

THE Bulletin

August 18, 2016

News and information for the Wisconsin newspaper industry

Trees Retreat 2016



Julia Hunter photo

The WNA boards of directors hold their quarterly meeting under a tent at Trees For Tomorrow.

Greetings from Eagle River!

The 2016 Trees Retreat is underway in Eagle River this afternoon as golfers tee off at St. Germain Golf Club for a Wisconsin Newspaper Association Foundation fundraiser ahead of Friday's training sessions and memorial ceremony.

The boards for the Wisconsin Newspaper Association, WNA Foundation and WNA Services board also met earlier today at Trees For Tomorrow for their quarterly meeting.

Tonight's tailgate dinner will begin at 6:30 at the Trees For Tomorrow campus. The retreat check-in desk is in the Education Hall.

On Friday, the day begins at 9 a.m. with training led by Jim Busch, a sales trainer, writer and

consultant with over 30 years of experience in the print advertising business. As a trainer, he has built a reputation for delivering well researched content in an entertaining and memorable style.

The 2016 memorial ceremony will be held at 11:30 a.m. Friday at the WNA Memorial Pylon at Trees For Tomorrow. This year's honorees are Dwight Elmer, former publisher of the New Glarus Post; Jane "Betty" Walrath-Solem, former co-owner and operator of The Clinton Topper; Ruth Curtiss, former co-publisher of the Republican Journal in Darlington; Anne Nicol Gaylor and Paul J. Gaylor, former co-owners of the Middleton Times-Tribune; Robert

"Bob" Shellman, former editor and publisher of The Oconto County Times-Herald; and W.D. "Bill" Knox, former president and general manager of W.D. Hoard & Sons and the Daily Jefferson County Union in Fort Atkinson.

Lunch will follow the memorial ceremony.

Training will resume at 1:30 p.m. and conclude with an hour-long "Great Ideas Exchange" starting at 3:15 p.m.

At 5:30 p.m., a bus will depart from Trees For Tomorrow for the annual steak fry in the WNA Press Forest south of Eagle River.

For a detailed schedule and directions, visit <http://bit.ly/2bxgM7V>.

Keep public 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://bit.ly/2bHjxB>
- **Vilas County News**

Review, Eagle River - Notices in newspapers key to democratic society: <http://bit.ly/2aVCGSd>

■ **Kewauskum Statesman** - Publisher's Note by Andrew Johnson: <http://bit.ly/2b1gR2n>

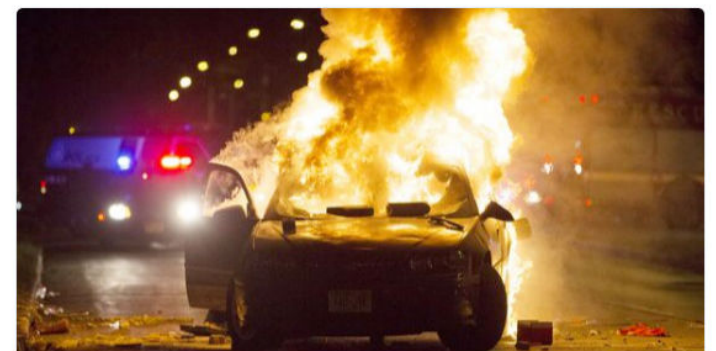
■ **The Gazette, Janesville** - Keep public notices in newspapers: <http://bit.ly/2be0AXk>



Aaron Mak @aaronmak

Follow

I was attacked by a group of people and hid from gunshots while reporting this:



Violence erupts after officer-involved shooting

A Milwaukee police officer shot and killed an armed suspect Saturday. jsonline.com

From Twitter: @aaronmak

Milwaukee Journal Sentinel intern Aaron Mak was one of several local reporters who reported being attacked while covering unrest on the city's north side.

Reporters caught in crossfire

Reporters and photo-journalists covering a standoff between protesters and police following a police shooting on Milwaukee's north side on Saturday afternoon reported being attacked at the scene.

The violence began Saturday night after a Milwaukee police officer shot and killed an armed suspect during a foot chase.

The Milwaukee Journal Sentinel reported more than 100 people gathered near the scene of the shooting, pushing against a line of 20 to 30 police officers. The crowd began smashing the windows and the side of a squad car as officers got in their cars to leave.

Police returned in more riot gear after a vehicle was set ablaze and as many as seven gunshots were heard between 8:45 and 9 p.m.

"Soon thereafter, the crowd turned on and chased reporters and a photographer from the Milwaukee Journal Sentinel," the newspaper reported. "One reporter was shoved to the ground and punched."

During Saturday's turmoil, a gas station, bank, beauty supply business and an auto parts store were set on fire.

Violence broke out again on Sunday as protesters threw rocks, bricks and glass bottles at police. An 18-year-old man was also shot and taken to a hospital "with

a serious gunshot injury," according to the Journal Sentinel.

Several Milwaukee area reporters posted on Twitter they were attacked while trying to cover the chaos.

In an email to [Richard Prince's Journal-isms website](http://richardprince.com), Journal Sentinel Editor George Stanley said photographer intern Calvin Mattheis and reporter intern Aaron Mak were among those chased by the crowds.

"Several men ran toward Calvin, who raced away, dropping his camera," Stanley wrote in his email. "Aaron ran after Calvin, picking up his camera, and the chasers caught Aaron, tackled him and began to punch and kick him. Aaron rolled into a ball to protect himself. When the mob realized Aaron was Asian, they relented."

Stanley noted Mak was working the last night of his internship when he was attacked.

"Just had rocks thrown at me photographing this burn car at Sherman Blvd near Auer," Journal Sentinel photojournalist [Mike De Sisti](https://twitter.com/mikedesisti) tweeted with a photo of a burning car on Saturday night. "Police now retreating. Me too!"

Reporters for [WTMJ-TV](http://wtmj.com), [WDJT-TV](http://wdjt.com) and [WITI-TV](http://witi.com) also reported being attacked or threatened while covering the scene.

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.



An artsy, outdoorsy and vibrant small town surrounded by gorgeous countryside and located just 30 minutes from Minneapolis-St. Paul, the little city of River Falls has a little bit of everything. Between the outdoor adventures and the benefits that come with having the University of Wisconsin-River Falls right in town, **Discover Wisconsin** says there is always something to do here.



WISTAX Facts discusses new figures from the Department of Revenue that show wide regional variations in how much total property values, or equalized values, are growing in Wisconsin. Overall, total property values (or equalized values) were up 3 percent statewide.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** asks "Are political amateurs better than veteran elected officials?" Donald Trump's candidacy puts that question in the spotlight. A lot of regular Republican voters probably would argue that a political veteran would be less embarrassing and do better in the presidential race. 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.

Among Friends

The Star, Sun Prairie

Karl Raymond, sports editor of The Star in Sun Prairie, retired Aug. 5 after 37 years in the newspaper business.

Raymond started with the newspaper when it was owned by Royle Publishing. The Star was purchased by Hometown News Limited Partnership in the early 1990s.

In addition to his role at The Star, Raymond also served as the sports editor of The Courier in Waterloo and Marshall.

Raymond and his wife, Jan, enjoy spending many weekends up at their cottage near Rhineland. Raymond's plans during retirement will certainly entail more time up north for rest and relaxation.

Nick Daniels has been tapped as Raymond's successor.



Karl Raymond

Wisconsin Openness Report

La Crosse PD launches online records system

LA CROSSE TRIBUNE – The La Crosse Police Department has launched a new online system that will streamline how the public accesses open records.

Anyone seeking reports, video files or audio files will submit requests after establishing an account under the Open Records Center at www.cityoflacrosse.org/police.

Users can track the status of requests online, and the agency will send the requested information via email, unless otherwise requested.

The online model could expedite requests by eliminating cases where multiple records custodians are working to fill the same request. The agency receives about 6,000 open records requests a year.

The department also will make available a public records archive section in which users can browse previously released records.

Newspaper sues Marshfield School District

MARSHFIELD NEWS-HERALD – The Marshfield School District has illegally blocked the release of public documents about personnel investigations and the resignation of a former staff member, according to a lawsuit the Marshfield News-Herald filed Aug. 10 in Wood County court.

The suit alleges that the district repeatedly has refused to release to USA TODAY NETWORK-Wisconsin, which operates the News-Herald, records about the resignation of occupational therapist Lisa Scheunemann and records about personnel investigations and what board members have done in closed-door meetings about those investigations.

The news organization sought the Scheunemann records in June after Marshfield School Board member Mary Carney tried to read Schuenemann's resignation letter aloud at a public meeting and other board members objected. The letter includes "some concerning things" about why Scheunemann decided to resign and information that parents and taxpayers should know about how the district is being managed, Carney said.

The news organization sought access to the personnel investigation records in April, and Superintendent Dee Wells refused to release them because "they are pupil records" and because releasing them would have "a chilling effect related to personnel investigations."

It is not clear whether Scheunemann's resignation letter is related to the personnel investigations.

Read more: <http://www.marshfieldnewsherald.com/story/news/local/2016/08/10/news-herald-sues-school-district/88534038/>

THE Bulletin

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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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Industry News

Public notice 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 meeting 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.Wisconsin-PublicNotices.org.

To view video and to read testimony from the July 26 hearing, visit <http://bit.ly/2b-k79L5>. The WNA's coverage of the hearing can be found here: <http://bit.ly/2aEID72>.

WNA-Sponsored Training

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/>

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 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@inanews.com.

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. (908)

COMMUNITY JOURNALIST - If you have a passion for covering smaller communities and using all of the skills of a community journalist, the River Valley Media Group would like you to join our team covering the Black River Falls area for the Jackson County Chronicle. We have an opening for a complete journalist - a driven writer, photographer and storyteller, who knows that protecting the people's right to know is as important as capturing the spirit of a community festival. An interest and ability to cover local government is key. We aspire to give our communities the best coverage possible. We are looking for

someone who relishes the role of a multi-faceted journalist and has a passion for weekly newspapers and community journalism. Jackson County is a beautiful rural area with a rich agricultural background and incredible opportunities for recreation. The right candidate will be enthusiastic, responsible and able to meet deadlines, and the candidate must be able to cover evening and weekend assignments. Candidates must have a good driving record and provide their own insured vehicle. Exceptional college graduates are encouraged to apply. Lee Enterprises offers a great benefit package to its full-time employees, which includes retirement, medical, dental and vision plans, flexible spending and health savings accounts, life insurance and long-term disability. For consideration, please complete our online application at www.rivervalleynewspapers.com/workhere. Search for positions with the La Crosse Tribune. Applications should include a cover letter, resume, three references and five clips of your work. Application deadline: Wednesday, Aug. 31. Equal Opportunity Employer. (0831)

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

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