

THE Bulletin

May 12, 2016

News and information for the Wisconsin newspaper industry

Appeals court rules on DPPA

Full accident reports can be released

BY JULIA HUNTER
Member Services Director

Journalists facing redaction roadblocks as the result of the Driver's Privacy Protection Act can now expect to see far fewer blacked-out reports.

The Court of Appeals on Tuesday released a [30-page opinion](#) in the case of *New Richmond News vs. City of New Richmond*, ruling that DPPA does not apply to accident reports and only applies to incident reports in what's expected to be a very rare number of occurrences.

The court stated that when personal information is not originally obtained—only verified—using the DMV database, the DPPA does not apply and records can be released without redaction.

"When you think about it, how often does a police report contain a name that the police learned only from the DMV?" said Bob Dreps, an attorney for the Wisconsin Newspaper Association. "That would be when they call in a license plate and that's all they have. In every other circumstance, they're merely verifying."

For the past several years, problems have emerged in Wis-

consin over differing interpretations of how the DPPA should affect access to records.

The federal Act was passed in 1994 to protect disclosure of personal information, but never affected the release of information gathered in police reports until recent years. Police departments across the state reacted to a 2010 case from the village of Palatine, Ill., during which a resident sued the village because his personal information was included on a

parking ticket officers had left on his windshield. In theory, it exposed the village to \$80 million in penalties—\$2,500 to every person who got a ticket

since DPPA passed.

The case was eventually thrown out by the district court—a ruling that was upheld upon appeal—but it sparked concern among lawyers for the League of Wisconsin Municipalities and its insurance company.

In June 2014, when nearly 80 municipalities were following the black-out interpretation, the WNA reached an interim compromise with the League. The non-binding agreement allowed for release of full reports as long as the requester used an agreed-upon form indicating who they were and verifying that the use of information was related to public safety.

While largely successful, some holdouts remained. The

'We conclude the police department was permitted to release unredacted copies of the accident reports requested by the Newspaper, pursuant to the DPPA exception allowing disclosures specifically authorized under state law ...'

NEW RICHMOND NEWS V. CITY OF NEW RICHMOND

Wisconsin Court of Appeals



Bob Dreps

See DPPA, Page 5

Last chance to review listings

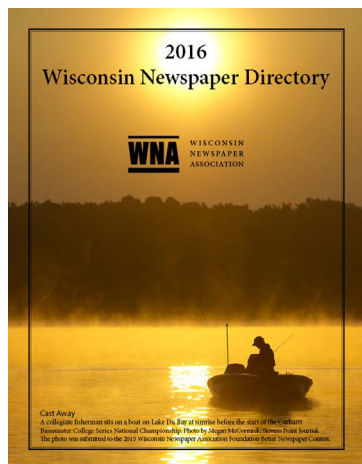
WNA directory corrections due by 5 p.m. Monday

A draft copy of the 2016 Wisconsin Newspaper Directory was sent by email on Wednesday to editors and publishers statewide for final review ahead of the directory's planned release late next week.

WNA Members are asked to review the listings for their newspapers and to report any corrections to Communications Director James Debilzen by 5 p.m. on Monday. He can be reached at james.debilzen@wnanews.com or 608-283-7623.

The directory includes newspaper listings by city and county; circulation and readership figures; contact information; Wisconsin newspaper groups; Wisconsin College Media Association members; newspaper industry resources and more.

The editing process involves an extensive review of our membership database, relying on responses to the Newspaper Information Forms publishers received earlier this year, double-checking



mastheads and statements of ownership, etc.

The completed directory will be made available to WNA members as a downloadable PDF on our website. Links and password information will be provided to members by email.

Non-members can purchase the directory for \$65.

This year's Wisconsin Newspaper Directory cover features a photo of a collegiate fisherman on a boat on Lake Du Bay at sunrise. The photo was taken by Megan McCormick for the Stevens Point Journal and received third place in the 2015 WNA Better Newspaper Contest's "General News Photo" category.

We Are the WNA



Submitted photo

Pictured from left are Tami Conlon, Todd Sharp, Brandon Jacobs, Wendy Long, Jonathan Bailey, Lisa Lingafelt, Aaron Becker, Tim Lyke, Steve Wendt, Heather Shaver and Ian Stepleton.

Meet the Ripon Commonwealth Press

Editor's Note: This week, The Bulletin begins "We Are the WNA," a new feature to highlight the WNA's member newspapers. Look for this feature to appear on a regular basis. Enjoy!

Name of Newspaper: Ripon Commonwealth Press

Year Founded: 1864

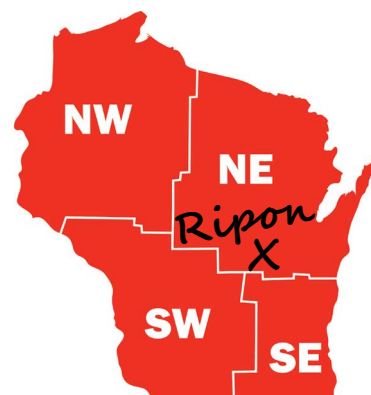
Coverage Area: Portions of Fond du Lac and Green Lake counties

Owner or Parent Company: Lyke Corp. dba "Ripon Printers"

Publisher: Tim Lyke

Editor: Ian Stepleton

Circulation: 2,800



Publication Schedule: Wednesday afternoons

Number of Employees: 9

What do you see as the main

role for the newspaper in your community? Wage war on indifference.

What are your newspaper's biggest strengths? Accurate, fair, aggressive, engaged, interesting, well-written, innovative, enterprising, courageous, effective.

What are your newspaper's biggest challenges?

■ People becoming increasingly insular or tuned in to like-minded news sources.

■ Some chain newspapers publishing on the cheap and

See RIPON, Page 3

Member News

Still time to register for MPI's watchdog journalism seminar

Journalists have nine days left to register for Mid-America Press Institute's Watchdog Journalism seminar Tuesday, May 24, at the Milwaukee Journal Sentinel.

Led by Investigative Reporters & Editors Training Director Alex Richards, the one-day seminar will run from 9:30 a.m. to 3 p.m. Registration is \$25 and includes lunch. To register, email MPI Executive Director John Ryan at jmryan@eiu.edu.

The Wisconsin Newspaper Association and the Milwaukee Journal Sentinel are co-sponsoring the seminar.

Richards will lead sessions on using the web and social media to assist in investigative



Alex Richards



Ellen Gabler

pieces, digging deeper with data and keeping track of non-profits and charities. Ellen Gabler of the Journal Sentinel will lead a session on FOI and open records.

Joining IRE in December

2014, Richards had been a reporter with the Chicago Tribune, specializing in investigative data journalism. He was a Pulitzer Prize finalist in 2011 and was awarded the Goldsmith and the Scripps Howard Farfel investigative reporting awards, among others, for the Las Vegas Sun series "Do No Harm" with ProPublica's Marshall Allen. More recently, he shared IRE's FOI medal for a series on Chicago's truancy epidemic.

Journal Sentinel sues over 911 calls

The Milwaukee Journal Sentinel and reporter Patrick Marley have sued the Chippewa County sheriff and his department under the open records law to obtain 911 call recordings from the day a police officer fatally shot a woman.

Marley requested the recordings from the April 8 incident at a Walmart on May 3. A Sheriff's Department official responded the next day that

no records would be released until the district attorney's office reached a "disposition" regarding the incident.

According to the suit, filed Tuesday in Chippewa County Circuit Court, the department's answer amounts to a categorical denial, and only the Legislature can designate categories of records that can be legally withheld.

The mere fact an "active investigation" exists has been held by prior court rulings as insufficient reason to deny requested public records, according to the complaint.

The complaint asks that a court order Sheriff James Kowalczyk to release the recordings of any 911 calls related to the incident.

Read the rest of the story here: <http://m.jsonline.com/news/statepolitics/journal-sentinel-sues-chippewa-county-over-911-recordings-b99723711z1-379029701.html>



Patrick Marley

Beloit Daily News reports use of personal emails by school board

Board also self-reports open meetings violation

BELOIT DAILY NEWS — When School District of Beloit board members used alternative email accounts to discuss contentious situations related to their official government roles, they were stretching the spirit, if not the letter, of Wisconsin's Public Records Law.

Extensive use of alternative email accounts came to light when the Beloit Daily News obtained a number of documents relating to board member Shannon Scharmer's falsification of a record

and Scharmer's allegations of inappropriate text messaging to her from former superintendent Steve McNeal. At least three board members in 2013 — Scharmer, Nora Gard and John Acomb — were communicating back and forth via personal or work email accounts rather than using the official district accounts they had been assigned.

In the matter of the falsified document and communications regarding the allegedly inappropriate texts, board members did disclose certain records. But because the district itself has no access to personal or alternative digital storage for board members, there's no way of knowing if all responsive communica-

tions have been disclosed. Likewise, because what was called a "sexist" text was sent between phones, and Scharmer said the texts were destroyed when she dropped her phone in a toilet, any records are not recoverable and have not been disclosed.

Comments contained in emails from alternative accounts suggest the board members intentionally were attempting to stay away from official channels.

OPEN MEETINGS VIOLATION

Meanwhile, in a unanimous vote Tuesday evening, the School District of Beloit Board of Education authorized Superintendent Tom Johnson

to file a petition with the Rock County District Attorney's office self reporting the board violated the open meetings law on Aug. 26, 2014.

The improperly-noticed meeting resulted in a contract between the district and Beloit Health System (BHS) to swap property.

Rock County District Attorney David O'Leary's office will have 20 days to respond. If he determines a violation has occurred, the motion made during the Aug. 26 meeting could be considered void. The petition filed would then go to court, or to the attorney general, to determine whether the contract was indeed illegal.

THE Bulletin

Published weekly by the staff of the Wisconsin Newspaper Association

ADDRESS
34 Schroeder Court
#220
Madison, WI 53711

CONTACT
Phone: 608-283-7620
Toll-Free: 800-261-4242
Fax: 608-283-7631

OFFICE HOURS
Monday
through Friday
8 a.m. to 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

Media Services Director

Denise Guttery | 608-283-7630

Denise.Guttery@wnanews.com

Communications Director

James Debilzen | 608-283-7623

James.Debilzen@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

Office Coordinator

Daryl Blumer | 608-283-7624

Daryl.Blumer@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.

BOARD OF DIRECTORS

President

Brian Thomsen | Publisher

Valders Journal

First Vice President

John Ingebritsen |
Regional Publisher
Morris Newspapers, Lancaster

Second Vice President

Sidney 'Skip' Bliss | Publisher
The Gazette, Janesville

Third Vice President

Paul Seeling | Publisher
Woodville Leader

Secretary

Heather Rogge | Publisher
Daily News, West Bend

Treasurer

Gregg Walker | Publisher
The Lakeland Times, Minocqua

Past President

Carol O'Leary | Publisher
The Star News, Medford

Director

Kevin Clifford | Publisher
Watertown Daily Times

Director

John Humenik |
President & Publisher
Wisconsin State Journal, Madison

Director

Scott Johnson |
President & Publisher
Green Bay Press-Gazette & PG Media

Director

Steve Lyles | Publisher
Journal Communications, Inc.

Director

Kris O'Leary | Publisher
The Tribune-Phonograph,
Abbotsford

Director

Jeff Patterson |
President & Publisher
APG Media of Wisconsin

Director

Patrick Reilly | Publisher
Dodgeville Chronicle

WNA LEGAL HOTLINE

Keep this number handy:
(800) 362-2664

WNA-member editors, reporters and advertising staff may call toll-free to ask an attorney for immediate help when they face challenges to Freedom of Information (FOI) principles.

Ad staff may also use the Hotline when questions arise about the legality of an ad.

Member News

Free Member Content

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



The Wisconsin Center for Investigative Journalism has made available a story reveals the poor safety record of an Iowa frac sand mine that also recently opened a mine in Wisconsin. Pattison Sand Co.'s Iowa mine has been cited 934 times since 2005 by the Mining Safety and Health Administration — the most violations of any industrial sand mine in the United States, according to a data analysis by the Center.

We are offering a 1,350-word story, which was written and reported by Center reporter Haley Henschel and Bridgit Bowden, Wisconsin Public Radio's Mike Simonson Memorial Investigative Reporting Fellow, who is embedded in the Center's newsroom during her fellowship.



This week's Discover Wisconsin column highlights the state's island destinations, courtesy of Wisconsin's 800 miles of coastline that surround our western, northern and eastern borders.



WISTAX Facts discusses how Wisconsin government has fewer employees than most other states.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines how Donald Trump has scrambled traditional political thinking in Wisconsin, providing challenges for Republican leaders. 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.

—30—

John D. 'Doug' Elliott

John D. "Doug" Elliott, 91, of Iron Mountain, formerly of Lake Geneva, died May 8, 2016, in Norway, Mich., at Evergreen Meadows Memory Care Center.

Elliott was born Aug. 19, 1924, in Oconto Falls, Wis., the eldest son of Howard and Alma (Rifenberg) Elliott. He graduated from Oconto Falls High School in 1942 and from the University of Wisconsin-Madison in 1948. He had a major in journalism and minor emphasis on language in both Spanish and Latin and a minor in political science. He also attended non-credited German language classes at the University of Heidelberg, Germany during the time he served in the Army of Occupation in Germany.



John 'Doug' Elliott

He married Marion Steffen of Evansville, Wis., in Madison on July 14, 1945. She later became a prominent artist in both the Milwaukee, Shorewood and Lake Geneva areas. She died of cancer in Milwaukee on Dec. 28, 1971.

Elliott was a member of Sigma Delta Chi journalism fraternity, and while in college he worked for the UW-Madison student newspaper, the Cardinal. During his time in the Army from 1945-46 he served in Europe as an Army newsman. He wrote for the 3rd Division paper, "The Front Line." He also wrote for Stars and Stripes and DANA, the German/American news agency.

He was editor of the Lake Geneva Regional News from 1948-1961. He then went to Milwaukee's North Shore to be editor of the five weeklies papers and one monthly paper serving Shorewood, Whitefish Bay, Fox Point, River Hills Bayside, Glendale, Brown Deer and Milwaukee's Northeast side. He served as editor there from 1961-1974, when he returned to Lake Geneva to once again serve as editor of the Lake Geneva Regional News. He retired in December of 2011. While serving as editor of the various newspapers, those papers won many state and national awards.

In accordance with Elliott's wishes, there will be no formal funeral services. Condolences to the family may be expressed online at www.ernashfuneralhomes.com.

WNA-Sponsored Training

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/>

Growing Your Online Presence Using Social Media

Thursday, June 2 | 10-11 a.m.: You don't have to be a big newspaper to make social media work for your publication. In this session, learn how Enterprise Publishing Company in Blair, Neb. has used social media to both engage its audiences and entice more community members to read its publications—both online and in print. Associate Publisher Chris Rhoades will share his tips for using social media for a full range of promotional and engagement efforts. Register here: <https://www.regonline.com/Register/Checkin.aspx?EventID=1843992>

How to Market and Sell in Brutally Competitive Environments

Friday, June 3 | 1-2 p.m.: Today's marketplace is simultaneously the best and worst in the history of human civilization. It's the best because untold and unprecedented opportunity awaits savvy and sharp-eyed professionals. It's the worst because there has never before been a market so loud, crowded and full of competing distractions jockeying for your clients' attention. In this presentation, award-winning author Jeff Beals shows you how to unearth what your clients truly value while building trusting, career-long relationships. Register here: <http://www.onlinemediacampus.com/2016/04/brutally-competitive/>

Interactive Tools: Enhance your readers' experience

Thursday, June 9 | 1-2 p.m.: Journalists can tell digital stories with a variety of tools that make the experience more interesting and personal for the reader. This webinar will introduce you to some of these tools, demonstrate why they are effective and explain how to use some of them. Most important, we'll explain the process behind learning a new tool. Register here: <http://www.onlinemediacampus.com/2016/04/storytelling-tools/>



Submitted photo

The Ripon Commonwealth Press has been covering portions of Fond du Lac and Green Lake counties since 1864.

RIPON

Continued from front page

so tarnishing the industry's reputation.

- Lawmakers and local officials unaware or indifferent to the public's right to know.

- The misguided perception that the newspaper industry is dying.

What was your newspaper's biggest accomplishment during the last year? Won WNA's weekly "Newspaper of the Year" award for the fifth

year in a row.

What are the newspaper's top goals during the next 12 months?

- E-edition
- Give less away on website
- Better balance of hard news and features
- Video advertising
- Hike circulation
- Increase sales

Newspaper Address: P.O. Box 6, Ripon, WI 54971

Phone: (920) 748-3017

Website: www.riponpress.com

Email: TimL@Riponprinters.com

Website: www.riponpress.com

Member News



Michael Gouvion photo

Milton Courier office clerk **Judy Lippincott** retired on Wednesday after working 31 years at the newspaper's front desk. Here, Lippincott pages through the news and community happenings of yesteryear that are recorded in the community's weekly newspaper.



Sawyer County Gazette photo

May 1 marked the fifth anniversary for **Sue Johnston** as owner, publisher and editor of the Sawyer County Gazette, a newspaper that has been in print since 1908 when **W.H. Noyes** founded it. Johnston bought the Gazette from **Meredith** and **Nanci Rickert** on May 1, 2011, and produced her first edition of that paper three days later, on May 4. Pictured here are **Joe Kinnear** from Chippewa Valley Bank, **Karl Fee** representing Indianhead Community Action Agency, current owner/publisher **Sue Johnston** and former owners **Nanci Rickert** and the late **Meredith Rickert** back on May 1, 2011.

Among Friends

The Red'n'Green, Berlin

Berlin High School students took home 28 journalism awards from at the Northeast Wisconsin Scholastic Press Association Conference at UW-Oshkosh on April 20. All of the awards were given for the school newspaper, **The Red'n'Green**, which is advised by **Shannon Kuehmichel**.

The Red'n'Green also received Blue Ribbon Honors in the publication division for small-sized schools newspapers published through a journalism class.

The NEWSPA conference is held each spring and brings high school journalists and their advisors to the UW-Oshkosh campus to learn from nearly 50 professionals. This year 324 high school students and advisers attended from 20 schools, and more than 315 first-, second- and third-place honors were awarded to high school journalists at the closing ceremonies.

The 2017 conference will be held on April 26, and will feature a new competition that commemorates the 100th anniversary of the Pulitzer Prizes and encourages students to duplicate in their schools and communities the good writing that the Pulitzers stand for.

Center for Journalism Ethics, Madison

UW-Madison Assistant Professor **Kathleen (Katy) Culver** has been named the director of the Center for Journalism Ethics in the School of Journalism and Mass Communication.

Culver replaces **Robert**

Drechsel, who is retiring after serving as director of the center since 2013.

UW-Madison alumnus **James Burgess**, former publisher of the Wisconsin State Journal, provided the funds to set up an endowment for a journalism ethics professorship and in turn, the development of the center in 2005. The center hosts an annual conference for journalists, students and the public every spring, with the most recent conference focusing on race, ethnicity and media ethics.

River Valley Media Group

The River Valley Media Group's weekly division has expanded the role of one of its editors and added two news editors.

Houston County News editor **Ryan Henry** will also take on editor



Kathleen Culver



Robert Drechsel



Ryan Henry

duties for the Coulee News and the Onalaska Holmen Courier-Life. He takes over for longtime Coulee News and Courier-Life editor **Randy Erickson**, who has moved to cover arts and entertainment and county government for the La Crosse Tribune.

Jackson County Chronicle reporter **Cassandra Colson** and Vernon County Broadcaster news editor **Angie Cina** have been named news editors for all the group's weekly papers. Both will maintain their duties at their respective publications but will increase their roles with the group's eight weekly newspapers.

Henry has spent more than a decade as a reporter, photographer and editor of the Houston County News. A native of La Crescent and La Crescent High School graduate, he has won several Minnesota Newspaper Association awards for writing and photography.

Henry received a mass communications degree from St. Cloud State University in 2004 and began working for Houston County News later that year when it was an independently owned publication.

Colson has worked for the River Valley Media Group since 2009 when she was hired as a reporter at the Jackson County Chronicle. She previously worked as an intern at the Pecatonica Valley Leader, a rural southwestern Wisconsin

weekly that covers Blanchardville, Argyle and Hollandale in Lafayette and Iowa counties.

Colson grew up in Blanchardville and is a 2005 graduate of Pecatonica High School and 2009 graduate of the University of Wisconsin-Madison with a major in journalism. She has received numerous awards from the Wisconsin Newspaper Association for reporting, layout and photography.

Cina also is an award-winning journalist for her photography. She is a native of Viroqua and a member of the Viroqua High School class of 1988, and she graduated from the University of Wisconsin-La Crosse in 1992 with a bachelor of arts degree in mass communications with a minor in Spanish.

She has been at the Vernon County Broadcaster since the fall of 1993, and has been news editor since March of 2003. Cina started her career in community journalism in May 1992 as editor of sister publication the Westby Times, a position she held until September 1993.

The Milton Courier

Sports editor **Michael Gouvion** has been named the next managing editor of The Milton Courier.

Gouvion will take over for **Susan Angell**, who is resigning effective May 20 to pursue a new employment opportunity with the University



Susan Angell

of Wisconsin-Extension. Angell has worked on and off at the Courier since 1991, for a total of 18 years in nearly all the positions the paper has to offer.

Gouvion was hired as sports editor in September 2012 after working for two months at the Edgerton Reporter. He has won awards for both writing and photography from the Wisconsin Newspaper Association and in February was named a WNA Foundation Future Headliner.

He graduated from Wauwatosa East High School in 2008 and the University of Wisconsin-Whitewater in 2012. At UW-Whitewater, Gouvion studied print journalism and minored in Spanish and multimedia.

In other personnel news at The Milton Courier, **Denise Derry** has returned as the advertising representative for the newspaper. She worked in the same position in 2014.

Office clerk **Judy Lippincott** retired Wednesday after more than 31 years of service at the Courier's front desk. **Brooke Ostema**, who has been distributing the Courier to newsstands at area businesses, will take over Lippincott's duties.



Michael Gouvion



Denise Derry

Industry News

Think before posting 'final word'

A mayor takes issue with an editorial that criticized a city council action, calling your facts into question.irate parents challenge your decision – your right – to report their son didn't dress for the basketball game because he was suspended for violating school policy. A pastor is critical of an ad you accepted for publication, saying it was in poor taste.

Hardly a week passes that a newspaper's policies and practices aren't called into question. Many complaints are fielded in private conversation.

In other instances, though, readers want to share their opinions with a wider audience with a letter to the editor – which often spurs additional conversation both pro and con on the newspaper's decision. The exchange soon dwindles, and the newspaper likely wins high marks for allowing readers to toss brickbats as well as bouquets.

There are cases when editors feel compelled to add a P.S. to a letter. I urge you to think twice – even three times – before doing so. Postscripts may give you a “feel good” sensation in the short term, but they can have long-term consequences in relationships with your readers, and rarely for the better.

Don't get me wrong. Some letters warrant a response. I'm a firm believer in having a dialogue with readers. That



Jim Pumarlo Newsroom Success Strategies

includes writing columns to explain news decisions, especially when an issue is raised in your newspaper. But there are some important considerations.

First and foremost, don't blind side the writer. It's always best to have a conversation with the author. Explain your decision-making and your wish to explain your reasoning to the broader audience. Gauge the reaction; the conversation may dissuade you from writing anything. If you proceed with a column, the author deserves a heads-up. You may well view the column as an explanation; the writer will likely view it as a rebuttal. That's all the more reason to connect.

The process is fairly straight-

forward when dealing with the person who feels mistreated by a newspaper decision and pens a letter. It becomes more complicated with a “third party” complaint. Consider the woman who criticized a newspaper headline: “Drug defendant dies at 19; cause unclear.” She wrote, in part, “What you did was not responsible journalism. It was callous sensationalism.”

In this case, the more important consideration in any editor's response is the family of the youth that will be drawn into additional limelight through no fault of their own. The letter itself will likely generate more attention; you're in a difficult position to stop additional exchange. A column also may prolong the debate, and you do have a choice in that regard. A conversation with the family, at minimum, gives you an opportunity to explain your decision in private.

Those conversations can be difficult. Individuals may refuse to talk and hang up abruptly. But the calls also might pay you dividends in the long run. I speak from experience. I made many a call to individuals when our news decisions were called in question. Some remained a private conversation; some resulted in a column. In all instances, the readers – our customers – gained a better understanding of the hows and whys behind our decisions, even if they did not

agree.

If you write a column, don't be afraid to say that, upon reflection after the crush of deadlines, you may have handled the circumstances differently – if that is the case. Showing that you are human, too, strengthens your credibility.

Requisite to writing any column is having a conversation with the author and/or affected individuals. In contrast, many editors tack a P.S. on letters without ever connecting with the author. From the writer's perspective, editor's notes are just an example of the newspaper having the “last word” and diminishing the impact of the letter. Do so, and it's a good bet the authors will be hesitant to submit another letter. They will be unafraid to express that sentiment to friends, too. In the end, you lose with the author and your readers.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of “Journalism Primer: A Guide to Community News Coverage,” “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers.” He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

Sunday is deadline for IRE training

Investigative Reporters and Editors, Inc. is offering two days of free investigative training program for small- and medium-sized newsrooms.

Total Newsroom Training is a grant-based customized training program. Over the past three years IRE has trained nearly 400 journalists from two dozen newsrooms around the country. Trainees immerse themselves into these newsrooms and provide two days of on-site training along with consultations and webinars after they leave.

This free training program requires a commitment and desire for a watchdog culture from management. The application must be completed by the editor, news director or equivalent. Deadline is 11 p.m. on May 15.

Total Newsroom Training is designed to increase the ability of your news organization to provide watchdog and enterprise coverage for your community and to produce work that can lead to changes and improvements in those communities.

For two days we provide custom training in your newsroom based on the needs of your organization. We'll provide hands-on training using Microsoft Excel and Access for spreadsheet and data analysis, as well as other database management software.

IRE works with reporters and editors to help them launch stories and projects. This can involve brainstorming, story planning, sourcing, etc. We will also be available to consult with reporters, editors and producers from the news organizations in the months following training.

REQUIREMENTS

Please note that winning newsrooms will need to provide a projector, laptops/computers for attendees and be committed to allowing a significant portion of the staff to attend the entire training. The winning newsrooms will attend a webinar later on in the year to showcase their work.

ELIGIBILITY

The program is meant to help small to medium-size news organizations improve the depth of their coverage and is open to organizations meeting the following criteria:

- For newspapers and magazines, circulation of 100,000 and below
- For broadcast, markets below the Top 20
- For online-only organizations, sites with local or regional audiences

For questions, please contact Training Director Megan Luther at megan@ire.org or 605-999-9644.

DPPA

Continued from front page

recent Court of Appeals ruling is expected to clarify the law for departments erring on the side of redaction.

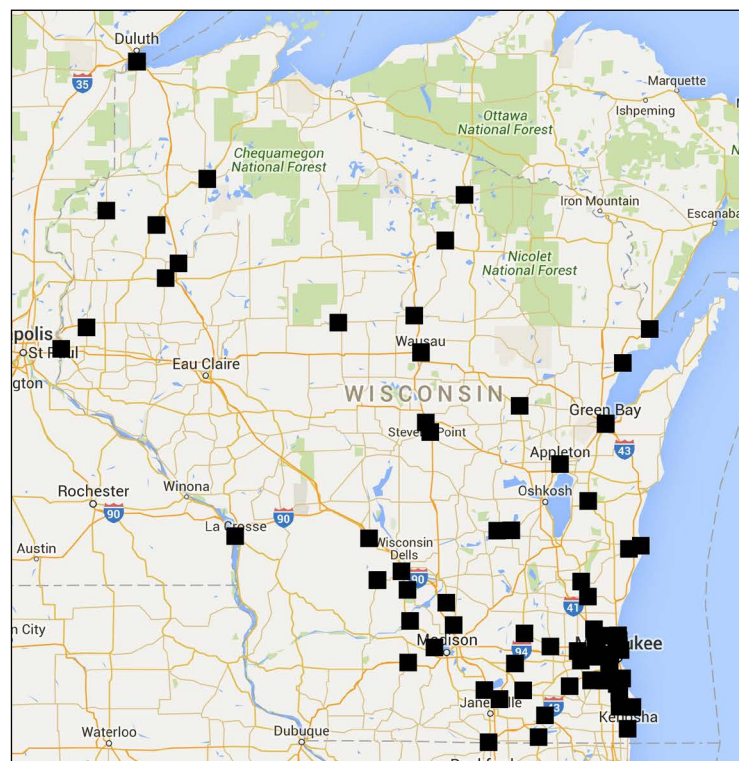
“I think we're going to have to wait and see how law enforcement agencies and their insurers respond to this, but my understanding of it is what's left of the DPPA problem is very, very narrow,” said Dreps.

Wisconsin Professional Police Association executive director Jim Palmer [told the Associated Press](#) the court's decision will force agencies to “evaluate precisely how they obtained any personal information included in a report in order to decide what should and shouldn't be redacted.”

“I would anticipate some amount of confusion amongst law enforcement agencies as they struggle to apply the test set forth by the court of appeals,” he said.

Following the ruling, some police departments have [hailed the court's decision](#), indicating they never wanted to redact the information. Others have—as Palmer predicted—struggled with the decision, unsure of how to redact incident reports, according to input from WNA members.

“If (members are) denied an incident report based on DPPA,



At the peak of the DPPA conflict, nearly 80 police agencies in Wisconsin were reportedly redacting personal information from accident and police reports.

they should ask ‘how do you contend this information was originally obtained from the DMV?’” Dreps recommended.

“In the end, this requires a few more steps when you're talking about an incident report rather than an accident report,” said Dreps. “But I have a hard time imagining many cases where the source of the name or the

personal information—the original source—is going to be DMV records. All I can come up with is when all you've got is a license plate number.”

Even in the rare instance that personally identifying information is originally obtained from the DMV, it can still be released if disclosing the information serves a “law enforcement function,”

‘I would anticipate some amount of confusion amongst law enforcement agencies as they struggle to apply the test set forth by the court of appeals.’

JIM PALMER

Wisconsin Professional Police Association

the court stated. It did, however, reverse the circuit court's judgment that responding to a public records request is a “function” of the police department, for purposes of the agency functions exception to the DPPA.

As a result, the appellate court remanded for determination whether release of the incident report in the New Richmond case would serve some other function of the police department—beyond mere compliance with the public records law—and if DMV records were used to obtain or just verify the information within the report. The other two reports requested in the New Richmond case were both accident reports.

Google Maps

Free Member Exchange

Help Wanted

REPORTER — Due to the upcoming retirement of a long-time employee, and internal job transfer, the Tomahawk Leader is accepting resumes for a full-time (40 hour per week) Reporter position. We're seeking an energetic, curious, thorough news and feature writer with a passion for community. Coverage includes general news, city, county and school government, human interest stories and events; some evening and occasional weekend hours required. Must be comfortable and preferably creative with photography. Page layout experience a plus. Degree, ideally in Journalism, with newspaper or related experience preferred; strong writing and interviewing skills. Job is driven by deadlines. Pay commensurate with demonstrated skills and experience. Benefits available. Opening exists as of mid-June. The Northwoods of Wisconsin is a wonderful place to work and play! Great fishing, silent sports, hunting, outdoor

recreation and friendly people. Good schools and medical facilities. Live where others come to vacation! Send resume, cover letter, writing samples to kathy@tomahawkleader.com or Tomahawk Leader, P.O. Box 345, Tomahawk, WI 54487. (EOE) (0608)

REPORTER — Join the six-member news staff of an award-winning weekly newspaper that is part of the APG-Wisconsin regional news and information team. We are looking for a reporter with the skills and desire to work as both a print and digital journalist. Some experience is a plus, but we will consider a recent graduate with the right talents. The job will entail work on a wide variety of stories for our weekly newspapers and daily website. Successful applicants must be familiar with the AP style guide and be conversant in social media, such as Facebook, Twitter, Instagram, etc. Basic photo and video capture skills, including editing also are desired. APG-WI provides the full range of job benefits, including 401K match. Pay rate will be commensurate with

experience and demonstrated skill. Send resume and brief portfolio of work to newsroom@chronotype.com or Chronotype Publishing, P.O. Box 30, Rice Lake, WI. 54868, Attn: Sam Finazzo. (FN)

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. (0608)

Seeking Work

Posted April 2016
Chris Walker — Opinion writer
Arnie Tucker — Journalist

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.

FREE FOR 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@innews.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.

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