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*Institutes -  
Newspaper*

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571  
Immediately 10/16/75 jfn

Release:

## NEWSPAPER OFFICIALS HEADLINE FALL CONFERENCE PROGRAM

MADISON--Four weekly newspaper executives will be headliners when the Wisconsin Newspaper Association (WNA) holds its 29th annual fall conference Oct. 31-Nov. 1 at the University of Wisconsin-Madison.

The newsmen will join faculty members in a discussion of "Journalism Education, Its Purpose and Direction" at 9 A.M. Saturday, Nov. 1, at Wisconsin Union South.

WNA Pres. Jack Howe, Prairie du Chien, will preside, with Doug Lyke of Ripon, and Howard Sanstadt and Jim Kalkofen, both of Wautoma, taking part in the panel. Director William A. Hachten and Prof. James A. Fosdick will represent the School of Journalism and Mass Communication.

The American Bicentennial will be highlighted in two events Friday, Oct. 31, a tour of the State Historical Society of Wisconsin and an evening banquet address at the Sheraton Inn by a UW-Madison historian, Dean David Cronon of the College of Letters and Science.

Conferees also will attend an information session on WNA, which now includes both weekly and daily newspaper members, and attend the Wisconsin-Illinois football game at Camp Randall Stadium.

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# UW news

*Institutes -  
Newspapers  
Journal*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: Immediately

10/23/70 jfn

*and*  
MADISON--Environmental/journalistic problems will be considered by Wisconsin publishers at the 1970 Community Newspaper Conference Nov. 6-7 at the University of Wisconsin-Madison.

Acting UW Pres. Robert L. Clodius, host to the conference, and Publisher William A. Ender of Durand, president of the Wisconsin Press Association, will greet participants. Director Reid A. Bryson of the UW Institute for Environmental Studies will address the president's luncheon Friday, Nov. 6, at the Wisconsin Center.

Publisher Paul J. Creviere of De Pere, first vice president of WPA, will preside at a discussion of press law developments. Director Harold L. Nelson and Prof. Dwight L. Teeter Jr. of the UW School of Journalism and Mass Communication will speak.

After a tour of the new Elvehjem Art Center, publishers will attend the association banquet at the Park Motor Inn. Publisher Robert Wright of Montello will be master of ceremonies at the program, including a concert by the University Singers.

Les Hawkes, assistant journalism director, will preside at a dry offset press demonstration Saturday morning, Nov. 7. Publishers will have luncheon in the Camp Randall Memorial Building before attending the Wisconsin-Ohio State football game.

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# UW news

*Institute  
Newspaper*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release:

Immediately

10/21/70 jb

MADISON--"Circulation Faces the Sizzling Seventies" will be the theme of the 17th annual Circulation Seminar on the Madison campus of the University of Wisconsin Nov. 5-7.

Keynoter for the sessions at the Wisconsin Center will be Robert O. Tafel of the Saginaw (Mich.) News.

UW Acting Pres. Robert L. Clodius will preside at the president's luncheon Nov. 6. The speakers will be William A. Ender, Durand, president of the Wisconsin Press Association, and Dr. Reid Bryson, director of the University's Institute for Environmental Studies.

Other participants include:

Henry Silka, Wisconsin Rapids Tribune; A. R. Fischer, Harold Stollberg, and Thomas McCollow, The Milwaukee Journal; Daniel Orr, Boston Globe; James Ramsdell, Oshkosh Northwestern;

Howard McCaffrey, Madison Newspapers Inc.; John Siebert, Illinois State Journal-Register, Springfield; Frank Taylor, Toronto Star; John MacDonald, Elgin (Ill.) Courier-News; Ronald Bayer, Marion (Ind.) Chronicle-Tribune; William Guess, Cedar Rapids (Iowa) Gazette;

Cal Thomas, Minneapolis Star and Tribune; Donald LeSage, Green Bay Press-Gazette; and from the UW faculty--Dr. LeRoy E. Luberg, vice president for public services; Prof. Harold L. Nelson, director of the School of Journalism and Mass Communication; and journalism Prof. William Blankenberg.

Seminar topics include marketing strategies, tomorrow's newspaper, computerized demographics, collection systems, and circulation income.

The seminar is sponsored by the UW School of Journalism and Mass Communication and Extension journalism department. Feature events on the program include presentation of the Frank Thayer award, a tour of the new UW Elvehjem Art Center and the Ohio State-Wisconsin football game.



# NEWS

OF THE UNIVERSITY OF WISCONSIN

*Institutes  
Comm. Newspaper*

From the University's Statewide Communications Service, 1752 Van Hise Hall, Madison 53706

Release **Immediately**

10/23/69 jfn

MADISON--Student unrest and the news media as well as space science and weather research will be explored when publishers, their wives, and staff members visit the University of Wisconsin's Madison campus Nov. 14-15 at invitation of Pres. Fred Harvey Harrington for the 1969 Community Newspaper Conference.

Rep. William A. Steiger (R-Oshkosh), Pres. James W. Nellen of the UW Board of Regents, and national newsmen will address the conference, held this year in conjunction with the UW Journalism Institutes for daily newspaper and broadcast personnel.

Ken Keenan, publisher of the Tomahawk Leader and president of the Wisconsin Press Association, will present the association scholarship at the awards banquet. The group will attend the Wisconsin-Illinois football game at Camp Randall.

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# UW news

*Institute  
Newspaper Fund*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release:

Immediately

7/12/67 jb

MADISON--Eight Wisconsin newsmen have enrolled for a special seminar starting Thursday, July 13, on the Madison campus of the University of Wisconsin.

The faculty for the two-day conference includes Graham Hovey, a member of the New York Times editorial board; Clay Schoenfeld, UW professor of journalism and wildlife ecology; Edmund M. Brick, UW Water Resources Center; Eugene M. Roark, editor, State Conservation Department; and Oliver D. Williams, director of information and education, State Department of Resource Development.

Sessions will be held Thursday at the UW School of Journalism and Friday at the Wisconsin Center. Sponsors of the seminar are the Newspaper Fund Inc. and UW Extension.

The newsmen who registered for the seminar:

Loren Sperry, Sheboygan Press; James Miller, Dubuque (Iowa) Telegraph-Herald; Duane Pfister, Wausau Record-Herald; David Otto, Green Bay Press-Gazette; Harley Buchholz, Fond du Lac Commonwealth-Reporter; Alfred Semerad, Hartford Times-Press; Gene Ringhand, Eau Claire Leader-Telegram; and John Newhouse, Wisconsin State Journal, Madison.

Purpose of the seminar is to provide a concentrated exchange of ideas in interpretive reporting of contemporary affairs and a news-conference type discussion on natural resources, pollution and its control, and related topics.



# UW news

*Institute  
Newspaper  
General*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release:

Immediately

6/16/67 jb

MADISON--A select faculty of 32 newspaper and allied field authorities will participate in a special University of Wisconsin press workshop in Madison June 18-July 7.

Twenty-one school teachers, from all sections of Wisconsin, will attend as guests of their local or area newspapers.

The graduate credit project, believed to be the first of its kind ever conducted on the state level with media support, was arranged to help the teachers learn about newspapering as a business, as a profession, and as a classroom resource.

In addition to classes, the group will take part in a news conference at the governor's office and visit newspaper plants in Delavan and Waukesha.

The following newsmen will serve as faculty:

David A. Yuenger, Green Bay Press-Gazette; Sanford Goltz, La Crosse Tribune; Samuel Adams, Waycross, Ga.; Frank Ryan, United Press International, Madison; Harry Hill, Mark Hopkins, Arville Schaleben, and Harold A. Schwartz, Milwaukee Journal; Michael McCoy, Milwaukee Sentinel;

Don Anderson, Robert Bjorklund, Martin Wolman, William Scrivner, and John Canny, Wisconsin State Journal, Madison.

Other participants:



Add one--press workshop

Profs. Wilmott Ragsdale, Werner Severin, Harold L. Nelson, Harry D. Wolfe, John Stevens, and Charles E. Higbie, and Dean of Public Services LeRoy E. Luberg, of the UW faculty;

Joseph Rhodes, Beloit Public Schools; Donald McDowell, director of the State Department of Agriculture; Sister Frances Bock, Milwaukee Pius XI High School;

Mrs. Audrey Lewis, Michael Russell, Richard A. Benson, and Arthur Rumpf, Milwaukee Public Schools; Rabbi Manfred Swarsensky, Madison; Mons. Andrew Breines, Madison; W. Wade Boardman, Madison; Dr. Edward DeRoche, Marquette University, Milwaukee; and Justice Robert W. Hansen of the State Supreme Court, Madison.

The program was developed by the Wisconsin School of Journalism and Journalism Extension in cooperation with the UW School of Education, the Wisconsin Newspaper in the Classroom Committee of Wisconsin daily newspapers, and the Wisconsin Daily Newspaper League.

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# uw news

*Institute - General  
Newspaper - General*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: Immediately

6/13/67 jb

MADISON--Sponsored by their local or area newspapers, 21 school teachers will join in a special University of Wisconsin workshop June 19-July 7.

The three-week Summer Sessions graduate credit program was designed to familiarize the participants with newspapering as a business and profession, and to enable them to use the newspaper as a classroom resource.

The workshop is believed to be the first of its kind ever conducted on the state level with media support. Titled "The Press in the School Curriculum," the sessions will consist of lectures, demonstrations, discussions, and visits to key publishing plants and editorial and business offices. The group also will learn how newspapers work with social, educational, governmental, and other agencies to get news stories.

The teachers, schools, and sponsoring newspapers:

Mrs. John Nevers, Oshkosh Perry Tipler Junior High, and Robert C. Robertson, Oshkosh South Park Junior High School--The Oshkosh Daily Northwestern.

Mrs. Margaret W. Foster, Madison West High School--The Wisconsin State Journal, Madison.

Mrs. Dena Hayden, Marshfield Purdy Junior High--The Marshfield News-Herald.

Mrs. Joyce Kuhlka, Alexander High School, Nekoosa; Marlin Schneider, Wisconsin Rapids Lincoln Senior High; and Sister Mary Thecla, Wisconsin Rapids Assumption High School--The Wisconsin Rapids Tribune.

- more -



Add one--Newspaper workshop

Olaf Lee, Wausau Senior High School--The Wausau Record-Herald.

John C. Niemier, Kenosha Lance Junior High School--The Kenosha News.

Mrs. Patricia Patterson, La Crosse Logan Junior High School--The La Crosse Tribune.

Betty Payne, Fond du Lac Goodrich High School--The Fond du Lac Commonwealth-Reporter.

Mrs. Louise Summers, Middleton Parkside Heights Junior High School--The Capital Times, Madison.

Mrs. Esther Nelson, Eau Claire North Junior High School--The Eau Claire Leader-Telegram.

Donald Bowers, Oak Creek Junior High School; Sister Miriam Clare, Milwaukee Notre Dame High School; Marion Dishinger, Milwaukee Maryland Avenue Elementary School; and John Rosenberger, Milwaukee Story Elementary School--The Milwaukee Journal.

Eldon K. Born, Sheboygan Urban Junior High School--The Sheboygan Press.

Mrs. Ardath Slater, Beloit McNeel Elementary School, and Mrs. Vonna Buchholz, Beloit Burdge Elementary School--The Beloit News.

Elizabeth Hofstad, Marinette High School--The Marinette Eagle-Star.

Arville Schaleben, vice president and associate editor of The Journal Co., Milwaukee, will speak at the July 7 banquet ending the workshop. His topic will be "Your Future in Journalism."

The program was developed by the UW School of Journalism and Journalism Extension in cooperation with the Wisconsin Newspaper in the Classroom Committee of Wisconsin daily newspapers and the Wisconsin Daily Newspaper League.

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# WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

3/24/54

RELEASE:

Immediately

*Institutes  
Newspaper Circulation  
managers*

MADISON--Wisconsin circulation managers will gather in Madison this weekend (March 27-29) to attend the University of Wisconsin's first [Circulation Seminar.]

The three-day meeting is sponsored by the UW School of Journalism and the UW Extension Division's department of journalism.

Participants include William T. Evjue, publisher of the Madison Capital Times; Don Anderson, publisher of the Wisconsin State Journal, and L. H. Adolfson, director of the UW Extension Division.

Ed Keefe, circulation manager of the La Crosse Tribune, is chairman of the advisory committee for the seminar. He is being assisted by Miles A. Nelson, circulation manager of the Wausau Record-Herald, and John Canny, of Madison Newspapers, Inc.

The seminar is a new addition to the extensive public service program of the UW Extension Division.

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*Institute*

3/18/54

Immediately

To: La Crosse Tribune

Ed Keefe, circulation manager of the La Crosse Tribune, will be among the participants in the University of Wisconsin's [Circulation Seminar] March 28-30 in Madison.

Keefe will take part in a panel discussion and will serve as chairman of the March 30 luncheon meeting.

The seminar, sponsored by the UW School of Journalism and Extension Division department of journalism, is the first of its type to be held at the University.

Keefe served as chairman of an advisory committee of circulation managers who assisted the University in planning the program.

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# U. W. NEWS

3/2/54

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

*Institute*

MADISON, Wis.--Problems in newspaper circulation management will be highlighted at a new University of Wisconsin institute March 28-30, Prof. Clarence A. Schoenfeld, chairman of the UW Extension Division department of journalism, announced today.

Jointly sponsored by the UW School of Journalism and the Extension Division, the three-day meeting is the first of its kind to be offered at Wisconsin. Circulation managers from throughout the state will gather to hear experts in the field.

Scheduled topics and speakers include:

What management expects from circulation, William T. Evjue, publisher of Madison's Capital Times; trade area surveys, Prof. J. W. Alexander, UW geography department; what's new in addressing circulation lists, Guy D. Beaumont, Addressograph-Multigraph Corp., Madison; reader surveys, Prof. Malcolm MacLean Jr., UW School of Journalism; selected operating practices, T. R. Dost, Green Bay Press-Gazette circulation manager.

Modern collection methods will be the subject of an address by W. G. Scott, Beloit Daily News circulation manager.

Other topics will be:

Developing home-delivered circulation, Gary Ponath, Watertown Times; carrier merit systems, H. T. Larsen, Racine Journal-Times circulation manager; truck route economies, John Canny, Madison Newspapers, Inc.

-more-



ad one--Schoenfeld

Prof. Frank Thayer, UW School of Journalism, will lead a panel discussion on the effects of promotion on circulation. Panel participants will include Edward Keefe, La Crosse Tribune circulation manager; Otto B. Stielow, Sheboygan Press circulation manager; Edwin Mill, circulation director for the Davenport, (Ia.) Democrat-Times; and Floyd Hockenhull, Circulation Development Service, Chicago.

Another panel discussion on youth psychology as an aid in newspaper carrier problems will be led by Elmer Schroeder, Milwaukee Journal circulation manager. Participants will include Dr. L. K. Reeck, UW Medical School; Marclay Martin, UW psychology department; and Miles A. Nelson, Wausau Record-Herald circulation manager.

Prof. Ralph O. Nafziger, UW School of Journalism director, will welcome institute enrollees at the opening session, March 29. L. H. Adolfson, UW Extension Division director, will open a March 29 luncheon meeting. Don Anderson, publisher of Madison's Wisconsin State Journal, will be luncheon meeting chairman.

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File  
[Institute -  
Circulation  
Managers]

MADISON--A general loss of faith in American newspapers was cited as the cause of circulation problems by William T. Evjue, publisher of the Madison Capital Times, Monday morning <sup>(March 29)</sup> ~~in the keynote speech to~~

UNIVERSITY OF WISCONSIN

at a seminar for circulation managers, sponsored by the University of

The two-day program, sponsored by the UW School of Journalism and the Extension Division Journalism department,

continued through Tuesday (Mar. 30)

Mr. Evjue's talk led off the ~~two-day meeting~~ <sup>seminar</sup>. About 40 circulation chiefs and staff members attended.

on the program  
Also ~~on the program~~ were two panel discussions, a symposium, and speeches by UW faculty members.

AFTER Evjue's speech

Prof. Frank Thayer, school of ~~journalism~~ journalism, was the moderator of a panel which discussed "What Circulation can get from management." Other members were Ed Keefe, circulation manager, LaCrosse Tribune; Ed Mill, circulation director, Davenport, Iowa, Newspapers, Inc.; and Otto Stielow, circulation manager, Sheboygan Press. A fourth panelist, Floyd L. Hockenhull, of the ~~State~~ Circulation Development Service, Chicago, was detained by bad weather.

Evjue told the seminar that

"A circulation manager has the right to expect his publisher to produce a paper ~~which~~ which will hold the confidence of its readers."

Evjue told the seminar,

more



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Three reasons ~~were cited~~ for the decline of confidence:

(1) The autonomy of the American newspapers has shifted from the editorial offices ~~relative~~ to the business offices.

(2) ~~The trend toward one newspaper cities~~ The elimination of competition by the trend toward one-newspaper cities makes many publishers grow lax ~~and~~ and ~~more~~ ultra-conservative.

(3) The lack of coverage of local and national affairs must be blamed upon the willingness of publishers to suppress news about public figures rather than reportorial failure.

"Forty years ago," Evjue said, "great editors were crusading editors. They considered their papers a public trust ~~and~~ with the obligation to voice the grievances of the inarticulate masses. Today the press defends violations of the public trust which it would have attacked before."

J. W. Alexander, UW associate professor of geography, <sup>addressed</sup> ~~spoke~~ the Monday luncheon session, <sup>(at which)</sup> Don Anderson, publisher of the ~~Madison State Journal~~ Wisconsin State Journal, Madison, was ~~the~~ chairman.

<sup>(seminar)</sup> <sup>included</sup> Other speakers ~~were~~: Guy D. Beaumont, representative of the Addressograph-Multigraph corp., Madison; John Canny, circulation department, Madison Newspapers, ~~Inc.~~ Inc.; Ted Dost, circulation manager, Green Bay Press-Gazette; H. T. Larsen, circulation manager, Racine Journal-Times; Gary Ponath, circulation manager, Watertown Times; W. G. Scott, circulation manager, Beloit Daily News.

(more)



(Elmer ~~Smith~~ Schroeder, circulation manager, Milwaukee Journal,  
was the moderator of a <sup>(Tuesday)</sup> panel discussion on "Youth Psychology."  
Others on the panel: Barclay Martin, UW psychology instructor;  
Miles A. Nelson, circulation manager Wausau Record-Herald; and  
Dr. L. K. Reeck, UW lecturer of neuropsychiatry.