



Reconnect.  
Recharge.  
Reflect.

**WNA** Trees 2017  
FOUNDATION Retreat

Aug. 24-25 - Eagle River, Wis.

## MEET OUR SPEAKER



**Al Cross**

This year's presenter is **Al Cross**, director of the Institute for Rural Journalism and Community Issues, extension professor of journalism at the University of Kentucky, a political columnist for The (Louisville) Courier-Journal and a former weekly newspaper editor and manager.

## Schedule

### THURSDAY, AUG. 24

- **11 a.m.** – Golf Outing: Support the WNA Foundation during our golf outing at the Eagle River Golf Course. The cost is \$100 per person for 18 holes, cart included.
- **Afternoon Arrivals** – Register at Education Hall: After registering, explore the Trees For Tomorrow grounds, find your cabin or settle in to your hotel room.
- **6:30 p.m.** – Join us for a Dutch-treat dinner at Eddie B's White Spruce Restaurant & Tavern as we revive an old WNA tradition.

### FRIDAY, AUG. 25

- **Breakfast** – On your own
- **9-10 a.m.** – **The Rural-Urban Divide & the Role of Newspapers:** Wisconsin and America are more divided than ever along rural-urban lines, as the elections of Scott Walker and Donald Trump showed. Did rural and urban newspapers help create that disconnect, and how can they bridge it at a time when discussions of political issues are polarized by partisan and social media?
- **10-10:15 a.m.** – Break
- **10:15-11:30 a.m.** – **Beyond the County Line:** Most weekly newspaper readers don't read a daily newspaper, or any newspaper daily, so their information on state and national issues is often driven by superficial or biased reports. Community newspapers must focus on local news, but sometimes their readers could use help with broader issues. Cross has ideas for doing that.
- **11-11:30 a.m.** – Memorial Pylon Ceremony Reception
- **11:30 a.m.** – Memorial Pylon Induction and Lunch
- **1:30-3 p.m.** – **New Challenges in Community Journalism:** Community journalists have always had to manage the ever-present conflict between their personal and professional interests; now they must also explain the essential distinctiveness of real journalism, and defend its role in democracy, at a time when it and open-government principles are under attack.
- **3-3:15 p.m.** – Break
- **3:15-4:15 p.m.** – **Great Ideas Exchange:** We'll wrap up the training portion of the day with an hour-long "Ideas Exchange." Bring your best editorial, advertising and marketing ideas for a chance to win prizes!
- **5:30 p.m.** – Steak Fry in the WNA Foundation Press Forest