



31 days and counting...

Register today for the 2016 WNA/AP Convention and Trade Show, Feb. 25-26 at the Madison Marriott West, Middleton. Deadline to reserve a hotel room for \$119 per night is Feb. 2. <http://www.wnaconvention.com>



Joins WNA Board

Wisconsin State Journal Publisher John Humenik has been appointed to the Wisconsin Newspaper Association Board of Directors. Read more about his background in this issue of The Bulletin. **Page 2**

THE Bulletin

January 25, 2016

News and information for the Wisconsin newspaper industry

A convention with students in mind

Wisconsin College Media Association announces lineup

By James Debilzen
Communications Director

The newly formed Wisconsin College Media Association (WCMA) will host educational sessions, newspaper critiques and a career fair geared for college students during the association's inaugural convention in February.

The WCMA events will coincide with the Wisconsin Newspaper Association/Associated Press Convention and Trade Show, which will be held Feb. 25-26 at the Madison Marriott West in Middleton.

Journalism students and faculty advisers are not limited to the WCMA sessions; registration includes access to all 16 additional educational sessions during the WNA/AP convention.

Registration for the convention is \$15 per student and \$25 per adviser. To register online, visit <https://www.regonline.com/2016wnaapconventiontradeshow>.

Student journalists will also receive their awards during the Honors Luncheon, which will be held at noon on Feb. 26.

For a full schedule of events during the WNA/AP Convention and Trade Show, visit www.wnaconvention.com. Attendees can create a custom schedule, learn more about the speakers, see who else is attending and save the mobile web app to the home screen of a smartphone.

Sessions

Educational sessions that have been developed with college students in mind include:

■ **Getting into an Investigative Mindset:** Move beyond anecdotes and he-said, she-said journalism with data and documents. Get advice on

developing a documents state of mind, navigating public records, understanding records retention schedules, exploring key records, and becoming familiar with key data sets to produce high-impact campus stories. — **Jaimi Dowdell, senior training director, Investigative Reporters & Editors**

■ **Using Alternative Story Formats:** Alternative story formats have been shown to grab more readers' attention, and allow readers to better retain information. This presentation gives an overview of how and when to use alternative story formats, and gives many examples. This is an intermediate course for reporters and editors who are unfamiliar with alternative story formats, or would like new ideas. — **Tim Schmitt, project manager, Gatehouse News & Interactive Design**

■ **Find Your Editorial Voice:** Persuasive editorial writing is an art. Are you offering an opinion that makes readers think, or are you simply ranting? David Haynes, editorial page editor of the Milwaukee Journal Sentinel, will offer tips and techniques to help your opinion pieces stand out and effect change. — **David Haynes, editorial page editor, Milwaukee Journal Sentinel**

■ **Successful Sales Strategies for Students:** Constant staff turnover is a unique challenge for campus newspapers, particularly for those in charge of generating revenue. This session will provide students with usable tips to develop an effective and consistent ad sales program, including creating rate cards, finding potential new advertisers, maintaining a solid relationship with existing advertisers and selling businesses on the benefits of advertising with student publications. — **Joe Allen, vice president of sales**

See **STUDENTS**, Page 3



Jaimi Dowdell



David Haynes



Tim Schmitt

Convention update



Courtesy of www.marriott.com

The WNA has reserved a block of rooms at the Madison Marriott West for convention attendees for a special \$119-per-night rate. The rate expires Feb. 2. Pictured here is a standard guest room at the convention hotel.

Hotel registration deadline extended

Reserve a room, banquet table, tab ad and more

By James Debilzen
Communications Director

Procrastinators, rejoice! The deadline to reserve a room at the Madison Marriott West with the WNA's special convention rate has been extended to Feb. 2.

The Madison Marriott West will host the Wisconsin Newspaper Association/Associated Press Convention and Trade Show Feb. 25-26. The room rate of \$119 per night in the WNA block is valid for stays between Feb. 23 and Feb. 27.

To register, visit <http://tinyurl.com/marriottwna16> or call 608-831-2000.

Reserve a table

No need to tip or turn around empty chairs to save a spot before the start of the Better Newspaper Contest Awards Dinner. Reserve a table ahead of time and skip the last-minute scramble for seats.

The WNA is accepting reservations at the awards dinner for \$100 per table. Your reservation ensures there's enough room for your staff

WNA AP | 2016 Convention & Trade Show

Feb. 25-26, 2016 – Madison Marriott West, Middleton, Wis.

Group discount >>

Want to send more than one staff member to the WNA/AP Convention and Trade Show? Group discounts are available!

Register your first staff member for \$95 and each additional staff member can register for only \$35.

To register online, visit <https://www.regonline.com/2016wnaapconventiontradeshow>

to sit together and comes with two bottles of wine to help everyone celebrate. Each table reservation accommodates 10 people.

Table reservations can be made while registering for the convention online

at <https://www.regonline.com/2016wnaapconventiontradeshow>.

Already registered online? Return to the registration website, log in and make any necessary adjustments to your meals, additional registrants or table reservations.

Already registered by mail and want to reserve a table? Contact Julia Hunter at the WNA at 608-283-7622 or Julia.Hunter@wnanews.com.

Career fair

The WNA Foundation and the Wisconsin College Media Association (WCMA) will host a career fair from 1:15-3 p.m. on Feb. 26 at the WNA/AP Convention and Trade Show.

The career fair will be held following the Honors Luncheon, where student journalists will be on hand to accept their Better Newspaper Contest awards.

To reserve a table at the career fair, visit

See **DEADLINE**, Page 3

Member News

Humenik appointed to WNA Board of Directors

John M. Humenik, president and publisher of the Wisconsin State Journal, has joined the Wisconsin Newspaper Association Board of Directors.

He was appointed to the position during the WNA Board's most recent meeting in November 2015.

Humenik, 52, is a life-long newspaperman originally from the Chicago area who started as a paperboy and by age 15 was covering sports in the suburbs.

A journalism graduate of Eastern Illinois University, Humenik is vice president/news for Lee Enterprises. He also is president and publisher of the Wisconsin State Journal (Madison), president of Madison Newspapers Inc., and is a group publisher for Lee Enterprises with responsibilities for its operations in Madison and Tucson. Lee Enterprises is a leading provider of 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.

Before relocating to Madison in 2013, Humenik was



John Humenik

president and publisher of the Arizona Daily Star in Tucson and president of Tucson Newspapers Inc. He joined the Arizona Daily Star in Dec. 2005 as publisher and editor, and was named president and publisher in December 2010. The Daily Star was recognized in 2013 by Lee Enterprises as "Enterprise of the Year" and named as one of "10 That Do It Right" by Editor & Publisher. The Daily Star also was a finalist for Lee's "Enterprise of the Year" in 2012. The Daily Star received Lee's highest recognition, the President's Award, for news each year from 2005-2013, as well as many international, national, and state honors including national "Newspaper of the Year" by Suburban Newspapers of America, now Local Media Association, in 2011, 2010 and 2008. The Daily Star received the prestigious Cabot Prize from Columbia University in 2011 for its coverage of U.S./Mexican border issues. The Daily Star also was honored by Lee with the President's Award for Innovation in 2011, 2012 and 2013 and for News in 2015. The Wisconsin State Journal was a 2014 and 2015 Lee President's Award winner for innovation and in 2015 for news. The Wisconsin State Journal was a finalist for the 2015 "Enterprise of the Year."

In addition to publishing, Humenik is co-founder and chairman of the Tucson Festival of Books (TFOB), now in its eighth year. TFOB is America's

third largest book festival with two-day attendance of more than 140,000 and more than 400 participating authors. He is on the board of directors for the United Way of Dane County and the Greater Madison Chamber of Commerce. He twice served SNA / LMA as chairman of the board (2010 and 2013) and chairman of the LMA Foundation (2014). He served nine years on the LMA/SNA board of directors, including eight years on its executive board. While in Tucson, Humenik also served Lee Enterprises as a group publisher for Tucson, Flagstaff, Ariz. and Lihue, Hawaii. Prior to Tucson, he led the Quad-City Times newsroom as Editor, receiving SNA's "Newspaper of the Year" award in 2003 and 2002, and "10 That Do it Right" from Editor & Publisher. He was honored as SNA's national "Editor of the Year" in 2004, and received a Lee President's Award for news in 2005. Humenik also has held newsroom leadership positions at The Cincinnati Enquirer and The Times of Northwest Indiana (Munster), where he was recognized with 11 international awards from SND, including a silver medal, for newspaper design. Humenik started as a sportswriter at the Daily Southtown (Chicago). He also was a sports correspondent for the Star-Herald (Chicago Heights). John and his wife, Lisa, a graduate of Eastern Illinois University, have two adult children.

Bill: Make WIAA subject to open records, meetings laws

Nygren reintroducing 2009 bill after outcry on sportsmanship

After being lampooned by the national media earlier this month for a letter to member schools regarding sportsmanship, the Wisconsin Interscholastic Athletic Association (WIAA) is facing new scrutiny from the state Legislature.

The issue arose in late December after the WIAA memo on unsportsmanlike behavior began circulating publicly with examples that included chanting "air ball," "scoreboard," and "USA," drawing rebuke from the national media and "The Late Show with Stephen Colbert."

Rep. John Nygren, R-Marinette, announced last week he intends to reintroduce legislation that would subject to WIAA to the Wisconsin's public records and open meetings laws. The bill was originally introduced in 2009 by then-Rep. Tony Staskunas.



"Anyone paying attention to the news the past couple of weeks has seen the embarrassment that our state has suffered at the hands of the Wisconsin Interscholastic Athletic Association (WIAA)," Nygren wrote in a column. "... It is clear, beyond all doubt, that left unchecked, an authority like the WIAA will continue to test the boundaries to see how far they can go."

The WIAA is a voluntary, nonprofit organization with membership comprised of public and nonpublic high schools and middle schools. The WIAA's purpose includes

promoting "uniformity of standards in interscholastic athletic competition, and prevent exploitation by special interest groups of the school program and the individual's ability," according to the organization's website.

Meanwhile, the WIAA on Jan. 13 sent a follow-up email to superintendents, principals and athletic directors clarifying its position, noting the sportsmanship rules have been in place for more than a decade.

"From our perspective, the email was simply a reminder in advance of the many holiday tournaments held every year across the membership," the WIAA wrote in an email that was posted to its Twitter timeline. "Nothing more, nothing less, than what has been shared across the membership via the Sportsmanship Manual since 2005."

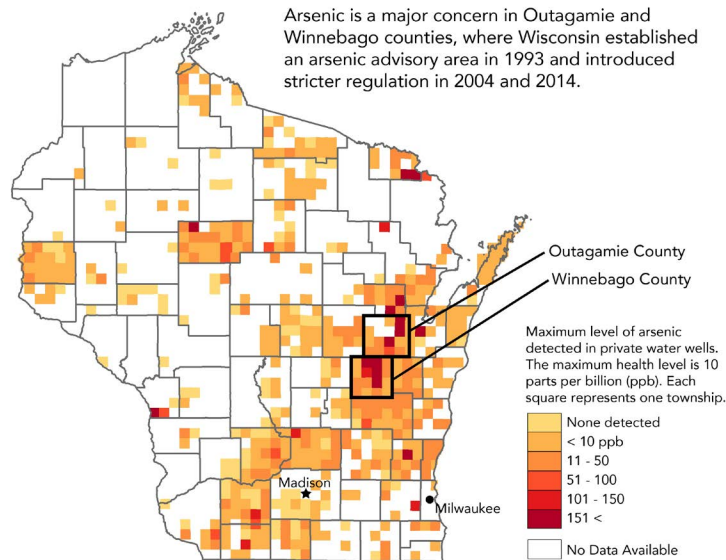
"To be clear, there has (sic) been no new directives, no new rules, no new mandates, no new enforcement expectations associated with the email," the WIAA continued.

Free Content

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

Arsenic contamination persists in groundwater

Arsenic is a major concern in Outagamie and Winnebago counties, where Wisconsin established an arsenic advisory area in 1993 and introduced stricter regulation in 2004 and 2014.



CREDIT: Katie Kowalsky/Wisconsin Center for Investigative Journalism

SOURCES: Well Water Quality Viewer, University of Wisconsin-Stevens Point's Center for Watershed Science and Education; Wisconsin Department of Natural Resources "Arsenic in Drinking Water" brochure.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available the fourth installment of our series, *Failure at the Faucet*, examining threats to drinking water across Wisconsin.

This story explores the threat posed by arsenic, an ancient poison found in potentially 20,000-plus private water wells in Wisconsin. It has been tied to numerous health problems, including decreased intelligence in children. Arsenic is so pervasive in Outagamie and Winnebago counties that the state has enacted laws for well inspection and construction in those areas.

But arsenic is not confined to northeastern Wisconsin; it has been detected in drinking water in 51 of Wisconsin's 72 counties.



This week's **Discover Wisconsin** offering highlights four strange (but fun) winter events in the Badger State, including smoochboarding in Hudson, recliner racing in Conover, human dog sled racing in Lake Geneva and ice bowling at Lake Arrowhead.

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines Gov. Scott Walker's proposal to switch the health insurance program for state employees to a "self-insured" model. 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 a rise in room tax collections throughout the state, which have rebounded since the recession in 2009.

Member News

Among Friends

United Communications Corporation, Racine

Tom Yunt has accepted a position as chief operating officers with United Communications Corporation in Kenosha. The company's flagship newspaper is the Kenosha News.

Yunt comes to Wisconsin from Wick Communications Co. in Arizona, where he has served as president and chief executive officer for two years. His resignation is effective April 5 unless a new CEO for Wick is found sooner, according to a statement from the company.



Tom Yunt

Yunt said his decision to leave was a personal one driven by the desire to be closer to his children and grandchildren who live in Iowa.

Wick Communications, which publishes newspapers located throughout the country, is headquartered in Sierra Vista, Ariz.

SHARE YOUR NEWS IN THE BULLETIN

Staff changes
Promotions
Celebrations
Milestones

Your success stories

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

WNA Online

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

WNA Wisconsin Newspaper Association
January 20 at 7:51 am · Madison ·

Make sense of it all at this year's WNA/AP Convention and Trade Show! We'll explore the latest advertising trends and give you the tools to put it all to work for your advertisers. You can also learn a bit about advertising law and leave with fresh ad ideas you can take home to your newspaper. Find out more about this year's robust program and register online at www.wnaconvention.com.



2016 WNA/AP Convention and Trade Show Schedule

Check out the schedule for 2016 WNA/AP Convention and Trade Show
WNAAP2016CONVENTIONANDTRADESHOW.SCHED.ORG

8 Likes

Share

Don't miss out on the conversation:

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



STUDENTS

Continued from front page

and marketing, Capital Newspapers

Career fair

Looking for a career or an internship? Join us at the WCMA Job Fair, immediately following the Honors Luncheon. Get your foot in the door by meeting with employers from newspapers across the state! Students are encouraged to visit each newspaper's table equipped with resumes and portfolios

to share with prospective employers.

Employers that will be attending include:

- Associated Press
- Baraboo News Republic
- Daily Citizen, Beaver Dam

- Dodge County Pioneer
- Journal Community Publishing Group
- La Crosse Tribune & Lee Enterprises

- Portage Daily Register
- USA Today Network - Wisconsin (Formerly Gannett Wisconsin Media)
- Woodward Community Media (The Oregon Observer, The Stoughton Courier Hub,

The Verona Press, The Fitchburg Star)

Look for updates as they are added online at <http://wnaap2016convention-andtradeshow.sched.org/event/5wBA/career-fair>

Newspaper critiques

Student newspaper staffs are encouraged to stop by the trade show floor with copies of their newspaper to get feedback on content, design, photography and more from one of several professional journalists. Critiques will be ongoing throughout the day on Feb. 26.

About The Bulletin

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

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DEADLINE

Continued from front page

https://wnanews.formstack.com/forms/career_fair_rsvp_2016

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

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).

Students will be encouraged to make their way to the Career Fair immediately following the Honors Luncheon. College students will be encouraged to visit each newspaper's table, equipped with resumes and portfolios to share with prospective employers.

Contest tab advertising

Celebrate your staff's accomplishments and congratulate your colleagues in this year's Better Newspaper Contest results tab.

The WNA is selling signature, quarter-, half- and

full-page ads in the results tab, which will be distributed following the Better Newspaper Contest Awards Dinner on Feb. 26. A total of 500 papers will be distributed and the tab will be made available for download on the WNA website following the convention.

Ad rates and dimensions are:

■ **Signature ad** — 2.375 in. (W) by 2 in. (H): \$20

■ **Quarter page** — 4.92 in. (W) by 4.75 in. (H): \$95

■ **Half page** — 10 in. (W) by 4.75 in. (H): \$190

■ **Full page** — 10 in. (W) by 9.5 in. (H): \$380

Ads will be black and white. Camera-ready ads are preferred, but design services are available.

Advertising proceeds will benefit the Wisconsin Newspaper Association Foundation, 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.

To reserve your ad space, contact James Debilzen at james.debilzen@wnanews.com by Feb. 5.

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

Congressional action needed now to preserve small-town mail service

Hutchinson testifies postal problems are hurting the industry

If Congress does not act quickly to reform the U.S. Postal Service, small-town America can expect a further slow-down of the mail, said Chip Hutchison, publisher of The Times-Leader in Princeton, Ky., when he testified to a U.S. Senate committee Jan. 21.

Hutchison, president of the 130-year-old National Newspaper Association, told the Senate Committee on Homeland Security and Governmental Affairs that the closing of many mail processing plants by the troubled Postal Service over the last decade has already hurt mail service, which in turn damages local economies. He said a survey of his 2,300-member association of community newspapers indicated more than 92 percent said they have had recent problems getting newspapers through the mail on time. Nearly half report problems with First-Class or Priority Mail as well. NNA represents community newspapers, including more than 2,000 weeklies that largely depend upon mail distribution to reach readers.

Congress has been trying since 2008 to reach agreement

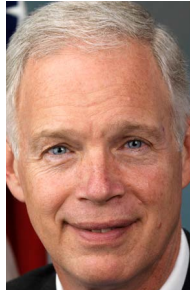


Chip Hutchison

NNA

on legislation to help the Postal Service address falling mail volumes, but still serve every household in America. Postmaster General Megan Brennan testified that the Postal Service had incurred \$56.8 billion in net losses since 2007.

The testimony was offered by NNA in a hearing called by Committee Chair Ron Johnson, R-Wis., entitled "Laying Out the Reality Of the Postal Service." Johnson and his committee are being



Ron Johnson

asked by a coalition of businesses that use the mail and of postal workers to prevent further mail cutbacks.

Sen. Thomas Carper, D-Del., has introduced the Improving Postal Operations, Service and Transparency (iPOST) Act, to prompt action on Capitol Hill. Hutchison told the committee the bill could serve as a foundation for congressional action this year, but urged Congress to act before April, when USPS finances are expected to worsen by \$1 billion because of a court-ordered postage rollback.

One aspect of iPOST is to end the double-funding of retiree health benefits for postal workers, both funded by postage payments. iPOST would

shift postal retirees onto Medicare upon retirement, to which postage-payers contribute on workers' behalf. A separate federal health care package for postal workers is also supported by postage payments. USPS employee groups have supported the shift to Medicare integration to help USPS address its financial troubles. By streamlining the payments, USPS would no longer be required to pay into the separate benefit fund, mailers would not have to support a dual track system and more money would be available to support postal operations.

Hutchison said the change would give the Postal Service the relief it needs to keep the mailing system fluid and effective without damaging taxpayers. He objected to the current funding mandate, which he said makes small businesses like his contribute extra postage payments while struggling to provide benefits for their own workers.

"The taxpayers have benefited for some years now by our extra postage obligations. It is time for Congress to end this unfair hit on small businesses," he said.

Finding financial solutions for USPS such as the Medicare integration is critical, Hutchison said, so that more service cutbacks can be avoided, which he called particularly damaging for smaller communities.

Hutchison addressed the digital divide, in which a third of rural residents do not have broadband service. Dependence upon print communications and the mail in general is heavy among minorities,

the poor and in rural areas, he said. Where newspapers are concerned, the printed newspaper in the mail supplies the revenue to support the digital news that younger and more affluent readers may use.

"All of this makes the mail absolutely critical. In small-town America, we need it for medicines, to apply for jobs, to vote and to receive the newspaper," he told the committee.

He commended the Postal Service for initiating a new study to measure on-time delivery for rural areas, and said NNA looks forward to the results of the study this year.

In April, USPS is under court order to lower postage rates so it is no longer collecting extra funds permitted during the Great Recession. The rollback is expected to deepen the agency's financial woes. Hutchison said his organization had reluctantly concluded that the rollback should not occur and urged the committee to pass legislation in time to prevent it.

"NNA's support for suspending the mandate to roll back postage rates in April is contingent upon the Postal Service's commitment to enact no further systematic service cuts and to live within its means without more exigency increases. To us, that translates into suspending further plant closings and continuing the postmaster general's commendable efforts to trim costs without risking more mail volume loss through service cuts," Hutchison said.

A copy of the publisher's full statement is available at www.nnaweb.org.

WNA-Sponsored Training

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/>

Resisting Regurgitation: Proactive storytelling for today's readers

Thursday, Feb. 25 | 1-2 p.m.: Presented in partnership with GateHouse Media. Do you feel like you're always writing recaps instead of original news stories? This presentation is designed to help you take your stories to the next level — instead of just telling readers what happened. Tim Schmitt, with GateHouse Media, will share tips on how to make your stories multifaceted and people-focused, rather than just regurgitating the information you receive. Register here: <http://www.onlinemediacampus.com/2016/01/proactive-storytelling/>

Free Member Exchange

Help Wanted

REPORTING INTERN - The Wisconsin State Journal is seeking a general assignment reporting intern to assist the city desk over the summer. Under the direction of the city editor and other reporters, this person will write news stories and briefs, help other reporters gather information or conduct research, and answer phones. This position offers several opportunities to participate in major breaking news stories and develop solid A1 clips. Candidates should be enrolled in college and working toward a journalism degree. Experience on a college newspaper is desired. Qualified candidates must be able to write clearly and concisely, translate complicated information into stories of broad interest, and represent

the paper with tact and professionalism. Excellent spelling and grammar skills and a demonstrated ability to communicate effectively are required. Must have access to a vehicle. The internship will be a hourly full-time position, June through August. Times and days of work vary but may include nights and weekends. To be considered for the position applicants must apply online at <http://lee.net/careers/> opportunities. As part of your online application, please attach five samples of your work or links to five recent stories. The deadline to apply is Monday, Feb. 15, 2016. Wisconsin State Journal, 1901 Fish Hatchery Road, Madison, WI 53713. Affirmative Action/Equal Opportunity Employer. Pre-employment drug testing applies. (0215)

REPORTER - The twice-weekly Reedsburg Times-Press is

looking for an energetic general assignment reporter to cover all aspects of a thriving community in southern Wisconsin. Duties include writing news and feature stories, photography, interviewing sources and researching data for news and feature articles, developing sources, as well as working with the daily Baraboo News Republic, a sister newspaper. The reporter will create content for the newspapers' website, www.reedsburgtimespress.com. Work hours will include some nights and weekends. Experience with reporting and newspaper photography is a plus. Minimum requirements include the ability to write clearly and concisely, the ability to translate complicated facts and information into copy that is readable, the ability to develop news reports with little direction and exercise news judgment needed to

determine what does or does not make a story. The ability to create content for the web and a comfort using multimedia platforms are a plus. Applicants must have immediate access to transportation for timely story coverage. Candidates willing to relocate to Reedsburg will be given preference. For more information on all of the opportunities at Capital Newspapers and to apply online, go to <http://lee.net/careers/>. Use the location search menu and select Reedsburg Times Press. Deadline to apply is February 12, 2016. This is a full-time hourly position. Reedsburg Times-Press, 714 Matt's Ferry Road, Baraboo, WI 53913. Affirmative Action/Equal Opportunity Employer. Pre-employment drug testing applies. (0212)

Free Member Exchange

EXCHANGE

Continued from page 4

REPORTER – CNI/NOW Newspapers, located in Waukesha, Wisconsin is accepting resumes and work samples for a full-time Reporting position. We plan to fill this position with an energetic journalist with solid reporting and writing skills who can produce quality copy. The ability to meet deadlines is critical. This general assignment role includes city government, school district, police and fire, human-interest features, issues and trends, and occasional project reporting with other duties as assigned. Bachelor's degree, preferably in Journalism, newspaper experience, including college programs, preferred. Must be able to communicate and work effectively with internal and external customers, staff and supervisor. Must have demonstrated writing and reporting skills. Skills in photography, video, audio and social media (especially Twitter and Facebook) helpful. Due to the creative nature of this position, work samples are required to be considered for this role. Please include either your website where samples can be viewed or attach a document to your profile (you will be prompted to do this). Mailed submissions are not accepted and cannot be returned. Apply to: sue.sattler@jmg.com (0216)

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

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.

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.

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 Inde-

pendent-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. J 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 oth-

ers, 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, diagnosing 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 Monday 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

Free Member Exchange

EXCHANGE

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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 Publications 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=oeip2fwk&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 news-

paper, 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-Etrick-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=oeip2fwk&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.

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