



## WAUPACA COUNTY CLERK

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*Steven L. Hart*  
Chief Deputy County Clerk

*Dawn Krause*  
Deputy County Clerk

October 3, 2019

TO: Finance Committee

RE: County Official Paper Rotation

On Monday September 30, while researching circulation numbers and insert pricing for the 2020 election inserts, I was notified that as of last week's paper, Multi Media Channels, LLC (MMC), the owner of the Waupaca County Post, New London Press Star and Clintonville Tribune Gazette would all have identical content. The only difference in the paper will be the masthead and the top left "ear" ad. This will result in any legal ad published by the County being placed in all three papers.

In December of 1997, one of the "therefores" of Resolution Number 42 (97-98) resolved: "that the County Clerk shall be authorized to select the Official Newspaper and for publication of County Board monthly proceedings (minutes) in alphabetical rotation from a list on file in the Clerk's Office for a period of one year commencing from January 1 and ending December 31 of each year;"

In 2013, Resolution Number 31 (13-14) came before the Board to name only the paper with the largest circulation for coverage as the official paper of the County. That resolution failed. It is my understanding that the Board felt that the rotation should continue to support all local papers.

Currently, there are five Waupaca County papers. The three previously mentioned owned by MMC, the Clintonville Chronicle and the Marion Advertiser. Because the content will be the same in all MMC products, it is my opinion that they should receive one rotation every 3 years rather than 3 rotations every 5 years.

Page two has a list of the current rotation schedule and my proposed schedule. If this committee would feel that a resolution would be in order to make a change to the paper, it will be drafted and presented at the November 6 committee meeting for consideration and then moved to the full Board on November 12.

Sincerely,

Jill Lodewegen  
Waupaca County Clerk

| Current Schedule |                              |
|------------------|------------------------------|
| Year             | Paper                        |
| 2014             | Clintonville Chronicle       |
| 2015             | Clintonville Tribune Gazette |
| 2016             | Marion Advertiser            |
| 2017             | New London Press Star        |
| 2018             | Waupaca County Post          |
| 2019             | Clintonville Chronicle       |
| 2020             | Clintonville Tribune Gazette |
| 2021             | Marion Advertiser            |
| 2022             | New London Press Star        |
| 2023             | Waupaca County Post          |
| 2024             | Clintonville Chronicle       |
| 2025             | Clintonville Tribune Gazette |
| 2026             | Marion Advertiser            |
| 2027             | New London Press Star        |
| 2028             | Waupaca County Post          |

| Proposed Schedule |                        |
|-------------------|------------------------|
| Year              | Paper                  |
|                   |                        |
|                   |                        |
|                   |                        |
|                   |                        |
|                   |                        |
|                   |                        |
| 2020              | Marion Advertiser      |
| 2021              | MMC*                   |
| 2022              | Clintonville Chronicle |
| 2023              | Marion Advertiser      |
| 2024              | MMC*                   |
| 2025              | Clintonville Chronicle |
| 2026              | Marion Advertiser      |
| 2027              | MMC*                   |
| 2028              | Clintonville Chronicle |

**Resolution No. 42 (97-98)**

**Subject: 1998 Official Newspaper per Wis. State Statutes 985.05**

**WHEREAS**, Section 985.05 of the Wisconsin Statutes provides that County Board of Supervisors may select an official newspaper for the publication of legal notices and it appears that such action is proper and necessary.

**NOW, THEREFORE, BE IT RESOLVED** that the Waupaca County Board of Supervisors selects the Marion Advertiser, Marion, Wisconsin as the Official Newspaper for the publication of legal notices *and for publication of County Board monthly proceedings (minutes)* in Waupaca County for a period of one year commencing January 1, 1998 and ending December 31, 1998; and

**NOW, THEREFORE, BE IT RESOLVED** that the County Clerk shall be authorized to select the Official Newspaper *and for publication of County Board monthly proceedings (minutes)* in alphabetical rotation from a list on file in the Clerk's Office for a period of one year commencing from January 1 and ending December 31 of each year; and

**BE IT FURTHER RESOLVED** that the County furnish each Board member with a subscription to the newspaper.

Passed this 16TH day of  
December, 1997.

Ayes 25 Nays 0

RECOMMENDED FOR INTRODUCTION BY:  
WAUPACA COUNTY PUBLIC PROPERTY  
COMMITTEE

Robert Whitman

Glenn Mares

Dale Berchowski

Rose Mary Sasse

ATTEST:

Mary A. Robbins

Mary A. Robbins  
Waupaca County Clerk

APPROVED AS TO FORM:

Jeff Siewert  
Corporate Counsel

**WAUPACA COUNTY BOARD OF SUPERVISORS:**

**RESOLUTION NO. 31 (13-14)**

**SUBJECT: DESIGNATING COUNTY'S OFFICAL NEWSPAPER PER WIS. STATE STATUTES 985.05**

WHEREAS, Section 985.05 of the Wisconsin State Statutes provides that County Board of Supervisors may select an official newspaper for the publication of legal notices and it appears that such action is proper and necessary; and

WHEREAS, the Joint Committees of Executive and Finance/Human Resources met and reviewed the reasons for selecting one paper with the largest circulation for coverage.

NOW, THEREFORE, BE IT RESOLVED, that the Waupaca County Board of Supervisors selects the County Post East and West as the official Newspaper for the publication of legal notices and for publication of the County Board monthly proceedings (minutes) in Waupaca County; and

FURTHER RESOLVED, that the County furnish each County Supervisor with one paid subscription to any of the papers located in Waupaca County.

Passed this     day of             , 2013.

\_\_\_\_\_ Ayes    \_\_\_\_\_ Nays

ATTEST:

\_\_\_\_\_

Mary A. Robbins, Waupaca County Clerk

APPROVED AS TO FORM:

\_\_\_\_\_

Jeffrey J. Siewert, Corporation Counsel

*Failed*