

THE Bulletin

August 25, 2016

News and information for the Wisconsin newspaper industry

Trees Retreat 2016

More than 70 members of the Wisconsin Newspaper Association gathered last week in the Northwood's Eagle River for education, networking and to honor past industry leaders during the 69th Annual WNA Trees Retreat.

The Retreat was preceded by a joint quarterly board meeting of the Wisconsin Newspaper Association, Wisconsin Newspaper Association Foundation and WNA Services boards on Thursday

and a board dinner Wednesday at the WNA's Press Forest in Eagle River.

Board members and past presidents participated in long-range planning and began initial discussions tasking staff and steering committees with a campaign to highlight the meaningful and effective work done by newspapers across the state.

Board members discussed

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Julia Hunter photo

Daily Jefferson County Union Publisher Brian Knox speaks Friday during the Memorial Pylon Ceremony. His father, W.D. "Bill" Knox, who also published the Daily Union, was one of seven publishers inducted onto the pylon this year.



Mary Callen photo

(Left to right) Vilas County News-Review Editor Gary Ridderbusch, Assistant Editor Doug Etten and Publisher Kurt Krueger pose with the traveling trophy after winning the WNA Foundation golf outing Thursday at the St. Germain Golf Club.



Julia Hunter photo

Wisconsin State Journal Publisher John Humenik speaks during Thursday's meeting of the WNA Boards as Valders Journal Publisher and WNA Board President Brian Thomsen looks on.



Julia Hunter photo

(Left to right) Green Bay Press-Gazette Publisher Scott Johnson, Shawano Leader Publisher Gregg Walker and Beloit Daily News Publisher Kent Eymann listen as WNA Foundation Board member Mark Stodder tells a story at the WNA Boards dinner Wednesday night at the WNA Press Forest in Eagle River.



Julia Hunter photos

To the left: Journal Community Publishing Group Editor Scott Peterson and his wife, Nancy, grill their steaks during the Friday steak fry in Eagle River.

Above: (Left to right) WNA Media Service Director Denise Guttery, Scott and Nancy Peterson, Dave Bennett, WNA Executive Director Beth Bennett, Tri-County News Publisher Mike Mathes, (Rice Lake) Chronotype Advertising Manager Bob Dorrance and General Manager Jim Dorrance gather around the campfire Friday night at the Trees for Tomorrow campus.



Julia Hunter photo

(Left to right) West Bend Daily News Publisher Heather Rogge, WNA Foundation Board member Mark Stodder, Green Bay Press-Gazette Publisher Scott Johnson, Tri-County News Publisher Mike Mathes and WNA Office Coordinator Daryl Blumer gather during the WNA Boards dinner Wednesday night at the WNA Press Forest in Eagle River.

Industry News

Bennett to participate in public notice panel

Early-bird registration deadline Aug. 26

Efforts by government officials to move public notices from local newspapers to government websites pick up steam every year. State press associations, including the Wisconsin Newspaper Association, are battling on several fronts to preserve newspaper notice and to protect the public's right to know.

To better equip newspapers and newspaper associations to fight this battle, the Public Notice Resource Center will hold its first-ever symposium on Best Practices in Public Notice on Sept. 22 during the National Newspaper Association's 130th annual convention in Franklin, Tenn.

Speakers will include WNA Executive Director Beth Bennett, who will participate in the panel "Digital Disruption: The Role of the Web in Public Notices," during which she will

discuss Wisconsin's statewide public notice database, <http://wisconsinpublicnotices.org>.

Launched in 2005, the site created and maintained by the newspaper industry digitally archives all public notices published in the state of Wisconsin and now contains more than 10 years of content. It's widely known as one of the leading public notice archive in the country.

The PNRC symposium will feature a variety of presentations and panel discussions based on the official Best Practices in Public Notices recently adopted by the PNRC Board of Directors. The program will help newspapers understand how to increase readership of



Bennett

public notices and to provide the kind of customer service to their clients that will support industry efforts to keep them in print. Illinois Press Association and Tecnavia are both sponsoring the event.

The early-bird registration fee, which includes lunch, is only \$25. The deadline for early registration is Aug. 26.

PNRC is an educational non-profit organization jointly supported by American Court and Commercial Newspapers, NNA and state press associations, including the Wisconsin Press Association. Its mission is to educate the industry, the public and policymakers on the public's right to know.

Register for the symposium online: <https://nna.formstack.com/forms/nnaconvention2016>

Information about the symposium: <http://www.pnrc.net/best-practices-in-public-notice/>

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>.

Members are also urged to link to their public notices via a link on their websites.

By adding a personalized link to your website, publish-

ers remove any ongoing effort to aggregate notices for the web and make readers' experience streamlined.

Customized links for each WNA member can be accessed here: <http://www.wnanews.com/ace-files/James/newspaperPNlinks.rtf>

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 dem-

ocratic 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>

■ **The Star News** – Don't change public notice rules - <http://bit.ly/2bZrnZD>

■ **The Chronotype, Rice Lake** – Not time to take notices away - <http://bit.ly/2bK3rYd>

persuasion, digital and print advertising strategies and time management skills Friday, ending with a Great Ideas Exchange co-hosted with Tri-County News Publisher Mike Mathes.

The WNA also inducted seven publishers onto the Memorial Pylon Friday: Dwight Elmer, former co-publisher of the New Glarus Post; Jane "Betty" Walrath-Solem, former co-owner and operator of The Clinton Topper; Ruth Curtiss, co-publisher of the Republican Journal, Darlington; Anne Nicol Gaylor and Paul J. Gaylor, former owners of the Middleton Times-Tribune; Robert "Bob" Shellman, former editor & publisher of The Oconto County Times-Herald in Oconto Falls;

and W.D. "Bill" Knox, former president and general manager of W.D. Hoard & Sons and the Daily Jefferson County Union in Fort Atkinson.

The event concluded under the pines of the WNA Press Forest with the popular Friday night steak fry.

See More >>

Check out more photos from this year's Trees Retreat on the WNA's Facebook page at: <http://bit.ly/2016WNATreesPics>

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/>

Reach the print and digital leaders of Wisconsin's media industry!

Advertise in The Bulletin, the WNA's weekly newsletter.

For ad rates and information, call 608-283-7623 or email James.Debitzen@wnanews.com



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TREES

Continued from Front Page

appealing to readers, non-readers and advertisers alike.

The board meeting was followed by a WNA Foundation golf outing at St. Germain Golf Club. Vilas County News-Review Editor Gary Ridderbusch, Assistant Editor Doug Etten and Publisher Kurt Krueger won the best ball tournament and took home the coveted traveling trophy — a tradition that has existed among WNA members for approximately 50 years.

Jim Busch, a 30 year veteran of the print advertising industry, discussed the art of

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 produced a story examining the effects of universal background checks for gun purchases — cited by some researchers and advocates as the single most effective way to keep guns out of the hands of dangerous people — and the forces working against implementing them in Wisconsin.

This package is embargoed until 12:01 a.m. Central time Sunday, Aug. 28, 2016

WCIJ is offering a 3,300-word main story, a condensed version (1,750 words), a map and several photos produced by the Center's digital and multimedia director, Coburn Dukehart. Reporter Alexandra Arriaga also produced some of the photos. In addition, WCIJ is offering a 400-word sidebar explaining how background checks and dealer licensing work, and a 250-word sidebar on a firearms instructor's mixed feelings on expanding background checks.



It ain't over 'til it's over. Summer, that is. There's still plenty of time to round up your riding buddies and hit the ATV and UTV trail system in Wisconsin's Northwoods! Discover Wisconsin highlights six ATV and UTV getaways, including spots in Bayfield, Burnett, Douglas, Iron, Oconto and Price counties.



WISTAX Facts discusses new figures from the Department of Revenue that show a 3 percent increase in total property, or equalized, values in Wisconsin. At recent growth rates, state valuation totals will finally exceed pre-recession levels in 2017, a decade after the slump began.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist Matt Pommer discusses the national attention Wisconsin has received for gerrymandering its legislative and congressional districts. This process occurs when one party controls both the legislative and executive branches of government, and thus the redistricting mechanics and maps. In Wisconsin, that's the Republican Party. 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

Waunakee Tribune

The Waunakee American Legion Post 360 in conjunction with the Waunakee Tribune received the Media Award at the annual State American Legion Convention held July 14 – 17 at the Marriott West in Middleton. The award was presented in recognition of the newspaper's support of veterans.

City Pages, Wausau

City Pages, Wausau, has launched a website after 23 years of producing only a print product. News editor Shereen Siewert said it will allow a greater reach to readers and will open up an additional revenue source for the company. The newspaper's website can be accessed at <http://www.thecitypages.com>.

Wisconsin Openness Report

Records lawsuit filed against lawmaker

JOURNAL SENTINEL – A reporter and freedom of information advocate is suing state Rep. Scott Krug, alleging the lawmaker violated the state's open records law. Bill Lueders, the president of the Wisconsin Freedom of Information Council and a longtime reporter, filed a suit against Krug (R-Nekoosa) on Friday in Dane County after the legislator refused to provide him with an electronic copy of records in addition to paper copies. Electronic copies are easier to search through than paper copies. The open records law must be "construed in every instance with a presumption of complete public access, consistent with the conduct of governmental business," according to the state statute. "We think that it is clear that requesters are entitled to records in electronic format. I was told 'no,' and I think that's a problem," Lueders said. In an emailed statement, Krug said that since he was elected in 2010, he has "fully complied" with all open records requests his office has received.

Merrill schools may settle meetings complaint

WAUSAU DAILY HERALD – The Merrill School Board violated the state's open-meetings law in May when it failed to provide the public with enough information about a closed session, according to the Lincoln County district attorney, who proposed a settlement with the board. The Merrill School Board discussed the proposed settlement in closed session on Wednesday. School Board President Jen Seliger may sign the settlement with District Attorney Don Dunphy and

take steps to prevent future missteps. The agreement is not finalized yet. The School Board met on May 25 in a vaguely noticed closed meeting to hear a presentation on a personnel matter. The meeting agenda gave no details on the employee or position considered and why it was on the agenda. The board still has not released details of the meeting. Seliger specified at the time that the closed meeting didn't pertain to the former superintendent and assistant superintendent who resigned amid internal investigations in April. Text messages released from the investigations show the two top administrators were involved in a personal relationship. Since then the district has faced a number of transitions in top staff positions and on the School Board. An associate principal also resigned this year. Several administrators who stayed on have moved up the ranks, including Superintendent John Sample, who previously served as director of special education and pupil services.

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THE Bulletin

Published weekly by the staff of the Wisconsin Newspaper Association

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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.

Columnists

Use digital tools to enhance, not replace, tenets of solid reporting

Meeting reader needs requires editors and reporters to multitask, and challenges are ratcheted up in today's digital newsroom. Everyone is expected to be adept across the spectrum of news gathering - writing breaking news for the web and a more complete story for the print edition, taking and posting photo or video on the web, tweeting about a sports event or city council meeting, updating your Facebook page. I characterize it as organized chaos.

Digital tools can be a great assist in collecting and distributing the news. They should not, however, replace the tried-and-true methods for solid reporting. Best practices remain at the foundation of all effective coverage, no matter the platform. It boils down to setting priorities, then being organized to deliver.

Here are a handful of elements - and accompanying digital tools - for ensuring your news product remains relevant to your readers and advertisers.

Keep a calendar: Identifying news benchmarks for the next several weeks, even for the next year, helps you strengthen content and target opportunities to generate advertising and promote circulation. Digital tools allow you to share real-time calendars with news and ad staffs. Google Apps has a great calendar and other integrated services like email and chat for keeping up with what's going on. Share Outlook calendars, too, so editors immediately know the availability of reporters when fielding story requests and scheduling assignments.

Likewise, meet early with in-



Jim Pumarlo

Newsroom Success Strategies

dividuals in charge of the events to discuss new approaches for coverage. Calendars should be routinely reviewed and communicated to readers. Tools like Basecamp, Mavenlink and a host of other project management tools can help schedule tasks as well as assign them and follow up. Designating one place to check all your tasks keeps everyone on the same page.

Preview as well as review: Calendars are the first step in organizing newsrooms. Next, develop a communications plan. Several online forms and input tools make it easy for readers and advertisers to make you aware of what's going on. Use Google alerts to keep an eye on news feeds. Take advantage of YouTube and social media to promote events. Preview sports contests with taped videos from coaches. Elaborate on com-

munity recognition - citizen of the year, volunteer of the year, city festival royalty - by taping interviews with the candidates and linking to any of their social media accounts.

Digital tools can enhance follow-up coverage, too. Any number of departments or organizations present annual reports - law enforcement, social services, parent advisory councils. Highlight one item in the mayor's "state of the city" speech in the print edition and post the full text on the web. Produce a slide show of the community theater grand opening or fire hall open house. Provide a personalized tour of a new business via video and/or slide show, produced in cooperation with and paid sponsorship by the business. Instagram and Pinterest might work well for niche audiences - and users who love photos. Consider using Instagram for on-the-fly coverage of fairs, parades and other events. Consider a Pinterest board for the arts and crafts section of the paper/website where you could showcase events like art fairs. A word of caution: Don't make the web a dumping ground for anything and everything, and make the content easy to navigate.

Expand your reporter corps: Citizen journalists are a great way to supplement diminishing newsroom resources, especially for more in-depth projects. Enlist a panel of individuals who represent a demographic cross-section and have them provide online commentary on important topics such as the proposed closing of a school or the months-long election sea-

son. Create a Twitter hashtag to host town hall meetings. Online discussions also are an opportunity to introduce issues that may otherwise be shortchanged.

Take advantage of the editorial page: Newsrooms, as a clearinghouse of information, are in perfect position to lead the conversation - and think beyond your role of writing editorials. The web allows immediate exchange among readers. Monitor local social media including blogs, Twitter, Facebook and Instagram accounts, so you can follow, read, react and follow up. Provide links to other websites and blogs, but only after verifying them as credible sources of information or perspective. In a similar vein, you'll want to set ground rules for social media accounts used by editors and reporters. All of these avenues provide a wealth of information that you can selectively share on your editorial page.

Provide continuum of story in tandem coverage: A city council approves tax incentives for a shopping center after a months-long process that provoked emotions from proponents and opponents alike. A basketball team caps a perfect season with a state championship. A jury convicts a local resident of a triple murder after rumors and legal maneuvers captivate the community for two years. High-profile stories prompt prominent coverage at the various steps, but how many newspapers provide a chronological and comprehensive summary for those who have not followed the stories from beginning to end? Package the

stories on the web rather than forcing a tedious archive search. You might even sell coverage as a special section or an e-book. Distribute blasts and alerts through e-mail, Twitter and Facebook, reinforcing that your newspaper is the first source for local news. Tweet key votes at meetings, sporting highlights, noteworthy remarks from speeches, and then promote the detailed print reports. Use live video to augment coverage of a press conference or breaking news. Make sure to look into possible uses for Virtual Reality storytelling in your publication. The New York Times is in full test mode with this new technology.

Today's media landscape emphasizes open community interaction, but making full use of social media does not happen on its own. Editors and reports must manage these operations, too - the same people who have other responsibilities in collecting and reporting the news.

How can newsrooms identify and celebrate success? Start a conversation with readers. They'll let you know what's working and what isn't hitting the mark, what they like and what they think can be improved. Engaging in dialogue with readers is a win-win proposition for you, your readers and your community.

Jim Pumarlo writes, speaks and provides training on Community Newsroom Success Strategies. He can be contacted at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

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.

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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