

24 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

Bülletin

February 1, 2016

News and information for the Wisconsin newspaper industry

LAST CALL: Hotel rate expires Feb. 2

The deadline to reserve a room at the Madison Marriott West at the WNA's reduced convention rate is tomorrow: Feb. 2.

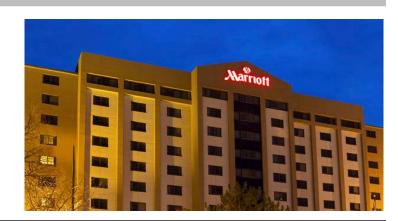
The room rate of \$119 per night in the WNA block is valid for stays between Feb. 23 and Feb. 27. After Tuesday, the rate will increase to the Marri-

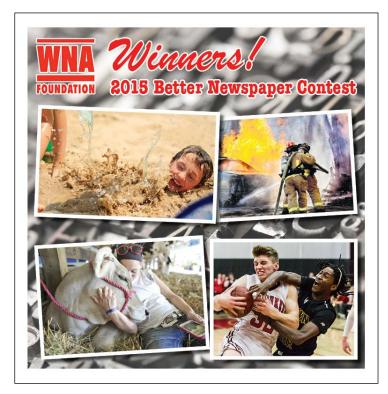
ott's daily rate of \$179.

To book your room, visit http://tinyurl.com/marriott-16

wna16 or call 608-831-2000. Early bird convention registration is available through Feb. 19 for a discounted price of \$95. Each additional registrant from the same newspaper is \$35. Access the convention schedule and registration portal at www.wnaconvention.com.

If you have questions about convention or need assistance registering, call Member Services Director Julia Hunter at 608-283-7622 or contact her via email at Julia.Hunter@wnanews.com.





Show your staff some love

Celebrate with an ad in the BNC results tab

Celebrate your newspaper 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

■ 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.



Sam Arendt photo

Reocognizing the 75th anniversary of the Ozaukee Press, the Port Washington Historical Society has dedicated an exhibit at its Resource Center to the newspaper. The newspaper was founded by William F. Schanen Jr. and his wife Marie, who printed the first issue on Aug. 15, 1940. The couple's son Bill Schanen III (left), the newspaper's publisher, and his son Bill Schanen IV, the editor, surveyed the exhibit with Jackie Oleson, co-director of the Resource Center. The exhibit, which includes a display of the newspaper's stories on the loss of the Linda E. fishing tug, runs through fall. An opening reception was held on Saturday, Jan. 23, following the Historical Society's quarterly meeting. The resource center at 205 N. Franklin St. is open from 1 to 4 p.m. Mondays and Thursdays.

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 varu but mau include nights and weekends. To be considered for the position applicants must apply online at http://lee.net/ca- reers/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-weeklu 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

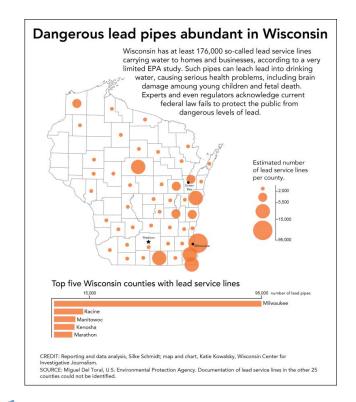
location search menu and select Reedsburg Times Press. Deadline to apply is February 12, 2016. This is a full-time hourly position. Reedsburg Times-Press, 714 Matt's Ferry Road, Baraboo, WI 53913. Affirmative Action/Equal Opportunity Employer. Pre-employment drug testing applies. (0212)

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Free Content

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



WisconsinWatch.org PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available a very timely two-story package that reveals the widespread threat posed by lead in Wisconsin's drinking water. It's the latest installment of WCIJ's series, Failure at the Faucet, examining threats to drinking water across Wisconsin.

This package explores the threat posed by lead and the federal regulations that fail to protect consumers, especially young children and pregnant women, from this powerful toxin.

The first story focuses on the fact that while thousands of Wisconsin children are lead-poisoned each year, drinking water is rarely investigated as the source despite mounting evidence that it can be a significant contributor to children's blood lead levels.



This week's **Discover Wisconsin** offering highlights Wisconsin's most impressive ATV trails, including those in Barron, Black River, Burnett, Douglas, Iron, Price, Neillsville, Oconto and Washburn counties.

In his State Capitol Newsletter, WNA columnist Matt Pommer examines Wisconsin's aging workforce and employers' struggle to find qualified workers. 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 highlights the approaching Supreme Court primary election, which will take place on Tuesday, Feb. 16.

About The Bulletin

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

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Phone: 608-283-7620 or 800-261-Fax: (608) 283-7631 Office Hours: 8 a.m. - 4:30 p.m.

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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. THE BULLETIN | FEBRUARY 1, 2016

Free Member Exchange

EXCHANGE

Continued from page 2

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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

applies. (0212)

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: <u>James.Debilzen@wnanews.</u> 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 lowa Newspaper Association Bulletin at no cost. Send your ad to jhulbert@inanews.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.

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 (<u>captimes.com</u>) 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-atheart 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

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)

for our digital-first newsroom, from

GENERAL ASSIGNMENT REPORT-

ER – 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. 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

ADVERTISING SALES REPRESEN-TATIVE - 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 1.1 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 <u>www.riverval-</u> leunewspapers.com/workhere. Search for this position by searching jobs in La Crosse, Wl. 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

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Free Member Exchange

EXCHANGE

Continued from page 3

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 uour 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 profes-

sionals. 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 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

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.

testing applies. (0127)

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 PointsLocal, 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/j?aj=oelp2fwK&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@tomahawkleader.com with "Sales Consultant" in subject line. (0203)

SPORTS/OUTDOORS – The Daily News in West Bend, Wisconsin, a Conley Media publication, is looking for a full-time reporter to join its staff. Duties include covering the local high school sports scene. The successful hire will also take over the weekly Outdoors page and regularly assist in news coverage. We cover eight high schools in Washington County. Reporters write stories, copy edit, paginate and photograph events. Strong knowledge of AP style is essential. If you're motivated with a proven record of producing high-quality stories on deadline, then we want to hear from you. Candidates will mostly work nights, along with some weekends and holidays. The Daily New publishes Tuesday through Saturday and has a Monday e-edition. Conley Media is a division of Conley Publishing Group, an equal opportunity employer offering medical and dental insurance, and 401(k). Please send cover letter, resume and page design/story clips to Daily News, Attn: Editor Jennifer McBride, 100 S. Sixth Ave., West Bend, WI 53095; or email in confidence to imcbride@ conlegnet.com. (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 <u>publisher@edgertonreporter</u>. 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@trempcotimes.com or chuck@trempcotimes.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/j?aj=oqQJ1fwK&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

<u>Evan Halpop</u> - Reporter/photogranher

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.

