

The logo graphic for WNA consists of two overlapping semi-circular arcs. The outer arc is red and the inner arc is grey. They are positioned to the left of the text.

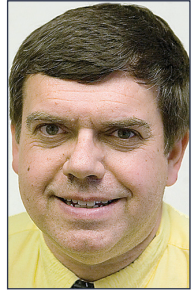
2017 Convention
WNA & Trade Show
Feb. 23-24 | Middleton, Wis.
Madison Marriott West

Presented by the
Wisconsin Newspaper Association Foundation

Welcome

Welcome to the 2017 Wisconsin Newspaper Association Convention and Trade Show in Middleton. It is an honor to serve you as president of the WNA Board of Directors during this year's annual gathering of association members.

This year's convention delivers an impressive lineup of nationally recognized guest speakers and timely educational sessions.



Brian Thomsen

We will hear from Craig Gilbert, Washington bureau chief for the Milwaukee Journal Sentinel, as he's interviewed by former Journal Sentinel Editor Marty Kaiser on Thursday night. Friday's packed schedule will begin with a keynote address by Tom Rosenstiel, executive director of the American Press Institute, who will discuss new research by API that addresses why some accountability reporting does a better job engaging readers and how, by adopting some of these practices, newspapers can strengthen their business model.

The Honors Luncheon on Friday afternoon will feature James Warren, chief media writer for the Poynter Institute. Warren, former managing editor of the Chicago Tribune and former Washington bureau chief for the Tribune and New York Daily News, has built a reputation as one of the nation's top media columnists.

I encourage you to stop at the various exhibitors' booths in the trade show area during networking breaks. The winning WNA Better Newspaper Contest entries will also be on display for anyone looking for reporting, photography, design or advertising inspiration.

Enjoy the convention and all it has to offer. It's a great opportunity to gather resources and insight that will make a difference in your community.

A handwritten signature in black ink that reads "Brian Thomsen". The signature is fluid and cursive, with a long horizontal stroke at the end.

Brian Thomsen
President, WNA Board of Directors
Publisher, Valders Journal

Welcome

Greetings to everyone attending the 2017 WNA Convention & Trade Show.

On behalf of the Wisconsin Newspaper Association Foundation, I would like to especially welcome students and advisers from across the state who are attending the convention.

This year's convention features several sessions that were tailored with input from the Wisconsin College Media Association Board of Directors to fit the needs of students and student media organizations. I encourage students and college advisers to attend these sessions, as well as the other educational and networking opportunities included in the schedule.

The WNA Foundation exists to support programs that foster excellence in journalism, engage current and future newspaper leaders and invest in our communities. To help achieve these goals, the Foundation is holding an inaugural WNAF Casino Night Fundraiser in conjunction with the President's Reception following dinner on Thursday night. Try your hand at blackjack, poker, roulette and craps for a chance to win exclusive prizes. All Casino Night proceeds will benefit the WNA Foundation.

On Friday afternoon, students are invited to connect with representatives from several 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, see what career opportunities are available.

The WNA Foundation is proud to honor the achievements of our Better Newspaper Contest winners. I hope you will all join us in celebrating the best work the Wisconsin newspaper industry has to offer during the Friday Honors Luncheon and Better Newspaper Contest Awards Banquet.



Andrew Johnson

President, WNA Foundation Board
Publisher, Wisconsin Free Press Group, Mayville



**Andrew
Johnson**

General Information

HELP FROM WNA STAFF

Need additional assistance or have a question about the convention? Visit the information desk in the Trade Show Hall.

BADGES

Pick up your name badges at the registration desk upon arrival. Your name badge serves as your ticket to the convention and 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 at all times.

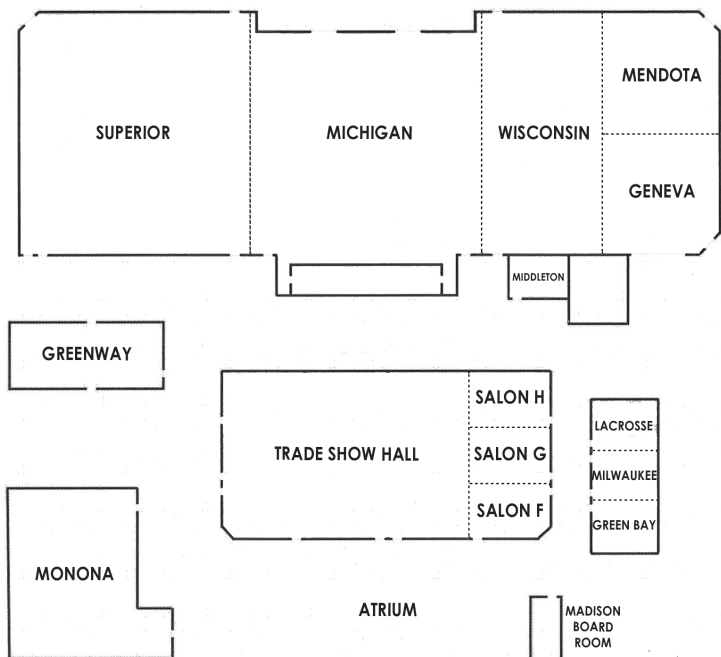


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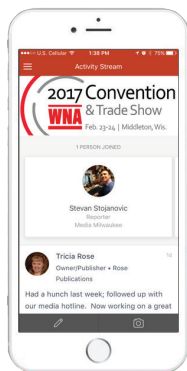
Convention Center Map



Get the convention app

Download the WNA Convention app to build your schedule, receive convention announcements, rate speakers and sessions and compete for exciting prizes!

Earn 4 points by posting messages or photos on the app's Activity Stream; 3 points for commenting on a post or receiving a comment on one of your posts; and 2 points for liking a post, receiving a like on one of your posts or voting in a poll. We'll be giving away prizes to the three users with the most points at 5 p.m. on Friday, Feb. 24. Only registered convention attendees are eligible to win.



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*Search for "WNA Convention"
in the App Store and Google Play*

WNA Board of Directors

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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.



Past President
Carol O'Leary
Publisher
The Star News,
Medford

WNA Board of Directors

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John Humenik
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Wisconsin State
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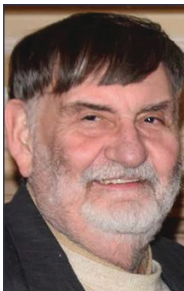
Steve Lyles
Group Publisher
Journal
Community
Publishing Group



Kris O'Leary
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The Tribune-
Phonograph,
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Jeff Patterson
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APF Media of
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David Sherman
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Andrew Johnson
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Vice President
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*Journal Community
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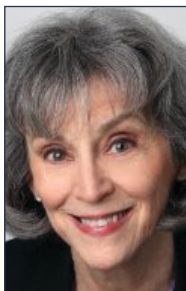


Secretary
James Friedman
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Godfrey & Kahn

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**Rusty
Cunningham**
Editor
La Crosse Tribune



Eve Galanter
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The WNA Foundation supports programs that foster excellence in journalism, engage current and future newspaper leaders and invest in our communities. The foundation solicits and manages funds for the benefit of Wisconsin's newspaper industry.

WNA Services, Inc. Board



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The Star News,
Medford



John Ingebritsen
Regional Publisher
Morris Newspapers,
Lancaster



Greg Mellis
Publisher
Shawano Leader



Scott Peterson
Editor in Chief
Journal
Community
Publishing Group



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. The Services board oversees the operation of the WNA Clipping Services and other non-membership-related activities.

Convention Planning Committee



Robb Grindstaff
General Manager
*Hometown News
Limited
Partnership*



Aaron Holbrook
Editor
*The Daily Citizen,
Beaver Dam*



Sid Schwartz
Editor
*The Gazette,
Janesville*



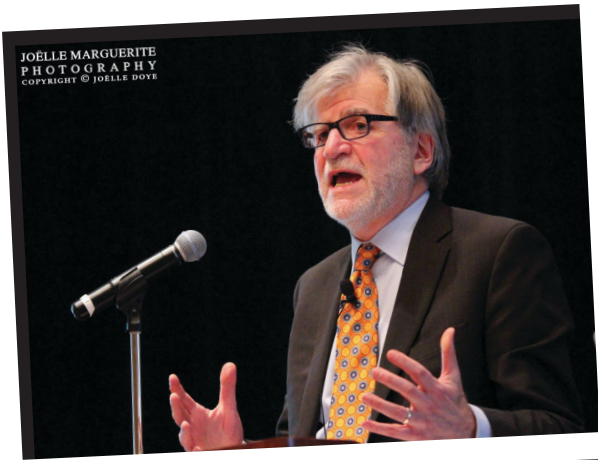
Teryl Franklin
Managing Editor/
Audience
*Wisconsin State
Journal, Madison*



Scott Peterson
Editor in Chief
*Journal
Community
Publishing Group*

The 2017 WNA Convention & Trade Show was developed with input from the WNA Convention Planning Committee. The committee works with WNA staff to set the schedule, find quality presenters and ensure that attendees have a valuable experience at the convention.

With Gratitude



Thanks, Marty & Scott!

The WNA staff extends a special thank you to Marty Kaiser and Scott Peterson, who were exceptional partners in securing the high-caliber speakers for this year's WNA Convention & Trade Show.



At a Glance | Thursday

Noon	Registration Opens <ul style="list-style-type: none">• 2016 Better Newspaper Contest winning entries• Trade Show exhibits• Raffle baskets to benefit WNA Foundation
12:40-1:35 p.m.	Session <ul style="list-style-type: none">• The Looming First Amendment Threat and What To Do About It
1:35-1:40 p.m.	Networking Break
1:40-2:30 p.m.	Sessions <ul style="list-style-type: none">• Driving Revenue with Events• College newspaper critiques
2:30-3 p.m.	Networking Break
3-4:30 p.m.	Sessions <ul style="list-style-type: none">• Assessing and Upgrading Newsroom Culture• Coach 'Em Up: Developing Sales Reps
4:30 p.m.	Networking Break/WNA & AP Annual Meetings
5-6 p.m.	Trade Show Reception
6 p.m.	Dinner <ul style="list-style-type: none">• Featured Speaker: Craig Gilbert, Washington bureau chief, Milwaukee Journal Sentinel• Golden Gavel Awards
8:30-11:00 p.m.	WNA Foundation Casino Night Fundraiser and Presidential Reception <ul style="list-style-type: none">• Complimentary cocktails; all welcome• Play poker, blackjack, roulette and craps for a chance to win exciting prizes. Casino tickets can be purchased on-site. All proceeds benefit the WNA Foundation.

Join the Conversation: #WNA17



Planning to talk about the WNA Convention and Trade Show on social media? Just want to follow the conversation?



Please use the hashtag #WNA17 so everyone can follow your tweets and Facebook posts! You can also use the WNA Convention app to post comments and photos to the app's Activity Stream and your social media accounts simultaneously.

At a Glance | Friday

8 a.m.	Registration Opens <ul style="list-style-type: none"> • 2016 Better Newspaper Contest winning entries • Trade Show exhibits • Raffle baskets to benefit WNA Foundation
8-9 a.m.	Complimentary Continental Breakfast <ul style="list-style-type: none"> • In the Trade Show Hall
9-9:50 a.m.	Keynote Speaker <ul style="list-style-type: none"> • "Adapt & Engage: The New Rules of Accountability Journalism" — Tom Rosenstiel, executive director of the American Press Institute
10-11 a.m.	Sessions <ul style="list-style-type: none"> • Short & Smart: Mobile Video Storytelling • Wisconsin Public Records 101 & Beyond • The Secrets of Top Sales Performers
10 a.m. to 12:30 p.m.	Session <ul style="list-style-type: none"> • WCMA: The Business Side of Student Media
11-11:20 a.m.	Networking Break
11:20 a.m. to 12:30 p.m.	Sessions <ul style="list-style-type: none"> • Short & Smart: Mobile Video Editing • In-depth Stories on a Deadline • Recruiting & Retaining Talented Employees
12:30-1:45 p.m.	Honors Luncheon <ul style="list-style-type: none"> • Featured Speaker: James Warren, chief media writer, Poynter • Collegiate Better Newspaper Contest winners • Branen Scholarships to High School General Excellence winners
1:45-3:30 p.m.	Career Fair
2-3 p.m.	Sessions <ul style="list-style-type: none"> • Legal Panel: Addressing Hot Topics in the Workplace & Newsroom • Editorials That Make a Difference in Your Community • Selling in the Real World (Part 1) • WCMA: Reporting That Makes a Difference
3-3:30 p.m.	Networking Break & Ice Cream Social
3:30-4:30 p.m.	Sessions <ul style="list-style-type: none"> • WNA Legislative Panel • Heart and Backbone in Community Journalism • Selling in the Real World (Part 2) • WCMA: Free Newsroom Tools — Data Visualizations with Tableau and Fusion Tables
4:30-5 p.m.	Networking Break
5-6 p.m.	Awards Banquet Reception <ul style="list-style-type: none"> • Cash bar. Sorry, credit cards/room charges cannot be accepted
6 p.m.	Awards Banquet <ul style="list-style-type: none"> • Salute to Wisconsin Newspaper Photographers • 2016 Necrology • Passing of the Gavel • WNAF Better Newspaper Contest Awards • Raffle basket drawings
9-11 p.m.	Awards Banquet After Party <ul style="list-style-type: none"> • Cash bar. Sorry, credit cards/room charges cannot be accepted

Contest Winners

Did you win an award in the 2016 Wisconsin Newspaper Foundation Better Newspaper Contest? Want to see how your competition fared and glean ideas from the winners?

You can view winning contest entries in the Trade Show Hall throughout the convention.



Read the Judges' Comments

Be sure to pick up a copy of the 2016 Better Newspaper Contest tab and read the judges' comments about this year's winning entries.

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 or downloading a digital copy at www.wnanews.com.

Our special thanks to Wisconsin State Journal Editor **John Smalley** and Capital Newspapers, Madison, for printing the 2016 BNC results tab.

Support the WNA Foundation



Thursday Night is Your Lucky Night

Join us at 7:30 p.m. Thursday for the WNA Foundation's inaugural Casino Night Fundraiser. Play poker, blackjack, roulette and craps for a chance to win exciting prizes, including an iPad Mini 2! Casino tickets can be purchased on-site. All proceeds benefit the WNA Foundation. The event, sponsored by OwnLocal, will be held in conjunction with the President's Reception.



Win a Raffle Basket

Raffle tickets are on sale for a chance to win gift baskets that were donated by board members. Baskets are stuffed with goodies and wares from the community each board member represents.

Tickets prices are six for \$5, or \$20 for a fingertip-to-fingertip span. Be sure to buy your tickets at the information desk or from a board or staff member making sales throughout convention.

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.

12:40 - 1:35 p.m.

The Looming First Amendment Threat and What To Do About It

- Location: Salon FG

It doesn't seem far-fetched to consider the First Amendment under threat. The new administration in Washington, D.C., has exhibited hostility toward the press, referring to the media as "the opposition party." In this session organized by the Madison chapter of the Society of Professional Journalists, Wisconsin and national open government and constitutional experts discuss the First Amendment issues on the horizon and how to handle them.

Mark Pitsch is an assistant city editor for the Wisconsin State Journal and president of the Madison chapter of the Society of Professional Journalists. He is an award-winning journalist with extensive management, reporting and editing experience with expertise in government and politics, higher education and K-12 education.

Bill Lueders is associate editor at The Progressive magazine. Previously he was the Money and Politics Project Director for the Wisconsin Center for Investigative Journalism for four years and was the news editor of Isthmus weekly newspaper in Madison for 25 years. He also serves as the elected president of the Wisconsin Freedom of Information Council.

Donald Downs is the Alexander Meiklejohn Professor of Political Science, Law, and Journalism at UW-Madison, and the Glenn B. and Cleone Orr Hawkins Professor of Political Science at the University. He is also the director and co-founder of the University's Wisconsin Center for the Study of Liberal Democracy (2007-present). Downs is also the former director of the University's Legal Studies Program and its Center for the Study of Law, Society, and Justice (2004-2007).



Mark Pitsch



Bill Lueders



Donald Downs

Thursday

RonNell Andersen Jones is a professor of law at the University of Utah S.J. Quinney College of Law. A former newspaper reporter and editor, Jones teaches, researches and writes on legal issues affecting the press and on the intersection between the media and the courts, with a particular focus on the U.S. Supreme Court. She will join the panel via Skype.



RonNell Jones Andersen

1:40 - 2:30 p.m.

Driving Revenue With Events

- *Location: Salon FG*

Hosting events can be a lucrative business. Over the last several years, it's a business newspapers have tapped into. Learn how papers of any size can do the same.

M. Eileen Brown is the Vice President/Director of Strategic Marketing and Innovation for the Daily Herald. From 2002 to 2007, she was the Managing Editor of the Daily Herald. Before that, she was the Editor of the Post-Tribune in Northwest Indiana and an entertainment editor and columnist for the Chicago Sun-Times. She was also a reporter and travel editor for the Daily Herald for nearly 20 years. She currently is responsible for the Daily Herald Media Group's strategic marketing initiatives, as well as the events division and special sections.



Eileen Brown

Thursday

Student Newspaper & Resume Critiques

- *Location: Green Bay/Milwaukee*

We'll have some of the best minds in the business on hand to provide feedback and advice on recent issues of your student newspaper, including **Candace Baltz**, director of Orange Media Network at Oregon State University (see profile on Page 25), and **Vince Filak**. Bring your resumes, cover letters & clips for input as well!

Vince Filak is an award-winning teacher, scholar and media adviser from the University of Wisconsin-Oshkosh. He worked as a crime editor at the Columbia Missourian and a night reporter at the Wisconsin State Journal.



Candace Baltz



Vince Filak

2:30 - 3 p.m.

Networking Break

- *Location: Trade Show Hall*

3 - 4:30 p.m.

Assessing and Upgrading Newsroom Culture

- *Location: Salon FG*

Culture is all about how you do things in your organization. The culture is created by the leadership. So how do you keep your news organization relevant and accelerate the changes you need as media consumers' consumption habits are changing constantly? You do it through the culture you create in your newsroom. This will be an interactive session focusing on what culture you want and how to get there. We will look

Thursday

at how to achieve critical change through strategic and tactical action steps.

William Martin “Marty” Kaiser is a journalism consultant and former Editor/Senior Vice President of the Journal Sentinel. Under his leadership, the Journal Sentinel earned a national reputation for its investigative journalism and digital innovation and won three Pulitzer Prizes — two for Local Reporting and another for Explanatory Reporting. Before arriving at Journal Sentinel, Inc., he served as an Associate Managing Editor of The Baltimore Sun. Editor & Publisher magazine named him its “Editor of the Year” for 2009.

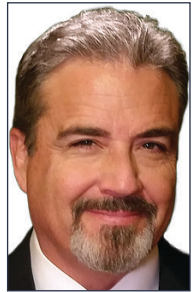


Marty Kaiser

Coach ‘Em Up: Developing Sales Reps

- *Location: Green Bay/Milwaukee*

What are the top three reasons why sales representatives don’t do what they need to do to be successful? This session will identify these and the crucial differences between managing and coaching employees. Learn essential “how-tos” for successful coaching, including specific steps to more effectively develop your team, improve communication & feedback and instill accountability. Behind every winning team is a great coach!



Randy Shoults

Randy Shoults has been a Senior Sales/Management Consultant and Facilitator for ProMax Training & Consulting, Inc. for more than 10 years. As a sales professional, he has consistently been a top producer, and his abilities as a leader in sales organizations have resulted in increased market share, higher gross margins and reduced turnover.

Thursday

4:30 p.m.

WNA & AP Annual Meetings

- *Location: Salon FG*

Wisconsin Newspaper Association members will hold a brief meeting beginning at 4:30 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.

4:30 - 5 p.m.

Networking Break

- *Location: Trade Show Hall*

5 - 6 p.m.

Trade Show Reception

Sponsored by Enbridge

- *Location: Trade Show Hall*

Spend some time in our trade show visiting with exhibitors, chatting with colleagues, reviewing contest winning entries and taking a break for complimentary hors d'oeuvres and cocktails.

6 - 7:30 p.m.

Dinner and Guest Speaker

Craig Gilbert

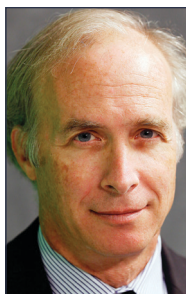
Sponsored by News Tracker

- *Location: Geneva/Mendota*

Craig Gilbert, the Milwaukee Journal Sentinel's Washington bureau chief and author of the "Wisconsin Voter" political blog, will address guests during dinner Thursday night in an interview moderated by former Journal Sentinel Editor **Marty Kaiser**.

Thursday

Craig Gilbert has covered every presidential campaign since 1988 and has written extensively about the electoral battle for the swing states of the industrial Midwest. He was a 2009-10 Knight-Wallace fellow at the University of Michigan, where he studied public opinion, survey research, voting behavior and statistics, a public affairs writer in residence at the University of Wisconsin and a Lubar Fellow at Marquette Law School, researching an in-depth study of one of the nation's most polarized places, metropolitan Milwaukee. He previously worked for the Miami Herald, the Kingston (N.Y.) Daily Freeman and was a speechwriter for New York Sen. Daniel Patrick Moynihan.



Craig Gilbert

See **Marty Kaiser's** profile on Page 18.

Golden Gavel Awards

The Golden Gavel Awards competition was established in 1985 to recognize outstanding coverage of the justice system. Certificates of Commendation are presented for entries judged to be noteworthy examples that enhance the public's understanding of our system of law and justice.



Marty Kaiser

Golden Gavel Awards are presented to both print and broadcast media.

The 2016 print winners are:

- **USA TODAY Network-Wisconsin — Post-Crescent, Appleton:** Shereen Siewert — *"What's the Price of Justice"*
- **The Northwoods River News, Rhinelander:** Jamie Taylor — *Wolf Trial Series*
- **The Journal Times, Racine:** Gregory Shaver — *For photography in "40 Years for Murder"*

Golden Gavel Certificate of Commendation award winners are:

- **USA TODAY Network-Wisconsin — Stevens Point Journal:** Sari Lesk, Pete Wasson, and Lauren French — *"Marijuana Decriminalization Spreads Across Wisconsin"*
- **The Northwoods River News, Rhinelander:** Jamie Taylor — *"Long Serving Prosecutor Set to Step Away"*

Thursday

7:30 - 10:30 p.m.

WNA Foundation Casino Night Fundraiser & President's Reception

Sponsored by OwnLocal

- *Location: Geneva/Mendota*

Following dinner, make your way to the WNA President's Reception, which is being held in conjunction with our inaugural WNA Foundation Casino Night Fundraiser. Play poker, blackjack roulette and craps for a chance to win exciting prizes, including an iPad Mini 2. Casino tickets can be purchased on-site.

Not feeling lucky? Stick around to meet and mingle with your colleagues over drinks instead.

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Friday

8 - 9 a.m.

Registration & Trade Show Opens Complimentary Continental Breakfast

- *Location: Trade Show Hall*

Check-in and pick up your name badge at the registration desk. All are invited to partake in a complimentary continental breakfast. Don't forget to come early enough to visit with exhibitors at the Trade Show.

9 - 9:50 a.m.

Keynote Address

Adapt & Engage: The New Rules of Accountability Journalism

Sponsored by Wallit

- *Location: Geneva/Mendota/Wisconsin*

Every day, newspapers work to hold officials accountable and separate fact from fiction. This practice of accountability journalism helps inform readers, shape communities and inspire change. But in an increasingly competitive landscape, it also must be engaging to be effective.



Tom Rosenstiel

Author and press critic **Tom Rosenstiel**, executive director of the American Press Institute, will discuss why some accountability reporting does a better job of engaging readers and how your paper can do the same — based on innovative new research by the API team and an unusual gathering of some of the nation's most innovative government reporters from papers of all sizes. Understanding the qualities of successful accountability reporting can help improve your readership and become a key part of your business strategy.

Rosenstiel is one of the nation's most recognized thinkers on the future of media. Before joining API, he was founder and for 16 years director of the Project for Excellence in Journalism at the Pew Research Center in Washington, D.C., and co-founder and vice chair of the Committee of Concerned Journalists.

10 - 11 a.m.

Short & Smart: Mobile Video Storytelling

Sponsored by *NEWSCYCLE*

- Location: Green Bay/Milwaukee

Video is a critical element in mobile and social storytelling. Learn how to tell stories in less than 60 seconds by shooting high quality video on your iPhone or Android through sequencing, interviewing and getting good sound.



Val Hoepner

Val Hoepner 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 Hoepner Media and Consulting, LLC, Hoepner travels to newsrooms, universities and media conferences where she creates and leads training for journalists in mobile, social, video and multi-platform storytelling.

Wisconsin Public Records 101 & Beyond

- Location: Salon FG

Getting the records you're entitled to under Wisconsin's Public Records Law can come with its challenges. This session will explore what records are available and strategies to use if officials try to block your access.



Dee Hall

Dee Hall, co-founder and managing editor of the Wisconsin Center for Investigative Journalism, is an award-winning investigative journalist with a career spanning more than 30 years. Hall spent 24 years at the Wisconsin State Journal as an editor and reporter focusing on projects and investigations. Prior to returning to her hometown of Madison in 1990, she was a reporter for eight years at The Arizona Republic, Phoenix, where she covered city government, schools and the environment.

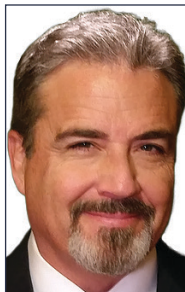
Friday

The Secrets of Top Sales Performers

- *Location: Salon H*

Why do top sales performers stand out from the crowd? Their secret lies within day-to-day interactions with clients and prospects, strategies and execution. Learn these successful techniques to ensure you don't fall into the "average Joe" trap.

See **Randy Shoults'** profile on Page 19.



Randy Shoults

10 a.m. - 12:30 p.m.

WCMA

The Business Side of Student Media

- *Location: La Crosse*

To have a successful student newspaper, you need more than great stories — you need a good business strategy. From buying services to creating buy-in, we'll cover everything that goes on behind the scenes to keep student media running. This session will offer lessons for the entire staff on advertising strategies, revenue diversification and changing a department's culture ... plus the things that don't work.



Candace Baltz

Candace Baltz is the director of Orange Media Network at Oregon State University, co-organizer of the College Media Summit on Diversity & Inclusion, and the College Media Association Chair on Business. She is a former TV reporter, radio news anchor/reporter, and newspaper reporter; with more than a decade of experience in advising and directing national award-winning college media programs. She is the 2016 College Media Association Multimedia Adviser of Distinction.

11 - 11:20 a.m.

Networking Break

Sponsored by The Herb Kohl Educational Foundation

- *Location: Trade Show Hall*

Friday

11:20 a.m. - 12:20 p.m.

Short & Smart: Mobile Video Editing

- Location: Green Bay/Milwaukee

Video editing sharpens your story and grabs audience attention, allowing you to tell better stories, more efficiently. During this hands-on session, you'll be paired up and walked through shooting and editing your own video.



Val Hoepfner

See **Val Hoepfner's** profile on Page 24.



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Friday

In-Depth Stories on a Deadline

- *Location: Salon FG*

There is a stockpile of information at your fingertips — you just have to know where to look. Learn about Wisconsin's online databases, nonpartisan legislative agencies and other resources that will help you turn around in-depth stories on a deadline.



Dee Hall

See **Dee Hall's** profile on Page 24.

Recruiting & Retaining Talented Employees

- *Location: Salon H*

Get real-world suggestions on how to recruit, retain and develop new hires. This session will explore different approaches to interviewing, as well as how to set the proper expectations up front. Attendees will also learn how to onboard new employees from day one and give effective coaching and feedback.



Mike Centorani

Mike Centorani is the co-founder of Sales Transformation Now, Inc. and the former vice president of Sales Training and Development at Matchcraft. Sales Transformation Now offers sales training and sales management consulting for traditional media and search companies throughout the U.S. and in 20 countries worldwide. Centorani brings over 25 years of print media experience and over 15 years of search engine marketing expertise.

12:30 - 1:40 p.m.

Honors Luncheon with Featured Speaker James Warren *Sponsored by WAICU*

- *Location: Geneva/Mendota/Wisconsin*

High school and college students from across the state will be recognized for their contributions to the student press during the annual Honors Luncheon. Honors include the Branen High School Scholarships and the WCMA Better Newspaper Contest Awards. Guests will also hear from **James Warren**, chief media writer for the Poynter Institute's digital team, during a discussion with former Milwaukee Journal Sentinel Editor **Marty Kaiser** (see profile on Page 19).

Warren was previously the Washington bureau chief for the New York Daily News and a former managing editor and Washington bureau chief for the Chicago Tribune. As a former media columnist for the Daily News and Tribune, Warren has worked across platforms as a print and digital journalist, and as a television analyst on MSNBC, Fox News, CNN and Al Jazeera America.



James Warren



Marty Kaiser

Branen Scholarships

The William E. Branen Scholarships honoring excellence in high school journalism will be presented to the three Wisconsin student newspapers that earned 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 2016 contest include:

- **Gibraltar High School** (Fish Creek), **The Viking Voice** (Group A – Fewer than 500 students)
- **Appleton North High School, Noctiluca** (Group B – Extra Curricular Activity – More than 500)
- **Homestead High School** (Mequon), **The Highlander** (Group B – In-Class Activity – More than 500)

Friday

WCMA Better Newspaper Contest awards

Winners of the 2016 WCMA Better Newspaper Contest will receive awards during Friday's honors luncheon. The 2016 contest, which included 14 categories, drew 225 entries from 10 campus newspapers.

First-place General Excellence winners for 2016 include:

- **Group A: The Badger Herald**, University of Wisconsin-Madison
- **Group B: Arches & reMARK**, Mount Mary University, Milwaukee

1:45 - 3:30 p.m.

WCMA Career Fair

- *Location: Atrium*

Representatives from several Wisconsin newspaper companies will be on hand to meet and interview aspiring young professionals. Bring your resumes and portfolios to share with potential employers.

2 - 3 p.m.

Selling in the Real World (Part 1)

- *Location: Salon H*

Learn how to make the right sale vs. any sale. During this session, attendees will learn the keys to success when attempting to sell both newspaper print advertising and digital solutions to small and medium-sized business owners in 2017. Speaker Mike Centorani will also discuss how different preparation can help gain credibility with a higher percentage of decision-makers and business owners.



Mike Centorani

See **Mike Centorani's** profile on Page 27.

Friday

Legal Panel: Addressing Hot Topics in the Workplace & Newsroom

- *Location: Salon FG*

Panelists will discuss legal issues affecting newsrooms in Wisconsin, including how to deal with amending digital content and facing challenges accessing police reports and other records.

James Friedman is the team leader of Godfrey & Kahn's Insurance & Reinsurance Practice Group and a co-team leader of the Litigation Practice Group, working out of the Madison office. He practices in the civil litigation area with an emphasis on insurance coverage, insurance liquidation and guaranty fund work, media law, appellate litigation, intellectual property and health care.

Dustin Brown is an associate in Godfrey & Kahn's Litigation Practice Group in the firm'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 Second 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.

A former in-house counsel at Tribune Company (Senior Counsel, Media & Promotions) and American Media (Deputy General Counsel, Media), **Brendan Healey** has practical experience dealing with the issues clients face, particularly with regard to media law, marketing and advertising law, and litigation. Healey graduated with Honors & Distinction from Stanford University and was an Articles Editor for the New York University Law Review.



James Friedman



Dustin Brown



Brendan Healey

Friday

Editorials That Make a Difference in Your Community

- *Location: Green Bay/Milwaukee*

A courageous and lively editorial voice gives a newspaper personality, respect and a stronger position in its community — and often sets the paper apart from other media outlets in their market. Learn strategies for providing editorial leadership through your paper, no matter its size, so you can be the local champion who takes public officials to task when appropriate and opens up a forum to debate local issues and promote good ideas for your readers.



Jennifer P. Brown

Jennifer P. Brown is an award-winning journalist who spent 30 years at her hometown newspaper, the Kentucky New Era in Hopkinsville, Ky., where she worked as a reporter, editor and the opinion editor. In 2012, she was awarded the Al Smith Award for public service through community journalism by the University of Kentucky's Institute for Rural Journalism and Community Issues. She was also the 2013 recipient of the Scripps Howard First Amendment Center's James Madison Award for Service to the First Amendment.

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Friday

WCMA

Reporting That Makes a Difference

- *Location: La Crosse*

Journalists hope to inspire change. But between classes and newspaper deadlines, it can be difficult to take on long-term, in-depth projects or understand where to start. Students and professionals will discuss challenges they faced, efforts they made and tips for tackling these rewarding projects.

The panel will be moderated by **Vince Filak** (see profile on Page 18) and will include **Abigail Becker**, city and county government reporter for the Capital Times, and **Kate Vruwink**, a senior at UW-River Falls.



Abigail Becker



Kate Vruwink

3 - 3:30 p.m.

Networking Break

Sponsored by Schoep's Ice Cream

- *Location: Trade Show Hall*

Take a break and meet up with friends and colleagues to talk shop over a sundae.

3:30 - 4:30 p.m.

Selling in the Real World (Part 2)

- *Location: Salon H*

Want to take all the guessing out of developing a customized solution? Learn a different approach to conducting a thorough needs analysis and give the business owner the chance to sell the sales rep vs. the other way



Mike Centorani

Middleton, Wis.

Friday

around. Speaker Mike Centorani will then discuss how to develop both print and digital solutions that the business owner will love ... because they were actually the business owner's ideas.

See **Mike Centorani's** profile on Page 27.

WNA Legislative Panel

- *Location: Green Bay/Milwaukee*

Panelists will discuss issues affecting newspapers in Wisconsin, including public records and open meetings laws and priorities for the next legislative session.

Beth Bennett has been executive director of the Wisconsin Newspaper Association (WNA) in May 2010. She serves as the association's chief lobbyist and directs all WNA functions, including finances, staffing, member resources and member programming.

Mark Graul has worked in local, state and national political arena for more than 19 years. He has managed or advised several presidential, statewide, judicial, congressional, legislative and local campaigns. Graul also served as a chief of staff in both Washington D.C. and Madison.

Rep. Todd Novak, R-Dodgeville, was elected to the Wisconsin State Assembly in 2014. He has served as mayor of the City of Dodgeville since 2012. Beyond his role as mayor of Dodgeville, Novak has served as the Government and Associate Editor of the Dodgeville Chronicle and was also appointed to the Southwest Wisconsin Regional Planning Commission.



Beth Bennett



Mark Graul



Rep. Todd Novak

Friday

Heart & Backbone in Community Journalism

- *Location: Salon FG*

Journalists working in small markets face unique challenges. How do you balance the conflict of trying to maintain personal — sometimes lifelong — relationships with the need to hold public officials accountable and report stories that accurately reflect the community? Learn tips during this session for navigating these potentially turbulent waters.



Jennifer P. Brown

See **Jennifer P. Brown** profile on Page 31.

WCMA

Free Newsroom Tools — Data Visualizations with Tableau and Fusion Tables

- *Location: La Crosse*

Learn tips and techniques for enhancing your reporting through data visualization using free tools like Google Fusion Tables and Tableau.



Hayley Sperling

Hayley Sperling is a public engagement and marketing assistant at the Wisconsin Center for Investigative Journalism. She's a senior at UW-Madison studying journalism and Russian. Sperling currently serves as editor-in-chief of the independent, student-run newspaper at UW-Madison, The Badger Herald.



Cara Lombardo

Cara Lombardo is a legislative relief reporter for the Associated Press in Madison. She worked as a CPA auditing large banks and investment firms before getting a graduate degree in journalism. She interned with the Wisconsin Center for Investigative Journalism, the Milwaukee Journal Sentinel and The Progressive magazine and has written for PolitiFact Wisconsin.



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Friday

4:30 - 5 p.m.

Networking Break

- *Location: Trade Show Hall*

5 - 6 p.m.

Awards Banquet Reception

Sponsored by Tecnavia

- *Location: Geneva/Mendota/Wisconsin*

Toast your friends and colleagues, unwind and discuss the day's events before settling in for the annual awards dinner.

6 - 9 p.m.

Better Newspaper Contest Awards Banquet

Sponsored by Oneida Nation

- *Location: Geneva/Mendota/Wisconsin*

The Better Newspaper Contest Awards Banquet 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 over the last year, announce raffle basket winners, winners of our Better Newspaper Contests, Best of Division and the Daily and Weekly Newspapers of the Year.

9 - 11 p.m.

Awards Banquet After Party

- *Location: Geneva/Mendota/Wisconsin*

No need to leave the hotel to continue celebrating the winners of the Better Newspaper Contest. The cash bar and reception area will remain open after the awards banquet.

Trade Show Vendors

American Transmission Company

American Transmission Co. owns and operates the high-voltage electric transmission system in portions of Wisconsin, Michigan, Minnesota and Illinois.

Enbridge

Over the past 65 years, Enbridge has become a leader in the safe and reliable delivery of energy in North America.

Hagadone Digital

Hagadone Digital creates edgy digital marketing strategies that showcase their partners as industry innovators and trendsetters.

Interlink

Interlink's software-based service makes it possible for a clerk to handle your total circulation all without being either a circulation expert or a postal wizard.

METRO Creative Graphics

Metro Creative Graphics, Inc. is a leading provider of advertising, creative and editorial resources designed to help media companies make money with their print, Web and mobile products.

NEWSCYCLE Solutions

Our editorial, advertising, circulation and mobile solutions enable publishers to drive profitability, accelerate digital business models and optimize core print operations.

Oneida Nation

The Oneida Nation is a tribal government with an array of programs, services and enterprises.

OwnLocal

OwnLocal is the digital ad platform for local media. We automatically turn traditional print and broadcast advertisements into sophisticated digital marketing campaigns.

REACH-A-Child

REACH partners with first responders to supply police, firefighters and EMTs with backpacks and books to bring out when they encounter children-in-crisis.

SPJ-Madison Pro Chapter

The Society of Professional Journalists has been providing professional development for Madison journalists for over 20 years.

Trade Show Vendors

Vivial

Vivial is a ground-breaking ad tech company that offers a full range of customer engagement tools to help businesses enhance the way they connect with customers, build loyalty, manage content and track results.

Wallit

Wallit is the most flexible subscription management solution for publishers of all sizes looking to sell their content through a variety of unique subscription purchase options.

Wisconsin Association of Independent Colleges and Universities

WAICU is the organization of the 24 independent (or private) institutions of higher learning in Wisconsin.

Wisconsin Center for Investigative Journalism

WCIJ is increasing the quality and quantity of investigative reporting in Wisconsin, while training current and future generations of investigative journalists.

Wisconsin Historical Society

The Wisconsin Historical Society is both a state agency and a membership organization. A strong public-private partnership can be seen through the community leaders on various volunteer boards of the Wisconsin Historical Society.

Wisconsin Taxpayers Alliance

Since 1932, WISTAX has been promoting better government and an informed citizenry through its publications, public outreach, and extensive school programs.

Wisconsin Watchdog

Watchdog.org's mission is to restore oversight of our state governments, to hold politicians and bureaucrats at all levels accountable for their handling of taxpayers' dollars and to promote innovative solutions to public policy challenges.

WisPolitics.com

The WisPolitics.com family of Web sites has established a respected brand in the power centers of the state and D.C. through comprehensive coverage of political, government and business news delivered in a multi-media fashion hitting web, TV and print.

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