

WISCONSIN

NEWSPAPER ASSOCIATION

★ **2016** ★

Associated Press

**CONVENTION &
TRADE SHOW**

WNA

AP

February 25–26, 2016

Madison Marriott West, Middleton

Welcome

Welcome to all of you who are attending the 2016 Wisconsin Newspaper Association/Associated Press Convention and Trade Show here in Middleton.

It is an honor to serve as the WNA's president again this year during the annual gathering of association members. The 2016 convention is packed with new sessions and high-quality speakers that are sure to leave you inspired.



Carol O'Leary

We have expanded the number of sessions and topics to meet our members' needs based on your feedback, with sessions ranging from employment law and management practices to practical new tools and tips for reporting and selling ads in a constantly shifting media climate. We've also added a slate of sessions geared toward our student members to guide them as they begin to shape the future of our industry.

We will hear from Madison Police Chief Michael Koval, who has a unique perspective as both a graduate of the University of Wisconsin's journalism school and as a top local law enforcement official. On Friday, we'll start the morning with keynote speaker Terry Anderson, a former AP chief Middle East correspondent who was held hostage in Beirut from 1985-91.

WNA Better Newspaper Contest winners will be on display for viewing in the Trade Show area. There, you can connect with vendors who offer valuable information, products and services to help you continue to excel in your position.

Enjoy the convention and all it has to offer. It's a great opportunity to get re-energized and to return home ready to make a huge difference in our newspapers and our communities.

A handwritten signature in black ink that reads "Carol O'Leary".

Carol O'Leary

**President, Wisconsin Newspaper Association
Publisher, *The Star News* (Medford)**

Welcome

I'd like to extend a warm welcome to each of you attending this 2015 WNA/AP Convention and Trade Show.

On behalf of the Wisconsin Newspaper Association Foundation, I'd like to especially welcome the newly formed Wisconsin College Media Association and college students who are attending our convention. I encourage all newspaper professionals to reach out and spend time networking with our student guests.



Kris O'Leary

We have lined up several educational sessions that were developed with students in mind in partnership with the WCMA. Students are invited to participate in the WCMA sessions, as well as any and all other educational sessions and networking opportunities offered by the WNA.

On Friday afternoon, students are invited to meet representatives from a dozen media companies during the career fair in the hotel atrium. This is an excellent time to line up a summer internship and, for soon-to-be graduates, get a feel for what career opportunities are available.

The WNAF will honor five young professionals under the age of 30 as "Future Headliners" during the convention. The new class of Headliners will serve as ambassadors of the newspaper industry, offering a chance to strengthen connections between students and professional journalists.

WNAF is proud to honor the achievements of our Better Newspaper Contest winners, in addition to the many special contributions made by outstanding individuals working within and in harmony with our industry. On Wednesday night, we inducted our newest members of the Wisconsin Newspaper Hall of Fame during a special dinner.

I hope you will all join us in celebrating and saluting our best and brightest stars during our Honors Luncheon and Awards Dinners.

A handwritten signature in cursive script that reads "Kris O'Leary".

Kris O'Leary
President, Wisconsin Newspaper Foundation
Publisher, *The Tribune-Phonograph* (Abbotsford)

WNA Board of Directors

Officers



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Carol O'Leary
Publisher
The Star News,
Medford



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Brian Thomsen
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Valders Journal



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Kent Eymann
Publisher
Beloit Daily News

The WNA Board is made up of eight directors and seven officers. For election purposes, the state is divided into four geographical regions.

One weekly newspaper representative is elected from each region and representatives from four daily newspapers (in any region) serve as directors on the board. Directors are elected to three-year terms. Officer appointments are served on an annual basis.

WNA Board of Directors

Directors



Chris Apel
VP, Production &
FP&A
*Journal Media
Group, Inc.*



Kevin Clifford
Publisher
*Watertown Times
Publishing Group*



John Humenik
President and
Publisher
*Wisconsin State
Journal, Madison*



Scott Johnson
President and
Publisher
*Green Bay Press-
Gazette and PG
Media, Green Bay*



Steve Lyles
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Jeff Patterson
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Wisconsin*



Heather Rogge
Publisher
*Daily News,
West Bend*



Patrick Reilly
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*The Dodgeville
Chronicle*



Gregg Walker
Publisher
*The Lakeland
Times, Minocqua*

WNA Foundation Board

Officers



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Kris O'Leary
Publisher
The Tribune-Phonograph, Abbotsford



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Communications
Director
*Wis. Department of
Natural Resources*



Secretary
James Friedman
Attorney
Godfrey & Kahn

Directors



Andrew Johnson
Publisher
*Wisconsin Free Press
Group*



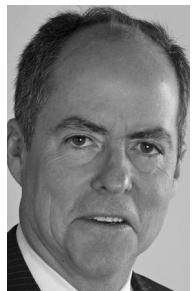
Jeff Mayers
President
WisPolitics.com



Scott Peterson
Editor in Chief
*Journal Community
Publishing Group*

The Wisconsin Newspaper Association Foundation is a not-for-profit organization created in 1980. WNAF works to improve the quality and future of Wisconsin's newspaper enterprises, the industry and the communities they serve.

The foundation solicits, manages and disburses funds and other resources for the benefit of Wisconsin's newspaper industry and, ultimately, the citizens of our state.



Mark Stodder
Principal
*Watson Campbell,
Inc.*

WNA Services, Inc. Board



Kent Eymann
Publisher
Beloit Daily News



Gary Howe
General Manager
Courier Press,
Prairie du Chien



Brian Thomsen
Publisher
Valders Journal



Beth Bennett
Executive Director
Wisconsin Newspaper Association

WNA Services, Inc., is a wholly owned for-profit subsidiary of the Wisconsin Newspaper Association, a 501(c)(6) not-for-profit trade association.

The five-member WNA Services board of directors is appointed by the WNA Board of Directors and serves one-year terms. Members include the WNA immediate past president; second vice president; a WNA daily publisher and a WNA weekly publisher, neither of whom serve on the WNA board; and the WNA executive director. The WNA immediate past president serves as Services chairman while the executive director serves as Services president. The Services board oversees the operation of the WNA Clipping Services and other non-membership-related activities.

General Information

HELP FROM WNA STAFF

Need additional assistance or have a question about the convention? Visit our registration desk, located in the Trade Show area in Salon D/E.

BADGES

For ease of identification, please display your name badge at all times during the convention.

MEALS

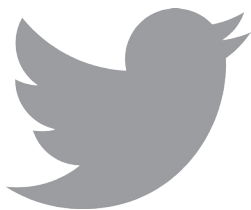
Your name badge serves as your ticket to Thursday's dinner, Friday's luncheon and Friday's banquet (if you have registered for any or all of those meals). Please keep your name badge on when entering rooms for meals.

MESSAGES

Messages for conference attendees may be left with staff at the registration table, located in the Trade Show area in Salon D/E.

HOTEL INFORMATION

The convention and trade show is being held at the Madison Marriott West, 1313 John Q Hammons Drive, Middleton.

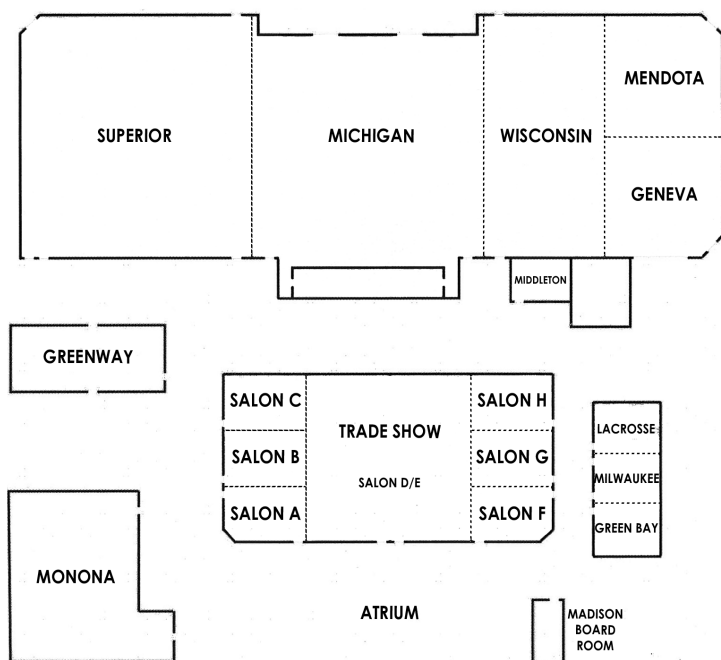


Tweet it up: #WNAAP16

Planning to tweet about the WNA/AP Convention and Trade Show? Just want to follow the conversation?

Please use the hashtag #WNAAP16 so everyone can follow your tweets!

Convention Center Map



Thursday night is tailgate time!

In Wisconsin, we take pride in our tailgating abilities.

Join us Thursday night for games (bean bags, putting green, etc.) in the Geneva/Mendota room before we hear from guest speaker Michael Koval, chief of the Madison Police Department.

Dinner attendees can also purchase raffle tickets for a chance to win a wheelbarrow full of beer! If you've got the winning ticket, a WNA staffer will wheel the loot right up to your table.

Tickets are priced at six for \$5, or \$20 for a fingertip-to-fingertip span.

At a Glance | Wednesday

1:30 p.m.	WNA/WNAS/WNAF Board Meetings (Madison Club)
6-7 p.m.	Newspaper Hall of Fame Cocktail Reception (Madison Club)
7 p.m.	Newspaper Hall of Fame Induction Dinner (Madison Club)

At a Glance | Thursday

Noon	On Display <ul style="list-style-type: none"> • 2015 BNC & Collegiate BNC winning entries • Trade Show exhibits • Wall of Wine & Beer and raffle baskets to benefit WNAF
1-2 p.m.	Employment Law Basics for Supervisors
2-2:15 p.m.	Networking Break
2:15-3:15 p.m.	Sessions <ul style="list-style-type: none"> • Let's Talk: Business Issues Keeping You Awake at Night • Get the Most Out of Your Archive
3:15-4:15 p.m.	Sessions <ul style="list-style-type: none"> • Intellectual Property and Advertising Law Fundamentals • Addressing Postal Challenges and Plausible Alternatives
4:15-4:30 p.m.	Networking Break
4:30-5:30 p.m.	Annual Meetings/Publishers' Session
5-6 p.m.	Trade Show Reception
6 p.m.	Dinner <ul style="list-style-type: none"> • Pre-dinner tailgate games • Welcome by John Smalley, editor of the Wisconsin State Journal, Madison • Win a wheelbarrow of beer • Guest Speaker: Madison Police Chief Michael Koval • Golden Gavel Awards • Future Headliners
8:30-11:00 p.m.	Presidential Reception <ul style="list-style-type: none"> • Complimentary snacks and cocktails; all welcome

At a Glance | Friday

8 a.m.	On Display <ul style="list-style-type: none"> • 2015 BNC & Collegiate BNC winning entries • Trade Show exhibits • Wall of Wine & Beer and raffle baskets to benefit WNAF • Student newspaper critiques (WCMA Booth)
8-9 a.m.	Complimentary Continental Breakfast <ul style="list-style-type: none"> • In the Trade Show area
9-9:50 a.m.	WNA Kickoff Session <ul style="list-style-type: none"> • Welcome by John Humenik, president and publisher of the Wisconsin State Journal, Madison • Keynote address from Terry Anderson, former AP chief Middle East correspondent who was held hostage in Beirut from 1985-91
9:50-10:45 a.m.	Sessions <ul style="list-style-type: none"> • 8 Ways to Make Money From Native Now • Sports Reporting: Beyond the Game Story • Media Law: Access, Newsgathering and Liability Issues • WCMA: Using Alternative Story Formats: The How and Why
10:45-11 a.m.	Networking Break
11 a.m. to noon	Sessions <ul style="list-style-type: none"> • Monetizing Digital: Re-Targeting/Native/Mobile/Social • Newspaper Design: Best Practices for Visual Journalism • Web for Watchdogs • WCMA: Find Your Editorial Voice
Noon to 1:15 p.m.	Honors Luncheon <ul style="list-style-type: none"> • WNA Foundation Scholarship winners • WNA Foundation Intern Program participants • Collegiate Better Newspaper Contest winners • Branen Scholarships to High School General Excellence winners
1:15-1:45 p.m.	Networking Break
1:15-3 p.m.	Career Fair
1:45-2:45 p.m.	Sessions <ul style="list-style-type: none"> • Your Mobile Office: Apps for Journalists Who Work and Publish in the Field • Digital Leads: 10 Keys to Newsroom Transformation • (Relatively) Painless Ways to Save Money • WCMA: Successful Sales Strategies for Student Newspapers
2:45-3:15 p.m.	Networking Break <ul style="list-style-type: none"> • Ice cream social sponsored by Schoep's
3:15-4:30 p.m.	Sessions <ul style="list-style-type: none"> • Advertising Idea Exchange • New Ways to Grow Audience: Social Stories for SnapChat, Periscope and Facebook • Reporting to Write: Mastering the Art of Storytelling • WCMA: Getting an Investigative Mindset
5-6 p.m.	Reception <ul style="list-style-type: none"> • Cash bar. Sorry, credit cards/room charges cannot be accepted
6 p.m.	Dinner and Awards Ceremony <ul style="list-style-type: none"> • Salute to Wisconsin News Photographers • 2015 Necrology • Passing of the Gavel • Raffle basket drawings • WNAF Better Newspaper Contest Awards • Staff photos with an awards show "red carpet" experience

Contest Winners

Did you win an award in the 2015 Wisconsin Newspaper Foundation Better Newspaper and Advertising Contest?

Want to see how your competition fared and glean ideas from the winners?

You can view contest-winning work on display in Salon D/E on Thursday and Friday.

The room will be open from noon Thursday to 5 p.m. Friday.



Read Judges' Comments

The very best of Wisconsin's newspapers

Be sure to pick up a copy of the 2015 Better Newspaper and Advertising contest tab and read judges' comments from this year's winners. The tab includes both professional and collegiate contest results.

Tabs can be picked up immediately following the dinner and awards ceremony Friday evening. Additional copies can be obtained by calling the WNA office after the convention.

Our special thanks to Wisconsin State Journal Editor **John Smalley** and Capital Newspapers, Madison, for printing the 2015 BNC results tab!

Support WNAF

Get a chance to win one of our raffle baskets

Wisconsin Newspaper Association Foundation raffle baskets are donated by members of the WNA Board of Directors and the WNA Foundation Board. Baskets are stuffed with goodies and wares from the community each board member represents.

Tickets are priced at six for \$5, or \$20 for a fingertip-to-fingertip span. Be sure to buy your tickets at the registration desk or from a WNA staff member making sales prior to the awards banquet.

All raffle ticket proceeds benefit the WNA Foundation. Gifts to the foundation are welcome and tax-deductible — talk to any foundation board member or WNA staff member for more information.

Win wheel-up beverage service during Thursday's tailgate dinner

Three lucky raffle winners will win a wheelbarrow packed with ice and beer! If you've got the winning ticket, a WNA staffer will wheel the loot right up to your table to enjoy with your colleagues. Cheers!

Tickets are priced at six for \$5, or \$20 for a fingertip-to-fingertip span. Be sure to buy your tickets at the registration desk or pick them up from WNA staff members making sales prior to Thursday evening's dinner.

All raffle ticket proceeds benefit the WNAF.

Gifts to the foundation are welcome and tax-deductible — talk to any foundation board member or WNA staff member for more information.



Thursday | 1 - 2 p.m.

Time: 1-2 p.m.
Session: Employment Law Basics for Supervisors
Location: Salon A/B

Many laws govern the employer-employee relationship. Some laws prohibit certain forms of discrimination and other laws affect an employee's wages and other conditions of employment.

This training will assist supervisors in developing and enforcing policies that not only comply with these laws but that reflect actual day-to-day practices. The objectives of this training are to teach supervisors the following: (1) which personal characteristics and conduct may not lawfully be considered in employment-related decisions; (2) when to seek the advice of a human resources professional or attorney; and (3) how to make decisions that will minimize legal exposure for you and your company.

The session will be coordinated by attorneys **Rufino Gaytán** and **Scott LeBlanc**, who specialize in employment law with Godfrey & Kahn.



Rufino Gaytán



Scott LeBlanc

Thursday | 2:15 - 3:15 p.m.

Time: 2:15-3:15 p.m.
Session: Get the Most Out of Your Archive
Location: Salon F

Did you know your newspaper already has a digital archive? Or that you can access it for FREE? Learn how to take advantage of this WNA member benefit and other member services in this session featuring **Denise Guttery** with WNA Services, **Tecnavia** and the **Wisconsin Historical Society**.

Thursday | 2:15 - 3:15 p.m.

Time: 2:15-3:15 p.m.
Session: Let's Talk: Business Issues Keeping You Awake at Night
Location: Salon A/B

Many businesses, including newspapers, often struggle to assess their financial performance, to determine how to protect the business now and in the future, and to understand the value of the business. This presentation will help answer those questions, focusing on financial statements, benchmarking, short term and long term financial planning, and valuation methods and strategies.



Tim Koechel

The session will be led by **Tim Koechel**, a principal with SVA Certified Public Accountants, S.C. He is member of SVA's Business Advisory Services and Healthcare Service groups and is principal-in-charge of the firm's Madison operations.

Thursday | 3:15 - 4:15 p.m.

Time: 3:15-4:15 p.m.
Session: Intellectual Property and Advertising Law Fundamentals
Location: Salon A/B

Copyright, trademark, and advertising law issues permeate every newspaper. To avoid unnecessary legal risks and to help frame issues for business and legal advisors, every news media professional should have a basic understanding of intellectual property and common issues in advertising law. This presentation will cover some of the fundamentals of intellectual property law and advertising law in both traditional news media and social media and offer practical tips for dealing with common issues.



Jennifer Gregor

The session will be led by **Jennifer Gregor**, a registered patent attorney who assists clients with all aspects of intellectual property at Godfrey & Kahn.

Thursday | 3:15 - 4:15 p.m.

Time: 3:15-4:15 p.m.
Session: Addressing Postal Challenges and Plausible Alternatives
Location: Salon F

Brad Hill — one of the National Newspaper Association's representatives on the USPS Mailer's Technical Advisory Committee and president at Interlink, a Michigan-based company that provides circulation software — will discuss recent postal changes and methods for achieving optimal delivery.



Brad Hill

Thursday | 4:30 - 5:30 p.m.

Time: 4:30 - 5:30 p.m.
Session: Annual Meetings (WNA and WIAP Editors)
Location: Salon A/B

Wisconsin Newspaper Association members will hold a brief meeting between 4:30 and 4:45 p.m. All are welcome and WNA members are especially encouraged to attend this annual meeting, held at the convention to elect new officers. Once the WNA members adjourn, the Associated Press editors annual business meeting will follow, in closed session.

Thursday | 5 - 6 p.m.

Time: 5 - 6 p.m.
Event: Reception
Location: Trade Show - Salon D/E

Unwind and discuss the day's events before sitting down to an inspiring dinner presentation.

Thursday | 6 - 8:30 p.m.

Time: 6 - 8:30 p.m.
Event: Dinner
Location: Geneva/Mendota

Guest Speaker

Madison Police Chief **Michael Koval** will speak during Thursday night's dinner. As a graduate of UW-Madison's prestigious journalism school, Koval has a unique perspective on law enforcement's interaction with the news media having been on "both sides."



Michael Koval

Koval began his career with the Madison Police Department in 1983. His educational background includes graduating from UW-Madison with a journalism degree and obtaining his law degree from William Mitchell College of Law.

Before becoming the chief of police in April 2014, Koval was a special agent for the FBI and subsequently returned to MPD and served in patrol services. Koval then became the sergeant of recruitment and training for 17 years.

During Koval's tenure, he has served in a variety of roles, including police officer, field training officer, field training supervisor, SWAT hostage negotiator, critical response team supervisor, primary legal instructor and sergeant.

Future Headliners

Five rising stars working in the state newspaper industry will be honored as "Future Headliners" by the Wisconsin Newspaper Association Foundation (WNAF). The new recognition program honors emerging new leaders (age 30 and under) in the news media industry.

This year's Future Headliners are:

- **Lauren Anderson**, reporter, The Waukesha Freeman
- **Brooke Bechen**, assistant editor, The Dodgeville Chronicle
- **Scott Girard**, reporter and photographer, Unified Newspaper Group, Verona
- **Michael Gouvion**, sports editor, The Milton Courier
- **Brittany Seemuth**, editor-in-chief, Arches, Mount Mary University, Milwaukee

Golden Gavel Awards

The Golden Gavel Awards will be presented by **Katie Stenz**, public relations coordinator of the State Bar of Wisconsin.

The State Bar of Wisconsin established the annual Wisconsin Gavel Awards competition in 1985 to recognize outstanding coverage of the justice system by newspaper, television, radio, photography and websites.

Golden Gavel Awards are presented for outstanding contributions to public understanding of our system of law and justice. Certificates of Commendation are presented for entries judged to be noteworthy examples that enhance the public's understanding of the justice system.

WNA-member Gavel Award winners for 2015 include:

- **Gannett Wisconsin Media: Shereen Siewert**, investigative reporter and **John Ferak**, editor — *“Child Pornography: Not a Victimless Crime”*
- **Wisconsin Center for Investigative Journalism: Dee J. Hall**, managing editor, **Bill Lueders**, reporter, **Kate Golden**, multimedia director and **Lauren Fuhrmann**, associate director — *“Cruel and Unusual?”*

Golden Gavel Certificate of Commendation award winners:

- **The Brillion News: Edward Byrne**, reporter — *“Same-Sex Marriage Raises Dilemma for Clerks”*
- **Stevens Point Journal: Sari Lesk**, public issues investigator and **Peter Wasson**, editor — *“State to Collect Thousands of DNA Samples Under New Law”*
- **Waupaca County Post: Robert Cloud**, editor — *“Murder Conviction Overturned”*
- **Wausau Daily Herald: Alison Dirr**, reporter, **Mark Treinen**, executive editor and **Robert Mentzer**, editor — *“Grown up Crime, but Juvenile Time?”*

Thursday | 8:30 - 11 p.m.

Time: 8:30-11 p.m.
Event: President's Social
Location: Presidential Suite (Room 1006, 10th Floor)

Following dinner, make your way to the Presidential Suite for the WNA President's Social. Meet and mingle with your contemporaries in the Wisconsin newspaper industry. Drinks and snacks will be provided.

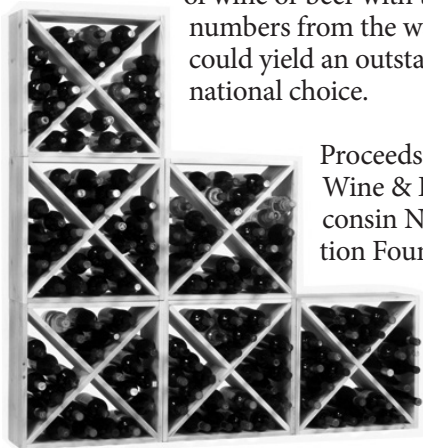
Friday | 8 - 9 a.m.

Time: 8 - 9 a.m.
Session: Complimentary Continental Breakfast
Location: Trade Show - Salon D/E

Have your most important meal on us! All are invited to have a continental breakfast. Don't forget to come early enough to stroll through our trade show exhibits.

Wall of Wine & Beer

Convention attendees will have an opportunity to take home something fun this year with the Wall of Wine & Beer. You'll find the wall in the middle of the action in the Trade Show. Donate \$15 and randomly select a numbered cork (or get three corks for \$30), then pull the bottle(s) of wine or beer with the corresponding numbers from the wall. Your "lucky cork" could yield an outstanding local or international choice.



Proceeds from the Wall of Wine & Beer help the Wisconsin Newspaper Association Foundation improve the quality and future of Wisconsin's newspaper enterprises, the industry and the communities they serve.

Friday | 9 - 9:50 a.m.

Time: 9-9:50 a.m.
Session: WNA Convention Kickoff Session
Location: Mendota/Geneva

Terry Anderson, former AP chief Middle East correspondent who was held hostage in Beirut from 1985-1991, will offer his insights in a keynote address.



Terry Anderson

Anderson had just finished a tennis game in 1985 when he was abducted from the street in Beirut and taken in the trunk of a car to a secret location where he was imprisoned. He was held captive by a group of Hezbollah Shiite militants until his release in 1991, being moved periodically to new sites. He chronicled his days of captivity in *Den of Lions: Memoirs of Seven Years*.

Anderson earned his bachelor's degree in journalism and political science from Iowa State University and began his professional career as a reporter for KRNT Radio and KCCI TV in Des Moines. He later served as news editor for the *Ypsilanti Post* in Michigan and as combat correspondent for the U.S. Marines. Anderson held the posts of state editor, foreign desk editor, broadcast editor, Tokyo correspondent, Middle East news editor, and chief Middle East correspondent for The Associated Press.

He joined the AP in 1974 and reported for the news service from Japan and southern Africa before transferring to the Middle East in 1982. In the years following his release from captivity, he has served as a journalism professor at Syracuse University, Ohio University, the University of Kentucky, University of Florida and the Columbia School of Journalism. Anderson focuses his teaching on international issues and diversity in journalism.

He holds numerous awards in journalism, as well as for volunteer and charitable work. He is honorary chairman of the Committee to Protect Journalists, and co-chair of the Vietnam Children's Fund. He is an enthusiastic diver (cave-dive certified and experienced), and a horse lover who has raised and trained young and troubled horses.

Friday | 9:50 - 10:45 a.m.

Time: 9:50-10:45 a.m.
Session: 8 Ways to Make Money From Native Now
Location: Salon A/B

You don't have to be the New York Times or BuzzFeed to make money from native advertising. No matter what the size of your market, you can generate new revenue and charge a premium price for your native ad program. During this session, presented by Content that Works CEO **Paul Camp**, you will learn:



Paul Camp

- Best practices
- The “secret sauce” that makes native work
- Why native generates engagement
- How you can do native on a shoestring (and why you may not want to)
- What not to do (this ain't your father's advertorial)
- Who are the best prospects
- Where native should go on your website
- When to say no to native ads

Industry news you can use



Did you know the Wisconsin Newspaper Association's newsletter — The Bulletin — is now a weekly publication?

Stay up-to-date on the latest news regarding WNA activities and events, legislative matters involving the newspaper industry, public records and open meetings, news about your friends and colleagues, member classified ads and much more.

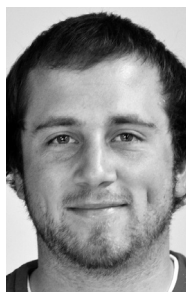
Sign up for email notifications when new editions are published online every Monday at <http://tinyurl.com/WNAmail> or view the interactive e-edition at <http://wnanews.wi.newsmemory.com/>

Friday | 9:50 - 10:45 a.m.

Time: 9:50-10:45 a.m.
Session: Sports Reporting: Beyond the Game Story
Location: Salon F

Readers demand more than just scores, and sports writers who know where to look can oftentimes find stories that dive deeper than wins and losses. Panelists will discuss how to find outside-the-box coverage, using social media to report what's going on live, marketing yourself as a sports journalist and expanding coverage through digital platforms. This panel discussion will feature Michael Gouvion, JR Radcliffe and Robert Zizzo.

Michael Gouvion is one of the WNA's "Future Headliners" and is the sports editor of The Milton Courier, where he covers Milton High School sports through writing, photos and video. He is a Wauwatosa native and a 2012 graduate of the University of Wisconsin-Whitewater, where he received a degree in print journalism and minored in multimedia and Spanish. Gouvion worked for the student-run weekly newspaper, the Royal Purple, at UW-Whitewater for more than two years, including serving as the editor-in-chief. His professional background includes an internship with NOW Community Newspapers in the Milwaukee area and working as a staff writer for The Edgerton Reporter before joining the Courier in September 2012.



Michael Gouvion

JR Radcliffe has worked at NOW Newspapers and Lake Country Publications for 11 years, currently serving as sports director for an operation producing 12 weekly publications and covering prep sports for more than 30 schools in Greater Milwaukee. His sports staff has won several first-place awards for sports pages, sports writing, headlines and creative use of multimedia and online storytelling. He records a weekly podcast, "Initial Reaction," with JP Cadorin of Time Warner Cable Sports Channel in Milwaukee and appears for a weekly segment on 30-minute TV show "Preps Plus" with Lance Allan and Mark Stewart. He also uses Twitter. #Obsessively.



JR Radcliffe

Robert Zizzo is the editor of the Green Bay Press-Gazette, where he leads the newsroom as well as helping out on coverage of the Green Bay Packers. Zizzo came to Green Bay in 2012 after 11 years with the Fresno (Calif.) Bee. In Fresno, Zizzo was sports editor from 2001-08 and metro editor from 2008-12. A University of Wisconsin graduate, Zizzo previously has worked in sports and news, and as a reporter and editor at the Wisconsin State Journal, the Las Vegas Sun and the Sheboygan Press.



Robert Zizzo

Get the convention app

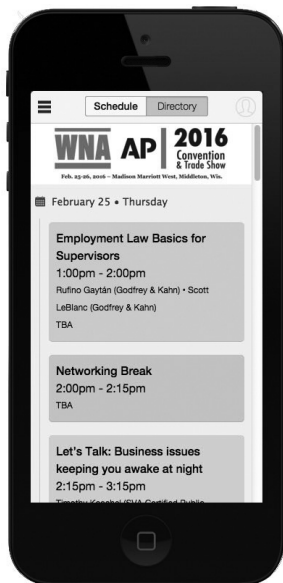
The WNA/AP Convention and Trade Show is offering a personal interactive scheduling tool for attendees that can be used online at

www.wnaconvention.com.

Visit the site on your mobile device and you'll be prompted to download a convenient app that will allow you to access the convention schedule on the go.

Get the most up-to-date data by using your mobile device. Find out who else is attending, create a custom schedule and learn more about the convention sessions, speakers, vendors and sponsors.

Get started today by visiting **www.wnaconvention.com**.



Friday | 9:50 - 10:45 a.m.

Time: 9:50-10:45 a.m.
Session: Media Law: Access, Newsgathering and Liability Issues
Location: Salon G/H

This session will explore hot topics in Wisconsin's open records and open meetings laws, as well as the circumstances under which courtrooms can lawfully be closed to the public. Attendees will learn where the lines are drawn between public and private, and strategies for addressing the gray areas between. In addition, this segment will explore the requirements of Wisconsin's shield law, which protects confidential sources from disclosure and severely limits subpoenas to journalists. Reporters also will learn when they are and are not permitted entry onto private property in pursuit of a story, and the requirements for recording conversations with sources and news subjects. Finally, this presentation also will consider the latest developments in defamation and privacy law, with tips for protecting journalists and their employers from liability.

Robert J. Dreps is a member of the Litigation and Media Practice Groups in Godfrey & Kahn's Madison office. He is an experienced litigator whose practice emphasizes media law including defamation, privacy and access cases; health care litigation; political law; and insurance litigation including defense and coverage issues.

Dreps graduated in 1984, first in his class, from the University of Wisconsin Law School where he was a member of the Order of the Coif and the Wisconsin Law Review. Following graduation, he served as law clerk to the Honorable John W. Reynolds, then Chief U.S. District Court Judge for the Eastern District of Wisconsin.

Justin Brown is an associate in the Litigation Practice Group in Godfrey & Kahn's Madison office.

Prior to joining Godfrey & Kahn, Brown clerked for the Hon. John M. Walker, Jr. of the U.S. Court of Appeals for the Sec-



Robert Dreps



Justin Brown

Friday | 9:50 - 10:45 a.m.

ond Circuit in New York, and the Hon. Thelton E. Henderson of the U.S. District Court for the Northern District of California in San Francisco. Brown also practiced for two years as a member of the litigation group at Bingham McCutchen LLP in San Francisco. Before starting his career in law, Brown worked as a reporter for a chain of weekly newspapers in Queens, New York, and he taught English in Quito, Ecuador.

Friday | 9:50 - 10:45 a.m.

Time: 9:50-10:45 a.m.
Session: Using Alternative Story Formats: The How and Why*
Location: Salon C

**Planned with students in mind. All welcome.*

Alternative story formats have been shown to grab more readers' attention, and allow readers to better retain information. This presentation gives an overview of how and when to use alternative story formats, and gives many examples. This is an intermediate course by GateHouse Media News and Interactive Division Project Manager Tim Schmitt for reporters and editors who are unfamiliar with alternative story formats, or would like new ideas.



Tim Schmitt

Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. 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 in Flagstaff, the Mesa Tribune, the Arizona Republic, the alt-weekly 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 also worked as a weekend anchor and reporter at Buffalo's ABC-TV affiliate, WKBW, and was the news director of WLVL-AM in the Buffalo market, where he hosted a daily two-hour talk show covering local politics and current events. He moved to Austin to join GateHouse in early 2015.

Friday | 11 a.m. - noon

Time: 11 a.m. - noon
Session: Monetizing Digital: Re-Targeting/Native/
Mobile/Social Edit (*Sponsored by Bar-Z*)
Location: Salon A/B

Mike Martoccia will review the latest strategic ways to monetize native advertising, search/geo/behavioral/site re-targeting, Social and Mobile in markets and communities of all sizes. He will take us through successful best practices in generating new revenue, from the needs analysis to effective presentations to measurable results for your advertisers.



Mike Martoccia

Mike Martoccia has been a part of the newspaper and digital media industry for more than 25 years, and the last several years he's been leading award-winning digital sales teams and the launch of some of the industry's most innovative solutions, including behavioral and contextual re-targeting, native advertising, and strategic digital marketing campaigns for small to medium size businesses. He's the corporate director of Digital Revenue & Sales Training for Civitas Media, which operates more than 100 community newspapers in 13 states. Martoccia's experience includes advertising and marketing leadership roles with The Charlotte Observer and The McClatchy Company, Local Media Association, Community Newspaper Holdings Incorporated newspapers, and Home News Enterprises. He's managed digital, retail, real estate, automotive, marketing and ad agency teams.

Friday | 11 a.m. - noon

Time: 11 a.m. - noon
Session: Newspaper Design: Best Practices for
Visual Journalism
Location: Salon F

Tim Schmitt, project manager for GateHouse Media's News and Interactive Division, will provide practical tips for dynamic newspaper design, and discuss a number of examples produced at the company's Austin, Texas-based Center for News and Design. **Read more about Schmitt on Page 25.**

Friday | 11 a.m. - noon

Time: 11 a.m. - noon
Session: Web for Watchdogs
Location: Salon G/H

From better search techniques to the invisible Web, Jaimi Dowdell, senior training director for Investigative Reporters and Editors, will explore how to find reliable information on deadline and for enterprise stories. Leave with tips on more effective Web searches, the latest search engines, data sites and other practical information you can use immediately. You'll also leave with a list of free applications for mapping, timelines and other reporting tools and visuals.



Jaimi Dowdell

Jaimi Dowdell joined IRE as training director in October 2008. Before that she was computer-assisted reporting editor at the St. Louis Post-Dispatch for more than three years. In addition to her work at the Post-Dispatch, she taught a CAR course for Washington University in St. Louis. Previously she worked at IRE and NICAR in the Database Library and Resource Center while completing her master's degree at the University of Missouri.

College newspaper critiques

It's one of the most important jobs an editor or adviser does — give post-production feedback. College newspaper staff members are invited to bring copies of their newspaper for a group critique conducted by a seasoned professional.

Share an open discussion with your own staff and your assigned pro. Take away new ideas, helpful hints and best practices that will leave you fired up and well-equipped to produce your next edition!

Critiques will be ongoing throughout Friday in the Trade Show area. Look for the WCMA booth!

Friday | 11 a.m. - noon

Time: 11 a.m. - noon
Session: Find Your Editorial Voice*
Location: Salon C

**Planned with students in mind. All welcome.*

Persuasive editorial writing is an art. Are you offering an opinion that makes readers think, or are you simply ranting? David Haynes, editorial page editor of the Milwaukee Journal Sentinel, will offer tips and techniques to help your opinion pieces stand out and effect change.



David Haynes

David D. Haynes is the editorial page editor and a columnist for the Milwaukee Journal Sentinel and president of the Association of Opinion Journalists. He joined the Journal Sentinel's Editorial Board in 2006 after many years as a financial reporter and editor and became editorial page editor in 2011. He joined the board of the AOJ Foundation in 2013. David also serves on the board of the Wisconsin Freedom of Information Council and has been a participant in the Robert Bosch Stiftung German-American Journalists Program. He has worked in newsrooms for 36 years including stints in Fort Wayne, Ind., and Lowell, Mass. He is a graduate of Indiana University.

Friday | Noon - 1:15 p.m.

Time: Noon - 1:15 p.m.
Session: Honors Luncheon
Location: Geneva/Mendota

Newcomers to the industry will be presented with awards and honors during Friday's Honors Luncheon.

Among the honors:

- 2016 WNAF/WCMA scholarships will be awarded to **Ashley McCallum**, University of Wisconsin-Whitewater, and **Nhung Nguyen**, Mount Mary University, Milwaukee.
- 2015 WNAF Internship Program participants will be recognized.
- Collegiate Better Newspaper Contest awards will be distributed.
- Branen scholarships will be awarded to General Excellence winners of the WNAF High School Better Newspaper Contest will be recognized with Branen scholarships.

They are:

- **Gibraltar High School (Fish Creek)**, *The Viking Voice* (Group A — Fewer than 500 students)
- **Waunakee High School**, *Purple Sage* (Group B — Extra Curricular Activity — more than 500)
- **Fond du Lac High School**, *Cardinal Columns* (Group B — In-Class Activity — More than 500).

Turn to the Awards and Honors section, beginning on Page 37, for more information.

Friday | 1:15 - 3 p.m.

Time: 1:15-3 p.m.
Session: Career Fair
Location: Atrium

The WNA Foundation and the Wisconsin College Media Association will offer an opportunity for WNA members to meet and interview aspiring young professionals during the 2016 WNA/AP Convention and Trade Show. The Career Fair will immediately follow the Honors Luncheon. College students are encouraged to visit each newspaper's table, equipped with resumes and portfolios to share with prospective employers.

Employers in attendance include:

- Baraboo News Republic
- Daily Citizen, Beaver Dam
- Dodge County Pioneer
- Journal Community Publishing Group
- La Crosse Tribune & Lee Enterprises
- Portage Daily Register
- USA Today Network - Wisconsin (Formerly Gannett Wisconsin Media)
- Woodward Community Media (The Oregon Observer, The Stoughton Courier Hub, The Verona Press, The Fitchburg Star)
- Daily Jefferson County Union, Fort Atkinson
- Hometown News Limited Partnership
- Conley Media, Waukesha
- Morris Newspapers, Lancaster

Friday | 1:45 - 2:45 p.m.

Time: 1:45-2:45 p.m.
Session: Successful Sales Strategies for Student Newspapers*
Location: Salon F

**Planned with students in mind. All welcome.*

Constant staff turnover is a unique challenge for campus newspapers, particularly for those in charge of generating revenue. This session by **Joe Allen**, vice president of sales and marketing at Capital Newspapers, will provide



Joe Allen

Friday | 1:45 - 2:45 p.m.

students with usable tips to develop an effective and consistent ad sales program, including creating rate cards, finding potential new advertisers, maintaining a solid relationship with existing advertisers and selling businesses on the benefits of advertising with student publications.

Friday | 1:45 - 2:45 p.m.

Time: 1:45-2:45 p.m.
Session: **Your Mobile Office: Apps for Journalists Who Work and Publish in the Field**
Location: Salon G/H

This workshop will focus on helping reporters work and publish in the field with smart phones and tablets. During the workshop we will explore some of the best apps on the market to write, edit and send stories, photos, audio interviews and documents. We will also look at equipment that will help make the most of your mobile technology.



Val Hoepfner

Speaker **Val Hoepfner** is a digital journalist, trainer and media strategist. She has worked in digital, mobile and multi-platform journalism for more than 15 years. As CEO of Val Hoepfner Media and Consulting, LLC, Hoepfner travels to newsrooms, universities and media conferences where she creates and leads training for journalists in mobile, social, video and multi-platform storytelling.

Hoepfner was multimedia director at the Indianapolis Star and later worked at the John Seigenthaler Center in Nashville as the director of education for the Diversity Institute where she led digital journalism programs for professional and student journalists. In addition to her media and consulting business, Hoepfner is the director of the Center for Innovation in Media at Middle Tennessee State University and an instructor with the Poynter Institute, the Newseum Institute, Chips Quinn Scholars, Native American Journalism Fellowship, Innovation J-Camp and APME News Train.

Friday | 1:45 - 2:45 p.m.

Time: 1:45-2:45 p.m.
Session: Digital Leads: 10 keys to newsroom transformation
Location: Salon A/B

Saying you are a digital-first newsroom is one thing. Pulling it off is something else entirely. Mizell Stewart III, chief content officer for Journal Media Group, offers 10 keys to transforming your newsroom into a digital-first operation.

Mizell Stewart III leads news content strategy and journalistic excellence with a team of more than 700 journalists in 14 communities throughout the United States. Journal Media Group newsrooms include the Milwaukee Journal Sentinel, the Knoxville News Sentinel, the Naples Daily News and the Ventura County Star. He has been an editor, managing editor, local news editor and award-winning reporter at the Evansville Courier & Press, the Akron Beacon Journal, the Tallahassee Democrat, the Dayton Daily News and the Springfield News-Sun.



Mizell Stewart III

Friday | 1:45 - 2:45 p.m.

Time: 1:45-2:45 p.m.
Session: (Relatively) Painless Ways to Save Money
Location: Salon C

Production operations are the biggest cost center for any newspaper, but they're also your best opportunity for sending some savings to your bottom line. During this session, Tony Smithson, vice president of printing operations at Bliss Communications, will explore areas where opportunities for savings come with relatively small impact to the operation, and without sacrificing the quality of your newspaper's product.



Tony Smithson

Tony Smithson has worked in newspaper production management for more than 25 years. After a career with Gannett

Friday | 1:45 - 2:45 p.m.

Company at newspapers in Richmond, Ind., White Plains, N.Y., Springfield, Va., Miramar, Fla., and Louisville, Ky., he joined Janesville's Bliss Communications, Inc. in 2008. As vice president of printing operations, Smithson runs a printing and distribution center that produces four daily newspapers in addition to approximately 50 other weekly and monthly publications. In 2015, the Bliss PDC produced more than 37 million copies of its various publications.

Friday | 2:45 - 3:15 p.m.

Time: 2:45-3:15 p.m.
Session: Networking Break/Ice Cream Social
Location: Trade Show - Salon D/E

Take a break and meet up with friends and colleagues to talk shop over a sundae, brought to you by Schoep's Ice Cream.

Friday | 3:15 - 4:30 p.m.

Time: 3:15-4:30 p.m.
Session: Advertising Idea Exchange
Location: Salon C

Enjoy drinks on us while sharing ideas with other advertising representatives in this revamped session featuring Gail Johnson, coordinator of the WNA ADviser.

Gail Johnson is the corporate relocation manager for the Relocation Division of Restaino & Associates, Realtors. She serves the distinct needs of corporations relocating employees to the Madison area. Johnson brings more than 19 years of sales and marketing experience in newspaper, magazine and television.



Gail Johnson

Friday | 3:15 - 4:30 p.m.

Time: 3:15-4:30 p.m.
Session: New Ways to Grow Audience:
Social stories for SnapChat, Periscope
and Facebook
Location: Salon G/H

Reaching new audiences is easier than ever with social media. Knowing where to invest your time is the challenge. Periscope, Snapchat and Facebook's deep dive into video are changing the way we reach our social readers. Learn how to use live video, Facebook video and Snapchat to mine new audiences and be creative with social stories.



Val Hoepfner

Read more about Val Hoepfner on Page 31.

Friday | 3:15 - 4:30 p.m.

Time: 3:15-4:30 p.m.
Session: Getting an Investigative Mindset*
Location: Salon F

**Planned with students in mind. All welcome.*

Move beyond anecdotes and he-said, she-said journalism with data and documents. Get advice on developing a documents state of mind, navigating public records, understanding records retention schedules, exploring key records, and becoming familiar with key data sets to produce high-impact campus stories.



Jaimi Dowdell

Read more about Jaimi Dowdell on Page 27.

Friday | 3:15 - 4:30 p.m.

Time: 3:15-4:30 p.m.
Session: Reporting to Write: Mastering the Art of Storytelling
Location: Salon G/H

The format for how we publish material has evolved over the years, but great reporting will always lead to great storytelling. Bart Pfankuch, editor of the Rapid City Journal, will provide techniques and tips for reporters to use in the field that will lead them on a path to writing better stories.

Bart Pfankuch is a native of Menasha, Wis., who attended UW and started his journalism career at WORT as a morning newscaster, before becoming editor of the Fitchburg Star while also working as a correspondent for The Capital Times. After a reporting stint at the Eau Claire Leader-Telegram, Pfankuch fled the freeze and set out for sunny Florida, where he was a capital bureau reporter and writing coach for the Florida Times-Union of Jacksonville, before editing two lifestyles magazines in Tallahassee. He then moved to the Sarasota Herald-Tribune, where he was city editor before taking a post as executive editor of the Rapid City Journal in South Dakota, a small but feisty daily. Pfankuch remains committed to journalism as the world's best career, and to constant improvement in our craft. He lives in Rapid City with his wife, a drama publisher, and a zoo-like family that includes three dogs, a cat, a guinea pig and a talking parrot.



Bart Pfankuch

Friday | 5 - 6 p.m.

Time: 5 - 6 p.m.
Session: Reception
Location: Geneva

Unwind and discuss the day's events prior to the evening awards dinner.

Friday | 6 p.m.

Time: 6 p.m.
Session: Awards Dinner
Location: Geneva/Mendota/Wisconsin

Our dinner and awards ceremony is an annual WNA convention event saluting the achievements of Wisconsin newspapers! We'll highlight the best work of Wisconsin's news photographers, memorialize newspaper veterans we lost in 2015, announce raffle basket winners, winners of our Better Newspaper Contests, Best of Division and the Daily and Weekly Newspapers of the Year.

About WNAF

The Wisconsin Newspaper Association Foundation is a not-for-profit organization created in 1980.

WNAF works to improve the quality and future of Wisconsin's newspaper enterprises, and the industry and the communities they serve. The foundation solicits, manages and disburses funds and other resources for the benefit of Wisconsin's newspaper industry and, ultimately, the citizens of our state.

Efforts and events such as the annual WNA convention, Wisconsin's Better Newspaper Contests (high school, collegiate and professional), scholarships, the Trees for Tomorrow educational retreat and more are all sponsored by the WNA Foundation.

Proceeds from the raffle and Wall of Wine and Beer will benefit the foundation.

Awards & Honors

Branen Scholarships

The **William E. Branen** Scholarships honoring excellence in high school journalism are presented to three Wisconsin student newspapers. Initially awarded to a Burlington High School student, the Branen scholarships took a new focus in 1999. Since that time the scholarship has honored each school earning first place for General Excellence in the WNA Foundation High School Better Newspaper Contest.

School newspapers receiving a \$1,000 Branen Scholarship for awards earned during the 2015 contest include:

- **Gibraltar High School (Fish Creek)**, *The Viking Voice* (Group A – Fewer than 500 students);
- **Waunakee High School**, *Purple Sage* (Group B – Extra Curricular Activity – More than 500);
- **Fond du Lac High School**, *Cardinal Columns* (Group B – In-Class Activity – More than 500).

Collegiate Better Newspaper Contest awards

Winners of the 2015 Collegiate Better Newspaper Contest will receive awards during Friday's honors luncheon. The 2015 contest, which included 13 categories, drew 140 entries from 11 campus newspapers. Congratulations to all winners!

First-place General Excellence winners for 2015 include:

- **Stoutonia**, University of Wisconsin-Stout (Menomonie) — Group A; and
- **The Clarion**, Madison Area Technical College — Group B winner.

Awards & Honors

Future Headliners

Five rising stars working in the Wisconsin newspaper industry will be honored as Future Headliners by the Wisconsin Newspaper Association Foundation (WNAF). The recognition program honors emerging new leaders (age 30 and under) in the news media industry.

- **Lauren Anderson**, reporter, The Waukesha Freeman

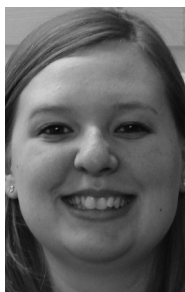
Anderson's early interest in a journalism career was sparked when she joined her high school newspaper staff at age 15, and it was later solidified by multiple viewings of *All The President's Men*. Anderson graduated from the University of Wisconsin-Madison with a journalism and history degree in the spring of 2013. She began her first reporting job two weeks later at two Madison-area newspapers, the Lodi Enterprise and DeForest Times-Tribune. In 2014, she became associate editor of the Times-Tribune and worked to redesign the paper, increase its social media presence and bolster education coverage. Anderson currently covers K-12 and higher education for the Waukesha Freeman, where on any given day she can be found chatting with kids about school, state lawmakers about education-related legislation and school board members about district finances.



**Lauren
Anderson**

- **Brooke Bechen**, assistant editor, The Dodgeville Chronicle

Bechen was thrilled when she was hired as a reporter at The Dodgeville Chronicle in 2012. She had just earned her degree in journalism from the University of Wisconsin-Platteville and had jumped at the chance to work at the small town newspaper in the community where she had grown up. In 2014, Bechen was promoted to assistant editor at The Dodgeville Chronicle, continuing her duties of reporting on news, local government, school boards and features in the dozen communities across Iowa County. With the new title came new responsibilities — layout, managing press releases, overseeing a part-time reporter and maintaining the Chronicle's



Brooke Bechen

Awards & Honors

Facebook page. In July of 2015, Bechen took on another role as the interim editor of the Democrat Tribune, The Dodgeville Chronicle's sister paper in Mineral Point.

- **Scott Girard**, reporter and photographer, Unified Newspaper Group, Verona

Girard began working at Unified Newspaper Group in September 2013 after graduating from the University of Wisconsin-Madison's journalism program in May of that year. He's since covered the Verona Area School District, business in all four of Unified Newspaper's communities (Verona, Oregon, Stoughton, Fitchburg) and helped to put the Fitchburg Star back in print after the publication existed online-only for five years. Girard has also picked up photography and layout skills while at UNG. In college, he was the editor in chief at The Daily Cardinal after working in the newsroom for two years.



Scott Girard

- **Michael Gouvion**, sports editor, The Milton Courier: See profile on Page 22.

- **Brittany Seemuth**, editor-in-chief, Arches, Mount Mary University, Milwaukee

Seemuth is a senior at Mount Mary University, studying English with a concentration in writing for media and communication with an emphasis in public relations. As editor-in-chief of Mount Mary's only student-run publication, Arches News, she has won dozens of awards for her leadership and journalistic efforts. After completing a competitive internship with the Campbell-sport News and Kewaskum Statesman this past summer, she transitioned to the public relations industry, attaining an internship at Buzz Monkeys, a communications firm in Wauwatosa. She carries the values of journalism with her daily and looks forward to her next adventure in the industry.



Brittany Seemuth

Hall of Fame

The Wisconsin Newspaper Foundation has been honoring visionaries and innovators in the Wisconsin newspaper industry since 2001. This year's honorees were inducted to the Newspaper Hall of Fame during a dinner prior to the convention on Wednesday, Feb. 24, at the Madison Club.

William R. Barth

Through his 40 years in the newspaper business, Beloit Daily News Editor Bill Barth has had his share of discussions which colleagues might characterize as “heated” debate — pointed conversations filled with the passion so many dedicated journalists have in their hearts.



William R. Barth

One such colleague, admirably calling Barth a hard-charging, no-nonsense mentor and leader — notes that it's often the “heat” that forges strong metals and creates quality products.

Perpetuating heat and passion in the news reporting business, Barth looks to hire and mentor recruits with that “fire in the belly.” He seeks the reporters who don't just want a job in the news business; he wants the people who live in the news business.

An award-winning editorial writer with uncompromising dedication and commitment, Barth holds local government (and the politicians who run it) accountable on a daily basis “without fear or favor.” He has been covering news in northern Illinois and southern Wisconsin since 1976, all at the Beloit Daily News.

Outside the newsroom, Barth devotes time and talents to the Associated Press Media Editors (AMPE, as past president); the Wisconsin Newspaper Association (legislative advocate); Beloit Boys and Girls Club; Beloit Chamber; Kiwanis Club and many more organizations.

A true leader, his management style centers on bringing accolades and recognition to others. Examples abound at both the Daily News (posting “atta-boys” on the newsroom corkboard) and in the community (leading the Beloit Daily News Headliner Awards and Stateline Literacy Council's volunteer recognition).

Hall of Fame

Sidney H. 'Skip' Bliss

Skip Bliss is a newspaperman. Yes, he is many other things, as well — a media company CEO, a radio station owner, a community leader. More than anything, though, he is a newspaperman, and we are all the better for it.

As the fourth generation of his family to own The Janesville Gazette, Bliss carries on a tradition of quality journalism and community service. He will accept nothing less, and he's willing to do what it takes to ensure that The Gazette endures as one of Wisconsin's best newspapers.



Skip Bliss

Bliss has been a passionate steward of that business for more than 40 years, loaning his knowledge and talent to the industry as a whole many times through his service to WNA and the Inland Press Association. He is always at the ready to lend his support as an experienced, knowledgeable and articulate publisher. Few publishers have been more dedicated, involved or more effective on open records, open meetings and other legislative issues than Bliss.

Bliss has never flinched while taking on the challenges, disruptions and opportunities of the digital age. He presses his workers to innovate and find new approaches to meet the needs of today's and tomorrow's media consumers and advertisers. The Gazette is a trend-setter in both its print and digital publications, largely because of his vision and leadership.

Despite those new directions, Bliss remains a newspaperman at his core. It's the business on which his company was founded and that has largely sustained it through the years. It's also the business he loves.

Hall of Fame

Robert J. Dreps

Bob Dreps' zeal to keep Wisconsin's government open has inspired legions of young reporters to keep prying those doors ajar. The primary voice of WNA's Legal Hotline for decades, Dreps hears his share of elementary questions from rookie reporters and has been the news media's voice before the Wisconsin Legislature with respect to significant public access legislation.



Robert Dreps

No matter the gravity of the issue, Dreps treats each caller to the hotline as though he or she is the most important person in the world. With an uncanny ability to simplify the sometimes-obscure legalese and provide relevant takeaways for WNA members, Dreps distills legal issues to layman's terms. He responds to clients more like a peer than the seasoned litigator and brief-writer he is.

Over a span of 30 years, Dreps' aggressive defense of journalism's role in democracy has made him an unsurpassed role model for young reporters and an unparalleled advocate for Wisconsin's community newspapers and their mission of publishing the truth and holding public officials and record custodians accountable.

Dreps has been the go-to legal counsel for the news media in many groundbreaking open records, open meetings, defamation, reporter's privilege, and other media law cases throughout his career. He has taken causes to court victory, on behalf of state and national newspapers as well as other news media organizations in the state and federal courts of Wisconsin and beyond.

Each of his victories must be multiplied exponentially, one WNA publisher notes, for each stopped the tides of secrecy that would have followed any successful individual effort to keep records secret. One opponent of transparency begets thousands when they prevail. It is fair to say that, on many occasions, Dreps literally stopped the tides from rising.

Hall of Fame

Wisconsin Newspaper Hall of Fame Past Inductees

2001

- Vern Arendt, *Ozaukee Press*, Port Washington
- William E. Branen, *Burlington Standard-Press*
- C.W. Brown, *Oconomowoc Enterprise*
- William T. Evjue, *The Capital Times*, Madison
- Lester Hawkes, *UW-Madison School of Journalism*
- John B. Torinus, Sr., *The Post-Crescent*, Appleton
- Robert H. Wills, *Milwaukee Sentinel*

2002

- Ralph Goldsmith, *Boscobel Dial*
- Doug Lyke, *The Ripon Commonwealth Press*
- Jim McLoone, *Lake Country Reporter*, Hartland
- Frank Wood, *Green Bay News-Chronicle* and *Denmark Press*

2003

- Warren D. Leary, Jr., *Rice Lake Chronotype*
- Marshall W. Johnston, *The Janesville Gazette*
- John D. Clifford, *Watertown Daily Times*

2004

- J. Martin (Murph) Wolman, *Wisconsin State Journal*, Madison
- Willis Miller, *Hudson Star-Observer*
- John B. Chapple, *The Daily Press*, Ashland

2005

- William Dempster Hoard, *Daily Jefferson County Union*, Fort Atkinson
- Scott Cutlip, *UW-Madison*
- William F. Schanen, Jr., *Ozaukee Press*, Port Washington
- J.A. O'Leary, *The Tribune-Phonograph*, Abbotsford

2006

- Virginia Burtness, *The Daily Press*, Ashland
- V.I. Minahan, *The Post-Crescent*, Appleton
- Leo Pesch, Jr., *Peshtigo Times*
- Charles Roeth, *Fennimore Times*
- George Rogers, *Stevens Point Journal*
- Robert Wright, *Marquette County Tribune*, Montello

2007

- Robert Berglund, *Tribune Record Gleaner*, Loyal
- Howard J. Brown, *The Kenosha News and Lake Geneva Regional News*
- Bill Knutson, *The Post-Crescent*, Appleton
- Donald Walker, *Lakeland Times*, Minocqua

Continued on Page 44.

Hall of Fame

Continued from Page 43.

2008

- William D. Behling, *Beloit Daily News and Rhinelander Daily News*
- Jim Burgess, *La Crosse Tribune and Wisconsin State Journal*, Madison
- Palmer H. Sondreal, *Amery Free Press*

2009

- Marie Berner, *Antigo Daily Journal*
- Wally Smetana, *The Dunn County News*, Menomonie

2010

- Alfred "Al" Bauer, *Bloomer Advance*
- James Clifford, *Watertown Daily Times*

2011

- Nancy Merserau, *Ozaukee Press*, Port Washington
- David Zweifel, *The Capital Times*, Madison

2012

- Robert L. Angus, *Daily Jefferson County Union*, Fort Atkinson

2013

- Diane Everson, *The Edgerton Reporter*

2014

- Charles Graaskamp, *Leader-Telegram and The Country Today*, Eau Claire

2015

- Bonnie Fechtner, Wisconsin Newspaper Association
- Larry Tobin, *The Tomahawk Leader*

Awards & Honors

The Wisconsin College Media Association and Wisconsin Newspaper Association Foundation have selected two outstanding young journalists to receive 2016 scholarships, each for \$1,500:

Ashley McCallum is a senior at the University of Wisconsin-Whitewater and currently serves as the managing editor for the Royal Purple, a student-run weekly newspaper on campus.

Her career in journalism began at age 16 when she joined her high school newspaper, the East Highlights, as the entertain-

Awards & Honors

ment editor, then editor-in-chief the following year. McCallum was a competitive bowler for 15 years and never knew that would lead to her first position as a sports writer for the Royal Purple, writing the bowling beat.

She has previously worked as the assistant graphics editor, graphics editor and Lifestyle editor for the Royal Purple.



Ashley McCallum

McCallum is a journalism major and graphic design minor, and hopes to go into a career in page design and layout.

Nhung Nguyen is a junior at Mount Mary University who self-designed her major in fashion journalism and communication.

She became editor-in-chief of Arches News this January while taking home an award for her multimedia package at the ACP Best of Midwest conference, in Minneapolis.



Nhung Nguyen

With a career as a professional hairstylist in Milwaukee and previous internship experience in fashion marketing, she hopes to incorporate her business background and communication skills along with her leadership experience to pursue an active career in writing and styling editorials for the fashion and beauty industry.

Exhibitors

Set aside time during Networking Breaks to spend in our trade show room — located in Geneva/Mendota/Wisconsin — visiting with exhibitors, chatting with colleagues, reviewing contest winning entries and taking a break for refreshments between sessions!

Exhibitors

ABOUT THE EXHIBITORS

Bar-Z

Bar-Z offers a variety of unique digital solutions for the publishing industry that are designed to generate revenue. Customized responsive design websites and native apps for iPhones, iPads and Androids drive audience growth and create new ad sales opportunities. Products include digital companions for special sections, News, Weather, Sports & More™ apps, any type of guide, coupon and deal apps, readers' choice competitions and more.

Brandpoint

Brandpoint operates in three core content marketing practice areas that address the continuum of content marketing tactics: Content Strategy, Content Development and Content Distribution. Whether you need a blog or an enterprise-level content marketing campaign, Brandpoint delivers the bandwidth, proprietary services and expertise to achieve your business goals.

Edgewater Hotel & Spa

The Edgewater first opened its doors in 1948 and quickly became recognized as a prominent part of the Madison community and culture. Sitting in the heart of the city, next door to the University of Wisconsin-Madison and steps from the State Capitol, The Edgewater served as the place to stay for Madison visitors and the city's favorite place for waterfront relaxation, fine dining, dancing, and important meetings for more than 65 years.

Geisking Public Relations

Jim Geisking joined a local P.R./marketing firm in 1997 after owning/operating a dairy farm for 17 years. He has since become one of the most respected P.R. professionals in Wisconsin. Jim's work reflects his abilities to garner broadcast coverage for any topic. National publicity has included stories in USA TODAY, A.P., The Wall Street Journal, The Washington Post and on Good Morning America.

Interlink Circulation

Interlink Circulation is the most widely used newspaper-circulation system in America helping more than 1,550 community newspapers navigate the postal system to obtain the best delivery at the lowest cost.

Society of Professional Journalists - Madison Pro Chapter

The Madison Pro Chapter of the Society of Professional Journalists has been providing professional development and informational programming for Madison Wisconsin area journalists for more than 20 years. For more information contact spjmadisononline@gmail.com.

Exhibitors

Tecnavia

We develop innovative and reliable digital publishing solutions offering a solid reading experience across all devices. We provide the necessary support and tools to simplify workloads, reduce costs, improve efficiency and increase revenues.

UW Center for Journalism Ethics

The mission of the University of Wisconsin Center for Journalism Ethics is to encourage the highest standards in journalism ethics worldwide. We foster vigorous debate about ethical practices in journalism, and provide a resource for producers, consumers and students of journalism. We honor the best in ethical journalistic practice and will not hesitate to call attention to journalistic failings.

Wisconsin Brewing Company

Wisconsin means beer. It's part of our history. Part of our heritage. Most of our diet. At Wisconsin Brewing Company, we're dedicated to building on that legacy the best way we know how: With a locally owned and operated brewery, hard-working people dedicated to brewing excellence, and a family of craft beers that will live up to the high standards of our family and friends — more commonly known as the people of Wisconsin.

Wisconsin Center for Investigative Journalism

The nonpartisan, nonprofit Wisconsin Center for Investigative Journalism is increasing the quality and quantity of investigative reporting in Wisconsin, while training current and future generations of investigative journalists. Its work fosters an informed citizenry and strengthens democracy.

Wisconsin College Media Association

The WCMA brings together and supports students in news media through training, an annual convention and the annual Better Newspaper Contest.

Wisconsin Historical Society

The Wisconsin Historical Society is one of the largest, most active, and most diversified state historical societies in the nation. Founded in 1846, the Society is governed by a 27-member Board of Curators and is led by a management team. It is both a state agency and a private membership organization. It receives about 60 percent of its funding from the state of Wisconsin, and the other 40 percent comes through fundraising, federal grants and earned revenues.

WisPolitics.com

WisPolitics.com has been providing in-depth coverage of Wisconsin politics since 2000.

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