



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

WNA members: Voice your opinion on GAB, campaign finance bills

A bill that would replace the Government Accountability Board (GAB) with two oversight commissions and another that would amend the current campaign finance laws are awaiting a vote from the senate.

The bills—SB 292 and SB 294—have already been passed by the Assembly, but are stalled in the Senate, as six senators are holding out for various reasons.

The Senate will not meet tomorrow as previously planned, with Republicans still trying to work through issues on the GAB bill. Instead of a floor period, Senate Republicans will caucus tomorrow.

Myranda Tanck, a spokeswoman for Majority Leader Scott Fitzgerald, said Senate members have been told to keep the rest of the week open for a possible floor period.

Along with the GAB bill, Republican leaders also hope to get the campaign finance bill up yet this week, Tanck said.

WNA is asking publishers to please encourage each of the following sena-

tors to continue to oppose passage of the legislation as currently written.

- Sen. Robert Cowles (Green Bay, District 2)
- Sen. Luther Olsen (Ripon, District 14)
- Sen. Sheila Harsdorf (River Falls, District 10)
- Sen. Jerry Petrowski (Marathon, District 29)
- Sen. Terry Moulton (Chippewa Falls, District 23)
- Sen. Howard Marklein (Richland Center, District 17)

[Click here](#) to get contact information for these senators.

Read [SB 292](#) and [SB 294](#).

WNA members are urged to continue to voice their opinion on these matters and urge readers to do the same!

[Read what WNA members are saying about this issue.](#)



[Click here](#) to read ongoing coverage of the legislature's attempts to sweep massive changes to campaign finance and the Government Accountability Board, such as Paul Fanlund's piece, above. WNA members are encouraged to contact six State Senators in an effort to halt SB 292 and SB 294.

Reminder: DOA-required forms due

To date, roughly 60 percent of WNA member publishers have submitted the Department of Administration's annual legal notice certification paperwork. Completion of the certification process is necessary in order for a newspaper to continue publishing legal notices in Wisconsin.

That means the remaining 40 percent need to read and act on this reminder.

Bill Goff, who manages the legal-notice certification program for DOA, asks that newspapers complete and return the certification requests (sent to publishers via email on Thursday, Oct. 1, 2015) as soon as possible. Completion of the forms is required to publish legal notices in Wisconsin.

For assistance, contact Goff at 608-266-1002 or by email at William2.Goff@wisconsin.gov.

Nov. 4 named 'Wisconsin Combat Journalists Day'

Gov. Scott Walker has proclaimed Nov. 4 to be "Wisconsin Combat Journalists Day." The proclamation, shown at right, reads as follows:

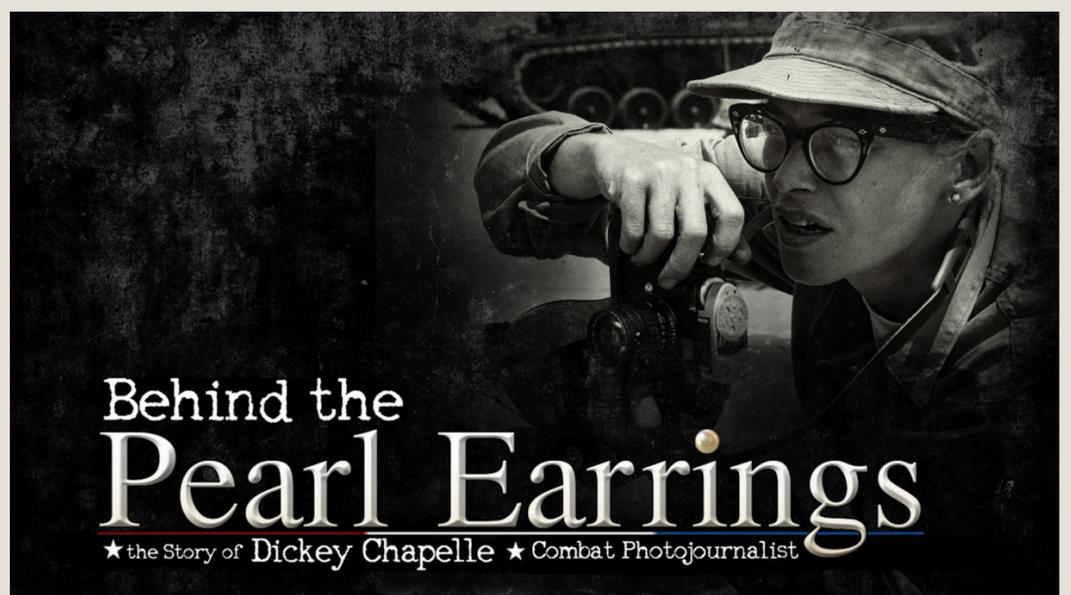
Whereas; since the Civil War, a long line of war correspondents with Wisconsin connections have undertaken the often dangerous assignment in battle zones around the world; and

Whereas; some have lost their lives while on the job in the last few years such as Marquette University graduate James Wright "Jim" Foley who was a freelance journalist and video war correspondent killed on August 19, 2014, during the Syrian Civil War, and Beloit College graduate Luke Daniel Somers, a photojournalist who was killed by the militant Islamist group al-Qaeda in Yemen on December 6, 2014; and

Whereas; Wednesday, November 4, 2015, marks the 50th anniversary of the death of Shorewood journalist Dickey Chapelle in Vietnam, one of the first American correspondents killed in Vietnam and the first American woman reporter to die in combat; and

Whereas; these and all of those who died and those working today in combat situations take great risks to inform our citizens about current events;

Now, therefore, I, Scott Walker, Governor of the state of Wisconsin, do hereby proclaim Wednesday, November 4, 2015, as WISCONSIN COMBAT JOURNALISTS DAY throughout the state of Wisconsin, and I commend this observance to all of our citizens.



Documentary, book offer insights into Chapelle's journey as combat journalist

Learn more about the life of Dickey Chapelle when "Behind the Pearl Earrings" airs at 7 p.m. Nov. 3 on Milwaukee Public Television, Channel 10. This compelling documentary explores Chapelle's storytelling and her intriguing journey as a combat journalist, which paved the way for other female war correspondents. She defied the odds and told the story her way.

The documentary was written and produced by Maryann Lazarski, a current Milwaukee Press Club board member, and veteran television producer and journalist.

Due to the use of graphic war images and language, this

documentary is not recommended for children. Viewer discretion advised.

John Garofolo, author of "Dickey Chapelle Under Fire, Photographs by the First American Female War Correspondent Killed in Action," will talk about his new book at 7 p.m. on Thursday, Nov. 5 at the Shorewood Village Center, 3920 N. Murray Ave.

The book includes Shorewood native Dickey Chapelle's remarkable story and examples of her wide-ranging photography, including several photographs taken during her final patrol in Vietnam.

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 to seven holiday light shows that will dazzle in: La Crosse, Marshfield, Green Bay, Waukesha, Janesville, Sheboygan and Eau Claire.

In his State Capitol Newsletter, **Matt Pommer** takes a look at how Wisconsin's roadways have been increasingly travelled and how government plans to pay for upkeep.

WISTAX Facts tracks the number of Wisconsin residents with college degrees to show a continual increase, now at 28.4 percent.

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.



Do you have readers near La Crosse, Marshfield, Green Bay, Waukesha, Janesville, Sheboygan or Eau Claire? Offer them a rundown of seven holiday light shows, featured in this week's Discover Wisconsin content, offered free to WNA members.

WNA Online

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

Angel's Wish Retweeted



Doug Schneider @PGDougSchneider · Oct 29

So THAT's what @JuliaMHunter gets paid to do! MT MaryBCallen #UberKITTENS @WNA_news! Thanks @AngelsWishPets.



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.

Maximize Reach for New Advertisers:

Ad Packages that Work

Thursday, Nov. 5, 10 a.m.

REGISTRATION DEADLINE: MONDAY, NOV. 2

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 for this webinar at www.regon-line.com/NNAAdPackages

Simplify Your Rate Card: Making the Switch to Modular

Thursday, Nov. 5, 1 p.m. CST

REGISTRATION DEADLINE: MONDAY, NOV. 2

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

Ask for check registers and other public records tips you probably haven't thought of

by Kelly Hinchcliffe, Poynter.org

I was at a journalism conference in Nashville last year when I heard about a public record I had never thought to request.

Tawnell Hobbs, a reporter at The Dallas Morning News, was giving a presentation on school finance reporting when she mentioned an investigative story she had done using check registers.

"I get them every month. That's somebody sitting there with a checkbook writing checks," she said. "On its face it's not that sexy, but it can be."

Hobbs found that the Dallas Independent School District "spent at least \$57 million over four years — or one year's average base pay for 1,086 teachers — on purchases such as pricey meals, costly trips, lucrative consulting contracts and overnight stays at hotels in the Dallas area and beyond."

She also found that the school system spent more than \$300,000 at Atlanta Bread Co., about \$86,000 at Chick-fil-A and at least \$17 million on promotional items, such as mugs, wristbands, T-shirts and hats.

As Hobbs spoke, I thought, "Why didn't I think of that?" I've requested credit card records from public agencies I've covered, but I never thought about checks.

I reached out to Hobbs recently and asked her to tell me more about her story and what advice she has for reporters: [Click here to read the questions and answers](#).

WNA & Industry news

Among Friends

Messick set to retire

After 38 years, Rivertown Group publisher and director of operations Steve Messick will retire from the top job, just as soon as a replacement is hired.



Steve Messick

Messick will continue to have an advisory role to his division of Forum Communications Company, working with commercial printing customers and special projects. A search for the new publisher is under way.

Messick began his newspaper career in South Dakota, but moved to the Rivertown area to join the Hastings Star in 1977 as an advertising sales representative. The Star was merged with its crosstown rival in 1980 and became the Star Gazette.

Fiez joins Baraboo News Republic staff

Michael Fiez has joined the Baraboo News Republic as a new regional sports reporter.



Michael Fiez

After graduating from Verona Area High School in 2011, Fiez attended the University of Wisconsin-Eau Claire, where he attained a degree in communications in May. While at UW-Eau Claire, Fiez worked as a freelance writer for several online football publications, and worked with the UW-Eau Claire sports information department as well.

News-Herald bids farewell to two longtime staffers

MARSHFIELD — News-Herald Media employees will say goodbye to two retiring coworkers who served a combined 51 years with the company.

Jan Zettler, a news assistant who started in 1989, is retiring today after a career of serving customers and helping them share their news and information across the community.

Dan Young, a photographer and videographer who started with the company in 1990 and also served Daily Herald Media in Wausau, will retire Nov. 14. Young is a perennial award-winner in the Wisconsin Newspaper Association Foundation contests and has received many other honors for the quality of his work.

Two retire from Daily Herald

Two long-time employees of the Daily Herald (Wausau) recently retired.

Dawn Heckendorf, senior accounting specialist, retired on her 30th anniversary of employment with the Daily Herald. She started in 1985. She held numerous positions in the Finance Department and helped with customer service, production and virtually every other part of the business during her career.

Carol Goodwin-Mulligan also retired after 22 years in the Advertising Department. She works as an inside-sales account executive, helping customers who place advertising orders.

NAA offers editorial



DAVID CHAVERN

WNA members are encouraged to publish this editorial by Newspaper Association of America President and CEO David Chavern. A Word document version of this column is available for download on our website.

Local elections and newspapers: 'All politics is local' rings true

November is election time in America. Voters in many local municipalities will go to the polls soon to choose local public officials. Four states have statewide legislative elections and three of those states will select a governor. For some, the presidential election next year is top of mind. But it is the breadth and depth of local elections in this country that truly astounds. Try and wrap your mind around the idea that there are more than 87,000 elective bodies filled with over half a million elected officeholders.

So the notion that "all politics is local" rings true. Popularly attributed to former House Speaker Tip O'Neill, the phrase actually originated with a newsman. In a syndicated column penned in 1932, Associated Press Washington Bureau Chief Bryon Price wrote, "all politics is local in the last analysis, and local considerations come first."

Local news media are the link between prospective voters and candidates vying for office. Newspaper media—in print and in digital form—are especially well-positioned to make this connection. New research data from Nielsen Scarborough show that among adults who always vote in local elections, seven in 10 read newspaper media in print, online or on mobile devices in an average week. The data also show that among persistent voters in local elections there is little difference between self-identified Democrats, Republicans and Independents: seven in 10 of each group are engaged with newspaper content in print or online in a typical week.

In addition to providing news coverage of candidate speeches, debates and events, newspaper voter guides are a crucial resource to help voters make informed decisions. The voter guide in print form, sometimes appearing as a special pull-out section, has been a staple of newspapers for years. These pages alert voters to polling locations and absentee ballot procedures, as well as candidates and their stances on issues.

Digital newspaper platforms now make local voter guides even more useful, with interactivity that drills down through the maze of local legislative districts using the voter's location. For example, the Dayton (OH) Daily News online voter guide, Your Vote 2015, allows voters to browse 293 races and 447 candidates, or enter their location or address to find specific individual races. In Texas, the Dallas Morning News election guide has interactive features to help voters navigate through the seven proposals to amend the Texas constitution. The guide also provides instructive context for voters: While the U.S. Constitution has been amended 27 times, their state constitution has been amended 484 times.

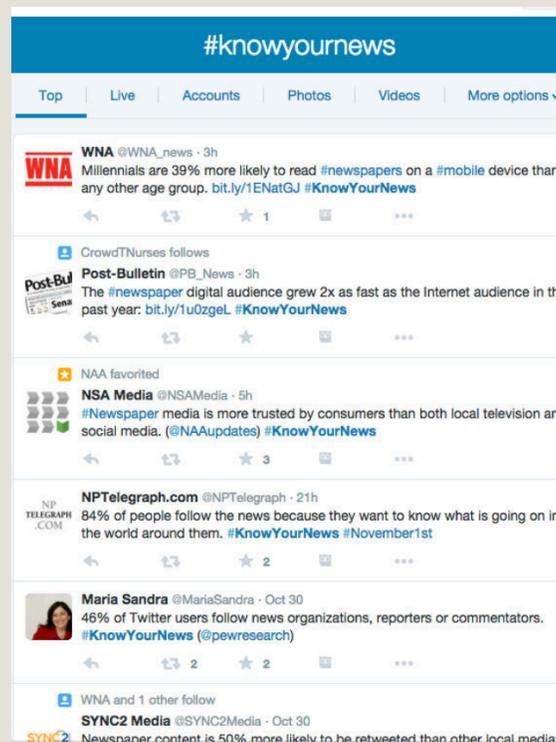
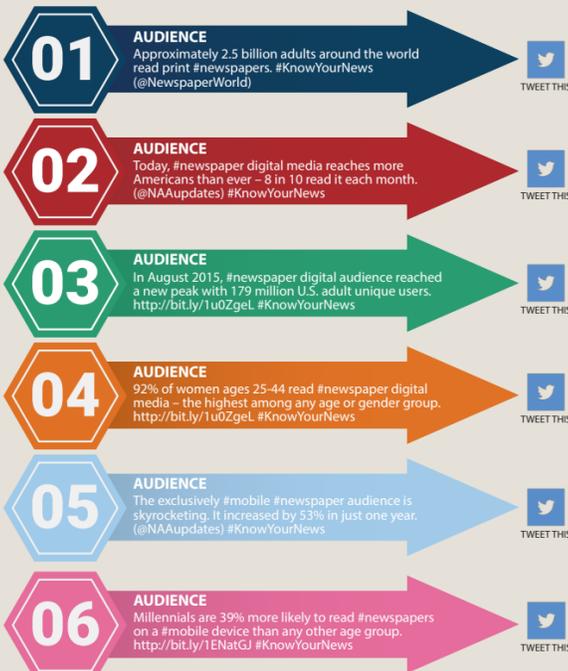
Online voter guides are not just the purview of newspapers in large markets. The York (PA) Daily Record has extensive detail on races for offices in townships and boroughs, for school boards, judges and commissioners. The Wilmington (NC) Star News voter guide covers three counties with information on 22 races and 87 candidates, along with interactivity by the voters' address or location.

The all-embracing coverage of local elections by local newspapers in all forms is not something that is duplicated by television or radio stations, or other media outlets; they simply do not have the capability of local newspapers to cover the myriad candidates and issues in all localities.

Elections are a local business. Newspapers are a local business. The connection between the two is essential for democracy to function.



20 "TWEETABLE TRUTHS" ABOUT THE NEWSPAPER INDUSTRY



Download and share:

20 Tweetable Truths about the Newspaper Industry

Newspaper Association of America has just released a new social media resource available for free download: [20 Tweetable Truths about the Newspaper Industry](#).

The resource features engaging facts and figures about the state of print and digital newspapers and examples of the many positive developments taking place in the industry as a way to engage social media followers and feature the innovation and growth within the industry. For convenience, the "Tweet

This" buttons will automatically populate the tweet into a user's Twitter account, enabling them to edit it however they wish or just push send.

WNA members and sales or circulation directors are encouraged to put this free resource to work. For recommendations on social media best practices, check out "Top 25 Social Media Marketing Tips" for advice on developing and implementing an effective social media strategy.