



THE Bulletin

January 18, 2016

News and information for the Wisconsin newspaper industry

Convention

Hiring? Connect at the career fair

The WNA Foundation and the Wisconsin College Media Association will offer an opportunity for WNA members to meet and interview aspiring young professionals during the 2016 WNA/AP Convention and Trade Show.

WNA members are encouraged to reserve a table at the WNA Foundation Career Fair, set to begin at 1:15 p.m. on Friday, Feb. 26. The Career Fair will immediately follow the student Honors Luncheon at the WNA/AP Convention and Trade Show at the Madison Marriott West. Award-winning student journalists will be eager to meet and network with potential employers.

The Career Fair will be held in the atrium of the hotel. Participating newspapers will be assigned a table (six feet in length, skirted, with two chairs).

Representative(s) should be on hand to chat with prospective interns, student workers and new graduates seeking employment.

Please bring information about your newspaper or specific job opportunities to distribute (75-100 copies).

The Honors Luncheon primarily features collegiate awards and will be held from noon until approximately 1:15 p.m. Students will be encouraged to make their way to the Career Fair immediately following the event. Please plan to stay until 3 p.m. to talk with students.

Where possible, students will sign up for designated times to visit with newspapers.

Go Online >>

Register for a table at the WNA Foundation Career Fair online at https://WNAnews.formstack.com/forms/career_fair_rsvp_2016

Three named to Hall of Fame



Three men, each celebrated for making significant contributions to the newspaper industry throughout their careers, will be inducted into the Wisconsin Newspaper Hall of Fame in February.

The inductees for 2016 include: William R. Barth, editor of the Beloit Daily News; Sidney H. "Skip" Bliss, president/chief executive officer of Bliss Communications (parent company of The Gazette, Janesville); and Robert J. Dreps, member of the Litigation and Media Practice Groups with Godfrey and Kahn, Madison.

Barth, Bliss and Dreps will be honored at a dinner Feb. 24, which will precede the annual Wisconsin Newspaper Association/Associated Press Convention and Trade Show, set for Feb. 25-26 in Madison.

Meet this year's inductees >>

William R. Barth
 Editor, Beloit Daily News



Bill Barth

Through his 40 years in the newspaper business, Beloit Daily News Editor Bill Barth has had his share of discussions which colleagues might characterize as "heated" debates — pointed conversations filled with the passion so many dedicated journalists have in their hearts.

One such colleague, admirably calling Barth a hard-charging, no-nonsense mentor and leader, notes that it's often the "heat" that forges strong metals and creates quality products.

Perpetuating heat and passion in the news reporting business, Barth looks to hire and mentor recruits with that "fire in the belly." He seeks reporters who don't just want a job in the news business; he wants the people who live the news business.

An award-winning editorial writer with uncompromising dedication and commitment, Barth holds local government (and the politicians who run

See **BARTH**, Page 4

Sidney H. 'Skip' Bliss
 CEO/Publisher, Bliss Communications/The Gazette, Janesville



Skip Bliss

Skip Bliss is a newspaperman. Yes, he is many other things, as well — a media company CEO, a radio station owner, a community leader. More than anything, though, he is a newspaperman, and we are all the better for it.

As the fourth generation of his family to own The Janesville Gazette, Bliss carries on a tradition of quality journalism and community service. He will accept nothing less, and he's willing to do what it takes to ensure that The Gazette endures as one of Wisconsin's best newspapers.

Bliss has been a passionate steward of that business for more than 40 years, loaning his knowledge and talent to the industry as a whole many times through his service to WNA and the Inland Press Association. He is always at the ready to lend his support as an experienced, knowledgeable and articulate publisher. Few publishers have been

See **BLISS**, Page 4

Robert J. Dreps
 Attorney, Godfrey & Kahn



Bob Dreps

Bob Dreps' zeal to keep Wisconsin's government open has inspired legions of young reporters to keep prying those doors ajar. The primary voice of WNA's Legal Hotline for decades, Dreps hears his share of elementary questions from rookie reporters and has been the news media's voice before the Wisconsin Legislature with respect to significant public access legislation.

No matter the gravity of the issue, Dreps treats each caller to the hotline as though he or she is the most important person in the world. With an uncanny ability to simplify the sometimes-obscure legalese and provide relevant takeaways for WNA members, Dreps distills legal issues to layman's terms. He responds to clients more like a peer than the seasoned litigator and brief-writer he is.

Over a span of 30 years, Dreps' aggressive defense of journalism's role in democracy has made him an unsurpassed role model for young reporters and an unparalleled advocate

See **DREPS**, Page 4

College journalist sought for D.C. fellowship

Meet with Washington insiders, learn to distill facts from spin

The Wisconsin Newspaper Association Foundation is seeking one college journalist to represent the state at this year's NNAF News Fellows program. The deadline to apply is Feb. 1.

This year's theme is "Understanding the War on Terrorism."

Fellows, accompanied by professional mentors, will spend an intense two-and-a-half days interviewing Washington ex-

perts. When they return home, they'll publish a story in their student or local newspaper on this year's theme.

Interviews with experts will include their own Congressional delegations, Gallup poll executives and insiders who shape international policy for the United States.

The goal of the News Fellows program is to help young journalists to distill facts from opinion and official "spin" in a way that can help local readers better understand complex issues.

To apply, visit <https://wnanews.formstack.com/forms/2016newsfellow>



Stan Schwartz photo | National Newspaper Association
 NNAF Fellows and their mentors gather in front of the White House in this photo from 2015. The WNA's representative, Courtney Kueppers, is pictured in front, second from the right.

Member News

Among Friends

McFarland Thistle/ Herald-Independent

The Herald-Independent, which covers Cottage Grove and Monona, and The McFarland Thistle will merge into one newspaper beginning Feb. 25. The Thursday weeklies are owned by Hometown News Limited Partnership, based in Fort Atkinson.

With a combined circulation of nearly 4,000, the paper — to be known as The McFarland Thistle and Herald-Independent — will be the largest weekly newspaper in Hometown's group of newspapers that stretch from Lodi to Milton.

Tom Alesia will remain managing editor of the McFarland Thistle, while **Kevin Passon** will serve as managing editor of the Herald-Independent and supervisor the



Tom Alesia



Kevin Passon

overall combined operation.

Wisconsin Law Journal, Milwaukee

The Wisconsin Law Journal in Milwaukee moved to a weekly newspaper format at the start of the new year. Editor **Joe Yovino** said the publication will feature more news and features readers have asked for, including Ask & Answered and expanded the popular Case Digests and Verdicts and Settlements sections.



Joe Yovino

—30—

Former Kenosha News reporter, editor and award-winning columnist **Jim Kornkven** died Jan. 12 in Kenosha. He was 84.

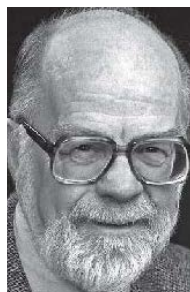
Kornkven spent 37-and-a-half years at the Kenosha News, including his last 32 years as sports editor. Kornkven penned "Kornkie's Column" and ushered the department into the modern era as it went from a one-person, one-page operation in 1963 to its own sec-

tion. Kornkven also created the still-thriving Kenosha News Football Poll and Match Game Bowling Tournament and organized the County Open golf tournament for years.

After stints at the Beaver Dam Daily Citizen and the Benton Harbor (Mich.) Paladium, Kornkven was hired by the Kenosha News in 1957, where he started by splitting his time covering City Hall and writing sports. Kornkven replaced Jerry Pfarr as sports editor in 1963 and retired in 1995.

His tenure was highlighted by interviews with Vince Lombardi, Joe Montana, Muhammad Ali and Kareem Abdul-Jabbar and home-and-away coverage of the Milwaukee Brewers in the 1982 World Series. He was also a four-time winner of the United Press International Sports Column contest.

Kornkven is survived by his wife, Marialyce, and numerous children and grandchildren. Services were held Monday at the Hansen-Lendman Funeral Home in Kenosha.



Jim Kornkven

Opee Award nominees sought by WFOIC

Watchdog Awards Dinner is April 20 in Madison

The Wisconsin Freedom of Information Council, a state group that works to protect access to public meetings and records, is now accepting nominations for its annual Openness in Government Awards, or Opees. Awards are given in six categories:

■ **Popee (political openness award):** Recognizes extraordinary service to the cause of open government by an elected or appointed official, agency, or group of officials.

■ **Mopee (media openness award):** Recognizes extraordinary service to the cause of open government by a media member or organization.

■ **Copee (citizen openness award):** Recognizes extraordinary service to the cause of open government by a member of the public or public group.

■ **Scoop (open records scoop of the year):** For a jour-



nalist or media organization who (which) has used public records to highlight an issue or expose wrongdoing.

■ **Nopee (no friend of openness):** For an individual or institution who (which) has disgraced or denigrated the state's traditions of openness.

■ **Whistleblower of the year:** Recognizes an individual who has come forward to help expose wrongdoing.

Please submit nominations with any supporting documentation by Monday, Feb. 1, to: blueders@gmail.com. The winners will be selected by a Council committee, as

in past years. The Council reserves the right to issue special awards or to not give an award in a particular category.

The awards will be announced just prior to national Sunshine Week, March 13-19, and presented at the annual Watchdog Awards Dinner in Madison on Wednesday, April 20.

■ For 2015 winners, see: http://www.wisfoic.org/index.php?option=com_content&view=article&id=346:opee-winners-group-flags-open-government-heroes-and-zeroes&catid=60:2015&Itemid=105

■ For 2014 winners, see: http://www.wisfoic.org/index.php?option=com_content&view=article&id=295:march-openness-awards-cap-trying-year&catid=59:2013&Itemid=55

■ For 2013 winners, see: http://www.wisfoic.org/index.php?option=com_content&view=article&id=262:opee-awards-high-light-highs-and-lows&catid=58:2013&Itemid=55

Free Content

This weekly free content, accessible at <http://tinyurl.com/WNAfreecontent>, is available for use at no cost to WNA members.



Inmates say and Department of Corrections records indicate that Waupun Correctional Institution officials did not notify prisoners of a dramatic lowering of maximum terms in solitary confinement for months after the new rules were enacted in June.

Lauren Fuhrmann photo | Wisconsin Center for Investigative Journalism



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available a story revealing that Waupun Correctional Institution officials did not notify inmates for months that the Department of Corrections had dramatically reduced maximum terms for stints in solitary confinement.

The story by the Center's managing editor, Dee J. Hall, reveals that Waupun officials waited at least two-and-a-half months to notify inmates of new rules that cut the maximum time in solitary for any infraction from 360 days to 90.

The new policy also calls for guards and inmates to negotiate discipline after infractions. But Waupun inmates were at a distinct disadvantage: They did not know the maximum sentences had been slashed as of June 1. DOC records show that some inmates likely spent additional weeks or months in isolation.



This week's **Discover Wisconsin** offering highlights Lake Geneva's Winterfest and U.S. National Snow Sculpting Competition, the perfect destination for a romantic getaway for your Valentine or the ideal solution for cabin fever.

In his State Capitol Newsletter, WNA columnist **Matt Pommer** explores the plight of student debt for recent college grads. 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 tracks state and local tax trends in relation to changes in wages, salaries and investment income.

Member News

Contest promotes First Amendment

Student nominations due by April 30

The Madison chapter of the Society of Professional Journalists is sponsoring a high school and college publication contest to promote the First Amendment.

The contest, among Wisconsin high school and college newspapers, is aimed at building awareness of the First Amendment and protecting the freedoms of citizens, a major tenet of the Society of Professional Journalists organization.

The John Patrick Hunter First Amendment Award for Student Journalists seeks opinion or editorial columns and stories that emphasize issues surrounding the First Amendment.

The contest will end on April 30 and is open to the publication of stories and opinion columns related to the First Amendment freedoms of the press, religion, speech, right of assembly and right for citizens to petition their government.

Any items published be-



tween Sept. 1, 2015 and April 30, 2016 written about the importance of the First Amendment are eligible. Entries can be submitted any time before April 30 by email to spjmadisononline@gmail.com.

Mark Pitsch, president of the Madison SPJ chapter, said it's critical in a representative democracy for people to understand the importance of the First Amendment and for young journalists to understand their rights and the rights of their fellow citizens.

Recent reports suggesting that some young people increasingly favor press and First Amendment restrictions are particularly alarming, he said.

For example, in December 2015, 50 Yale University students signed a petition calling

for the elimination of the First Amendment. In November, at the University of Missouri, students and a journalism professor attempted to block a photographer from taking pictures of a protest on campus. Students yelled, "Hey hey, ho ho, reporters have got to go." That incident set off a debate over freedom of expression on college campuses, including a review by the University of Wisconsin System Board of Regents of speech on campus.

The contest is named for John Patrick Hunter, a former Capital Times reporter, who on July 4, 1951 found 111 Madison residents who refused to sign a typed copy of the Declaration of Independence and the Bill of Rights at a local park where people were celebrating the holiday. Many people said they were afraid to sign Hunter's petition because they feared repercussions. Only one person signed it. The time was during the anti-communist campaign by then-Sen. Joseph McCarthy of Wisconsin. Hunter drew praise from President Harry Truman and others.

WNA-Sponsored Training

Google Analytics: Finding and reading the data

Thursday, Jan. 21 | 1-2 p.m.: We all know how important our website's analytics are, but they're of no use to us if we can't read the numbers or find where they are. In this webinar, GateHouse Media Data Analyst Sherri Horton will explain where to find your basic site metrics and also give a couple of tutorials on how to navigate the ever-confusing Google Analytics interface. Register here: <http://www.onlinemediacampus.com/2015/12/google-analytics/>

Social Journalism: The keys to connecting with your audience

Friday, Feb. 12 | 1-2 p.m.: As journalists, we strive to engage our communities and build stronger relationships with our audiences. In order to best serve them, we must understand the types of content they value. In this session, Dr. Carrie Brown will explain social journalism and define best practices for journalists seeking to use social media and other tools to better listen, engage and serve their audiences. Register here: <http://www.onlinemediacampus.com/2016/01/social-journalism/>

Personalizing the Customer Journey

Thursday, Feb. 18 | 1-2 p.m.: Personalization is the key to a great ROI. When businesses send their customers relevant information, they drastically increase their chances of making the sale. Newspapers can use personalization in the same way. During this webinar, national speaker and sales trainer Allan Barmak will show you the personalization tools that are available today along with examples of how other newspapers and publications are leveraging this technology. You will learn how to build a "customer journey" which will engage your readers and add new revenue streams. Register here: <http://www.onlinemediacampus.com/2016/01/personalizing-customer-journey/>

About The Bulletin

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WNA Online

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



Unleash your inner watchdog! Get details and register online at www.wnaconvention.com

With all-new editorial sessions and top-notch speakers covering media law, investigative reporting, improved storytelling, mobile reporting tools, page design, building a digital-first newsroom, and much more, this is a convention you won't want to miss.



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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

Walker announces GAB appointments

Gov. Scott Walker on Jan. 11 announced the appointments of Judge Victor Manian to seat 1 and Judge Edward Leineweber to seat 2 of the Government Accountability Board. Judge Manian succeeds Judge Thomas Barland and Judge Leineweber succeeds Judge Elsa Lamelas. These appointments will expire June 30, 2016.

Judge Manian served as a Circuit Court Judge for Milwaukee County from 1974-2004. Prior

to his election to the Circuit Court, Judge Manian served as a Milwaukee County Children's Court Judge from 1972-1974, as well as Chief Deputy District Attorney of Milwaukee County from 1966-1972. He received his Juris Doctor from Marquette Law School.

Judge Leineweber served as a Circuit Court Judge for Richland County from 1997-2011. Following his retirement from the Circuit Court, Judge Leineweber returned to private

practice; first, as counsel with Bell, Moore & Richter, S.C., and currently, in his own solo practice, Leineweber Law LLC. He received his Juris Doctor from the University of Wisconsin-Madison.

The Wisconsin Government Accountability Board administers and enforces Wisconsin law pertaining to campaign finance, elections, ethics, and lobbying. The Board is made up of six non-partisan, former state judges.



Submitted photo

The Beloit Daily News threw a surprise party for editor Bill Barth, pictured above, on Friday to congratulate him on being named to the Wisconsin Newspaper Hall of Fame.

BARTH

Continued from front page

it) accountable on a daily basis "without fear or favor." He has been covering news in northern Illinois and southern Wisconsin since 1976, all at the Beloit Daily News.

Outside the newsroom, Barth devotes time and talents to the Associated Press Media Editors (AMPE, as past president); the Wisconsin Newspaper Association (legislative advocate); Beloit Boys and Girls Club; Beloit Chamber; Kiwanis Club and many more organizations.

A true leader, his management style centers on bringing accolades and recognition to others. Examples abound at both the Daily News (posting "atta-boys" on the newsroom corkboard) and in the community (leading the Beloit Daily News Headliner Awards and Stateline Literacy Council's volunteer recognition).

BLISS

Continued from front page

more dedicated, involved or more effective on open records, open meetings and other legislative issues than Skip Bliss.

Bliss has never flinched while taking on the challenges, disruptions and opportunities of the digital age. He presses his workers to innovate and find new approaches to meet the needs of today's and tomorrow's media consumers and advertisers. The Gazette is a trend-setter in both its print and digital publications, largely because of his vision and leadership.

Despite those new directions, Bliss remains a newspaperman at his core. It's the business on which his company was founded and that has largely sustained it through the years. It's also the business he loves.

DREPS

Continued from front page

for Wisconsin's community newspapers and their mission of publishing the truth and holding public officials and record custodians accountable.

Dreps has been the go-to legal counsel for the news media in many groundbreaking open records, open meetings, defamation, reporter's privilege, and other media law cases throughout his career. He has taken causes to court victory, on behalf of state and national newspapers as well as other news media organizations in the state and federal courts of Wisconsin and beyond.

Each of his victories must be multiplied exponentially, one WNA publisher notes, for each stopped the tides of secrecy that would have followed any successful individual effort to keep records secret. One opponent of transparency begets thousands when they prevail. It is fair to say that, on many occasions, Dreps literally stopped the tides from rising.

'Reporting on Religion' coming to Madison

WNA is a patron sponsor of the March 14 conference

Religious faith remains a key component of public and private life in the United States. Yet, America's religious landscape is shifting, and as a result news coverage of religion has never been more important.

The Madison chapter of the Society of Professional Journalists, the Lubar Institute for the Study of the Abrahamic Religions at UW-Madison, the UW-Madison School of Journalism and Mass Communication, and the Stephen & Laurel Brown Foundation will host a major national conference on journalism and religion in March.

"Reporting on Religion: Media, Belief and Public Life" will give journalists an opportunity to explore one of the most important, sensitive and controversial topics in contemporary America.

The one-day conference - held Monday, March 14 in Madison - will feature journalists and scholars who will help journalists and students gain a deeper understanding of the role religion plays in public life, how religion is represented - or not - in the news media today, and how to improve reporting of this important subject. The conference will culminate in a keynote address, open to the public, by television journalist David Gregory, the author of "How's Your Faith? An Unlikely Spiritual Journey" and the former moderator of Meet the Press.

Registration is now open online at <http://reportingonreligion.wisc.edu/>.

The conference lineup includes sessions on:

■ **"America's Changing Religious Landscape."** Besheer Mohamed, senior researcher for the Pew Center on Religion and Public Life, will present Pew's groundbreaking research on religion in America. Cathy Lynn Grossman, senior reporter, Religion News Service, will comment.

■ **"How the Press Covers Religion and Spirituality"** with Grossman, James Davis,

If You Go >>

What? Reporting on Religion: Media, Belief and Public Life

When? Monday, March 14

Where? UpperHouse, 365 E. Campus Mall, Madison, Wis.

More info: <http://reportingonreligion.wisc.edu/>

contributor to GetReligion.org and The Florida Catholic, Chuck Stokes, editorial/public affairs director, WXYZ-TV, Detroit, and Jaweed Kaleem, senior religion reporter, Huffington Post.

Some of the hottest issues surrounding religion and public life in the U.S., including the conservative and liberal divide in Catholicism and other Christian faiths, fast-growing U.S. religions, and religious extremism. With Doug Erickson, religion and education reporter for the Wisconsin State Journal, Bob Smietana, news editor, Christianity Today, and Dilshad Ali, managing editor, Patheos Muslim Portal.

■ **"A Journey Through New York City Religions"** with Tony Carnes. Carnes has documented religion in the nation's largest city for the last five years.

■ **"Religious Freedom and Freedom of Conscience,"** a wide-ranging discussion featuring religious advocates, with a response from David Gregory, former moderator, Meet the Press.

The conference is underwritten by the Lubar Institute and the Stephen & Laurel Brown Foundation, creators of UpperHouse. It will be held at UpperHouse, 365 East Campus Mall, adjacent to UW-Madison's Vilas Hall.

Patron sponsors include the Wisconsin Broadcasters Association, the Wisconsin Newspaper Association and the Wisconsin State Journal. The Wisconsin Center for Investigative Journalism is a supporting sponsor.

Registration includes lunch and is free for students, \$15 for SPJ members, and \$30 for non-SPJ members. The conference is aimed at journalists, but is open to the general public.

NNA requests input on postal reform bill

Your responses to the National Newspaper Association's postal surveys have been critical in the past few years. We have been able to hold postage rates mostly steady, but for the unusual exigent increase. The most recent mail processing plant closings have been delayed and Saturday mail (which is critical to keeping mail flowing on the other five days)

has been preserved.

We need your input one more time. NNA President Chip Hutcheson testifies in the U.S. Senate on Jan.21. We need to get a postal reform bill passed by April to avoid another potentially devastating hit on mail service.

Please take a minute to share your views here: <https://www.surveymonkey.com/r/F8R35KT>

Columnists

Ed Henninger is an independent newspaper consultant and director of Henninger Consulting, offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.

Visit www.henningerconsulting.com/ or email edh@henningerconsulting.com

10 things I'd tell publishers about their newspapers

Some time back, I was asked to give a quick after-lunch talk to a group of publishers at a statewide newspaper convention.

It was short notice. I only had a half-hour to put together some thoughts. I decided I'd seize the opportunity and give them my "Top Ten" list of ideas for community newspapers.

Here they are:

1. PRINT IS NOT DEAD

More new community newspapers are starting up. Advertisers believe in the value of print. Readers still want print. So, please, let's stop with the "newspapers are dying" garbage! It's just not true.

2. LOCAL, LOCAL, LOCAL

We all know the mantra. Metro and regional newspapers have tried time and again to go "local." They can't. They don't have (or won't commit to) the resources it takes—in people, energy and time—to do community journalism. But we can. And we prove that in every issue. We are focused on local people, places and events. It's what we do...and we do it very well.

3. SPORTS IS BIG

We struggle to attract younger readers. To my mind, the answer here is simple—and most of you are already doing a good job with it: Sports. Your sports coverage is about kids. It's about them, their friends, their classmates. Boost your sports coverage and you'll boost your

Design for Readers



ED HENNINGER

number of younger readers. Yes, there are other events, like scouting, classroom achievement, choir, band and the like. But sports is big. Give it big coverage.

4. IT'S OK TO BE A BOOSTER

Nothing disappoints me (and readers, too, I think) more than to see a newspaper in a town where a team has just won a district or state championship and the story and photos are...splashed all over the front page. Most of your readers will be happy to see a page 1 poster of the winning basket or the winning touchdown. Sports is about striving and achievement and dedication and teamwork. What's wrong with celebrating those qualities. And, yes, on your front page when the achievement is big.

5. BUILD REVENUE

The metros think they have the answer to satisfying their corporate owners and stockholders: cut costs. They're into hubs and outsourcing and layoffs. At community newspapers, we're already thin. But we're also aggressive when it comes to generating new revenue. Let's keep searching for new approaches, like selling ad

position and selling our photos online and creating more options for advertisers. This takes some rethinking on our part but that's what got us here.



Get younger readers into your paper by highlighting sports... It's all about them and their friends.

6. INVEST IN YOUR PEOPLE

If your editor and/or writers need some training, look for ways to get that for them. Your state press association is always a good resource. If you've just invested in some new software,

give those who will use it some training so they can make the best use of it. If your ad staff has won some awards in the annual press association contest, reward them by sending them to the state convention so they'll know how much you appreciate their work.

7. INVEST IN YOUR PRODUCT

You don't need to be the first to buy that new Mac, but don't be the last. You don't need to be the first to upgrade your system software, but keep it at least reasonably up to date. Your newspaper is your business. It's just sound business practice

to make sure you have the tools you need to get the job done.

8. DESIGN MATTERS

What's the first thing your readers and advertisers see when they look at your newspaper?

Right: its design. If your design is outdated, if your text makes your paper difficult to read, if your content placement is inconsistent...your newspaper is less than it can be. And readers and advertisers will find it wanting. Some may choose not to read, some may choose not to advertise...until you fix those problems.

9. BE THE BEST AT WHO YOU ARE

You're not a metro or a regional newspaper. Most of you don't carry wire, but you do carry those obits and events listings and city and county council meetings that are important to your readers. Most get only limited national advertising, but you are the only source of advertising for that shoe shop down the street. Don't try to be what you're not—but do everything you can to be the best at what you do. Your newspaper is part of the lifeblood of your community. Keeping that in mind will drive you to do your best.

10. REMEMBER WHO THE BOSS IS

Sorry...you may be the publisher, but you're not in charge here. Your readers and advertisers are the real boss. It's your obligation as a publisher to bring them your best—in every issue. You're the chief support person for your folks who do the writing, editing, designing and selling of your product. You're all working toward giving readers and advertisers a newspaper they're proud to call "my paper." It is theirs, you know... they're only letting you run it for them while they go about the important business of living their lives and contributing to the success and welfare of your community.

New Medicare Patrol ads available

The Wisconsin Newspaper Association has partnered with Wisconsin Senior Medicare Patrol (SMP) to assist its outreach efforts to detect Medicare fraud in the state.

WNA is distributing news releases and public service advertisements, requesting members run the releases and place the ads as space is available. A new set of ads is now available for download.

■ **Color:** <http://www.wnaneews.com/ace-files/James/SMP/SMP%202015%20PDFs%20Color.zip>

■ **Black and white:** <http://www.wnaneews.com/ace-files/James/SMP/SMP%20Ads%202015%20v2.zip>

Thank you to the newspaper editors who have chosen to run the releases and public service advertisements.

Never give out your Medicare number over the phone or at the door.

Medicare doesn't make sales calls. Don't give your information to strangers.



Paid for in part by funding from the U.S. Administration for Community Living.



Then you need NNA Printers' Workshop!
March 16, 2016
US Postal Service Headquarters, Washington DC

This program is for publishers, printers, software providers and others who need to know how to get newspapers delivered by mail. Open to NNA members and non-members alike. If you are not a member, please consider joining now to receive critical updates through Publishers' Auxiliary and NNA communications.

Space is limited. Act now! Visit <http://tinyurl.com/zawknhd> for the program details, hotel information and to register.

Columnists

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

Newsroom Success Strategies



JIM PUMARLO

Facing a tough call? Talk it out

Newspapers routinely face challenging decisions. Should we run this photo? Should we accept this ad? Should we report on every monthly meeting of a local activist group?

An editors' hotline regularly raises these and many other issues. As you might expect, the opinions vary widely depending on the circumstances and an editor's perspective. Consensus is frequently reached through a thread of e-mails – and, more often than not, a healthy minority opinion is delivered, too. That shouldn't surprise. There rarely is a one-size-fits-all response.

The discussions are always enlightening, forcing everyone to rethink positions and crystallize their arguments.

The hotline underscores one of the most important

steps for editors when setting policies for ethical and challenging circumstances: Have a conversation with as many people as possible; you have more resources than you might realize. For example:

■ **Quiz your staff:** Whether you have a newsroom of two or 10, get the take of other reporters. Two opinions are always better than one.

■ **Go beyond the newsroom:** Your newspaper family – your co-workers in all departments – often represents a cross-section of the community. Their feedback is as valuable as the instincts of your reporters.

■ **Connect with the community:** Most editors have their "kitchen cabinet" – key individuals in the community that you connect with on a regular basis. As time permits, seek their perspectives. Who you connect with may well vary with the specific issue at hand.

■ **Consult your peers:** Short of weighing in on an editors'

hotline, take the pulse of individuals you respect in the business. They have all had their share of difficult decisions and are usually more than willing to be a sounding board.

■ **Know your legal rights:** State and federal laws dictate what information you can access, which can be a key ingredient in your decision. Many state press associations have a legal hotline; you should have the number memorized.

■ **Setting policies for tackling the tough and challenging stories involves three steps:** Develop the policy. Implement the policy. Explain the policy.

The more effort you put in the process, the more dividends you'll reap for your newspaper and your readers. Talk with staff. Talk with community members. They may not all tell you what you want to hear, or even agree with your final decision, but you'll earn their respect for seeking their opinions.

We also must be realistic. Many decisions must be made on the spur of the moment and on deadline. Editors don't always have the time or luxury to seek the feedback of others.

That said, newsrooms should regularly set aside time to brainstorm how to approach those challenging decisions that inevitably will come your way. Do you report suicides? What's your approach to coverage of sexual abuse charges and the subsequent trial? Do you identify high school athletes missing a contest due to violations of high school league or school district rules? Do you publish photos of fatal accident scenes? Do you accept ads that many readers may view as offensive? Do you publish all letters to the editor?

In the end, the editor makes the final call. There rarely is an absolute "yes" or "no" on what to do. As is frequently the case when facing ethical decisions, there often is more gray than black or white.

That's all the more reason that editors should take the final step in setting policies: Explain your decision in a column. Most important, your column should not try to convince readers that you made the "right" call. Rather, you should outline what went into the decision – assuring them that you put serious thought and time into how to approach the sensitive circumstance.

Scholarship deadline approaching

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 is Jan. 25. Apply online at <https://WNAnews.formstack.com/forms/scholarshipapp>.

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.

Students with interests in reporting, editing, advertising, photography, graphics, circulation, marketing or any other aspect of newspapers operations may apply.

Free Member Exchange

Help Wanted

TECH AND CULTURE REPORTER

– The Capital Times (captimes.com) of Madison, Wisconsin, is seeking a prolific and versatile reporter to cover the burgeoning tech community here. This is not a traditional business writer position, but a role that will involve writing about all aspects of the tech community, including features on how this growing community spends its leisure time and money. A strong writing ability and a curiosity about startups and entrepreneurs is more important for this position than being well-versed in technology. We're not just writing about startups for startups, but for the broader community as a whole. Madison is a fascinating, young-at-heart city. It is strongly influenced by the University of Wisconsin, a leading research university, and features a vibrant downtown, many distinctive neighborhoods, and a citizenry that is quirky and immersed in the quality and identity of its city. We're looking for a reporter who approaches the job with a new media mindset, with an ability to write a range of creative and unique stories for our digital-first newsroom, from daily news and

features to profiles, curations and cover stories. While we continue to publish a widely distributed weekly tabloid, our focus and future is digital and the spirit of innovation that comes with it. We have dramatically grown our digital audience, with a major emphasis on social media, and have begun to host community events. The successful applicant will have at least two years of significant journalism experience, proven writing skills and demonstrated fluency with social media. In this changing digital media environment, flexibility, an innovative mindset and an optimistic attitude are essential. A bachelor's degree in journalism or a related field is preferred. To apply, please submit a resume, cover letter and email five writing samples to Cap Times City Editor Katie Dean at kdean@madison.com. Deadline to apply is February 4, 2016. This is a full-time hourly position. Affirmative Action–Equal Opportunity Employer. Pre-employment drug testing applies. (0204)

GENERAL ASSIGNMENT REPORTER – Chippewa Falls, WI. We have an opening for an entry-level general assignment reporter for a western Wisconsin daily newspaper. Duties include all aspects of reporting, including news, features, photography,

and our website and social media. The right candidate will be enthusiastic, ambitious, curious, responsible and able to meet deadlines. Must be able to cover evening and weekend assignments. Candidates must provide their own transportation. A journalism degree and/or experience in community journalism is preferred. The Chippewa Herald offers a great benefit package that includes medical, dental and vision plans, life insurance and paid vacation. For consideration, please complete our online application at www.chippewavalleynewspapers.com/workhere. Search "Location" for "The Chippewa Herald". Applications should include a resume and three clips of your work. Equal Opportunity Employer.

NEWSPAPER EDITOR – The Independent-Register has an immediate opening for an editor. This position is based at our Brodhead office. This weekly newspaper serves Green and Rock Counties, with an emphasis on Brodhead, Juda, Albany and Orfordville. This position reports to the general manager. A staff of reporters and photographers report to this position. A school or an English degree preferred. Send resume with clips and salary expectations for immediate consideration. Randy Johnson, general manager, Rock

Valley Publishing, L.L.C. rjohnson@rvpublishing.com. 815-654-4850 (0210)

ADVERTISING SALES REPRESENTATIVE – Great products are our vehicle for success. But we place equal importance on our human talent. Our remarkable people – with their digital fluency, product knowledge, and ability to position our differentiators – are as important as the products themselves.

WHO ARE WE? River Valley Media Group reaches more than 380,000 readers in print and over 350,000 online readers throughout southern and central Wisconsin. Check us out at www.rivervalleynewspapers.com. We are part of the Lee Enterprises' group of companies. Lee provides local news and information, and a major platform for advertising in its markets with 46 daily newspapers and a joint interest in four others, rapidly growing digital products and nearly 300 specialty publications in 22 states. Lee's newspapers have circulation of 11 million daily and 15 million Sunday, reaching nearly four million readers in print alone. Lee's websites and mobile and tablet products attract 20 million plus unique visitors monthly. Lee common Stock is traded on the

New York Stock Exchange under the symbol LEE. For more information about Lee, please visit www.lee.net.

WHO ARE YOU? You are a sales representative who is expected to sell and develop high performance print and online marketing programs for local businesses. You will be tasked to identify the right advertising prospects and product recommendations. You will be responsible for understanding the potential within your defined territory or target market and will be required to strategically build out a prospect pipeline for existing and new clients. Although you strive to meet and exceed quota, you will always act in the best interest of the client.

WHAT WE WOULD LIKE TO SEE:

- BS or BA with 2+ years of applicable sales experience or a minimum of 4 years of relevant selling experience.
- Proven track record of success selling B2B solutions.
- Competent negotiation and accurate forecasting skills.
- Experience in consultative sales, customer acquisition, di-

Free Member Exchange

EXCHANGE

Continued from page 6

agnosing client needs, presentations, objections, closing, time management, client retention and problem solving.

- Ability to work in a fast paced environment.
- Be professional, outgoing and friendly with the ability to adapt sales techniques and presentations to fit the client.
- Proficient at setting personal goals and achieving them.
- Contribute to a positive, constructive and can-do atmosphere to make the department and company more effective.

EXTRA AWESOME STUFF WE WOULD LIKE TO SEE: You are motivated and driven, you like taking on challenges, finding creative solutions, helping people, helping yourself, you have a sense of humor, you like to have fun "" and you think on your feet! We are growing and expanding, so you might literally need to! Sound like you? Apply! Not you at all? Perhaps you know someone. Shoot them this link. Thanks!

WHAT WE CAN PROVIDE YOU: You'll be part of a national company that's committed to being leading news and information provider in the area. As an integral part of our team, you will be provided with all the tools necessary to be successful. In addition to a base salary and commission+bonus plan we offer great health benefits, cell phone and mileage reimbursement, training opportunities and a fun and terrific team atmosphere that will support and grow your talents.

ADDITIONAL INFORMATION: RVMG is an equal opportunity employer and supports a diverse workforce. We offer a competitive salary and benefits package that includes medical, dental, vision, 401(k) plan and more.

Apply online at www.rivervalleynewspapers.com/workhere. Search for this position by searching jobs in La Crosse, WI. Equal Opportunity Employer (0209)

FEATURES REPORTER – The Wisconsin State Journal is seeking a full-time features reporter with the ability to generate and execute fantastic story ideas for page one and our features sections "" Sunday Best, Taste, Travel and Weekend. A skilled writer, this reporter should be able to spot stories, capture the Wisconsin lifestyle and make the ordinary wonderfully readable. This reporter must also be a sophisticated social media user who can connect to readers, find story ideas and promote our work online. Video skills are a plus. The right candidate must be comfortable writing features about a wide variety of subject areas including food and cooking, books, fitness and recreation and finding ways to tell these stories in print and digitally. This reporter must be able to work cooperatively with features staff to help plan coverage, often weeks/months in advance. This position also requires the ability to juggle multiple deadlines. While this position generally works Mon-

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 nearly 900 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.

day through Fridays, some night and weekend hours may be required. The candidate must possess a valid driver's license with a good driving record, and have access to a private vehicle to be considered for this position. A degree in journalism or the equivalent in experience reporting for a news publication is preferred. To apply go to <http://lee.net/careers/> and search for Wisconsin State Journal using the location search menu. Please submit a cover letter, resume and your five best clips. The deadline to apply is February 2, 2016. This is a full-time non-exempt position. Contact Beth Williams, features editor, at 608-252-6130 or bwilliams@madison.com with questions. Wisconsin State Journal, 1901 Fish Hatchery Road, Madison, WI 53713. Affirmative Action/Equal Opportunity Employer - Pre-employment drug testing applies. (0202)

ASSISTANT EDITOR – Agri-View, Wisconsin's leading agricultural publication, is looking for an assistant editor. Candidate must be proficient in AP Style and in correct grammar use, as well as have an agricultural background. Duties will include entry of agricultural news into a content-management system, management of Agri-View's content, and creation of relationships with agricultural organizations and universities. There will also be the opportunity to write stories, take photos, attend conferences and shows, and visit farms and businesses. As a representative of Agri-View, the person in this position will work to create and maintain a strong network of industry professionals. Candidate must be a strong communicator and an enthusiastic team player willing to work effectively and efficiently, with the ability to juggle multiple projects along with a daily workload. A minimum of a two-year journalism degree is required, with an emphasis in agricultural journalism or equivalent knowledge/experience. The person in this position will also work with Capital Newspapers' Niche Publica-

tions division. The ideal candidate will be skilled in social media, project management, and be adept at learning programs related to desktop publishing. Proficient knowledge of computer software is necessary, including but not limited to Microsoft Word and Adobe Acrobat. Must be proficient at using the Internet, and at research and data collection. Candidate needs to be able to meet deadlines and communicate effectively. The position requires the ability to use a computer and keyboard and take notes quickly. There will be the occasional need to attend pasture walks or farm tours and be able to keep up with the group. The candidate must possess a valid driver's license with a good driving record, and have access to a private vehicle to be considered for this position. This position is based out of Agri-View's Madison office. To apply go to <http://lee.net/careers/> and search Capital Newspapers using the location search menu. Submit a resume and three samples of your work. The deadline to apply is Jan. 27, 2016. This is a full-time exempt position. Agri-View "" Capital Newspapers, 1901 Fish Hatchery Road, Madison, WI 53713. Affirmative Action/Equal Opportunity Employer - Pre-employment drug testing applies. (0127)

SPORTS ASSISTANT – The Wisconsin State Journal is seeking a reliable, motivated, outgoing person to take scores, statistics and highlights over the phone, fax and email on high school, college and recreational sports. Sports knowledge is a requirement. Hours are generally in the evening, in shifts of up to four hours, three or four days per week. Expect to work every Friday night during the fall and winter seasons; there will be regular Saturday work, too. No shifts will run later than midnight; most will end at 11 or 11:30 p.m. Hours will decrease quite a bit in the summer. Typing, grammar and spelling skills are absolutely vital. This entry-level position also requires Web-based data entry and,

in time, might lead to writing and editing opportunities in the sports department. We offer a strong team environment and emphasize growth and training opportunities whenever possible. Sports Assistants gain experience using Point-Local, TownNews CMS, Twitter, the Microsoft Office suite and other practical newspaper and Internet applications. Applicants with a valid driver's license, a good driving record and their own personal vehicle are preferred. Compensation is \$9.00/hr. To apply go to lee.net/careers/ and search for Wisconsin State Journal using the location search menu, or apply directly at <https://app.jobvite.com/?aj=oe1p2fwk&s=url>. Applications will be accepted until February 2, 2016. This is a part-time hourly position. Wisconsin State Journal, 1901 Fish Hatchery Road, Madison, WI 53713. Affirmative Action/Equal Opportunity Employer. Pre-employment drug testing applies. (0202)

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@tomahawk-leader.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 News 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 jmcbride@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 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@trempecotimes.com or chuck@trempecotimes.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)

Seeking Work

Posted December 2015

Evan Halpop – Reporter/photographer

Posted November 2015

Phillip A. Humphries – General assignment reporter, multi-media journalist, columnist

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.