



Real News IS OUR
BUSINESS



2018 Convention
WNA & Trade Show

April 12-13 | Madison, Wis.
Sheraton Madison Hotel

Presented by the
Wisconsin Newspaper Association Foundation

Welcome

Welcome to the 2018 Wisconsin Newspaper Association Convention and Trade Show in Madison. 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 renowned guest speakers, timely educational sessions and a bit of Vegas-style fun.



**John
Ingebritsen**

We'll hear from Jeffrey Sonderman, deputy executive director and executive vice president of the American Press Institute, on Thursday night as he discusses what motivates readers to subscribe and how newspapers can thrive by placing their newsroom at the center of their business strategy. After dinner, we'll have our second annual Casino Night Fund-raiser to benefit the WNA Foundation.

Friday's packed schedule will begin with a general session featuring Milwaukee Brewers Chief Operating Officer Rick Schlesinger, who will discuss the business similarities between sports and journalism, and how modern technology has presented challenges and opportunities for both industries.

Friday's honors luncheon features internationally recognized leadership expert Jill Geisler, who will discuss the Newseum Institute's Power Shift Project, which seeks to eliminate sexual harassment in our industry. She was recently appointed as Newseum's Fellow in Women's Leadership.

I encourage you to visit our exhibitors 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 "John D. Ingebritsen". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Ingebritsen

President, WNA Board of Directors

Regional Publisher, Morris Newspaper Corporation of Wisconsin

Welcome

Greetings to everyone attending the 2018 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 sessions that will be of interest to both our professional and college members, with topics that range from how to leverage new technology in reporting practices to creating new streams of revenue for your publication. 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 its second annual Casino Night Fundraiser following dinner on Thursday night. Try your hand at blackjack, poker, roulette and craps for a chance to win exciting prizes. All Casino Night proceeds will benefit the WNA Foundation.

On Friday afternoon, students are invited to connect with representatives from media companies during the career fair in the hotel mezzanine. 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 Friday night's Better Newspaper Contest Awards Banquet.



Andrew Johnson
President, WNA Foundation Board
Publisher, Dodge County Pionier, Mayville



**Andrew
Johnson**

General Information

HELP FROM WNA STAFF

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

BADGES

Your name badge serves as your ticket to the convention and to any meals you've registered for, including Thursday's dinner, Friday's luncheon and Friday's banquet. Please keep it on at all times.

Get the convention app

Download the Attendify app and search for "2018 WNA Convention" to access the convention registration portal, schedule, speaker bios, trade show vendors and more on your mobile device.

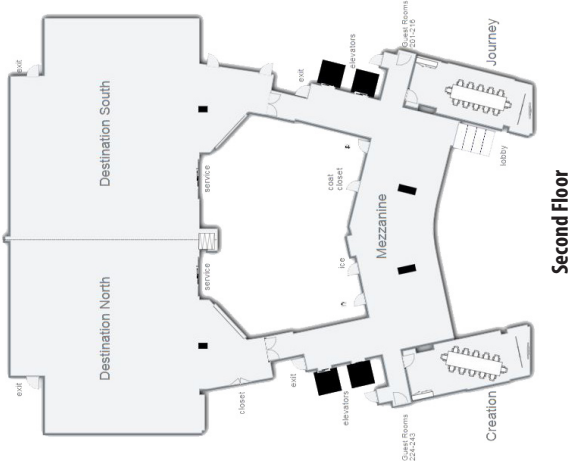
Create your own custom schedule, network with your colleagues, receive push notifications and review speakers on your iPhone or Android.

Search for "Attendify" in the App Store and Google Play and join "2018 WNA Convention"

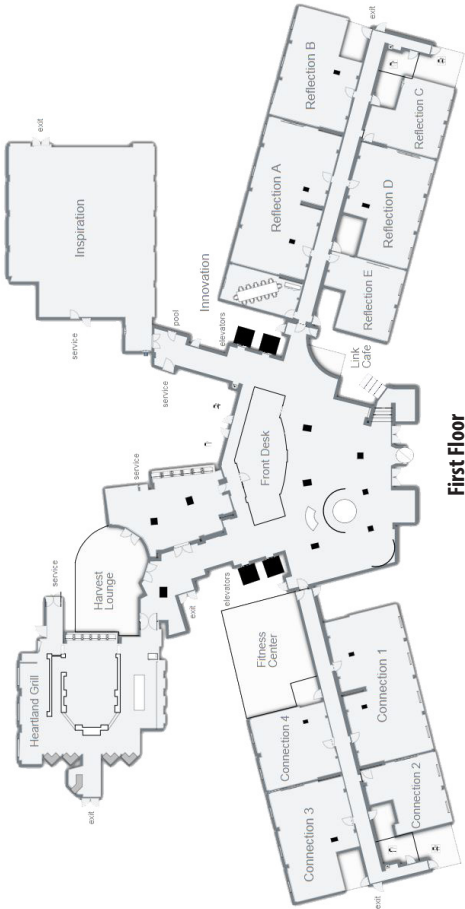


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Convention Center Map



Second Floor



First Floor

WNA Board of Directors

Officers



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John Ingebritsen
Regional Publisher
Morris Newspaper Corp. of Wisconsin, Lancaster



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Publisher
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2nd Vice President
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Daily News, West Bend



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Gregg Walker
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Treasurer
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Publisher
Watertown Times Publishing Group

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
Brian Thomsen
Publisher
Valders Journal

WNA Board of Directors

Directors



Robb Grindstaff
General Manager
*Hometown News
Limited
Partnership*



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



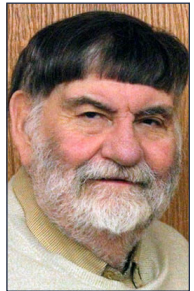
David LaPorte
General Manager
*Ashland Daily
Press*



Kris O'Leary
Publisher
*The Tribune-
Phonograph,
Abbotsford*



Jeff Patterson
President/
Publisher
*APG Media of
Wisconsin*



Patrick Reilly
Publisher
*The Dodgeville
Chronicle*



Randy Rickman
Publisher
Kenosha News



George Stanley
Editor & Senior
Vice President
*Milwaukee Journal
Sentinel*

WNA Foundation Board

Officers



President
Andrew Johnson
Publisher
*Dodge County
Pionier, Mayville*



Vice President
Scott Peterson
South Editor
Now News Group



Secretary-
Treasurer
James Friedman
Attorney
Godfrey & Kahn

The Wisconsin Newspaper Association Foundation is a not-for-profit organization created in 1980 to support programs that foster excellence in journalism, engage current and future newspaper leaders and invest in our communities. The foundation solicits, manages and disburses funds and other resources for the benefit of Wisconsin's newspaper industry.

The WNA Foundation provides several opportunities to recognize the best of Wisconsin's newspapers at the professional, collegiate and high school levels, as well as expert training for future and current journalists, including the education provided during the WNA's annual convention. Training also includes the annual Trees Retreat; workshops and standalone sessions and webinars that are offered throughout the year.

WNA Foundation Board

Directors



Rusty Cunningham
Executive Editor
La Crosse Tribune
& *River Valley*
Media Group



Eve Galanter
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Galanter Public
Affairs Consulting



Rob Ireland
General Manager
Lake Geneva
Regional News



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Publisher
Ripon
Commonwealth Press



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The Star News,
Medford



Mark Stodder
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Xcential Legislative
Technologies

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Valders Journal



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Publisher
The Gazette,
Janesville



Greg Mellis
Publisher
Shawano Leader



Scott Peterson
South Editor
Now News Group



Joe Yovino
Associate
Publisher/Editor
The Daily Reporter,
Milwaukee



President
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



Jim Ferolie
Editor
*Unified Newspaper
Group, Verona*



Marty Kaiser
Senior Fellow
*The Democracy
Fund, Washington,
D.C.*



John Ingebritsen
Regional Publisher
*Morris Newspaper
Corp. of Wisconsin,
Lancaster*



Rob Ireland
General Manager
*Lake Geneva
Regional News*



Scott Peterson
South Editor
Now News Group



Ian Stepleton
Editor
*Ripon
Commonwealth
Press*

The 2018 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.

At a Glance | Thursday

Noon	Registration Opens <ul style="list-style-type: none">• Winning entries on display in Inspiration• Raffle baskets to benefit WNA Foundation in Mezzanine
1-2 p.m.	General Session <ul style="list-style-type: none">• Untangling the 2018 Election: Public opinion & voting patterns in Wisconsin
2-2:15 p.m.	Networking Break
2:15-3:15 p.m.	Breakout Sessions <ul style="list-style-type: none">• Getting Outside Our Footprint• Operating as a Tax-Exempt News Organization
3:15-3:30 p.m.	Networking Break
3:30-4:30 p.m.	WNA Legislative Panel
4:30 p.m.	Networking Break/WNA & AP Annual Meetings
5-6 p.m.	Trade Show Reception <ul style="list-style-type: none">• Trade Show exhibits open in Inspiration
6-7:30 p.m.	Dinner <ul style="list-style-type: none">• Featured Speaker: Jeffrey Sonderman, deputy executive director & executive vice president, American Press Institute
7:30-10:30 p.m.	WNA Foundation Casino Night Fundraiser and Presidential Reception <ul style="list-style-type: none">• Complimentary cocktails• Play poker, blackjack, roulette and craps for a chance to win exciting prizes. Casino chips can be purchased on-site. All proceeds benefit the WNA Foundation.

Join the Conversation: #WNA18



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



Please use the hashtag #WNA18 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"> • Winning entries on display in Inspiration • Trade Show exhibits in Inspiration • Raffle baskets to benefit WNA Foundation in Mezzanine
8-9 a.m.	Complimentary Breakfast <ul style="list-style-type: none"> • In the Trade Show Hall (Inspiration)
9-9:50 a.m.	Kickoff Session <ul style="list-style-type: none"> • Rick Schlesinger, chief operating officer, Milwaukee Brewers
10-11 a.m.	Breakout Sessions <ul style="list-style-type: none"> • Solutions Journalism Concepts • Advanced Google Tools: Web scraping & data visualizations • Metrics 101: How to start tailoring what you measure, in order to better serve Wisconsin readers • Selling Against Social Media
11-11:20 a.m.	Networking Break
11:20 a.m. to 12:20 p.m.	Breakout Sessions <ul style="list-style-type: none"> • Solutions Story Pitch Session • Advanced Google Tools: Storytelling & mobile reporting • Don't Shoot the Messenger: Publisher Liability for Advertising • Panel: Taking flight with drone journalism
12:20-1:45 p.m.	Honors Luncheon <ul style="list-style-type: none"> • Collegiate Better Newspaper Contest winners • Branen Scholarships to High School General Excellence winners • Featured Speaker: Jill Geisler, Bill Plante Chair in Leadership and Media Integrity, Loyola University Chicago & Fellow in Women's Leadership, Newseum Institute
2-3 p.m.	Career Fair in Mezzanine
2-3 p.m.	Breakout Sessions <ul style="list-style-type: none"> • Panel: Navigating public records disputes • Before You Download: Choosing the right tools for your newsroom • Prospecting That Pays
3-3:30 p.m.	Networking Break & Ice Cream Social
3:30-4:30 p.m.	Breakout Sessions <ul style="list-style-type: none"> • Make Every Word Count • Rethinking Your Social Media Approach • Communicating & Collaborating Across Generations • Advertising Idea Exchange
4:30-5 p.m.	Networking Break
5-6 p.m.	Awards Banquet Reception
6 p.m.	Awards Banquet <ul style="list-style-type: none"> • Salute to Wisconsin Newspaper Photographers • 2017 Necrology • Passing of the Gavel • Golden Gavel Awards • WNAF Better Newspaper Contest Awards • Raffle basket drawings

Contest Winners



Did you win an award in the 2017 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 2017 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 2017 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 Casino Night Fundraiser. Play poker, blackjack, roulette and craps at the WNA Convention & Trade Show for a chance to win exciting prizes, like an Amazon Echo and more!

For every \$10 donation made, players will receive \$100 in casino chips. Exchange your winnings at the end of the night for raffle tickets. The more you win at the tables, the more chances you get to win prizes (and everyone gets at least one ticket)!

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.

Prices are six tickets for \$5 or \$20 for a "wingspan." 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.

1 - 2 p.m.

Untangling the 2018 Election: Public Opinion & Voting Patterns in Wisconsin

- *Location: Reflection A*

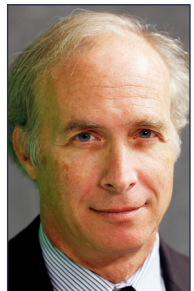
Marquette Law School Poll Director **Charles Franklin** and Milwaukee Journal Sentinel's Washington Bureau Chief **Craig Gilbert** will talk about the political state of play in Wisconsin leading into the 2018 mid-terms, based on Gilbert's extensive interviews with Wisconsin voters and Franklin's in-depth polling. The two, who have collaborated for years on research into public opinion and voting patterns in Wisconsin, will discuss key demographic groups and dividing lines; the re-election prospects of both Gov. Scott Walker and Sen. Tammy Baldwin; and the public's response to the Trump presidency. **Marty Kaiser**, a senior fellow with the Democracy Fund and former editor of the Journal Sentinel, will moderate the discussion.

Charles Franklin has been director of the Marquette Law School Poll since its inception in 2012 and became a full-time member of the faculty in 2013. Under Franklin's direction as a visiting professor at Marquette, the poll became the largest independent polling project in state history, capturing voter attitudes before gubernatorial, U.S. Senate and presidential races. Prior to joining the Marquette faculty, Franklin was a professor of political science at the University of Wisconsin-Madison beginning in 1992.

Craig Gilbert is the Milwaukee Journal Sentinel's Washington bureau chief and author of "The Wisconsin Voter" political blog. 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



Charles Franklin



Craig Gilbert



Marty Kaiser

Thursday

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.

Marty Kaiser is a nationally recognized journalism media consultant specializing in leadership, digital innovation, ethics, investigative reporting and editing. He is a Senior Fellow and Consultant at the Democracy Fund, a bipartisan foundation working to ensure that our political system is able to withstand new challenges and deliver on its promise to the American people. He was Editor/Sr. Vice President of the Milwaukee Journal Sentinel from 1997 to 2015. Under his leadership, the Journal Sentinel earned a national reputation for its journalism and digital innovation. Kaiser's newsroom won Pulitzer Prizes in 2008, 2010 and 2011 and was honored as a finalist six other times from 2003 through 2014.

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We help media companies drive profitability and accelerate digital business models. Contact us at info@newscycle.com.

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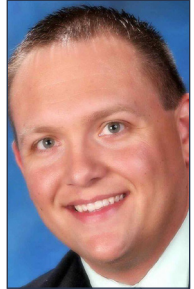
Thursday

2:15 - 3:15 p.m.

Getting Outside our Footprint

- *Location: Reflection A*

This session will focus on how to grow revenue by getting outside the normal newspaper footprint. It will cover topics ranging from how (and why) to create a niche publishing division within your operation, how to grow digital revenue, event planning, and much more. If you are looking for revenue growth, this session is for you. **Chris Rhoades**, of Enterprise Publishing Company, has launched a niche division, a digital agency, and recently a screen printing and promotional business during the last five years, to further diversify their operation. He will take you through some ways to grow, on a large or small scale, as well as look at some case studies from other newspapers.



Chris Rhoades

Chris Rhoades, associate publisher of Enterprise Publishing Co. and president of Courtside Marketing LLC, began his career as a financial advisor for Edward Jones in Omaha, where he honed his sales and customer service skills. Ten years ago he joined Enterprise in Blair, Neb. — the Rhoades' family-owned newspaper and publishing business, with 13 newspapers in Nebraska and Iowa. In 2015, Chris launched Courtside Marketing, which provides digital marketing solutions, niche print publications and other marketing services. Chris received the Nebraska Press Association's Outstanding Young Journalist Award in 2011 and was NNA's Daniel M. Phillips Leadership Award winner in 2016.

Thursday

Operating as a Tax-Exempt News Organization

- *Location: Reflection D*

More news organization are exploring what it would take to operate as a nonprofit organization. It can be a challenge, but **Mike Wittenwyler**, an administrative and regulatory attorney for Godfrey & Kahn who specialized in tax regulation, will discuss what it takes and how to address associated obstacles.



Mike Wittenwyler

Mike Wittenwyler is an administrative and regulatory attorney at Godfrey & Kahn, S.C. Splitting his time between offices in Madison, Wisconsin, and Washington D.C., Mike represents a variety of tax-exempt organizations that are active in public policy and political matters and specializes in the tax regulation of lobbying and political activities – but he does not represent candidates or political parties. For more than a decade, he taught political law at the University of Wisconsin Law School. In 1995, Mike graduated with distinction from UW-Madison with a bachelor's degree in political science and earned his law degree from UW in 1998.

Thursday

3:30 - 4:30 p.m.

WNA Legislative Panel

- *Location: Reflection A*

Panelists will discuss issues affecting newspapers in Wisconsin, including the recently imposed preliminary tariffs on Canadian newsprint and priorities for the next legislative session.

Beth Bennett began her post as executive director of the Wisconsin Newspaper Association in May 2010. Prior to joining the WNA, Bennett served as the Director of Government Relations for the Illinois Press Association; as legislative liaison to the Illinois General Assembly Joint Committee on Administrative Rules; and as a member of the staff of the Illinois Speaker of the House. As executive director of the WNA, her work benefits the Wisconsin newspaper industry and includes serving as the association's chief lobbyist and directing all WNA functions, including finances, staffing, member resources and member programming, as well as the WNA's for-profit media tracking subsidiary News Tracker the WNA Foundation, a 501(c) (3) charitable organization. Bennett has a bachelor's degree in history from St. Joseph's College in Rensselaer, Ind., and a master's degree in political studies from the University of Illinois.

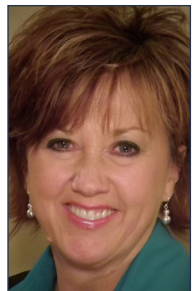
Andrew Johnson is the publisher of three small community weekly newspapers: Dodge County Pionier in Mayville, the Campbell-sport News, and the Kewaskum Statesman. Johnson grew-up in the newspaper business and has been a publisher for the past 29 years. He is the past president of the Wisconsin Newspaper Association, current president of the Wisconsin Newspaper Association Foundation, and current vice president of the National Newspaper Association.



Beth Bennett



Andrew Johnson



Susan Rowell



Tony Smithson

Madison, Wis.

Thursday

Susan Rowell is publisher of The Lancaster News in Lancaster, S.C., and regional manager for Landmark Community Newspapers. She has held various roles in Lancaster since 1985, being promoted to publisher in 2002. She is president of the National Newspaper Association, representing more than 2,400 community newspapers from the east coast to the west coast. Seventy eight of those members are located in Wisconsin.

Tony Smithson has worked in newspaper production management for 28 years. After a career with Gannett 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, Tony runs a Printing and Distribution Center that produces four daily newspapers in addition to over 100 weekly, monthly and specialty publications. In 2017, the Bliss PDC produced over 60 million copies of its various publications.

4:30 - 5 p.m.

WNA & AP Annual Meetings

- *Location: Reflection A*

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, during which new officers will be elected. Once the WNA members adjourn, the Associated Press editors annual business meeting will follow.

5 - 6 p.m.

Trade Show Reception

- *Location: Inspiration*

Spend some time in the trade show hall visiting with exhibitors and colleagues. Winning contest entries will be on display and there will be hors d'oeuvres and cocktails.

Thursday

6 - 7:30 p.m.

Dinner Program: How a reader revenue-first business will improve your journalism

- *Location: Destination North*

The industry's shift toward subscriptions and membership can be an opportunity for publishers and journalists — as long as they take the right steps now. **Jeffrey Sonderman**, the deputy executive director at the American Press Institute, will review recent research on why people pay for news, including local newspapers, and outline steps publishers around the country are taking to focus their businesses and their journalistic output.



Jeffrey Sonderman

Jeffrey Sonderman helps to lead the American Press Institute's use of research, tools, events, and strategic insights to advance and sustain journalism. He is a leader in helping modern journalism thrive through the right blend of technology, audience engagement, data-driven content strategy, integrated business models, and transformative leadership. He has worked as a writer, editor, manager, coach, trainer, speaker, and consultant with diverse types of news publishers across the country. He is the architect and developer of API's Metrics for News analytics software that reinvents how publishers use data to inform content strategy. He also edits API's Need to Know newsletter, a uniquely designed resource for spreading fresh, useful insights across the industry, and designed API's Strategy Studies research format for in-depth strategic guidance. He has taught digital journalism at Georgetown University. Before joining the American Press Institute in 2013, he was the digital media fellow of The Poynter Institute. His earlier journalism background includes digital news and various roles in newspapers, as an award-winning reporter, online editor and metro editor of The Times-Tribune in Scranton, Pa.

Thursday

7:30 - 10:30 p.m.

WNA Foundation Casino Night Fundraiser & President's Reception

- *Location: Destination South*

Back by popular demand, join us for the WNA Foundation's Casino Night Fundraiser! Play poker, blackjack, roulette and craps for a chance to win exciting prizes, like an Amazon Echo and more!

For every \$10 donation made, players will receive \$100 in casino chips. Exchange your winnings at the end of the night for raffle tickets. The more you win at the tables, the more chances you get to win prizes (and everyone gets at least one ticket!)

Not feeling lucky? Stick around to meet and mingle with your colleagues and enjoy the surprise entertainment we have in store for you.

Friday

8 - 9 a.m.

Registration & Trade Show Opens Complimentary Continental Breakfast

- *Location: Inspiration*

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.

Kickoff Session

- *Location: Destination Ballroom*

Milwaukee Brewers Chief Operating Officer **Rick Schlesinger** will discuss the business of sports and how modern technology has brought about challenges and opportunities for both the sports and newspaper industries. In a general session moderated by **Marty Kaiser**, a senior fellow with the Democracy Fund and former editor of the Milwaukee Journal Sentinel, they will talk about how the Brewers have managed to champion the traditions of baseball, attract new fans and maintain their fan base while embracing new technologies on and off the field, and as part of the fan experience.

Rick Schlesinger recently completed his 14th season with the Milwaukee Brewers and sixth in his role as chief operating officer. He was named to his current position in 2011 after previously serving as executive vice president of business operations. Schlesinger oversees the club's business affairs, including sponsorships, marketing, ticket sales, guest services, public relations, community relations, broadcasting, new media, communications, and non-baseball special events. Prior to joining the Brewers, Schlesinger served as the vice president, business and legal affairs/assistant



Rick Schlesinger



Marty Kaiser

Friday

general manager for the Anaheim Angels from 1998-2002 after going to Anaheim Sports, Inc. (ASI) from Walt Disney Pictures and Television. A Phi Beta Kappa graduate from the University of Wisconsin-Madison in 1983, Schlesinger received his Juris Doctor from Harvard Law School (cum laude) in 1986. After graduating from Harvard, Schlesinger spent six years at the Los Angeles law firm of Latham and Watkins before joining Disney. Schlesinger is a native of Bayside, Wis., and resides in Oconomowoc with his wife, Kate. They have five children: Bradley, Sam, Katie, Molly and Mathieu.

See **Marty Kaiser's** profile on Page 17.

10 - 11 a.m.

Advanced Google Tools for web scraping & data visualizations

- *Location: Reflection A*

Digital journalist and educator **Mike Reilley** will discuss several free Google tools that can help your newsroom access data and build interactive charts, maps, visualizations. Reilley will go over Fusion Tables maps and charts, data scraping with Google Sheets and Google public data explorer.



Mike Reilley

Mike Reilley is a visiting professor in data journalism and digital journalism at the University of Illinois-Chicago and consults with national media organizations on digital innovation. He teaches Google tools to newsrooms through a program with the Society of Professional Journalists. He also founded and manages the resource website Journalist's Toolbox, as well as the student media sites The Red Line Project and Data Indiana. He previously worked with MediaShift.org in business development. In 2015 and 2016, Reilley was the director of digital production and professor of practice at the Walter Cronkite School of Journalism at Arizona State University.

Solutions Journalism Concepts

- *Location: Reflection D*

What is solutions journalism? Why is it important? **Carolyn Robinson**, who manages Solutions Journalism Network's newsroom relationships across the Midwest for SJN, will discuss this valuable new approach and how to make it happen in your newsroom, from conceiving of an idea to reporting on and writing the story.



Carolyn Robinson

Carolyn Robinson is a video journalist, media development program director and educator. She began her career with CNN's medical news unit in Atlanta before relocating to Asia and the Middle East, first as a senior news producer in Hong Kong, and then in East Timor, where she ran the local TV station for the United Nations. She has received a Jefferson Fellowship, a Freedom Forum Fellowship and four Knight International Journalism Fellowships, and has trained journalists in almost two dozen countries. At Al Jazeera English, she produced a daily talk show as well as a documentary on the North Dakota oil boom. She was the Internews Program Director in post-revolution Libya, overseeing journalism training projects in Tripoli and Benghazi, and she has taught journalism at the Edward R. Murrow College of Communication at Washington State University.

Metrics 101: How to start tailoring what you measure, in order to better serve Wisconsin readers

- *Location: Reflection B*

Keeping an eye on metrics can be intimidating on top of all the other work of filing stories in today's news environment. In this workshop, a team from API will outline the landscape of analytics tools that can help your journalism, with an emphasis on their own tool, Metrics for News. Unlike some other tools, Metrics for News' best use cases occur outside the flow of daily journalism, helping you make decisions about the stories you report and how you report them.



Jeffrey Sonderman

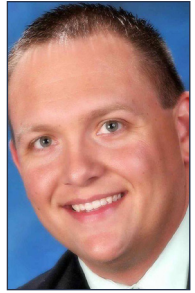
See **Jeffrey Sonderman's** profile on Page 22.

Friday

Selling Against Social Media

- *Location: Reflection E*

Social media and online marketing is a hot topic these days. But, what do we say, when our customers tell us they “only advertise on Facebook”? Or that “everything is online now.” How do we combat this public perception that social media is the be-all, end-all when it comes to marketing? During this session, Enterprise Publishing Company Associate Publisher **Chris Rhoades** will uncover some misconceptions about social media, and why it might not be all it’s cracked up to be. He’ll also discuss sales strategies to show the power of print versus online and strategies for overcoming other general sales objections.



Chris Rhoades

See **Chris Rhodes’** profile on Page 18.

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

Don’t Shoot the Messenger: Publisher Liability for Advertising

- *Location: Reflection B*

Attorney **Brendan Healey** will discuss advertising that can get publishers into hot water. Healey will explore advertiser and platform liability, unique considerations for political advertising, right of publicity and who can be held at fault when the rules are broken.



Brendan Healey

Brendan Healey is a Partner at the Chicago law firm of Mandell Menkes LLC, where he works with clients on media and marketing law issues. Previously, he was Deputy General Counsel of Media for American Media and Senior Counsel of Media and Promotions for Tribune Company, where he worked with eight dailies on sweepstakes and contests. Brendan was a partner with Mandell Menkes before joining Tribune Company and graduated from the New York University School of Law, where he was an articles editor on the Law Review and with honors and distinction from Stanford University in American Studies, where he also received a Master’s in English.

Friday

Advanced Google Tools for storytelling & mobile reporting

- *Location: Reflection A*

During **Mike Reilley's** second session about using Google tools, he discusses ways to enhance your storytelling with Google Earth Pro, Google Earth Engine Timelapse and mobile reporting tools, including Google Cardboard Camera and Google Street View.



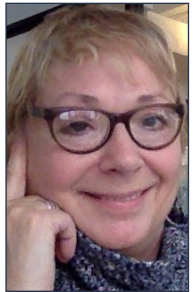
Mike Reilley

See **Mike Reilley's** profile on Page 25.

Solutions Story Pitch Session

- *Location: Reflection D*

In the second hour of **Carolyn Robinson's** Solutions Journalism training, participants will discuss how to bring solutions journalism stories from conception to reality. This solutions-oriented story pitch and brainstorming session will focus on reporting that contributes to the democratic renewal of our society. Robinson will also provide information about how newsrooms interested in these projects can submit grant proposals to Solutions Journalism Network.



Carolyn Robinson

See **Carolyn Robinson's** profile on Page 26.

Panel: Taking flight with drone journalism

- *Location: Reflection E*

Panelists will show examples of drone journalism and talk about the legal, ethical and safety concerns that come with remote controlled flight.

Mike De Sisti, photo & video editor for the Milwaukee Journal Sentinel, has worked at the paper as a photojournalist since 2008. He's a four-time Emmy nominated storyteller and has documented major professional sporting events, including the Super Bowl and the MLB All-Star Game, as well as several presidential races. He also teaches a news photography class at Marquette University.

Friday

Kyle Geissler is the Director of Operations and Public Affairs for the Wisconsin Broadcasters Association. He's spent his career supporting digital journalism with experience in print and broadcast newsrooms. He started his career at Bliss Communications in Janesville first working for WCLO/WJVL and later for both the radio stations and the Janesville Gazette after completing a graduate degree in mass communications. Before working for the WBA, he was managing editor for the Murrow Award-winning Channel3000.com, the website for WISC-TV in Madison. Among his duties for the WBA, Geissler works on legislative issues related to open meetings, open records, and accessibility for journalists. Geissler grew up in Bloomer, Wisconsin and graduated from UW-Oshkosh in 2001.

Anthony Wahl is a photographer for the Janesville Gazette in Janesville, Wis., and has worked for Bliss Communication Inc. for the last seven years. In that time, Wahl has won multiple awards for his work both locally and nationally from organizations including the Wisconsin Newspaper Association and the National Press Photographers Association. Anthony Wahl and his colleague Angela Major obtained their Part 107 remote pilot certificates in early 2017, and they have used a drone as an additional tool for their visuals. Most notably the two have created an ongoing, popular series that features each community in their coverage from the air. Wahl grew up in Brodhead, Wisconsin and graduated from UW-Oshkosh in 2010.



Mike De Sisti



Kyle Geissler



Anthony Wahl

Friday

12:20 - 1:45 p.m.

Honors Luncheon

- *Location: Destination Ballroom*

Jill Geisler, an internationally recognized leadership expert who was recently charged with overseeing the Newseum Institute's initiative to combat sexual misconduct in the media, will address professional and student journalists during the WNA Convention's Honors Luncheon following the presentation of awards honoring high school and college journalists in Wisconsin.



Jill Geisler

Jill Geisler is the Bill Plante Chair in Leadership and Media Integrity at Loyola University Chicago and an internationally recognized expert in leadership and management. She's the person news organizations reach out to when their managers need solutions, skills and inspiration. She is also the newly-named Newseum Institute Fellow in Women's Leadership.

Geisler's first career was in broadcast journalism, where she began as a reporter, photographer and anchor, then became one of the country's first female TV news directors at WITI-TV in Milwaukee. Her award-winning newsroom was known for its culture of enterprise and ethics. After 25 years on the front lines of news management, she joined the faculty of the Poynter Institute, where she guided its leadership and management programs for 16 years and became known as a master teacher.

Geisler serves on the advisory boards of the Journalism and Women Symposium and the University of Wisconsin Center for Journalism Ethics. She is the lead faculty for the American Society of News Editors' Emerging Leaders workshops, designed to elevate women and people of color to the management ranks of media on all platforms. She holds a bachelor's degree in journalism from the University of Wisconsin and a masters degree in leadership studies from Duquesne University.

Branen Family Scholarships

The Branen Family Scholarships in the amount of \$1,000 will be presented to the three Wisconsin student newspapers that

Friday

earned first place for General Excellence in the WNA Foundation High School Better Newspaper Contest.

- **Gibraltar High School** (Fish Creek), **The Viking Voice** (Group A)
- **Waunakee High School, Purple Sage** (Group B – Extra Curricular)
- **Fond du Lac High School, Cardinal Columns** (Group B – In-Class)

WCMA Better Newspaper Contest awards

Winners of the 2017 WCMA Better Newspaper Contest will receive awards. The 2017 contest, which included 22 categories, drew 303 entries from 14 campus newspapers. First-place General Excellence winners for 2017 include:

- **Group A: Marquette Tribune**, Marquette University, Milwaukee
- **Group B: The Clarion**, Madison College, Madison

Future Headliners

Five rising stars working in the Wisconsin newspaper industry will be recognized as “Future Headliners” for their good character, leadership and professionalism. The 2018 honorees are:

- **Ryan Broege**, editor of the Brodhead Independent-Register
- **Erin Caughey**, special projects designer for the Milwaukee Journal Sentinel
- **Kasi Greenwood**, assistant editor for The Dodgeville Chronicle
- **Amber Levenhagen**, community reporter for Unified Newspaper Group in Verona
- **Bryan Wegter**, sports page designer/writer for The Gazette in Janesville

2 - 3 p.m.

Career Fair

- *Location: Mezzanine*

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

Friday

2 - 3 p.m.

Before You Download: Choosing the right tools for your newsroom

- *Location: Reflection D*

There are hundreds of digital tools available to journalists today. The question isn't how many your newsroom can implement, but which ones will help you do your job better and serve your audience more effectively. In this session (Iowa Falls) Times Citizen Editor

Sara Konrad Baranowski will explore some of the tools that are available, and discuss the questions newsrooms should ask before they download the latest app or software. The session will cover issues facing newsrooms of all sizes, but it will focus specifically on small community publications, and the challenges they face when altering a process or adopting new technology.



Sara Konrad Baranowski

Sara Konrad Baranowski is editor of the twice-weekly Iowa Falls Times Citizen in rural northern Iowa, where she oversees newsroom operations and creates content, including reporting, photography, videos and slideshows. Since accepting the position in 2007, she has overseen redesigns, the launch of daily and bi-monthly email newsletters, two major overhauls of the website, and the integration of social media in day-to-day operations. She's been named Outstanding Young Iowa Journalist in 2008, one of Editor & Publisher magazine's 25 Under 35 in 2014, and the Chamberlin Fellow at Iowa State University Greenlee School of Journalism and Communication in 2016. In 2017, she was chosen to participate in the Poynter Institute's Leadership Academy for Women in Digital Media.

Prospecting that Pays

- *Location: Reflection B*

Cold calling ... brrrrr. The very idea strikes fear into the hearts of most salespeople. Not to worry. Veteran sales trainer **Tim Smith** will walk session attendees through the steps leading to successful prospecting, including identifying prospects, what to say, what to leave behind and how to follow up.

Friday

Tim Smith has been in the training and development field for more than 28 years and has worked in the newspaper and print industry for more than 10 years. He started out in circulation and was promoted to a production supervisor role due to his work ethic and results. He also has worked in sales, where he was promoted to sales manager thanks to his ability to generate ongoing business relationships. Tim has delivered tailored training programs for more than a decade.



Tim Smith

Panel: Navigating public records disputes

- *Location: Reflection A*

Reporters seeking public records are having an increasingly tough time gaining access to information because of unwarranted delays, excessive fees and other roadblocks. During this panel, USA TODAY NETWORK-Wisconsin reporter Jonathan Anderson will moderate a discussion with other Wisconsin journalists about how to overcome access hurdles. Panelists will discuss strategies for obtaining both traditional records and data, as well as records-driven story ideas for attendees to try in their newsroom.



Jonathan Anderson

Jonathan Anderson is a reporter for USA TODAY NETWORK-Wisconsin and a member of the Wisconsin Freedom of Information Council. He has been the plaintiff in three public records lawsuits, all of which have been successful. Anderson has conducted research on the Wisconsin attorney general's role in resolving public records disputes and is co-author, with UW-Milwaukee professor David Pritchard, of a forthcoming study that examines 40 years of public records litigation involving the University of Wisconsin System.

Friday

3 - 3:30 p.m.

Networking Break & Ice Cream Social

Sponsored by Schoep's Ice Cream

- *Location: Inspiration*

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

3:30 - 4:30 p.m.

Advertising Idea Exchange

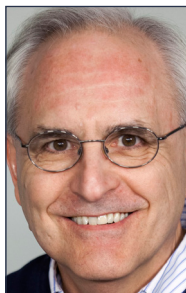
- *Location: Reflection B*

Enjoy drinks on us while sharing your best revenue-generating ideas with colleagues.

Make Every Word Count

- *Location: Reflection A*

With print publications shrinking and digital screens providing only a few lines — sometimes only a few words — to grab a reader's attention, word choice matters more than ever. Bright, tight writing is essential. This session shares tips that editors, reporters and today's all-in-one journalists can use to tell stories more compactly without stripping them of emotion, fairness and clarity.



Chuck Melvin

Chuck Melvin is assistant managing editor/business and enterprise for the Milwaukee Journal Sentinel, where he has worked since November 2005. Born and raised in Cincinnati, Chuck has a bachelor's degree in history from the University of Cincinnati and a master's in journalism from The Ohio State University. He joined The Associated Press as a newsman in Columbus in 1978 and moved to AP's Cleveland bureau in 1980, working primarily as a sportswriter for the next 16 years. He then had five-year stints at the Cleveland Plain Dealer as a technology writer/columnist and at the Philadelphia Inquirer as deputy business editor before moving to Milwaukee in 2005.

Friday

Communicating & Collaborating Across Generations

- *Location: Reflection E*

Does your workplace look like your last family picnic? Do your customers and co-workers look and act different than 10 years ago? Do you experience challenges working with others from different generations? With the country's changing demographics, the workplace is different than five, 10 and 15 years ago. This program will help you understand not only yourself, but the other generations, and give you specific tips on how to be more successful with a diverse workplace. Learning objectives will include understanding the different generations; Old School, Baby Boomers, Gen X, Millennials or Gen Y; techniques on creating a more productive workplace; how to communicate effectively with each generation; and techniques on what motivates each generation.



Tim Smith

See **Tim Smith's** profile on Page 33.

Rethinking Your Social Media Approach

- *Location: Reflection D*

How do you know if your newsroom's social media strategy is working? How can you make sure the time your staff spends on social media is worthwhile when they have so much else on their plates? In this session, we'll talk about the four most common ways newsrooms use social media — distribution, crowdsourcing, observation, and engagement — and how to find the right balance for you. You'll also learn a few quick tips for looking at the analytics that Twitter and Facebook offer.



Julia Haslanger

Julia Haslanger is an engagement consultant with Hearken, a company that helps newsrooms listen to their audiences. Before Hearken, Julia worked as an audience engagement editor at The Wall Street Journal, a page designer at Politico and a web producer for Politico Pro. She is a Madison, Wis., native and earned her master's degree in Social Journalism from the CUNY Graduate School of Journalism, and her undergraduate degree from the Missouri School of Journalism.

Friday

5 - 6 p.m.

Awards Banquet Reception

- *Location: Inspiration*

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

6 - 9 p.m.

Better Newspaper Contest Awards Banquet

- *Location: Destination Ballroom*

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 the State Bar of Wisconsin's Golden Gavel Awards, our Better Newspaper Contests, Best of Division and the Daily and Weekly Newspapers of the Year.

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

The 2017 print winners are:

- **Wisconsin Center for Investigative Journalism:** Katherin Proctor, Coburn Dukehart and Dee J. Hall — *"Flawed FBI Analysis Leads to Wrongful Convictions"*
- **USA TODAY Network-Wisconsin:** Eric Litke and Doug Schneider — *DA Shortage a Public Safety Crisis*

Golden Gavel Certificate of Commendation award winners are:

- **Isthmus:** Bill Lueders — *"Remaking a Murderer"*



WISCONSIN NEWSPAPER ASSOCIATION

About the WNA

The Wisconsin Newspaper Association (WNA) was established in 1853 and is among the oldest press associations in the world. Created by and for Wisconsin's newspapers, WNA exists to strengthen the newspaper industry, enhance public understanding of the role of newspapers, and protect basic freedoms of press, speech and the free flow of information.

WNA is the single point-of-contact for working with newspapers in Wisconsin. In addition to serving its members, WNA serves advertisers through advertising placement programs, the citizens of Wisconsin through its searchable wisconsinpublicnotices.org website and news-monitoring clients through its yournewstracker.com service.

Contact

34 Schroeder Court, Suite 220
Madison, WI 53711
608-283-7620
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Focus on Energy

Focus on Energy empowers the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits. Since 2001, Wisconsin's energy efficiency and renewable resource program has stayed true to that mission statement. On behalf of 108 Wisconsin electric and natural gas utilities, Focus on Energy's information, resources and financial incentives benefit all Wisconsinites by implementing energy efficiency and renewable energy projects that otherwise wouldn't happen, or in some cases years sooner than scheduled.

Gannett Imaging and Ad Design Center

The Gannett Imaging and Ad Design Center is a full-service design group, specializing in pre-media services ranging from high-revenue campaigns to imaging and ad production services. Our customers range from low-volume privately owned newspapers to large multi-site media companies.

Interlink

Interlink's many years of experience with the community newspaper market has grown to include more than 1,500 daily and weekly newspapers. Becoming the most widely used circulation management service was made possible in large measure by our customers recommending us to their publishing colleagues. Today our clients include key industry leaders such as NNA's postal guru and Landmark executive, Max Heath, and many current and past elected leaders of state and national publishing organizations.

NEWSCYCLE Solutions

NEWSCYCLE develops and delivers software technology that empowers the global news media industry. Our editorial, advertising, circulation and mobile solutions enable publishers to drive profitability, accelerate digital business models and optimize core print operations. We help our clients create stronger, better-informed communities while safeguarding the integrity of news, advertising and customer information.

SPJ-Madison

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.

Trade Show Vendors

TownNews.com

TownNews.com was born in 1989 in the back shop of a Montana weekly. Today, our integrated digital publishing and content management solutions power some of the most distinguished media organizations in the industry. More than 1,700 newspaper, broadcast, magazine and web-native publications rely on us for their web, print, mobile and social media products. Our complete solutions suite includes add-ons for data management, content exchange, business directory and more, helping you boost revenue, improve efficiency and grow your audience.

WisCaregiver Careers

In an effort to attract and retain more nursing home caregivers, the Department of Health Services (DHS) has launched an innovative program called WisCaregiver Careers. DHS has received federal approval to move forward with the more than \$2.3 million investment to implement the WisCaregiver Careers, designed to add approximately 3,000 nurse aides to the workforce, in this high demand field.

Wisconsin Center for Investigative Journalism

The 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. Our focus is on government integrity and quality of life issues. The Center's guiding principles: Protect the vulnerable. Expose wrongdoing. Seek solutions to problems.

Wisconsin History Day By Day and Wisconsin InfoLink

"Wisconsin History Day by Day" was created in 1997 in the form of a desk calendar in anticipation of Wisconsin's sesquicentennial in 1998. The desk calendar is perpetual, meaning it is not confined to one calendar year, but rather can be used year after year. By putting the pages from the calendar on a Web site, it has allowed us to expand the historical information by providing related links found on the Internet. The Web site for "Wisconsin History Day by Day," wishistory.com, made its debut in May 2002.

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