



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

GAB, campaign bills pass Senate

WNA urges members to call for amendatory veto of removal of campaign donor employer provision found in campaign finance proposal

In a session that went into the early morning hours Saturday, Nov. 7, the Senate passed a bill that replaces the Government Accountability Board with bipartisan commissions and another that rewrites the state's campaign finance laws. That rewrite included a provision that allows donors to make political contributions

without disclosing their employers.

The bills will now head back to the Assembly. Both were passed by the Assembly on Oct. 21, but they must vote on them again because of amendments made by the Senate. The Assembly is expected to vote on them Nov. 16, during an extraor-

dinary session.

If the bills pass the Assembly again as expected, the Wisconsin Newspaper Association will urge an amendatory veto by Gov. Scott Walker formally requesting that the language allowing political donors to keep their employer secret be removed.

More online

[See what WNA members are saying about the proposed GAB and campaign finance bills.](#)

The WNA urges members to continue to speak out against this provision in their editorial pages and to contact the

governor's office to voice their support for an amendatory veto.

"The combined voices of Wisconsin newspapers played a major role in derailing the Fourth of July weekend attack on open records," said WNA Executive Director Beth Bennett. "Once again, and in short order, the newspaper industry is called upon to do its part to protect on-going transparency in Wisconsin's campaign finance laws."



A Face for Every Name honoree

Wisconsin Department of Veterans Affairs (WDVA) Secretary John A. Scocos, left, along with UW-Extension Chancellor Cathy Sandeen recognized Wisconsin Newspaper Association Foundation board member and Gold Star Father Andrew Johnson of Mayville for his efforts to find a photo for every Wisconsinite listed on the Vietnam Veterans Memorial Wall in Washington, D.C. The event followed a WNA Board of Directors meeting in Madison and was attended by several board members. The partners in A Face for Every Name (including Wisconsin Public Television, Wisconsin Public Radio and WNA) announced plans to build a traveling exhibit of all the photos in collaboration with the Wisconsin Veterans Museum. Dubbed "Wisconsin Remembers: A Face for Every Name," the exhibit will be available to local libraries, historic societies and schools throughout the state in mid-2016. Learn more about the project at wpr.org/veterans. [Read more.](#)

Debilzen ready to work on WNA members' behalf

The Wisconsin Newspaper Association has been in my corner throughout my career. From my first convention in 2005 through many training seminars, Trees for Tomorrow retreats and award dinners since then, the association has always been there for me.

Now, it's my turn to be there for the WNA.

My name is James Debilzen, and I am incredibly honored to be writing to you today as the new director of communications for the WNA. I officially began working for the association on Nov. 9.

I've spent most of my career on the editorial side of the business, but most recently, I've served as the group circulation and readership director during the last year for the Daily Jefferson County Union in Fort Atkinson and Hometown News Limited Partnership, an affiliated group of 12 weekly community newspapers scattered around the Madison area.

Prior to my stint in circulation, I was the managing editor of The Milton Courier (2012-2014) and The DeForest Times-Tribune and Poynette Press (2009-2012). I was also a city beat reporter and photographer for the Daily Union from January 2008 through December 2009.

I'm a native of Oregon, Wis., where I landed my first newspaper job stuffing inserts in the Great Dane Shopping News after school. I became active with my high school newspaper around that same time, and eventually, those skills helped propel me from the pressroom at my hometown newspaper to the newsroom as a proofreader and typesetter.

I graduated from the University of Wisconsin-Whitewater in 2007 with a bachelor's degree in print journalism. The program as I knew it doesn't exist anymore — which is telling of the great changes we've faced as an industry — but you won't find me perpetuating the doom-and-gloom predictions for newspapers that seem to be popular these days. Quite the contrary, actually.

During my time as a circulation director, Hometown News grew its subscriber base by 30 percent in less than 10 months through aggressive marketing campaigns. The numbers included many new customers who had never subscribed to the paper before, and others who hadn't subscribed in 20 years.

I don't mention Hometown's growth to humble brag. I want to remind you that people do indeed want the news their local newspaper provides. We can't continue to let the "newspapers are dying" narrative continue without challenging it. In my new role at the WNA, it will be my honor to advocate for newspapers on your behalf.

Please feel free to contact me any time at James.Debilzen@WNAnews.com with your news, job postings and more. I'll be editing The Bulletin and manning the WNA's website and social media accounts, so send your ideas and content my way. I'm here to help in any way that I can.



James Debilzen

Scholarships available for journalism students

The Wisconsin College Media Association will award two \$1,500 scholarships for the 2016-17 academic year to journalism students working toward their associate or baccalaureate degrees.

The scholarships will be awarded at the Wisconsin Newspaper Association annual convention set for February 25-26, 2016, at the Madison Marriott West in Middleton.

Applicants should demonstrate a solid interest in print journalism. Students should submit a resume, a letter of application describing their interest in a career in newspapers and any relevant information regarding financial

need, three published work examples, a letter of recommendation from a faculty member or department chair and an academic class list.

Applicants will be considered based on their academic record, financial need, past involvement in student or other newspapers, and potential for a career in newspapers. Students with interests in reporting, editing, advertising, photography, graphics, circulation, marketing or any other aspect of newspapers operations may apply. Deadline to apply is Dec. 18.

[Apply now.](#)

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 25 Super Strange Wisconsin Town Names. Check it out, there's got to be one in your county or a stone's throw away.

In his State Capitol Newsletter, **Matt Pommer** remembers the impact of gubernatorial press conferences.

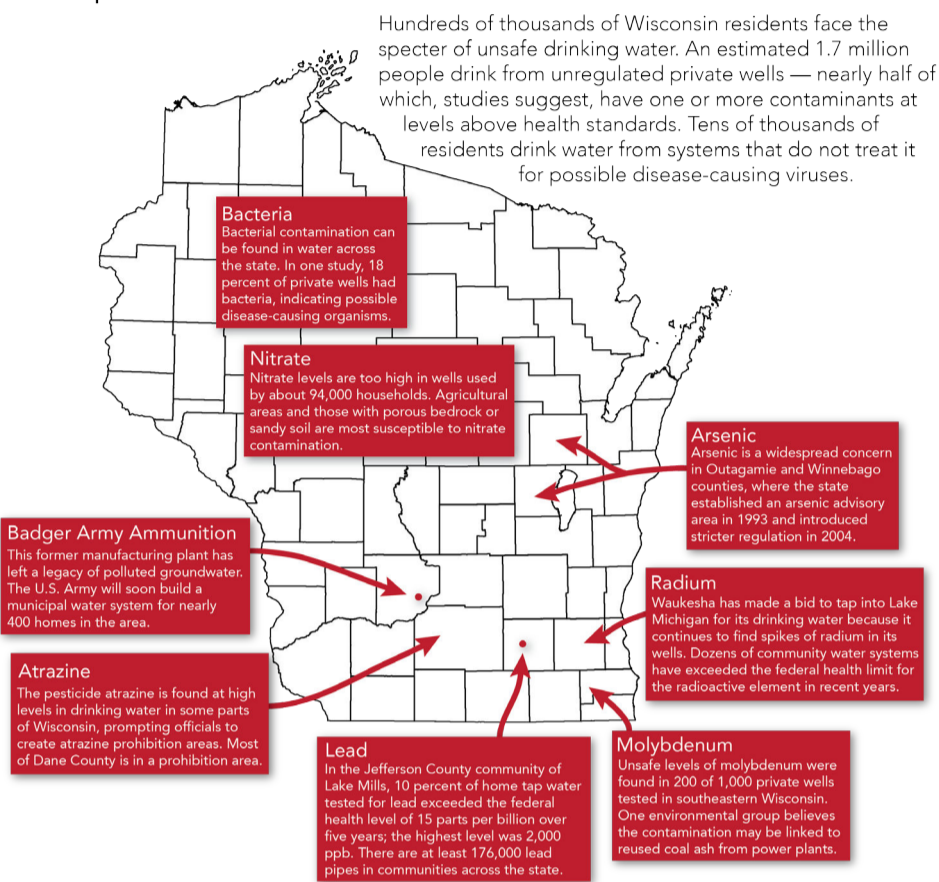
WISTAX Facts tracks Wisconsin's violent crime rate rises, falls.

The **Wisconsin Center for Investigative Journalism** is offering the kickoff of a series, **Failure at the Faucet**. The series examines threats to drinking water across Wisconsin. The series is designed so that it may be published in its entirety, or each piece may be run as a standalone story.

This weekly free content, **accessible here**, is available at no cost to WNA members.

What's in our drinking water?

Examples of contaminants across Wisconsin



CREDIT: Katie Kowalsky/Wisconsin Center for Investigative Journalism

SOURCES: "Private drinking water quality in rural Wisconsin," Journal of Environmental Health, 2013; Wisconsin Department of Natural Resources; draft technical review for Waukesha's proposed diversion of Great Lakes water, 2015; Wisconsin Department of Natural Resources; Drinking Water Database; Wisconsin Department of Agriculture, Trade and Consumer Protection website; atrazine prohibition areas; town of Merrimac administrator Tim McCumber.

Failure at the Faucet examines threats to drinking water across the state. This series, and related graphics and photos, is available free to WNA members through the Wisconsin Center for Investigative Journalism.

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.

Upcoming Training

Stake your claim to the coming political advertising gold rush
Wednesday, Nov. 11, 2 p.m.

Borrell Associates research has looked deeply into the projected political advertising during the 2016 election year, and what they found is that—as Donald Trump might say—the spending will be HUUUUUGE. This webinar will review some of the data from their report, which includes state-by-state spend numbers broken down by presidential, gubernatorial, statehouse, municipal and referenda. Learn your potential to share in this big revenue opportunity. With Gordon Borrell, CEO, Borrell Associates. [Register online.](#)

Packaging for Profit: Leveraging Your Digital Assets to Gain Print Dollars
Thursday, Nov. 12, 10:30 a.m.

Presenter Mike Blinder will show examples of local media companies that garnered hundreds of thousands in new, long term legacy print contracts by creatively packaging local and programmatic impressions, social solutions and sponsored content into creative reach and frequency high value packages. [Register online.](#)

Seven Top Takeaways From the 2015 Promotions Summit
Nov. 16, 2015, 2 p.m.

This two-day event hosted by Second Street this summer explored the intersection of data and promotions, and touched on the continued shift in advertisers' marketing spend towards promotions. This shift in spend, combined with data, means promotions are more important than ever before to media companies. This webinar presents key actionable takeaways for driving real results for your advertiser and your paper.

Topics will include:

- Driving revenue with promotions
- Delivering measurable results for advertiser
- Engaging your audience
- Growing your email database
- Collecting valuable first-party data from promotions

[Register online.](#)

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.

In-Depth, Enterprising News: Finding Time and Digging Deeper
Thursday, Nov. 19, 1-2 p.m.

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. [Register online.](#)

FlashNews

Stories about local businesses, unique to the community perform best on social media

When you examine the top posts by social referrers across GateHouse Media's sites, Penny Riordan writes that a pattern emerges. Some categories of stories that perform particularly well on social for GateHouse's sites include stories about local businesses, stories that are unique to the community and give the reader a sense of pride, and "crime stories that you just have to read." To adjust your newsrooms' workflow to match up with the kinds of stories that are performing well, Riordan recommends regularly reviewing your metrics, ask yourself why successful stories are doing well, and think about how to adjust your coverage to cover those kinds of stories. [Read more.](#)

WNA Online

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

WNA @WNA_news · Nov 5
At the Wisconsin Veterans Museum tonight as WNA and Andrew Johnson are acknowledged for their contribution to #FacesNeverForgotten.

WNA @WNA_news · Nov 3
Editorial | Campaign Finance Bills - Don't let legislators cut off your ability to know jsonline.com/news/opinion/d...

WNA @WNA_news · Nov 3
After accessing news through social media, 30% of people subscribed to a news outlet. #KnowYourNews (@risj_oxford)

WNA @WNA_news · Nov 3
46% of Twitter users follow news organizations, reporters or commentators. #KnowYourNews (@pewresearch)

Don't miss out on the conversation:

Click the icons to reach our social media pages and engage with us!



WNA & Industry news

Among Friends

Vilas County News-Review earns six NNA awards

The Vilas County News-Review received six awards in the National Newspaper Association's (NNA) 2015 Better Newspaper Contest at NNA's 129th annual Convention & Trade Show in Saint Charles, Mo., earlier this month.

The honors included a Community Service Award for its Warm The Children program and a Best Special Section Award for its Salute to Emergency Personnel.

Advance-Titan launches fundraising campaign

Facing \$74,000 in debt, the University of Wisconsin-Oshkosh student newspaper is seeking alternative funding.

The Advance-Titan launched a fundraising campaign last week, and while it is working with UWO administrators to develop a plan to pay off that debt \$5,000 a time each February for the next decade, university officials say they will not bail out the paper if it cannot come up with that amount. [Read more.](#)

Messenger retires from Oconto County Reporter

Colleen Messenger, the long-time office manager for the Oconto County Reporter and Beacon shoppers, retired Oct. 30.



Colleen Messenger

She was hired by then-owners Bill and Dorothy Borneman in February 1980, working one day a week helping paste-up ads in the era before computerized design.

After three or four years, Messenger began working full time, eventually becoming the de facto office manager for the Bornemans, along with helping with ad sales page make-up and news.

WNA Hall of Fame nominations due Nov. 20

The WNA Foundation is seeking nominations to the prestigious Wisconsin Newspaper Hall of Fame.

The 2016 inductions will be made at WNA/AP Annual Convention and Trade Show, Feb. 25-26, 2016, at the Madison Marriott West in Middleton.

Hall of Fame nominations may include anyone, living or deceased, who has contributed above and beyond the call of duty to newspapers and newspapering in Wisconsin. This includes publishers, editors, reporters, photographers or any other newspaper personnel who've made significant contributions to the newspaper industry. It is expected that the individual should have dedicated at least 15 years of service to newspapering. Length of service by itself, however, is not expected to be a major determinant.

With the approval of the nomination committee, Hall of Fame induction may be extended to someone outside the working industry, such as an educator, jurist, attorney or legislator. The primary criterion is

Staff changes at Unified Newspaper Group

Reporter Kate Newton has joined the staff of Unified Newspaper Group.



Kate Newton

Newton, a 2014 University of Arizona graduate and native of Flagstaff, Ariz., takes over an opening left open by the exit of Mark Ignatowski, who moved to Minnesota. Newton has freelanced with the Isthmus and has had internships with Arizona Public Media, the Arizona Daily Star and the Tucson Weekly and has lived in Wisconsin for about a year.

Jacob Bielanski moved from a community reporter position to take over many of Ignatowski's government coverage duties, including public safety, planning and a variety of Fitchburg government beats.

Newton will take over that community reporter position, covering a variety of beats in all of UNG's communities and handling website and social media updates.

Quincy Newspapers acquires TV stations

Quincy Newspapers, Inc., parent company of WKOW in Madison, Wisconsin, has acquired several television stations owned by Granite Broadcasting and Malara Broadcasting.

The acquisitions mean QNI will own and operate television stations in 14 markets.

The stations acquired from Granite are WEEK-TV (NBC) serving Peoria and Bloomington in Illinois; KBJR-TV (NBC/MyNetwork) serving Duluth, Minnesota, and Superior, Wisconsin; and WBNG-TV (CBS) in Binghamton, New York. QNI is acquiring WPTA-TV (ABC/CW) in Fort Wayne, Indiana from Malara.

exceptional service on behalf of Wisconsin newspapers. Other criteria may be established or considered by the Hall of Fame selection committee or the WNAF Board as deemed appropriate or necessary.

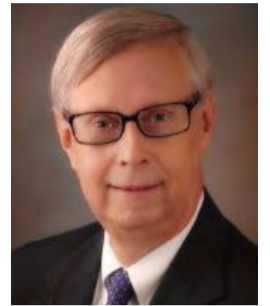
Deadline for nominations is Friday, Nov. 20, 2015. Awards will be presented during the WNA/AP Annual Convention and Trade Show, set for Feb. 25-26, 2016, at the Madison Marriott West in Middleton.

A complete nomination will include the following:

1. A letter of support from the nominator
2. Basic resume of the nominee's service to the newspaper and the community
3. Two additional letters of support in addition to the nomination
4. Other materials that support the nominee's application

Nomination materials should be e-mailed to Julia.Hunter@wnanews.com.

Increase circulation with mail sampling



MAX HEATH

An increase in calls and emails on sampling questions in recent weeks and months caused me to update this topic on the value of sending sample copies to non-subscribers using your 10 percent in-county "sampling" entitlement.

The nonsubscriber rules in the Domestic Mail Manual are there to allow you to promote your newspaper to non-subscribers and increase your mail delivery. Too many papers fail to use this tactic.

Print subscriptions now compete with our own websites, electronic subscriptions, and other free news and information sites. Some readers of free shoppers with news think that it's the newspaper. It's no exaggeration to say that we have to work much harder to increase circulation, or just stay even, in paid subscribers these days.

Some papers have had success sampling a route or two at a time for two to four issues. Others choose to sample an entire ZIP code or the entire county. But either way, sampling addressed pieces to 90 percent of the active residential addresses, or 75 percent of all addresses, on in-county routes earns you a low 3.5-cent Saturation piece price. That compares to a 6.8-cent piece price for Basic (6-124 pieces per route) in-county mail, saving you nearly half of the per-copy piece price.

You can also mail unaddressed Saturation so long as 100 percent of Active Residential or Total Active deliveries are provided copies.

Include a good offer to subscribe or renew in each sample copy. For those worried about offending current subscribers, make the offer two-tiered, with a higher discount level for new subscribers, and another, lower one for renewals. A single-sheet flyer with coupon pulls more response than ROP ads.

The more in-county subscriber copies you can build and retain, the greater your sampling privilege is to sample at in-county rates in the future, without paying outside-county rates for non-subscriber copies sent above the 10 percent rule.

REVIEW OF POSTAL SAMPLING RULES

Domestic Mail Manual 207.7.9.3 specifies that in-county eligible newspapers can mail 10 percent of the in-county subscriber copies in a calendar year to non-subscribers using the low in-county rates. To estimate your entitlement, add the Subscriber Copies column, lines A1/A2 of your 3541 Postage Statement. Multiply times the number of issues in a year, and take 10 percent of that.

For example, a weekly with 3,500

"Include a good offer to subscribe or renew in each sample copy. For those worried about offending current subscribers, make the offer two-tiered, with a higher discount level for new subscribers, and another, lower one for renewals. A single-sheet flyer with coupon pulls more response than ROP ads."

average in-county mail subscriber copies can send 18,200 copies to non-subscribers at in-county rates (3,500 X 52 = 182,000 X .10 = 18,200) in a year. Double that for a twice weekly. A five-day mailed daily earns 91,000 non-subscriber copies at in-county rates under that formula.

You may use the "simplified address" of "Residential Customer" (DMM 602.3.1.b) when sampling rural or city routes. Some software vendors provide electronic CDS (Computerized Delivery Sequence) files giving all addresses in a ZIP.

Newspapers are not required to duplicate subscriber copies when using simplified address saturation mail, nor when mailing addressed copies to non-subscribers. Also, when sampling infrequently, a single issue can mail more non-subscriber copies than subscriber copies. (See Customer Support Ruling PS-228 at Postal Explorer website.) Simplified address copies do not technically count as subscriber copies.

But remember that a newspaper cannot consistently mail more than 50 percent of its total distribution free. Those wishing to sample above the 10 percent in-county rate ceiling pay regular carrier-route prices of 15 cents for Saturation on Line C33 of the 3541, plus 12.6 cents per advertising pound and 9.3 cents non-advertising pound at DDU lines B1 and B14 when entered at DDUs (delivery offices).

The copies should be co-mingled as part of the regular issue, not separately. Both pound prices are lower than when I last wrote about this in July 2010, and they now compare favorably to the 16-cent DDU pound price In-county.

USPS provides a Periodicals Non-subscriber Percentage Calculator at Postal Explorer (<http://pe.usps.gov>). Click on Postal Links in the upper left of the blue vertical toolbar, then scroll to the last item in that section for the Excel spreadsheet. This helps you track your In-County price eligibility and know when to switch to Regular prices when needed.

Requester rules are identical, allowing 10 percent more copies to non-requesters to try to increase the requested total or reach more of the market. Only requested copies earn in-county price.

ALWAYS PROMOTE SUBSCRIPTIONS!

Remember, you should always have at least a one-column ad (think vertical coupon) in every issue of your newspaper and shopper, if you have one. And when space permits, larger ads or single-copy inserts are ideal, especially when a big news story ensures purchases of single copies by people who are not "regulars."

INCREASE ADVERTISING WHEN YOU SAMPLE

You can also increase ad revenue when sampling your entire market at once. Your market may be an entire county or the primary ZIPs inside the county that you serve. With advertising slow in this weak economy, you need to provide your advertisers and potential advertisers a reason to spend their scarce dollars. What better way than to provide them total-market coverage in a paid news product?

Some papers have known this for years and have built both circulation and advertising with monthly sampling, often tied to the issue nearest the start of a new month when government paychecks are in the hands of residents on fixed incomes. While sampling this often usually results in several issues mailed at outside county Saturation price, it can still pay off if revenue growth is strong enough.

A newspaper group that has made sampling for revenue growth a primary goal has seen papers increase more than 100 percent in per-issue ad dollars, with many papers up 50-70 percent. An average for one month of those sampling averaged more than 30 percent increases. Variables include the depth of economic difficulty locally, the commitment and execution by sales reps, and the date picked, such as seasonal or local retail occasions.

© Max Heath 2015 MAX HEATH, NNA postal chair, is a postal consultant for Athlon Media Group and also for Landmark Community Newspapers LLC.