



See you in Madison!

Mark your calendars. The 2016 WNA/AP Convention & Trade Show will be held Feb. 25-26 at the Madison Marriott West. Stay tuned for more information as the date approaches. We look forward to seeing you there!



Faces of the Future

Five rising stars working in the Wisconsin newspaper industry have been named "Future Headliners" by the Wisconsin Newspaper Association Foundation. **Page 2**

THE Bulletin

January 11, 2016

News and information for the Wisconsin newspaper industry

Convention registration now open

Registration for the 2016 Wisconsin Newspaper Association/Associated Press Convention and Trade Show is now underway!

The 2016 convention will be held Feb. 25-26 at the Madison Marriott West in Middleton. This year's convention brings with it several changes, including more educational sessions, a student journalism track, a shorter awards banquet and an app for all of it.

To register online, visit <https://www.regonline.com/2016wnaapconvention-tradeshow>. Registration rates are \$95 for the first registrant from a newspaper and \$35 for each additional registrant

from the same newspaper. The first registrant rate is valid through Feb. 19. The rate will increase to \$110 for registrations received after Feb. 19.

Paper registration forms will also be mailed this week to editors, publishers and advertising managers.

Hotel information

The WNA has reserved a block of rooms at the convention hotel that are available for \$119 per night. Reservations are being accepted at the discounted rate until Jan. 23. Make hotel reservations online at <http://tinyurl.com/>

WNA AP 2016 Convention & Trade Show

wnamarriott16 or by phone at 1-888-745-2032.

Online schedule

This year's convention offers a personal interactive scheduling tool for attendees that can be used online at www.wnaconvention.com. Visit the site on your mobile device and you'll be prompted to save the page to your

homescreen, allowing you to access the convention schedule on the go.

This year's schedule will allow you to explore the detailed agenda using multiple formats and filters, create a personalized itinerary and discover other attendees, speakers, events and panels.

New session

The WNA staff is putting the finishing touches on the convention schedule. The latest addition — "Monetizing Digital: Re-Targeting/Native/Mobile/Social" — features Mike Martoccia, corporate director of digital revenue and sales training for Civitas



Mike Martoccia

Media. Martoccia will review the latest strategic ways to monetize Native Advertising, Search/Geo/Behavioral/Site Re-Targeting, Social and Mobile in markets

and communities of all sizes. He will highlight successful best practices in generating new revenue, from the needs analysis to effective presentations to measurable results for your advertisers.

Records Board steps back

Public responds to changes with nearly 1,900 comments

By Julia Hunter
Member Services Director

The Wisconsin Public Records Board has rescinded its Aug. 24, 2015, action changing the definition of transitory records following public outcry.

Approximately 1,900 letters and emails — nearly all of which were in opposition of the August decision — were submitted to the Public Records Board prior to Monday's meeting, and approximately 15 people testified regarding their concerns.

The administrative records retention schedule will still include language regarding transitory records, but the definition will revert back to what it was prior to the board's Aug. 24 decision. That definition was adopted in 2010.

James Friedman, an attorney with Godfrey & Kahn that represents the Wisconsin Newspaper Association, and Andrew Johnson, publisher of the Wisconsin Free Press Group, spoke on behalf of the newspaper industry. Both urged the board to reconsider and reverse its decision.

Johnson pointed out that the usefulness of a record

Go Online >>

Attorney James Friedman of Godfrey & Kahn and Publisher Andrew Johnson of the Wisconsin Free Press Group testified on behalf of the WNA during the Public Records Board meeting. Watch video of their comments [here](#) and [here](#).

might not immediately be apparent to a records custodian.

"Some communications may be fleeting and have little apparent significance for the public record," Johnson said. "But as any diligent newspaper reporter will tell you — sometimes the path a message takes, who touches it, who reads it and where it went from there is exactly what is needed to complete the picture about the purpose of that document or that message."

A serious concern regarding the board's August action was that it appeared to allow for immediate deletion of records that otherwise would be considered public under the state open records law.

"The board's role, as you know, is to assist state and municipal government actors

See **RECORDS**, Page 4



Julia Hunter photo

Public Records Board member Carl Buesing (left) discusses the board's Aug. 24, 2015, decision during a meeting Monday in Madison as board member Bryan Naab looks on.

For The Record >>

What is the definition of a "transitory record" according to the state's Administrative General Records Schedule?

Definition adopted Aug. 24, 2015

Records of temporary usefulness that have no ongoing value beyond an immediate and minor transaction or the preparation of a subsequent (final) record. Transitory records and correspondence are of such short-term value that they are not required to meet legal or fiscal obligations, initiate, sustain, evaluate or provide evidence of decision-making, administrative or operational activities and are often maintained as informational by offices or individuals who do not have primary responsibility for them.

Minimum retention: Event+0 and destroy confidential (Event is Final Date on Record, Created, Sent or Received)

Examples: Routine agency communications or announcements; Information that does not direct action or require compliance; Records that don't

relate to the recipients work or decision-making.

- Emails to schedule or confirm meetings or events
- Committee agendas and minutes received by members on a distribution list (other than the committee lead or person responsible for the meeting)
- Interim files; tracking and control files
- Recordings used for training purposes
- Ad hoc reports for individual use

Definition adopted in 2010 (Now in effect following Monday's vote)

Correspondence and other related records of short-term interest which have no documentary or evidentiary value. Note: Transitory messages do not set policy, establish guidelines or procedures, document a transaction or become a receipt.

Minimum retention: Event and destroy confidential (Event is until no longer needed.)

Examples: Routine requests for information that require no policy decision, special compilation or research are transitory to the sender and the recipient.

Member News

WNAF names five 'Future Headliners'

Young professionals program now entering its second term

Five rising stars working in the Wisconsin newspaper industry have been named "Future Headliners" by the Wisconsin Newspaper Association Foundation (WNAF).

The recognition program — launched in 2014 — honors emerging new leaders (age 30 and under) in the news media industry.

The Future Headliners program recognizes and rewards young leaders working in Wisconsin's newspaper industry who show a commitment to impacting their profession and the industry in



a positive manner. They were selected from a pool of nominees for performing their jobs to a high standard and being committed to furthering their knowledge and abilities.

Those selected will be honored at the annual WNA/Associated Press Convention and Trade Show (Feb. 25-26, 2016, in Middleton), and they will also participate in ongoing educational and networking opportunities with WNA over the next two years.

The Future Headliners program is made possible through the Wisconsin Newspaper Association Foundation (WNAF). WNAF is a not-for-profit organization created in 1980 that works to improve the quality and future of Wisconsin's newspaper enterprises, the industry and the communities they serve. The foundation solicits, manages and disburses funds and other resources for the benefit of Wisconsin's newspaper industry and, ultimately, the citizens of our state.

Where are they now? >>

Checking in with the inaugural class of the Future Headliners program:

■ **James Debilzen** – Communications director for the Wisconsin Newspaper Association, Madison

■ **Joelle Doye** – Communications director for the Mineral Point Unified School District, Mineral Point

■ **Lauren Fuhrmann** – Associate director of the Wisconsin Center for Investigative Journalism, Madison

■ **Nick Penzenstadler** – Reporter for USA Today's joint data and investigative team, Denver, Colo.

■ **Nathaniel Shuda** – Education reporter for Oshkosh Northwestern Media, Oshkosh

Meet the new Future Headliners >>

Lauren Anderson

Reporter, The Waukesha Freeman

Lauren Anderson's early interest in a journalism career was sparked when she joined her high school newspaper staff at age 15. Anderson graduated from the University of Wisconsin-Madison with a journalism and history degree in the spring of 2013. She began her first reporting job two weeks later at two Madison-area newspapers, the Lodi Enterprise and DeForest Times-Tribune. In 2014, she became associate editor of the Times-Tribune. Anderson currently covers K-12 and higher education for the Waukesha Freeman, where on any given day she can be found chatting with kids about school, state lawmakers about education-related legislation and school board members about district finances.



Lauren Anderson

Brooke Bechen

Assistant Editor, The Dodgeville Chronicle

Brooke Bechen, 26, was thrilled when she was hired as a reporter at The Dodgeville Chronicle in 2012. She had just earned her degree in journalism from the University of Wisconsin-Platteville and had jumped at the chance to work at the small town newspaper in the community she had grown up in. In 2014, Bechen was promoted to assistant editor at The Dodgeville Chronicle, continuing her duties of reporting on news, local government, school boards and features in the dozen communities across Iowa County.

In July of 2015, Bechen took on another role as the interim editor of the Democrat Tribune, The Dodgeville Chronicle's sister paper in Mineral Point.



Brooke Bechen

Scott Girard

Reporter and Photographer, Unified Newspaper Group, Verona

Scott Girard began working at Unified Newspaper Group in September 2013 after graduating from the University of Wisconsin-Madison's journalism program in May of that year.

He's since covered the Verona Area School District, business in all four of Unified Newspaper's communities (Verona, Oregon, Stoughton, Fitchburg) and helped to put the Fitchburg Star back in print after the publication existed online-only for five years. Girard has also picked up photography and layout skills while at UNG. In college, he was the editor in chief at The Daily Cardinal after working in the newsroom for two years.



Scott Girard

Michael Gouvion

Sports Editor, The Milton Courier

Mike Gouvion is the sports editor of The Milton Courier, where he covers Milton High School sports through writing, photos and video. He is a Wauwatosa native and a 2012 graduate of the University of Wisconsin-Whitewater, where he received a degree in print journalism and minored in multimedia and Spanish. Gouvion worked for the student-run weekly newspaper, the Royal Purple, at UW-Whitewater for more than two years, including serving as the editor-in-chief. His professional background includes an internship with NOW Community Newspapers in the Milwaukee area and working as a staff writer for The Edgerton Reporter before joining the Courier in September 2012.



Michael Gouvion

Brittany Seemuth

Editor-in-Chief, Arches News, Mount Mary University, Milwaukee

Brittany Seemuth is a senior at Mount Mary University, studying English with a concentration in writing for media and communication with an emphasis in public relations. As editor-in-chief of Mount Mary's only student-run publication, Arches News, she has won dozens of awards for her leadership and journalistic efforts. After completing a competitive internship with the Campbellsport News and Kewaskum Statesman this past summer, she transitioned to the public relations industry, attaining an internship at Buzz Monkeys, a communications firm in Wauwatosa. She carries the values of journalism with her daily and looks forward to her next adventure in the industry.



Brittany Seemuth

News Briefs

Records released to Berlin Journal

Following an open records request by Berlin Journal Newspapers, information has recently been obtained from Green Lake County regarding benefits received by former Health and Human Services (HHS) Director LeRoy Dissing and HHS Deputy Director Philip Robinson following the duo's recent and respective retirement and resignation.

In an effort to avoid lengthy hearings, both at the county level as well as possibly in the court system, all sides were able to reach an agreement wherein former Director Dissing has received a payment of \$5,000 plus the value of any accrued by unused vacation time, with former Deputy Director Robinson receiving \$13,630 in severance payments.

Late this past summer, verified written charges were presented to the HHS Board in a closed session, resulting in the recommendation that Dissing be removed from his position.

An open records request was made earlier this week to obtain a copy of these 'written verified charges,' which to date have not officially been released.

It is believed, however, that these charges relate heavily to financial involvements by HHS under Dissing's and Robinson's joint watch that were not approved by the HHS Board in addition to issues with unbilled medical expenses nearing \$200,000.

Lawmaker struggles to halt secret budget changes

The Wisconsin State Journal reports Rep. Dale Kooyenga, R-Brookfield, is struggling to get traction on a proposal that would shed light on the workings of the Legislature's powerful budget-writing committee, which attempted to enact a slew of open records law changes during the Fourth of July weekend in 2015.

Kooyenga, the Assembly vice chairman of the Joint Fi-

nance Committee, said he's considering proposals to keep that from happening again. One idea Kooyenga favors is to require budget motions that come before the committee to be made public for a minimum amount of time — at least 24 hours — before the committee votes on them.


Kooyenga also told the Wisconsin State Journal he's mulling a proposal to permit lawmakers outside of the committee to sponsor budget motions — a step that could help link budget proposals to the lawmakers behind them. Currently, only the 16 members of the Joint Finance Committee may sponsor budget motions.

[Read more >>](#)

Uploading your pages to News Tracker? We don't need hard copies any longer

The Wisconsin Newspaper Association Services staff is notifying member newspapers that upload their content electronically to News Tracker that it is no longer necessary to send hard copies to the WNA office.

Member News



Upcoming Webinars

PubAux Live - Generating Revenue with a Local Business Honor Roll
Thursday, January 7
 Presenter *Cecile Krim, Crosby (N.D.) Journal*


Instant Sales: Six-Step Proven Process
Thursday, January 14
 Presenter *Steve Kloyda, the Prospecting Expert*

A Crash Course to Fact-Checking Journalism
Friday, January 15
 Presenter *Jane Elizabeth, American Press Institute*

Google Analytics: Finding and reading the data
Thursday, January 21
 Presenter *Sherri Horton, GateHouse Media*

Register at onlinemediacampus.com

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High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

WNA Online

What's trending on social media and at www.WNAnews.com.



Wisconsin Newspaper Association
 January 7 at 7:09am · 🌐

#newspapersthive

Editor talking to reporters

It's important we get it right so other media will get it right

Newspapers:
 • Most trusted media • 'Borrowed' often

#newspapersthive **WNA** WISCONSIN NEWSPAPER ASSOCIATION

Like Comment Share

Maria McCann Stevens Baumann, Paul Seeling, Diane Roznik and 5 others like this.

Don't miss out on the conversation:

Click the icons to reach our social media pages and engage with us!



Free Content

This weekly free content, **accessible here**, is available for use at no cost to WNA members.



This week's **Discover Wisconsin** offering features 10 things show host Mariah Haberman loves about Eau Claire, Wisconsin's 9th largest city deemed the Horseradish Capital of the World and one of the "Top 100 Best Places to Live in 2015."

In his State Capitol Newsletter, WNA columnist **Matt Pommer** says it's not surprising Gov. Scott Walker started 2016 by refusing interview requests from newspaper correspondents who cover the State Capitol. Pommer, known as the "dean" of State Capitol correspondents, has covered government action in Madison for 35 years, including the actions of eight governors - Warren Knowles, Pat Lucey, Martin Schreiber, Lee Dreyfus, Tony Earl, Tommy Thompson, Scott McCallum and Jim Doyle.



Matt Pommer



WISTAX Facts examines Wisconsin's cigarette tax collections, which have seen a decline since 2010.

About The Bulletin

The Bulletin is published weekly by the staff of the Wisconsin Newspaper Association.

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Among Friends

Leader-Telegram, Eau Claire

Don Huebscher, editor of the Leader-Telegram since 1999, will retire in early March and will be succeeded as editor by Local News Editor **Gary Johnson**, Publisher Pieter Graaskamp has announced.



Don Huebscher

previously worked at newspapers in Fort Atkinson and Janesville. He is a graduate of UW-Whitewater.

Johnson has been with the Leader-Telegram for 30 years, first as a reporter, then as regional editor before becoming local news editor in 1999.

Johnson, 57, a UW-Eau Claire graduate, attended Whitehall High School and began his newspaper career in Arcadia.



Gary Johnson

Huebscher, 62, joined the Leader-Telegram in 1987 as managing editor. He

SHARE YOUR NEWS IN THE BULLETIN

Staff changes, promotions
 Celebrations, milestones
 Your success stories

Send an email to: James.Debilzen@wnanews.com

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.

Industry News

NNA offering serial story for publication

The National Newspaper Association Foundation is offering newspapers an opportunity to reach out to young readers again this year with "Window to the Past," a free 8-chapter serialized story that looks back at the founding of the Girl Scouts in 1912.

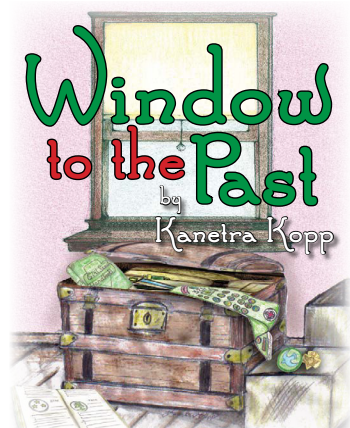
This is the eighth year that the NNA Foundation has offered community newspapers the opportunity to take advantage of a free serialized story through the Reading Across the Nation campaign. The goal is to have young readers across the nation reading inside their community newspapers in 2016.

"Window to the Past" is produced by the Missouri Press Foundation. In the story, a young girl named Jenny finds a "Window to the Past" when she discovers a diary in an old attic trunk. The stories in the diary reveal that one of her ancestors was a friend of Girl Scout founder Juliette Gordon Low.

Each chapter in this 8-chapter story includes a newspaper activity. The companion guide is a terrific tool for teachers and may be used by Girl Scout leaders to help meet some Girl Scout badge requirements.

"Window to the Past" is available from January through June, 2016. The story is available at no cost during that time through a special partnership between NNA Foundation and the Missouri Press Foundation.

If your newspaper is interested in participating in the Reading Across the Nation project and publishing the serialized story, visit www.mo-nie.com



and use download code: **nnaread** to access the files. When you log in using the download code, you will be provided several files to download, all in PDF form, including:

Rules for Publication

These offer a few important guidelines, including a reminder that the story itself *cannot* be published on an unsecured website.

■ **Promotional ad.** This ad is intended for publication in your newspaper prior to the story.

■ **Educational guide.** The guide MAY be uploaded to your website. Add your newspaper logo on the front page. The guide also may be distributed in print or via email to your teachers and local Girl Scout leaders. The guide includes learning standards which will be of great value to teachers.

■ **Eight individual story files, one per chapter.** The story is provided to you ready

to publish. You may add to the feature to promote sponsors or link teachers to your website.

Before you publish the story, notify your schools and offer to deliver copies of your newspaper for classrooms – if you don't already. Find a local sponsor to help provide classroom copies and to cover the value of the space in your newspaper to publish the feature.

Even if you don't intend to provide classroom newspapers, there is still value in publishing the story for your readers to share with their families. Write a news story or editorial encouraging Girl Scout leaders, parents and grandparents to read the story with children and encourage teachers to read the story aloud in the classroom.

"Window to the Past" was written and illustrated by longtime Girl Scout volunteer Kanetra Kopp of Odessa, Mo. Kopp has been honored by the Girls Scouts as an Outstanding Volunteer and Outstanding Troop Leader. She has been awarded the Scout Appreciation Pin and the Girl Scout Honor Pin. Kopp has a passion for the Girl Scout program, where she believes every girl can attain the tools needed to be successful, independent women and future leaders of any career path they choose.

If your newspaper needs help planning, promoting or publishing "Window to the Past," contact Dawn Kitchell, NNA's Newspaper In Education liaison, at (636)932-4301 or dawn.kitchell@gmail.com.

Reminder: Newspapers not affected by notice change

Act 79 eliminates need to post notices in three locations

The WNA has heard from a handful of member newspapers that are concerned about a change to public notice requirements that was approved by the Legislature in 2015.

The bill that is spurring the concerns, 2015 Wisconsin Act 79, only affects legal notices that are already not required to be published in a newspaper and could be posted at three designated locations in lieu of publication.

For instance, towns and villages can post election notices in lieu of publication in a newspaper if there is no newspaper in their municipality.

"One of the primary legislative priorities of the Wisconsin Newspaper Association is the preservation of the publication of public notices in newspapers," said WNA Executive Director Beth Bennett. **"The WNA reviewed the language contained in Public Act 79 at the time of its introduction and determined that it had absolutely no impact on newspaper notices that are mandated by law to be published in a newspaper."**

Wisconsin public notice law has always contained a provision that allows counties with a population of less than 250,000 the option of publicly (physically) posting its proceedings in three public places. The publication of the county proceedings, for

example, for counties with a population of under 250,000 has never been a statutorily mandated public notice required to be published in a newspaper, though some may have chosen to voluntarily do so.

The change in the public notice posting statute now allows a county of under 250,000 population to publicly place in three public places; or post in one public place and on the county website.

Act 79 does not affect or apply to notices which *must*, by law, be published in newspaper. Notices that *must* be published in a newspaper include:

- (a) tax redemptions
- (b) sales of land
- (c) charges or assessments
- (d) civil annexations, detachments, consolidations or incorporations
- (e) legal notices directed to specific individuals

Sen. Howard Marklein, R-Spring Green, was one of the legislators to introduce the bill. He noted during the bill's public hearing that it would not have an effect on existing public notice publishing requirements in newspapers.

"We think this encourages towns to utilize their websites to post useful information and does away with an onerous requirement (to post in three locations)," Marklein said. "This bill does not affect any meeting notice that is currently required to be published in a newspaper."

The bill was signed into law by Gov. Scott Walker on Nov. 11.

RECORDS

Continued from front page

in preserving government records and deciding how long to keep those records," Friedman said. "It is not the board's role, however, to sanction — intentionally or inadvertently — the immediate destruction of substantive and significant public information."

Members of the Public Records Board said on Monday that it was not their intent to narrow the scope of what was released to the public — in fact, they had hoped to do the opposite.

Chairman Matthew Blessing said he believed the definition for transitory records that was adopted in 2010 — the definition that will now stand — was vague and used jargon. He admitted, however, that the Aug. 24 definition also had its "weaknesses."

"Did we do a good job in our description refinement?" said Carl Buesing, who sits on the board. "Did we do a good job in our examples? I don't know, but that was the effort."

Board members also attempted to distance them-

Andrew Johnson

Publisher,
Wisconsin Free Press Group

"But as any diligent newspaper reporter will tell you — sometimes the path a message takes, who touches it, who reads it and where it went from there is exactly what is needed to complete the picture about the purpose of that document or that message."

selves from recent attempts to dismantle openness and accountability in Wisconsin, including the July 4 debacle during which legislators inserted language into a

last-minute budget motion — a move that, had it been successful, would have crippled the state's public record law.

"I, frankly, am upset with any assertion that there's a linkage between whatever the legislature may have tried to do in July of 2015 and what the Public Records Board did in August of 2015," Buesing said.

"I have not been asked to carry the water for Robin Vos or anybody else."

Blessing said the board could revisit the issue of transitory records in the future, but did not want to get into the "editorial process" during the meeting. Each provision must be revisited every 10 years. So, because the board reverted back to a definition voted on in 2010, transitory records language will have to be revisited by 2020.

"The way this story has been covered that there are misinterpretations that have been presented and that the normal process for the revision of a general records schedule involving rank and file records officers and state agencies is under such scrutiny that it is bound to be misinterpreted if this is pushed forward in 2016," Blessing said.

Personalize your schedule with website, mobile app

The WNA/AP Convention and Trade Show is offering a personal interactive scheduling tool for attendees that can be used online at www.wnaconvention.com.

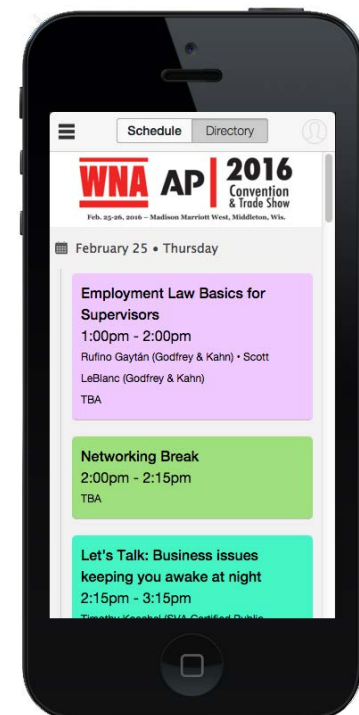
Visit the site on your mobile device and you'll be prompted to save the page to your homescreen, allowing you to access the convention schedule on the go.

This year's schedule will allow you to explore the detailed agenda using multiple formats and filters, create a personalized itinerary and discover other attendees, speakers, events and panels.

Getting started is easy. Simply connect your Facebook, Twitter or LinkedIn account and we'll show your friends and contacts who are also attending.

Not social? Create a private account to keep your plans to yourself.

Get the most up-to-date data by visiting the site often on your computer, tablet or smart phone. You also have the option to print out your plans to keep them handy.



Free Member Exchange

Help Wanted

SALES CONSULTANT – Work in the beautiful Northwoods of Wisconsin and always be on vacation! Family-owned weekly newspaper in Tomahawk, Wis., seeks a full-time ad consultant to assist with newspaper, special section and special project sales. Established territory with lots of room for growth. Base pay plus commission means the sky's the limit for income. Sales experience desired, but will train. Send resume to kathy@tomahawkleader.com with "Sales Consultant" in subject line. (0203)

SPORTS/OUTDOORS – The Daily News in West Bend, Wisconsin, a Conley Media publication, is looking for a full-time reporter to join its staff. Duties include covering the local high school sports scene. The successful hire will also take over the weekly Outdoors page and regularly assist in news coverage. We cover eight high schools in Washington County. Reporters write stories, copy edit, paginate and photograph events. Strong knowledge of AP style is essential. If you're motivated with a proven record of producing high-quality stories on deadline, then we want to hear from you. Candidates will mostly work nights, along with some weekends and holidays. The Daily New publishes Tuesday through Saturday and has a Monday e-edition. Conley Media is a division of Conley Publishing Group, an equal opportunity employer offering medical and dental insurance, and 401(k). Please send cover letter, resume and page design/story clips to Daily News, Attn: Editor Jennifer McBride, 100 S. Sixth Ave., West Bend, WI 53095; or email in confidence to jmc-bride@conley.net. (0203)

REPORTER – Reporter wanted to cover news and sports for southern Wisconsin newspaper. We are an award-winning, family owned, independent weekly newspaper in Edgerton. Edgerton is a beautiful community located near Wisconsin's third largest lake, Lake Koshkonong and along Rock River. Reporter will cover city and township government meetings, the Fire District, police and sheriff reports, general news, assist sports editor with stories and take sports photos. We do investigative journalism. Position available Feb. 1. Starting earlier is OK. Salary compensate with experience (Range: \$29,000 – 39,000). Qualified candidates send resume or letter of experience and clips to Diane Everson, Publisher, The Edgerton Reporter, 21 North Henry Street, Edgerton, WI 53534. 608-884-3367, email is publisher@edgertonreporter.com. It is fine to send materials by email. (0201)

SPORTS REPORTER – FULL-TIME: The Trempealeau County Times is looking for a full-time sports/news reporter to cover sports in the Gale-Ettrick-Trempealeau, Blair-Taylor, Arcadia, Whitehall and Independence School Districts. Reporter may also be asked to cover local

FREE FOR WNA MEMBERS:

There is no charge for WNA members to place ads in the Free Member Exchange.

WNA's Free Member Exchange features "Help Wanted," "Give Away" and "For Sale" ads submitted by WNA member newspapers. The Free Member Exchange is updated frequently and available online on the [Employment page](#) in the Industry Resources section of the WNA website and also distributed through a weekly email, sent to more than 800 subscribers with an interest in the Wisconsin newspaper industry.

Members may submit ads via email to: James.Debilzen@wnanews.com. Member-submitted ads will appear on this page for four weeks and are included when Bulletins are distributed.

WNA members may also list help wanted and internship ads in the Iowa Newspaper Association Bulletin at no cost. Send your ad to jhulbert@innews.com

Ads from non-members are 25¢ per word with a \$50 minimum per month of publication.

Submit your resume

If you are seeking work in the Wisconsin newspaper industry and would like to have your resume included, please:

- E-mail your name, the type of position you're seeking (i.e., editorial, advertising, business, etc.), and your resume in PDF (preferred) or Microsoft Word.
- Include "Resume" in the subject line of your e-mail.

Your resume will remain online for up to three months, unless you request removal sooner.

The Wisconsin Newspaper Association reserves the right to decline resumes, and is not responsible for inaccurate resume information sent by applicants.

government and school board meetings. Duties also include photography and feature writing. Web and social media skills a plus. Bachelor's degree in journalism or related field is desired. Send cover letter, resumé and writing samples to: Andrew Dannehy or Chuck Gauger Trempealeau County Times P.O. Box 95 Whitehall, WI 54773 Email: andrew@trempeco-times.com or chuck@trempeco-times.com. (0201)

NEWSPAPER PAGE DESIGNER – Madison Regional Design Center. Lee Enterprises is seeking a Designer to work at its remote design center in Madison, WI to produce designs and products for publications in a 365 day-a-year environment with an emphasis on meeting tight deadlines, following process efficiencies and troubleshooting issues. This position will produce pages for newspapers throughout the United States. You will produce assigned pages from provided plans and budgets, manage work and plate flow to meet assigned deadlines for multiple editions and publications. You will work with outside editors to ensure pages meet their expectations. Knowledge of Adobe InDesign CS5 or comparable skill is required. Must be able to effectively communicate with internal

and external customers as well as coworkers and management. In this position you must be willing to work a varied schedule with night hours. This is a full-time hourly position. We will be accepting applications throughout the month of January. To apply go to <http://lee.net/careers/> and use the location search menu and select Capital Newspapers. You can also apply directly at <https://app.jobvite.com/?aj=ooQJ1fwK&s=url>. 2001 Fish Hatchery Road, Madison, WI 53713. Equal Employment Opportunity/Affirmative Action Employer. Pre-employment drug testing applies. (0131)

CONTENT SYNDICATION MANAGER – Lee Enterprises – Do you thrive on spotting trends, sharing news, and being the one-stop know-it-all source on every topic worthy of watercooler chat? Help launch a dynamic team leading a digital transformation for the newspaper industry at the Lee Enterprises digital content center based in Madison, WI. You'll help us expand our audience for more than 50 websites and associated digital products. You'll lead the charge to increase the quality and volume of information we produce for targeted audience segments. You'll leverage a variety of sources and apply your own initiative to

produce engagement-building galleries, slideshows, quizzes, polls and other content on trending topics. And you'll channel the flow of our rushing river of news overall. We're looking for aptitude over experience, as this job will evolve over time. Experience with a website CMS such as Blox will give you a head start. You don't need to be a coder, but you do need to know the difference between an iframe and a javascript. Absolute requirements? A bachelor's degree plus experience of a year or more in text or visual media, digital production and/or social media marketing. Internships count. Also, you'll need to meet our clear goals and deadlines without fail, and work some odd hours. You'll thrive collaborating with a team spread across the country, using real-time chat. You'll have to love numbers as much as words and visuals, because we measure everything with Google Analytics, Chartbeat and other tools. What do you get? A clear mission, frequent chances to shine in a high-profile initiative, flexible hours, a ragtag band of colleagues bent on reinventing our business, and sometimes, treats. To apply go to <http://lee.net/careers/> and use the location search menu and select Capital Newspapers. You can also apply directly at <https://app.jobvite.com/?aj=ooQJ1fwK&s=url>. This is a full-time hourly position with a January 11 deadline to apply. 1901 Fish Hatchery Road, Madison, WI 53713. Equal Employment Opportunity/Affirmative Action Employer. Pre-employment drug testing applies. (0111)

Seeking Work

Posted December 2015

[Evan Halpop](#) – Reporter/photographer

Posted November 2015

[Phillip A. Humphries](#) – General assignment reporter, multi-media journalist, columnist

For Sale

FOR SALE – Imagesetter and plate processor. ECRM Mako CTP Laser Imagesetter and Agfa Plate Processor (Model #MP-08). New/refurbished laser installed October 2013. Plate processor installed in 2005. One pallet of plates. Contact Robb Grindstaff, Daily Jefferson County Union, rgrindstaff@dailyunion.com, 920-563-5553.

FOR SALE – Nikon D700, camera only, one owner, \$1,400. Serious inquiries only. Contact Michael McLoone for more information, mtmclloone@gmail.com.

Publishing For Sale

FOR SALE – Two Northwoods weeklies. Asking \$175,000. County seats. Gross sales \$395,000 last year. Net income \$40,000 after owner's salary. Call (715) 622-0543.



Deadline extended for WCMA scholarship

The Wisconsin College Media Association will award two \$1,500 scholarships for the 2016-17 academic year to journalism students working toward their associate or baccalaureate degrees.

The application deadline has been extended to Jan. 25!

The scholarships will be awarded at the Wisconsin Newspaper Association annual convention set for February 25-26, 2016, at the Madison Marriott West in Middleton.

Applicants should demonstrate a solid interest in print journalism. Students should submit a resume, a letter of application describing their interest in a career in newspapers and any relevant information regarding financial need, three published work examples, a letter of recommendation from a faculty member or department chair and an academic class list.

Applicants will be considered based on their academic record, financial need, past involvement in student or other newspapers, and potential for a career in newspapers. Students with interests in reporting, editing, advertising, photography, graphics, circulation, marketing or any other aspect of newspaper operations may apply.

WNA LEGAL HOTLINE >>

Keep this number handy: (800) 362-2664 The WNA Legal Hotline means help is just a phone call away!

WNA-member editors, reporters and advertising staff may call toll-free to ask an attorney for immediate help when they face challenges to Freedom of Information (FOI) principles.