

THE Bulletin

August 11, 2016

News and information for the Wisconsin newspaper industry

Public Notices

Study committee meets Aug. 30

The Legislative Council Study Committee on the Publication of Government Documents and Legal Notices will meet for the second time on Aug. 30.

The meeting will be held at 10 a.m. in the Legislative Council's large conference room, 1 E. Main St., Madison, across from the state Capitol.

The study committee is tasked with studying and making possible recommendations for changes to Wisconsin's public notice laws to "reflect technological advances." The committee is comprised of 11 members, including state legislators, clerks, a state archivist and newspaper publishers.

During the committee's initial meet-

ing on July 26, representatives of three local government associations called for the elimination of print publication requirements, opting to post notices on their own websites.

Wisconsin newspaper advocates countered that the removal of public notices from newspapers would eliminate an important system of checks

and balances on local governments, and emphasized the notices are already posted online via www.WisconsinPublicNotices.org.

To view video and to read testimony from the July 26 hearing, visit <http://bit.ly/2bk79L5>. The WNA's coverage of the hearing can be found here: <http://bit.ly/2aEID72>.

We Are the WNA



Contributed photo

The staff of the Watertown Daily Times gathers for a group photo at the newspaper's offices.

Meet the Watertown Daily Times

Year Founded: 1895
Coverage Area: Watertown and 15 mile radius around it
Owner or Parent Company: Clifford family
Publisher: James Clifford
Associate Publisher/General Manager: Kevin Clifford
Editor: Thomas Schultz
Circulation: 6,500

Publication Schedule: Early afternoon, Monday through Friday

Number of Employees: 30

Does the newspaper have a mission statement or motto? We strive to provide a quality news product to keep our readers informed about the local, regional and national issues that are important to them.

What do you see as the main role for the newspaper in your community? We believe that through our news coverage and using the talents of our

staff in community activities we can strengthen our community and, as a result, strengthen our newspaper. Our goal is to continually work to improve the quality of life in Watertown and for its citizens.

What are your newspaper's biggest strengths? Our newspaper's biggest strength is our people. We have a dedicated, experienced staff that publishes a lively newspaper for our nearly 20,000 readers. Every person in every department is committed to making the latest edition of the Watertown Daily Times the very best yet! We are constantly searching for new

and better ways to serve our readers.

What are your newspaper's biggest challenges? Our readers are always challenging our staff, giving us news tips, offering suggestions and providing constructive criticisms of our work. They take

ownership in their community newspaper. We treasure our readers. The biggest challenge for us is to meet the demands of readers for up to the minute news in various print and digital formats available to all of us.

What was your newspaper's biggest accomplishment during the last year? We have

redesigned our digital product to make it more lively, pleasing to the eye and user friendly. We have also been concentrating on various promotions to reach new readers in both digital and print formats.

What are the newspaper's top goals during the next 12 months? A major goal of ours is to continue to push hard to reach new subscribers and bring more people into our family of subscribers. We strongly believe an informed citizenry makes for a great community. We are also continually reviewing our news coverage to make sure it is relevant, useful and needed by our readers.

Newspaper Address: 113-115 W. Main St., Watertown, WI 53094

Phone: 920-261-4949

Website: www.wdtimes.com

Email: news1@wdtimes.com

Keep notices in print

As a legislative study committee begins its work to review state statutes regarding publication requirements for public notices, Wisconsin newspapers are urging committee members to keep notices in print.

The WNA encourages members to editorialize about the issue. For talking points, see WNA Executive Director Beth Bennett's testimony to the legislative study committee at <http://bit.ly/2aG8dEh>.

WHAT OUR MEMBERS SAY:

■ **Waunakee Tribune** - Don't let notices get lost online: http://www.hngnews.com/waunakee-tribune/opinion/editorial/article_5ff401e6-5360-11e6-afd9-37f62e622721.html

■ **Vilas County News Review**, Eagle River - Notices in newspapers key to democratic society: <http://www.vilascountynewsreview.com/lettersopinion/our-view-98>

■ **Kewauskum Statesman** - Publisher's Note by Andrew Johnson: www.wnanews.com/ace-files/James/Johnson%20public%20notice%20editorial.pdf

Member News

New book features work of small-town correspondent

Great-granddaughter sorted through 30 years of columns

BY MADELINE FRIEND

Wisconsin Historical Society Press

Newspaperman Freeland Dexter was never one to hold back.

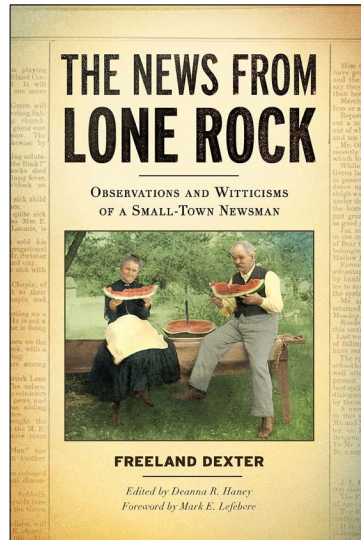
As a columnist, he could rail against the cruel treatment of horses in one paragraph and bemoan a lack of news in the next.

Dexter served as the Lone Rock correspondent for the Spring Green Weekly Home News from 1884 until his death in 1912. Through his column, he shared the news of his small town, along with a hearty dose of his thoughts and opinions.

He would clue readers in to the latest developments, including slang – he once clarified to readers that “dude” refers to a “50 cent man in a \$50 suit of clothes.” But his column did more than just inform or poke fun; he took great pride in the advances of his town, commiserated in its losses, and ruminated on universal themes.

He was the Michael Perry of his day: although he wrote about Lone Rock, the characters and situations are instantly recognizable to anyone familiar with small-town life. Looking back on his work lends a living voice to the developments of the late 19th and early 20th centuries, from electric lighting to cars to international conflict.

Dexter’s work might have



been consigned to historical obscurity, were it not for the efforts of his great-granddaughter Deanna Haney. She spent hours at the Spring Green Library searching

through Home News records, and sorted through nearly 30 years of Dexter’s columns. She has compiled these articles into an upcoming Wisconsin Historical Society Press anthology entitled “The News from Lone Rock: Observations and Witticisms of a Small-Town Newsmen.”

As part of the process, the modern Home News recently reprinted some of these old columns for their current readers to enjoy. In honor of this anthology’s publication, the Wisconsin Historical Society Press invites other newspapers to do the same.

The Wisconsin Historical Society boasts the second-largest collection of periodicals in the United States (Find the book and collection at wisconsin-history.org).

APG buying ECM Publishers

Adams Publishing Group announced Tuesday that it intends to purchase ECM Publishers Inc., founded by former Minnesota Gov. Elmer L. Andersen, which is one of the largest publishers of weekly newspapers in the country.

ECM has 50 individual publications reaching more than 600,000 households across central Minnesota and western Wisconsin.

“We are excited to welcome the ECM associates to our APG team in Minnesota,” said APG Chairman Stephen Adams. “Our company is headquartered here, and my family has a long newspaper history in the state

APG
ADAMS PUBLISHING GROUP LLC

ECM
Publishers, Inc.

of Minnesota. ECM has done a fine job navigating through difficult times, and producing the highest quality print and digital products. We commend them for their efforts, and wish the Andersen family the best in their future endeavors.”

ECM President Marge Winkelman said the sale brings strength and a progressive outlook for the future.

“This is an exciting opportunity for ECM to join the Adam’s Publishing Group. The merger will add incredible synergy to the marketplace for our readers, advertisers and associates,” said Winkelman.

APG is a family-owned media company headquartered in St. Louis Park, Minn., that produces community newspapers, events, digital products and specialty magazines serving communities in Wyoming, Minnesota, Wisconsin, Maryland, Idaho, Michigan and Ohio.

APG’s publishing operations include 63 community newspapers, 18 shoppers, 20 specialty publications and 81 associated websites.

The Adams family also owns radio stations, outdoor advertising companies and Camping World/Good Sam, a national distributor of recreational vehicles and camping-related products and services.

ECM, founded by the former Minnesota governor in 1976, has coverage spanning 26 counties, and encompassing a large share of the Twin Cities metro region. It also includes 23 websites.

ECM also owns the Princeton, Minn., web printing plant.

Terms of the APG/ECM deal were not disclosed.

Among Friends

River Falls Journal

Reporter Naomi N. Lugo has joined the news staffs of the Pierce County Herald and River Falls Journal. She will report part-time for both publications.

Lugo and her boyfriend of six years reside in Burnsville, Minn. They moved from Denver, Colo., to be near his family.

She graduated from the University of



Naomi N. Lugo

Hawaii at Manoa in 2013 with a bachelor’s in journalism.

Lugo’s reporting duties will include feature writing, Pierce County Board, Pierce County Circuit Court and general news assignments.

Omro Herald

Kristin Radtke has joined the Omro Herald as a reporter. Radtke’s journalism career began in high school at Winnebago Lutheran Academy, where she wrote for the school newspaper. She attended the Minneapolis College of Art & Design and wrote for the student newspaper, The Inkspot.

Following college, Radtke worked for the



Kristin Radtke

inserter, formatter and proofreader. Radtke replaces Herald reporter Julie Schmidt, who is starting a new career.

Fond du Lac Reporter, where she was a food writer. In 2002, she was hired by the Berlin Journal Newspapers as the reporter for the Princeton Times-Republic and a reporter for the Green Lake Reporter.

After a stint running her own caramel business, Radtke joined the Omro Herald as an

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Created by and for Wisconsin’s newspapers, WNA exists to strengthen the newspaper industry, enhance public understanding of the role of newspapers, and protect basic freedoms of press, speech and the free flow of information.

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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 a story exploring the emergence of water as a major campaign issue in this November's elections in Wisconsin. Our story features three races – one in northeastern Wisconsin, another in central Wisconsin and the statewide campaign for U.S. Senate – to showcase the importance of water in the 2016 elections.

We are offering a 2,200-word full version and a 1,250-word condensed version. The story was written and reported by Center reporter Andrew Hahn. We are also offering multiple photographs produced by the Center's digital and multimedia director, Coburn Dukehart.

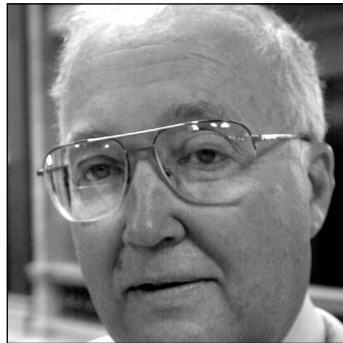
In addition, we are offering a map produced by Hahn showing the 330 concentrated animal feeding operations, or CAFOs, in Wisconsin; and a graphic by former Center reporter Haley Henschel showing the sharp dropoff in environmental fines under Walker



Discover Wisconsin's destination of the week is Hudson, a bustling and eclectic river town located just 30 minutes from Minneapolis-St. Paul. From festivals and summer concerts to restaurants and a striking state park, here are just a few ways you're sure to fall in love with this "Spirit on the St. Croix."



WISTAX Facts discusses how in 2015, Wisconsin state lottery sales totaled \$574 million, with instant games comprising the largest share. In 2014 (the latest year with detailed sales figures), instant games raised \$339 million, nearly 60 percent of total sales. Powerball accounted for the second largest portion (\$86.9 million, or 15.3 percent). Remaining games contributed just over 25 percent of sales.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines if Wisconsin can fight water pollution on the cheap. That question faces the Republican-controlled government after the State Natural Resources Board approved limited plans for reducing manure contamination of public waters. A recent report by the Legislative Audit Bureau cited deficiencies in the enforcement of environmental regulations. 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.

Free Member Exchange

Help Wanted

OUTSIDE SALES ACCOUNT EXECUTIVE - Customized Newspaper Advertising, the sales affiliate of the Wisconsin Newspaper Association seeks a professional, goal-oriented and self-motivated outside sales account executive that can consult with current clients and agencies in Wisconsin and secure new clients. The sales account executive will primarily sell print and digital advertising on behalf of member newspapers and digital sites in Wisconsin and across the country, prepare presentations for clients, and provide clients and advertising agencies with the information necessary to place advertising in member newspapers and digital sites. The ideal candidate will have a minimum of five years of outside sales

experience, a bachelor's degree and exceptional communication and presentation skills. The ideal candidate will have a passion for clients, be able to nurture and build relationships, provide exceptional customer service and be digitally savvy. Some travel is required, with minimal overnight trips. Your earning potential has no limit and we provide an outstanding benefits package and work environment. Customized Newspaper Advertising (CNA) serves as a one-stop shop for national newspaper and digital planning and placement solutions. CNA facilitates multi-newspaper and digital media buys by providing current advertising rates, audience information, and demographic data in markets in a single state, regionally or nationally. CNA provides a one-buy, one-bill service from a qualified, experienced and

customer-focused staff! If interested please send resume and cover letter to bsteemken@inaneews.com.

Seeking Work

Posted July 2016
[Evan Halpop](#) – Reporter/photographer

Posted June 2016
[Blake Gumprecht](#) – Former journalist seeking editor position or weekly to buy

Posted April 2016
[Chris Walker](#) – Opinion writer

Posted March 2016
[Phillip A. Humphries](#) – General assignment reporter/investigative reporter/feature writer

WNA-Sponsored Training

Google Analytics: Segmenting

Thursday, Aug. 18 | 1-2 p.m.: How much of your traffic is coming from mobile or tablets? What percentage of your traffic is organic, or from social media? And how much of that traffic is hitting your section fronts, or article pages? In this session, GateHouse Media data analyst Sherri Horton will help you build segments that can easily answer these questions and many others. Horton will explain how to build out segments that let you isolate and analyze subsets of your analytics data. You can then apply these segments to your reports and dashboards so you can see and compare specific data sets. Register here: <http://www.onlinemediacampus.com/2016/07/google-analytics2/>

Maximizing Your Digital Revenue – Don't Leave Money on the Table!

Friday, Aug. 26 | 1-2 p.m.: Most media organizations have unsold digital advertising inventory. But what should you do with those available ad spots? You can try to sell them locally, but if the market is exhausted, you need to find a buyer outside of your own geography. Frequently you turn to something called programmatic advertising. However, not all programmatic advertising is the same. Many organizations are leaving hundreds, if not thousands, of dollars on the table every month due to some very simple errors in how they make their inventory available on the national market or how their site is organized and designed. In this webinar, we will cover: Digital advertising basics; Common mistakes with organizing your inventory; Designing your site to maximize revenue; Pushing the envelope on the latest and greatest offerings in digital advertising. Register here: <http://www.onlinemediacampus.com/2016/07/digital-revenue/>



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Native Apps | e-Clipping | Advanced Marketplace | e-Commerce

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