borrowing an old line from Ford, "Quality" really "is job one." Reduce quality, and the result is fewer readers. Reduce readers, and the result is fewer advertisers. Reduce advertisers, and the result is fewer pages. Reduce pages, and the result is even fewer readers. It's a never-ending cycle.

Finally, there was The Empire State. I made stops in New York

to speak at two newspaper conferences over the past eight days.

In Rochester, I spoke to the entire group about my latest research. Afterwards, one publisher after another stopped me to tell me how the research mirrors what is happening at their own papers. The key, most everyone seems to agree, is improving, not cutting.

A few days later, in Saratoga Springs, I led eight classes for editors, designers and others. Between each class, I found publishers waiting in the lobby, wanting to ask my advice about where they should take their papers. Some were from tiny papers. Some owned large groups.

In my travels, I was also able to meet with an industry executive from a major group in Europe and a newspaper industry leader in Canada. Both talked to me about the danger of ever-growing groups of national corporations buying their papers and stripping them down.

Want your newspaper to grow? Resist the short-term fixes, and look toward the long-term. Quality is what matters. Content is what matters. Service is what matters. Cut those, and you can be sure you will cut readers.

TECNAVIA Celebrating 40 Years Experience (1975-2015) **NEWSMEMORY Bluebird**

2-in-ONE APP

ONE PARTNER FOR 360° OF SERVICE

Metered Paywall | Single Sign-On | e-Tear | e-Archive
Native Apps | e-Clipping | Advanced Marketplace | e-Commerce

more than an e-edition, **new** and **advanced products** to meet all your needs!



RESPONSIVE WEB DESIGN



Reshape your news!

NEWSMEMORY

WWW.TECNAVIA.COM - info@tecnavia.com - call. 866.311.2538

Ed Henninger is an independent newspaper consultant and director of Henninger Consulting, offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.

Visit www.henningerconsulting.com/ or email edh@henningerconsulting.com

Think different

"THINK DIFFERENT." It was a slogan developed in 1997 by the advertising agency working with Apple Computer, Inc. (now just Apple).

Apple dropped the slogan in 2002 when it shifted to a new advertising approach. But the slogan worked well then.

Apply that slogan to news design today and it still works.

We have to think different about news design—or risk having no design at all.

Here are some particulars: **SOME THINK** design is about creativity. It's not. It's about using our creative skills to design packages that attract readers—and make sense to them.

SOME THINK design is about typography. It's not. It's about using text type that's highly legible in a format that's highly readable. It's about using display typography that's clear, classic and

Design for Readers



ED HENNINGER

Focus on Education

Someone thought this was creative. Nope...it's just bad design.

straightforward. It's about using type to communicate, not to "prettify."

SOME THINK design is about scattering odd column widths throughout the newspaper, on some pages using a different text width in all four stories on a page. It's not. It's about using a text width that works well throughout the entire newspaper, giving readers a stronger sense of structure.

SOME THINK design is about giving readers something new in every issue. It's not. It's about giving readers a sense of consistency, taking special care to anchor content where readers are used to find-

ing it.

SOME THINK design is about creating new labels, new logos, new standing elements. It's not. It's about creating a format for standing elements that will last for the long term—and then fitting any new standing elements to that format.

SOME THINK design is about putting more things on the page. It's not. It's about taking things away.

To create newspapers that work better for our readers, we need to take a closer look at how our design is—or isn't—working.

We need to think different.

**SHARE YOUR NEWS
IN THE BULLETIN**

**Staff changes, promotions
Celebrations, milestones
Your success stories**

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

Free Member Exchange

Help Wanted

ADVERTISING SALES REPRESENTATIVE - The Tomahawk Leader, a family-owned weekly in the beautiful Northwoods of Wisconsin, is seeking a full-time advertising sales representative. Comes with an established account list with lots of room for growth. Help businesses and organizations reach and motivate customers through newspaper/print and online advertising opportunities. Work out of our Tomahawk office with some weekday travel to neighboring communities. Sales/marketing experience desired and compensated. Job is deadline driven. Must be able to multi-task multiple projects. Good math and organizational skills. We offer a base salary, plus commissions, travel expenses, bonuses/incentives ensuring hard work is rewarded. Simple IRA employer match and dental plan options available. Family atmosphere. Our work setting is relaxed yet energetic. New ideas encouraged. Send cover letter, resume and references to kathy@tomahawkleader.com or Tomahawk Leader, P.O. Box 345, Tomahawk, WI 54487. (0510)

REPORTER - CNI/NOW Newspapers, located in Waukesha, Wisconsin is accepting resumes and work samples for a full-time Reporting position. We plan to fill this position with an energetic journalist with solid reporting and writing skills who can produce quality copy. The ability to meet deadlines is critical. This general assignment role includes city government, school district, police and fire, human-interest features, issues and trends, and occasional project reporting with other duties as assigned. Bachelor's degree, preferably in Journalism, newspaper experience, including college programs, preferred. Must be able to communicate and work effectively with internal and external customers, staff and supervisor. Must have demonstrated writing and reporting skills. Skills in photography, video, audio and social media (especially Twitter and Facebook) helpful. Due to the creative nature of this position, work samples are required to be considered for this role. Please include either your

website where samples can be viewed or attach a document to your profile (you will be prompted to do this). Mailed submissions are not accepted and cannot be returned. Apply to: sue.sattler@jmg.com (0504)

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

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@inanews.com

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

Submit your resume

If you are seeking work in the Wisconsin newspaper industry and would like to have your resume included, please:

- E-mail your name, the type of position you're seeking (i.e., editorial, advertising, business, etc.), and your resume in PDF (preferred) or Microsoft Word.
- Include "Resume" in the subject line of your e-mail.

Your resume will remain online for up to three months, unless you request removal sooner.

The Wisconsin Newspaper Association reserves the right to decline resumes, and is not responsible for inaccurate resume information sent by applicants.

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)

Seeking Work

Posted April 2016

[Chris Walker](#) - Opinion writer

[Arnie Tucker](#) - Copy editor

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.



Finding the news **you** need.



Save time. Get better results. Delivered to your inbox.

www.yournewstracker.com