



WISCONSIN NEWSPAPER ASSOCIATION

March 17, 2020

The Honorable Tony Evers
Governor of Wisconsin
115 East
State Capitol
Madison, WI 53702

Dear Governor Evers:

On behalf of the more than 225 member newspapers of the Wisconsin Newspaper Association (WNA) I would like to thank you for the work that you and your administration are doing to coordinate and implement the response to COVID-19 virus, one of the worst pandemics our country has experienced in more than a century.

Newspapers and their dedicated journalists and other employees are working closely with government agencies at the federal, state and local levels to provide essential health information to our readers across all platforms.

The WNA has established a news sharing platform to help editors share stories about coronavirus in an effort to better serve the public. It will also serve as a central repository for statewide COVID-19 coverage, providing residents with easy access to a breadth of information on the new coronavirus.

In recent days, public officials across the country have begun ordering the shutdown of “non-essential” businesses for periods of time. The goal of these orders is to appropriately respond to this unprecedented health crisis. We are heartened that, so far, newspapers have been identified as essential businesses in these orders – akin to grocery stores, pharmacies and other businesses that are critical to public welfare.

On behalf of the members of the WNA I would ask that if there is to be any action by your Administration to limit commercial activity, that the State of Wisconsin recognize news publishing and reporting as “essential” to public health and welfare. The distribution of quality news and information is crucial to all efforts necessary to end this crisis.

Respectfully,

Beth Bennett

Beth Bennett
Executive Director
Wisconsin Newspaper Association