



See you in Madison.

Mark your calendars. The 2016 WNA/AP Convention & Trade Show will be held Feb. 25-26 at the Madison Marriott West. Stay tuned for more information as the date approaches. We look forward to seeing you there!

THE Bulletin

News and information for the Wisconsin newspaper industry

... among the world's oldest press associations

Mission accomplished: A Face For Every Name

Johnson, WNA to be acknowledged for role in finding missing veterans' photos

By Julia Hunter
Member Service Director

In 2014, more than 400 Wisconsin natives killed in Vietnam were still without identifying photographs for the Vietnam Veterans Memorial Fund's Virtual Wall of Faces.

For Wisconsin Free Press Group Publisher Andrew Johnson, that was unacceptable.

Johnson, whose oldest son, U.S. Army Lt. David Johnson, was killed by an improvised explosive device in January 2012 in Afghanistan, spearheaded the effort to track down photos of these soldiers. He rallied newspapers across the state to run the names of the unidentified

soldiers, hoping community members would take notice. Maybe they'd see the name of a son, a cousin or a friend.

Many did.

His campaign also resulted in the involvement of a group of UW-Milwaukee journalism students whose efforts were vital in tracking down the last several photos.

[Read more about the UW-Milwaukee student journalists' role in tracking down the final faces from Wisconsin and their collaboration with Andrew Johnson.](#)

In May, the photo of the last soldier was found, [making Wisconsin the fifth state in the country to find all the photos of their fallen.](#)

It's because of these efforts that Johnson and members of the Wisconsin Newspaper Association will be honored on Thursday, Nov. 5, at the Wisconsin Veteran's Museum in Madison, Wis. During the invitation-only reception, "Wisconsin Remembers: A Face for Every Name Appreciation Event," key partners and volunteers responsible for helping to find all 1,161 photos of Wisconsinites listed on the Vietnam Veterans Memorial in Washington, D.C., will be acknowledged.

"The efforts of Andrew and the newspapers across Wisconsin were truly invaluable to this project," said WNA Executive Director Beth Bennett. "They should all be so proud of their involvement in this important cause. It's a testament to the character of our members and to the vitality of community newspapers."

[The Faces Never Forgotten campaign](#) was launched by the Vietnam Veterans Memorial Fund in 2007 to gather photos of each of the 58,307 names inscribed on the Vietnam Memorial in Washington, D.C. The VVMF plans to put a face and story to each name on its virtual Wall of Faces, a representation of which will be housed at a nearby education Center, which is slated for construction.



(From left) Wisconsin Free Press Group Publisher Andrew Johnson, Vietnam Veterans Memorial Fund Director of Communications Heidi Zimmerman, VVMF volunteer Laura Johnson, and UW-Milwaukee Senior Journalism Lecturer Jessica McBride gathered at the National Newspaper Association convention last month in St. Charles, Missouri. The group told the story of how Wisconsin was able to find missing photos of all the state's veterans whose names appear on the Vietnam Veterans Wall. They're encouraging other states to do the same.

Faces Never Forgotten



The three known photos of Pvt. Willie Bedford. His became the last photo found to complete Wisconsin's effort to put a face to their fallen. [Read more.](#)

DA: Stevens Point School Board meeting illegal

Stevens Point Journal Media

STEVENS POINT — The Stevens Point School Board broke the law and illegally met behind closed doors in February, the Portage County district attorney has found.

District Attorney Louis Molepske said he does not plan to seek fines against board members. Rather, he said, board members need training on Wisconsin's open meetings law so they do not repeat their violations.

Stevens Point police investigated the incident after School Board member Lisa Totten filed a complaint alleging that the board discussed the search for a new superintendent to replace Attila Weninger without properly notifying the public.

In addition to discussing the superintendent search without providing the public any forewarning, the board also met behind closed doors without providing specific enough information about the closed session discussion.

State law requires government bodies to tell the public about the topics they will discuss at meetings.

The police investigation, conducted by Detective John Lawrynck, included interviews with five of the nine then-School Board members. In her interview, according to the memo, Faxon said that on her way to the meeting that night, she learned that one of the four finalists for the superintendent position dropped out because of a family matter. She said she didn't want to email that information because the emails could become public and she wanted to protect the applicant's privacy. [Read more.](#)

AG Schimel Fights Court Ruling To Release Training Videos

Attorney General Brad Schimel is asking the state Supreme Court to block the release of training videos that the Democratic Party sought under the open records law.

The party sued for release of the tapes last year, claiming that they include Schimel making inappropriate comments while training prosecutors how to convict sex predators. This week, a unanimous appeals court panel upheld a lower court ruling

ordering their release.

In his petition to the high court, Schimel argues the videos should remain sealed because they include sensitive information about both victims and predators. Both courts ruled the videos contain routine training material and won't violate victims privacy or deter sex predator investigations. [Read more.](#)

WNA Members

WNA Free Content

Free content available to offer your readers this week:

This week's **Discover Wisconsin** offering takes readers across the state with host Mariah Haberman to the most unique bed and breakfasts, including stops in

- Horicon
- Oconomowoc
- Baraboo
- Sheboygan
- Bayfield
- Madison



Mariah Haberman

In his State Capitol Newsletter, **Matt Pommer** predicts Social Security and Medicare will be hot topics with Rep. Paul Ryan (R-Janesville) leading the House.

WISTAX Facts notes that for the third time in 40 years, Social Security recipients will receive no increase in benefits in 2016.

This weekly free content, [accessible here](#), is available at no cost to WNA members. We urge advertising departments to explore sponsorship possibilities that may be associated with this content. WNA thanks its partners for producing this material.



Old Rittenhouse Inn (Bayfield) is home to 20 distinctive and incredibly unique guest rooms. The inn is also located just blocks from Lake Superior and the Apostle Islands so don't leave Bayfield without squeezing in some time for sailing, boating, swimming, fishing and more! It is among the six Wisconsin bed and breakfast destinations featured in this week's free content from Discover Wisconsin.

WNA Online

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

WNA @WNA_news - 3h
Don't hide where big donors work - bit.ly/1XmYdlg @WiStateJournal

WNA Retweeted
The Capital Times @CapTimes · Oct 16
@peterwbarca on GOP campaign finance changes: "The era of clean government in Wisconsin is over." [host.madison.com/ct/news/local/...](http://host.madison.com/ct/news/local/)

WNA @WNA_news - 7h
Our view: Don't let GAB change disrupt elections: bit.ly/1kvV6cJ via @lacrossetribune

WNA @WNA_news - Oct 21
As of this morning., @journal sentinel reported that both proposals face an uncertain future in the GOP Senate - bit.ly/1LFrKzq

WNA @WNA_news - Oct 21
Voice your opinion on the GAB replacement & campaign finance amendment and urge your readers to do the same - bit.ly/1krC3jA

Don't miss out on the conversation:
Click the icons to reach our social media pages and engage with us!



WNA Jobs

FREE MEMBER EXCHANGE

WISCONSIN NEWSPAPER ASSOCIATION

Click [here](#) to check the latest Wisconsin newspaper jobs and people seeking work, as well as equipment and publications for sale. Email ads and resumes to Julia.Hunter@WNAnews.com.

WNA-Sponsored Training

WNA-sponsored webinars are available at discounted prices to WNA members and free to college newspaper advisers and students. Questions? Contact Julia.Hunter@WNAnews.com.

Growing Revenue in Your Local Market
Thursday, Oct. 29, 1 p.m. CST
Deadline to register is today — Oct. 26, 2015

Learn the process behind growing your local market share and creating customer volumes that convert to sustainable revenue growth.

**Maximize Reach for New Advertisers:
Ad Packages that Work**
Thursday, Nov. 5, 10 a.m.

Successful businesses know that planned advertising and promotion programs are essential to long-term financial health. When a new business comes to town, often times you receive a request for a free story and photo run. The News-Gazette Corp. in Lexington, Va., instead, offers a mix of print and digital media that maximizes a business's exposure in the local market.

Registration fee: \$30. Register by Monday, November 2

Register for this webinar at www.regonline.com/NNAAdPackages

Simplify Your Rate Card: Making the Switch to Modular
Thursday, Nov. 5, 1 p.m. CST

This session will focus on rethinking your grandfathered rate card and making it easier for all parties to understand. Today's advertisers are busier than ever — insisting on transparency and easy-to-understand choices. Learn how you can grow your local business with a few simple ideas.

This session is beneficial for advertising managers interested in [introducing a modular rate card and growing local business](#).

[Find out more and register online.](#)

FlashNews

NewsTrain making a stop in DeKalb Oct. 29-30

NewsTrain, a national touring workshop sponsored by the Associated Press Media Editors, is coming to DeKalb, Illinois — about 65 miles west of Chicago — for a two-day NewsTrain workshop on Thursday, Oct. 29, and Friday, Oct. 30.

[Read more about the workshop here.](#)

Registration is just \$75 and includes two full days of training, plus Continental breakfast, lunch and snacks each day.

IRE Radio Podcast bonus: Interviewing Liars

Investigative Reporters and Editors offers an extensive audio library filled with resources, including a collection of short audio clips pulled from conferences, workshops and special events. Listen to journalists discuss story ideas, tips and tools of the trade.

Posted today (Oct. 26) How do you get the truth out of a liar? On this bonus episode, experts weigh in on just that. You'll hear from investigative reporter Matt Apuzzo, former CIA polygraph examiner Barry McManus, and former FBI counterterrorism agent Don Borelli. In this audio pulled from the 2015 IRE Conference, the three discuss how to develop rapport, when to get confrontational and how to spot kernels of truth hidden in all those lies. [Listen here.](#)

WNA & Industry news

Among Friends

Benz named general manager in Asheboro, North Carolina

Todd Benz has been named the General Manager for The Courier-Tribune in Asheboro, North Carolina.

Benz is currently the SE Regional Director of Audience Development HD Sales & Marketing for The McClatchy Company in Bradenton, Fla. But he has made many stops, including in North Carolina, along the way in a 32-year newspaper career that began as a paper boy for the Milwaukee Sentinel.



Todd Benz

Benz has worked in many different-sized markets from small daily newspapers to large metropolitan newspapers, with stops in the states of Wisconsin, Michigan, California, South Carolina and North Carolina and Florida. Benz has spent time working on restructuring operations from rebuilding circulation departments and working on restructuring operations in Central Wisconsin with Gannett and with Schurz Communications. [Read more.](#)

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Helen Ruth Kutzler, 75, of Kenosha passed away Oct. 16, 2015.

Born in Janesville, she was a 1956 graduate of Janesville Sr. High School and attended Chicago Community College and College of St. Francis, Joliet, Ill. In 1970 she worked as a free lance writer and was President of the Canterbury Writer's Club of Chicago in 1972. She joined Crescent Newspapers in Lockport, Ill., as a



Helen Kutzler

reporter and feature writer in 1975, covering Lemont, Lockport, Romeoville and Bolingbrook. She was employed in the same capacity by the Bourbonnais Herald in 1978. [Read more.](#)

Albany School District considers purchase of Hometown Herald newspaper

Albany school board members discussed the idea of purchasing the Hometown Herald newspaper in its Oct. 12 meeting.

The possibility had been brought up in several previous meetings, and school board members appear initially divided. Proponents of the school acquiring and running the 350-subscriber weekly met Oct. 20 to take a closer look at the idea.

Dr. Steven Guenther, Albany School District Superintendent and Business Manager, reported to the board last week on prospects for purchasing the Hometown Herald newspaper.

The Glidden Enterprise begins 113th year

The folks at The Glidden Enterprise office have not missed a single weekly edition for 112 years, and the press keeps rolling as the publication begins its 113th year.

The Glidden Enterprise and the Hart Publishing Co. is owned by the children of the late Robert & Lois Hart. Matthew Hart Sr. started editing The Glidden Enterprise in 1903 and was later joined by his wife Katherine after their marriage. Matthew was the founding editor and held that title until his death in 1979.

The Harts had five children, Matthew Jr., Francis, Robert, Thomas and Katherine. All of the children worked at The Enterprise while growing up. Later Francis took the Postmaster job at The Glidden Post Office. Francis continued to work at The Enterprise in his spare time.

Editors at The Enterprise over the years include: Matthew Hart Sr., Matthew Hart Jr., Robert Hart, Judy Hauschild and presently Kacey (Kempf) Hanson, a great granddaughter of Matthew and Katherine.

Your Right to Know



LARRY GALLUP

Your Right to Know is a monthly column distributed by the Wisconsin Freedom of Information Council (www.wisfoic.org), a nonprofit group dedicated to open government. Council member Larry Gallup is Gannett Wisconsin Media's audience analyst and the former opinion editor at the Post-Crescent in Appleton.

Bill would make it harder to follow the money

Follow the money. That's one of the key lessons in politics, right?

Follow the money and you'll find answers. Follow the money and you'll see who's influencing whom.

Follow the money and you'll be able to connect special interest donors to the legislators whose votes can benefit them.

But it might be about to get tougher—a lot tougher—to follow the money in Wisconsin politics.

On Oct. 15, a state Assembly committee passed an amendment to a campaign finance bill to end the requirement that donors to candidates for state office list their primary employer, as is now required for those who give more than \$100 in any given year. (Under the bill, donors of more than \$200 per year would still have to list their occupation.)

The amendment, authored by Assembly Speaker Robin Vos, R-Rochester, was introduced and passed on the same day, without a public hearing.

The bill itself was introduced just the week before; it passed the Assembly on Oct. 21. It would double the amounts that donors can give to candidates, and adjust these for inflation every five years. It would let donors give unlimited amounts to political parties and legislative campaign committees, while letting candidates coordinate with special-interest groups that don't expressly advocate for or against a candidate.

Good-government groups and their supporters have blasted those changes. But eliminating the employer-disclosure rule is also a blow against state laws that presume openness in government.

The nonpartisan Wisconsin Democracy Campaign compiles a database of campaign donations, including donors' employers. It's an effective way to track trends in donations from employees of a particular business or industry to a candidate or party—that is, to follow the money.

Eliminating the requirement that donors say where they work will make it harder for "every good-government group and the media, as well as the public at large, to figure out who is really going to benefit from pieces of legislation," said Matthew Rothschild, the WDC's executive director. He notes that, while donors would still have to list their occupation, descriptions of "attorney" or "executive" are so broad they hardly provide true disclosure.

Vos and other supporters of the provision have said it's needed to protect donors' privacy and shield their businesses from boycotts if it's discovered that employees have made contributions to a candidate. Rothschild rejects this reasoning: "If they're going to be giving scads of money to politicians, they should face the music for doing that."

The disclosure requirement also helped in the investigation and prosecution of Wisconsin & Southern Railroad Co. chief executive William Gardner, who in 2011 pleaded guilty to two felony charges in connection with donations made by his employees. Prosecutors said Gardner used the employees to make contributions above the legal limits.

Without employer information, in the future those dots might remain unconnected.

Though the bill was on a fast track through the Assembly and has passed a Senate committee, there are signs that it may not pass the Senate without changes.

That means there's time for members of the public to let legislators know they won't stand for government moving further into the darkness.

To protect the public interest, we need enough light to follow the money.

WNA
FOUNDATION

A Wisconsin Newspaper Association Foundation webinar...

In-Depth, Enterprising News

Finding Time and Digging Deeper

WNAF is pleased to offer webinars to journalism students and advisors at no cost!



Thursday, November 19
1:00-2:00 p.m. CST

Registration fee: \$35
Registration Deadline:
November 16

Presented by: GateHouse Media

Webinar will explore in-depth, enterprising news

Thursday, Nov. 19
1-2 p.m. CST

Presented in partnership with GateHouse Media

Readers across the country list in-depth news as one of the most important aspects of their local news sources. How can newsrooms of all sizes prioritize in-depth, enterprising pieces – and what does it mean for a story to be in-depth, anyway?

In this webinar, Tim Schmitt will cover

everything from how to find time for in-depth news, to topical ideas that will resonate with readers.

Meet Your Trainer: Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast.



Tim Schmitt

He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda (N.Y.) News, where he led an award-winning editorial page. He's worked as an editor, staffer or longtime contributor with the Arizona Daily Sun, the Mesa Tribune, the Arizona Republic, the Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies — spearheading coverage of the Buffalo Bills and Sabres. He moved to Austin to join GateHouse in early 2015.