

Over 100 years of printing newspaper here comes to end with this issue of News-Review

BY NEWS-REVIEW STAFF

With this issue of the Vilas County News-Review, officially identified as Vol. 134, No. 34, it will end a string of nearly 135 years that a newspaper was printed in Eagle River.

That's because Wisconsin-Michigan Publishers at 340 W. Division St. in Eagle River will be closing this week.

The Vilas County News-Review and The Three Lakes News will be printed by Adams Publishing Group (APG) in Janesville starting with the Nov. 6 issue.

The history of a newspaper printed in Eagle River dates back to the 1880s, when Eagle River's first newspaper, the Vindicator, was established by Patrick O'Brien.

While there were changes in the newspaper name and printing facilities during the early years, for the past 47 years the paper has been printed at Wisconsin-Michigan Publishers on Division Street.

The plant was established

at that time by six local newspapers: Vilas County News-Review, Tomahawk Leader, Lakeland Times, Tri-County Independent, Iron County (Mich.) Reporter and L'Anse (Mich.) Sentinel with the help of state bonding during the term of Gov. Patrick Lucey in 1972. The owners of the newspaper at that time were brothers Dan and Bob Satran, who eventually sold the paper to the Delphos Herald Inc. in 1984.

But three of the six charter newspapers have left the plant in the past decade, including most recently the Tomahawk Leader, which was sold and moved its printing to central Wisconsin in August. That left just the Vilas County News-Review and The Three Lakes News, Iron County Reporter and the L'Anse Sentinel at the local plant.

Numerous financial issues related to fewer newspapers being printed, the age of the press and lack of color capacity resulted in the closure of the plant.

The Vilas County News-Review and The Three Lakes News, with a Wednesday publication date, will continue to be delivered to local newsstands Tuesday afternoons and local subscribers will receive their newspapers on Wednesdays. E-edition subscribers will continue to receive their digital copies on Tuesday afternoon.

News-Review Publisher Kurt Krueger said the move to a more modern printing facility in Janesville will provide more full-color capability.

"APG had been printing some of our special sections in recent months, especially those that called for more color than our press could provide locally," he said.

Deadlines change

While the change in printing plants and transportation time will not change newspaper arrival times, there will be a change in news and advertising deadlines to meet the printing schedule for the two newspapers at APG as follows:

- Community news correspondents are being asked to have their material to the editors by noon Thursday for the Lifestyle section.

- The deadline for submitting press releases for the Lifestyle section of the newspaper and all display advertising and classifieds will be 10 a.m. Friday.

- The deadline for submitting material for general news, sports, outdoors and obituaries will be 10 a.m. Monday.

- For legal notices, the newspaper deadline is 4:30 p.m. Friday.

The new deadlines will begin for the News-Review and The Three Lakes News with the Nov. 6 editions.

The deadlines for the North Woods Trader are Wednesday at 10 a.m. for real estate ads and Thursday at 10 a.m. for all other display and classified ads.

For any questions about advertising or news deadlines starting with the Nov. 6 issue, contact the News-Review offices at (715) 479-4421.



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Our View

Our printing is changing but not our commitment

After nearly 135 years of printing locally, next week the Vilas County News-Review and The Three Lakes News will join the vast majority of community newspapers that have been forced to print at a modern, distant facility.

Wisconsin-Michigan Publishers on Division Street in Eagle River, a printing plant designed by six newspapers and funded with the help of state bonding during the term of Gov. Patrick Lucey in 1972, will be closing this week.

Though we hung on for 47 years of operation, numerous financial issues spelled an end to the facility after the third charter newspaper, the Tomahawk Leader, was sold and moved its printing to central Wisconsin in August.

That left the diehards of this local printing establishment with few options, considering the age of the press, lack of color capacity, lack of volume and other issues related to inactive owners. The last newspapers to print in Eagle River this week are the Vilas County News-Review, The Three Lakes News, the Iron County Reporter and the L'Anse Sentinel.

Four jobs, including three full-time and one part-time position, will be lost in the transition. It's a sad day, for what those four people could do for quality four-color reproduction on a 47-year-old press consistently blew away the competition, helping the News-Review win numerous state and national awards over the years. We thank them and all the past plant managers and staff who served us so well.

We want to remind our loyal readers that our move to Adams Publishing Group (APG) in Janesville will not deter us from employing the same high standards of journalism and community newspapering that you've witnessed over the decades. As in the past, our printer has no influence on what we cover and how we cover it.

As with any transition that takes printing four hours away, we'll have to move up some of our newspaper deadlines. Mondays will continue to be our crunch day for finalizing the newspapers, so that our Wednesday publications can continue to hit the newsstands on Tuesday afternoon.

You'll notice some changes in our page and section layouts starting with the Nov. 6 papers. And more often than not, you will notice the use of more full-color for our award-winning photographs and display ads. What won't change is our resolve to bring you one of the best weekly newspapers in Wisconsin, and the nation.

Pines shows flexibility in supporting road grant

Kudos to the Northland Pines School Board for pledging its support to help the city of Eagle River fund the local share of a \$1.1 million construction grant that the city hopes to get for upgrades to Pleasure Island Road.

While we aren't comfortable with a school district getting into road construction, unique circumstances sometimes warrant flexibility in the wake of severe state regulation on city budgets and tax levies.

The bottom line is that Pleasure Island Road is important to the school district and all of its taxpayers, for it needs to be maintained as a safe travel route for school children and thousands of visitors to the schools.

Behind the editorial 'we'

Members of the Vilas County News-Review editorial board include Publisher Kurt Krueger, Editor Gary Ridderbusch and reporters Doug Etten and Michelle Drew.