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# THE Bulletin

February 8, 2016

News and information for the Wisconsin newspaper industry

## Meet the Speaker: Terry Anderson

Terry Anderson, the former chief Middle East correspondent for The Associated Press who was held hostage in Beirut for nearly seven years will be the keynote speaker at the WNA/AP Convention & Trade Show.



Terry Anderson

Anderson was kidnapped in 1985 by Hezbollah militants as he was leaving a tennis court in Beirut. He spent the next six-and-a-half years living shackled in captivity before being released in 1991. He chronicled his days of captivity in *Den of Lions: A Startling Memoir of Survival and Triumph*.

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Anderson will discuss his story and the state of our industry during the Friday morning kickoff speech.

"Journalism is changing—drastically, as we all know," Anderson said. "It is more dangerous and more vital than ever before."

Since his return, Anderson has spent more than a decade as a journalism professor at Syracuse University, Ohio University and the Columbia School of Journalism, among others. He also is the honorary chairman of the

Committee to Protect Journalists, which monitors attacks on the press and works to defend journalists around the world.

Anderson was considered the longest-held hostage in U.S. history until 2013, when Robert Levinson's time in captivity surpassed his. Levinson, a retired FBI agent who disappeared while traveling in Iran in 2007, remains missing.

Anderson earned his bachelor's degree in journalism and political science from Iowa State University and

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began his professional career as a reporter for KRNT Radio and KCCI TV in Des Moines. He later served as news editor for the Ypsilanti Post in Michigan and as combat correspondent for the U.S. Marines. Anderson held the posts of state editor, foreign desk editor, broadcast editor, Tokyo correspondent, Middle East news editor, and chief Middle East correspondent for The Associated Press.

## Legislative Alert

# Urge 'yes' vote on AB 724

By Beth Bennett  
Executive Director

Please call your State Representative's office today and request a "yes" vote on the newspaper industries amendment to Assembly Bill 724.

The WNA amendment to AB 724 will be offered on the Assembly floor tomorrow, Tuesday, Feb. 9.

Given the short notice on this amendment, there may not be time to personally discuss this matter with your representative.

At a minimum call and leave a message with your representative's staff requesting support for the newspaper industry's amendment to the Worker's Compensation Act (AB 724) when it is called for a vote tomorrow.



Beth Bennett

## Background

The WNA amendment to AB 724 deletes a provision in the Wisconsin Worker's Compensation Act requiring that any individual delivering a newspaper be considered an "employee" for the purpose of Worker's Compensation coverage.

This longstanding statutory provision is in direct conflict with another provision in the Worker's Compensation Act that allows any employer to apply a nine point test to determine if an individual is an "employee" or an "independent contractor".

## Movement seeks to protect student speech rights in Wis.

Legislation OK'd in 8 states, being pushed in 20 more

By James Debilzen  
Communications Director

A coalition of Wisconsin student newspaper advisers is pushing new legislation that is intended to guarantee free speech rights for student journalists.

"Wisconsin New Voices" is part of a nationwide movement to pass state legislation that would reverse the effect of the U.S. Supreme Court's 1988 ruling in Hazelwood School District v. Kuhlmeier.

"We need legislation to protect students' right to gather and distribute news and to preserve the principles of free speech as guaranteed by the First Amendment," said Linda Barrington, executive director of the Kettle Moraine Press Association and vice president of the Wisconsin College Media Association.

The New Voices movement is a project by the Student Press Law Center, a nonprofit group that advocates for student journalists.

The Hazelwood case involved censorship of "The Spectrum," a student newspaper at Hazelwood East High School in Missouri, where the school's principal stopped the publication of two articles involving divorce and teen pregnancy. The students sued the school district, alleging their First Amendment rights



had been violated.

The Supreme Court ruled the principal's actions did not violate the students' free speech rights because the student newspaper was sponsored by the school, which gave school administrators grounds to ban content it deemed inappropriate.

The New Voices legislation has three parts, according to its website ([www.newvoicesus.com](http://www.newvoicesus.com)), beginning with restoring student press rights at the high school level, then protecting college student newspapers and extending press protections to private college newspapers.

The first part of the legislation would invoke the standard for student expression in public high schools that was

established in the 1967 U.S. Supreme Court case Tinker v. Des Moines. In this case, students planned to wear black armbands to protest the Vietnam War, but were warned by a principal they would be suspended if they wore the armbands to school. The students ignored the warning and were suspended, prompting a lawsuit.

The Supreme Court upheld the students' rights to free speech unless it was libelous, an invasion of privacy, created a "clear and present danger" or a "material and substantial disruption." The court wrote in its decision that "Students don't shed their constitutional rights at the school house gates."

According to the New Voices website, the movement was inspired by the approval of legislation in North Dakota in 2015 that ensures free speech rights for journalism students at public schools and colleges, "regardless of whether the media is supported financially by the institution or by use of facilities of the institution or produced in conjunction with a class in which the student is enrolled."

So far, two other states have extended the same protections to public schools and colleges, six states have given press protections to high school students only and 20 states - including Wisconsin - have New Voices campaigns underway.

For more information, email [newvoiceswi@gmail.com](mailto:newvoiceswi@gmail.com) or visit <https://www.facebook.com/newvoiceswisconsin>.

# Member News

## Among Friends

### Portage Daily Register

The Portage Daily Register's building at 1640 La Dawn Drive has been sold to Loggerhead Deco Inc., which is moving its operation from Illinois. Its current corporate address is West Chicago.

Jon Denk, general manager of the Capital Newspapers Portage Division, said that for the immediate future, the approximately 25 Capital Newspapers employees who are based in the office — including advertising and circulation employees and the news staffs for the Portage Daily Register and Wisconsin Dells Events — will remain at the current location, with Capital Newspapers paying rent to the new owner.



Jon Denk

### The Journal Times, Racine

The Journal Times recently announced several management changes.

Stephanie Jones, who has most recently been serving as the newspaper's local editor, has been promoted to managing editor. Veteran reporter Pete Wicklund has been named local editor and Jody Holle has been appointed as the paper's new controller.

Jones started as a reporter with The Journal Times in January 2008. Since then, she has extensively covered city and county government, state politics, breaking news and the police beat. She is also a member of The Journal Times Editorial Board. She grew up in northern Wisconsin, in Wausaukee.

Pete Wicklund has been with The Journal Times since 1999. During that time, he has served in the positions of reporter, columnist, auxiliary photographer, Burlington bureau chief and copy editor.

Holle's most recent experience includes being a member of the executive management team serving as chief financial officer for 2lemetry Inc. (Amazon Web Services), as well as financial leadership roles at Snap-On Inc. and Wausau Paper.

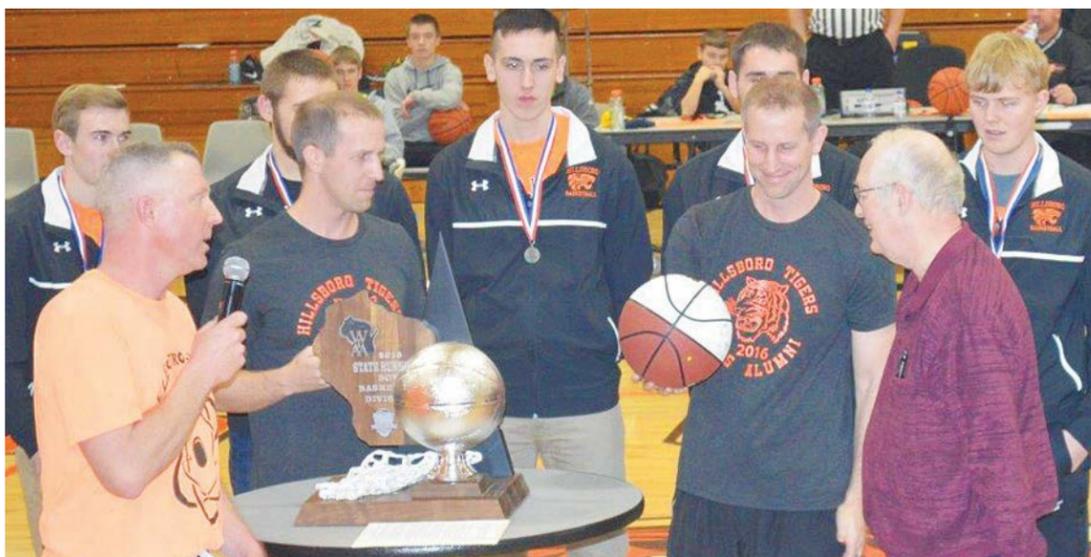
Patrick Leary, a 2015 Marquette University graduate



Stephanie Jones



Pete Wicklund



Paul Knowler photo

Hillsboro High School Alumni Basketball Tournament director Brian Hora, left, presents former Hillsboro Sentry Enterprise publisher Jack Knowles with an autographed ball in honor of Knowles' 26 years at the community newspaper, and his 54 year career in the newspaper business, which began in Chicago at age 19.

who moved to Wisconsin from Seattle, has joined The Journal Times. He covers the daytime police beat, Burlington and the city's ongoing homeless problem.

Mark Feldmann, whose name may be familiar from the sports pages, has been hired full time as a news reporter. He covers the nighttime police beat, Caledonia, and assists the sports staff on occasion. He is a 1981 graduate of St. Catherine's High School, with three sons who also graduated from St. Catherine's.

Steve Lovejoy, who served as interim managing editor since September, will return to retirement, but will remain a member of The Journal Times Editorial Board.

### Monroe County Herald, Sparta

The Sparta Herald and Monroe County Democrat will be published under one name beginning Monday, Feb. 1. The new name, The Monroe County Herald, combines the titles that the papers have been printed under for the last century and a half.

The reason for the change is mainly two-fold. It is to clear up confusion about the newspapers, which have been

under new ownership since September with one publisher and one editor, and to reflect the publication's widening coverage area. Publisher Greg Evans said he is hoping the new name will remove that misperception, while at the same time signaling a continuity of subject matter between the Monday and Thursday editions.

Other than the name, the newspapers will remain the same, covering local government, courts, area schools, community events and people throughout Monroe County and neighboring communities. Changing the name of the newspapers is really nothing new. Both the Sparta Herald and Monroe County Democrat are the most recent iterations of publications that had gone through several owners and names since their inceptions. Both also are the result of mergers with other papers.

### Hillsboro Sentry Enterprise

The Hillsboro School Board on Jan. 11 honored former Hillsboro Sentry Enterprise publisher Jack Knowles for more than a quarter century of reporting the district's business to the community.

During the regular monthly meeting, Board President Jenny Hynek presented Knowles, who also owned and edited the 131-year-old newspaper before selling it to Lancaster-based Morris Newspapers of Wisconsin in 2005, with a certificate of recognition for covering School Board meetings for 26 years before retiring Nov. 30.

He covered more than 300 board meetings during his career in Hillsboro.

Knowles was also recognized for his financial contributions

to the district through the years, including the Excellence in Education and scholarship funds.

### Sheboygan Press

Jason Smathers has been named top editor of The Sheboygan Press.

Smathers has served as the government watchdog reporter for The Press since August 2014.

Smathers, 29, is a Wisconsin native and University of Wisconsin Journalism School graduate. Before joining The Sheboygan Press, Smathers worked for Wispolitix.com, the Wisconsin Center for Investigative Journalism and the Associated Press.

"I'm honored to have the opportunity to help deliver the important community news and quality journalism that Sheboygan residents deserve," Smathers said.

Smathers will oversee The Sheboygan Press newsroom, one of 10 USA TODAY NETWORK-Wisconsin newsrooms in northeastern and central Wisconsin. USA TODAY NETWORK-Wisconsin is the state's largest news organization.

Smathers and his wife, Alex, live in Sheboygan.

### River Valley Media Group

The River Valley Media Group has named Vernon County Broadcaster managing

editor Matt Johnson and Jackson County Chronicle and Tomah Journal executive editor Matthew Perenchio the group's new weekly publishers.

Johnson and Perenchio, both award-winning journalists, bring more than 40 years of combined community journalism experience to oversee RVMG's eight weekly publications that include papers in Black River Falls, Viroqua, Westby, Tomah, West Salem, Onalaska and Holmen in Wisconsin and La Crescent in Minnesota.

The papers are owned by Lee Enterprises and are part of a group that includes the La Crosse Tribune, Winona Daily News and the Chippewa Valley Newspapers group.

Johnson has been a community journalist in Wisconsin since 1989. He was editor of the Fennimore Times from 1992-2002 and has been managing editor of the Vernon County Broadcaster in Viroqua since 2002.

Johnson is a Janesville native and graduated from the University of Wisconsin-Whitewater with a double major in journalism and political science in 1990. He was named Citizen of the Year in Fennimore in 2001 and an outstanding volunteer by the Viroqua Chamber-Main Street in 2007, and he graduated from the University of Wisconsin-Extension's Jackson-Monroe-Vernon County Leadership Program in 2014.

Johnson also was the recipient of a Lee Enterprises President's Award for excellence in journalism in 2012 and twice has been nominated for the Lee Spirit Award by the RVMG.

Johnson and his wife, Brenda, have sons, Griffin and Derek, who are both sophomores at Viroqua High School.

Perenchio began his journalism career in 2001, and he worked for newspapers in Rosemount and Farmington in Minnesota and Hudson, Prescott and West Salem in Wisconsin before starting at the Jackson County Chronicle in Black River Falls in 2008.

Perenchio is from Bruce, received his associate's degree from UW-Barron County and graduated from UW-River Falls with a major in journalism and a double minor in history and professional writing in 2001.

Perenchio has overseen three different papers that six times have been named Wisconsin Newspaper Association's weekly Newspaper of the Year. He also is a published author.



Matt Johnson



Matthew Perenchio

SHARE YOUR NEWS  
IN THE BULLETIN

Staff changes, promotions  
Celebrations, milestones  
Your success stories

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

# Member News

## 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/>

### Using Excel as a Reporting Tool

**Thursday, March 10 | 1-2 p.m.:** Many journalists hate math, but love numbers stories. With a few easy steps, you can use Excel to crunch numbers in a way that is reliable and fast. Join Erin Jordan as she shares her tips for making the most of Excel as a reporting tool. She'll cover the basics of ranking, summing, finding medians and averages, computing percentage changes and creating pivot tables. Jordan is an investigative reporter for the Cedar Rapids Gazette and KCRG-TV9 News, where she does in-depth stories on topics that include school funding, tax breaks, food waste, foster care and mental health care. She also serves as board president for the Iowa Center for Public Affairs Journalism, or IowaWatch. Register here: <http://www.onlinemediacampus.com/2016/01/excel-reporting-tool/>

## Free Content

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



Siddhartha Roy photo | FlintWaterStudy.org

Lead from corroded pipes, such as this one taken from a building in Flint, Michigan, caused blood lead levels in children in this impoverished city to spike, creating a public health crisis. A proposal in the Wisconsin Legislature would require that drinking water be tested as a source of contamination when a child is lead poisoned.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available a story about a legislative proposal that would require investigation of water as a source of contamination when Wisconsin children are found to be lead-poisoned. The Democratic bill, which began circulating for co-sponsors Friday, also would lower the level at which a state Department of Health Services investigation is triggered, from 15 or 20 micrograms per deciliter, depending on the testing method, to 5 micrograms per deciliter. The cost of the additional lead investigations is projected to be about \$500,000.

The story by the Center's managing editor, Dee J. Hall, is a follow up to the Center's Failure at the Faucet series, which revealed high levels of lead poisoning among Wisconsin's children and the largely ignored role that drinking water plays.



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 why states, including Wisconsin, saw their economies contract during the last three months of 2015. 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 discusses how state Supreme Court justices are selected throughout the country as Wisconsin prepares for its own primary election on Feb. 16.

## About The Bulletin

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

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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

*Your Right to Know is a monthly column distributed by the Wisconsin Freedom of Information Council ([www.wisfoic.org](http://www.wisfoic.org)), a nonprofit group dedicated to open government. Christa Westerberg is an attorney at Bender Westerberg LLC in Madison, and co-vice president of the Wisconsin Freedom of Information Council.*

## Your Right to Know



CHRISTA WESTERBERG

### Concerns linger over 'transitory' records

The last six months have been a roller coaster for Wisconsin's open records law. After the Legislature's failed attack on the law over the Independence Day holiday, August brought a new threat.

A little-known state board expanded the definition of "transitory records," which can be immediately destroyed. Once this action was revealed, there was an impressive outcry from the public and that change was dialed back last month. But there is still cause for concern.

The state Public Records

Board sets retention schedules for state and local government records. Retention is important—if records aren't retained, they can't be requested and obtained by the public. State law makes retention the rule, and records can be disposed of only if the Public Records Board grants permission. The board's **mandate** is to "safeguard the legal, financial and historical interests of the state in public records."

But in 2010, the board made the questionable decision to allow immediate deletion of some correspondence. Such "transitory records" were

deemed of such temporary value as to not require any retention. State agency employees could simply delete these records after they were created, without any further oversight.

On Aug. 24, 2015, the board held a meeting and expanded the transitory records category. Now it included not just correspondence, but other documents such as "interim files" and "recordings used for training purposes."

The board's meeting notice and minutes contained no indication of this change, later prompting the Wisconsin

Freedom of Information Council to file an Open Meetings complaint with the district attorney. The day after the new definition was passed, the Walker administration notified the Wisconsin State Journal that records it previously requested had already been destroyed as "transitory."

News outlets then reported the Public Record Board's actions, and the reaction was swift. Critics said the change undermined the records law and the public's right to know, inviting abuse. They pointed out that records the board defined as "transitory" were actually of significant public interest. There were also concerns that whole categories of electronic communications would be deleted as "transitory." The Public Records Board was flooded with nearly 1,900 emails.

Fortunately, the board listened. At a meeting in January, it rescinded its August decision to expand the definition of "transitory records."

But the danger has not passed. The old, 2010 defini-

tion of "transitory records" is still in place. Records custodians can still immediately delete some correspondence. Comments from board members in January suggested they are resistant to eliminating this category, despite state law suggesting that no records can be instantly deleted. Board president Matt Blessing said the issue would be revisited at a future meeting. The board next convenes on March 7.

Another positive step is a bill being circulated by Democratic lawmakers that would create penalties for destroying public records. As Assembly Minority Leader Peter Barca observed, "There's no recourse if agencies destroy records." The bill would shore up existing provisions in the law that deter premature destruction of public records.

Let's hope one or both of these potential fixes advance. Otherwise, Wisconsin's weak records retention requirements will continue to undermine the public's right to know.

## Register today for 'Reporting on Religion'

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://reportingon-](http://reportingon-religion.wisc.edu/)

### Attend for Free >>

The Wisconsin Newspaper Association is offering four free registrations to the Reporting on Religion conference.

The free registrations are being offered on a first-come, first-served basis for WNA members.

To request more information, contact James Debilzen at [james.debilzen@wnanews.com](mailto:james.debilzen@wnanews.com).

[religion.wisc.edu/](http://religion.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, 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 Upper|House. It will be held at Upper|House, 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.

## Briefs

### Group sues DNR on records

**Wisconsin State Journal** - A lawsuit filed this week over the length of time it takes one state agency to respond to open records requests has open government advocates hoping a court will make clear how long is too long for the state to respond to such requests.

Madison-based Midwest Environmental Advocates, a public interest law firm, filed a complaint this week in Dane County Circuit Court against the Department of Natural Resources alleging the state agency is violating the state's Public Records Law by taking months - 10 months in one case - to respond to three requests for information related to a group of wetlands permits, concentrated animal feeding operations and air testing data. [Read more.](#)

### Bill would create penalties for destroying public records

**Milwaukee Journal Sentinel** - Democratic lawmakers are circulating a bill at the state Capitol that would create financial penalties for people who destroy public records. The proposal says that anyone who destroys a record during the time period it's required to be retained could pay a penalty of up to \$1,000.

The bill, proposed by Assembly Minority Leader Peter Barca (D-Kenosha) and Sen. Kathleen Vinehout (D-Alma), faces an uncertain future in the Republican-controlled Legislature.

Barca said the bill mirrors the penalty now in place for other open records violations, such as if a document requested under a pending request is destroyed. Barca also cited recent comments from state Attorney General Brad Schimel, a Republican, who has called for the state's open records law to be updated. [Read more.](#)

### Slimp requesting survey participants

A few times each year, the Institute of Newspaper Technology conducts research related to the health of the newspaper industry. Kevin Slimp, director of the Institute, is requesting that newspaper executives take a few minutes to answer a brief multiple-choice survey found at <http://tinyurl.com/hvg7sb7>.

All responses are completely anonymous. This information will be gathered and shared in newspaper association publications and at industry-related conferences this year.

Please forward this message to your publisher (or other appropriate manager) or complete the survey if you are the appropriate manager at your newspaper.

# Columnists

Andrew Johnson is publisher of the Wisconsin Free Press Group and serves on the board of directors for the National Newspaper Association

There is a lot going on at the National Newspaper Association (NNA) now. I thought the best way for me to communicate some of the activity is to send Region 5 state associations an update from me.

## NNA Operations

The NNA hired the Illinois Press Association (IPA) to run the operations of the NNA effective Jan. 1. The change from American Press Works to the IPA has been seamless for the most part. There has been lots of work going on behind the scenes to set-up accounting, new membership data base and work on operational areas of the NNA. Tonda Rush and Max Heath are still with NNA and available to handle public policy and postal issues. The IPA in Springfield, Ill is now the headquarters for NNA. The Columbia office closed last week. Stan Schwartz was retained and is now an employee of IPA and will continue as the managing editor of Pub Aux and as director of communication for NNA.

A new ACES platform was launched in early January for contests and is now open for entries. The Annual Convention planning is underway. The event will be held in Franklin, Tenn. on Sept. 22-24. The area is known for its

David Chavern is the president and CEO of the Newspaper Association of America.

## Invested in the future of news media

If you want to know who still believes in a future for news media, just turn to some of our most respected businessmen: Warren Buffett, Jeff Bezos, John Henry, Glen Taylor.

All of them have made significant investments in newspapers, despite the media pundits that have been claiming the death of the newspaper industry for years. Just a few weeks ago, Buffett acquired his 32<sup>nd</sup> paper, the *Fredericksburg Free-Lance-Star*, demonstrating that print journalism remains relevant even as our digital audience - on mobile, social media, virtual reality and a variety of other platforms - continues to grow rapidly.

It can be easy to overestimate the challenges and underestimate the value of any organization. But when an investor as successful as Warren Buffett continues to view newspaper media as worthwhile, profitable investments, it's time to take a second look.

In reality, the demand for original, relevant reporting has only grown. Readers are hungry to understand their world, from the city council

## NNA Region 5 Update



ANDREW JOHNSON

music. There will be some big and exciting entertainment being lined up so watch for convention details in Pub Aux.

## NNA Lobbying

Tonda Rush (American Press Works known as APW) continues to lead NNA lobbying efforts for NNA. She works with the NNA Public Policy Committee (I am chair), Max Heath, Brad Hill, and many NNA members to ensure the newspapers industry interests are known in the political world. Richard Karpel has joined APW as vice president and will be ramping up quickly to get involved in newspaper industry issue before the NNA Summit in Washington, D.C. in March.

Tonda and her team are currently working on four main issues: First, is trying to get some kind of postal reform bill done by April to avoid the closure of additional postal processing centers and thus causing a delay in service for newspapers. Second, the Obama administration is proposing to make every worker

earning less than \$50,440 eligible for overtime pay if they work more than 40 hours a week. That is a 113 percent increase in the threshold. Most newsrooms will be affected. Third, the House Ways and Means committee will begin work later this year on tax reform. A proposal to tax advertising by denying the deduction of business expense in whole or in part during the year taken could raise more than \$150 billion. It will be a very tempting target for the taxing committees. Finally, USPS is taking the position that newspapers cannot be mailed if they have marijuana ads even in areas where it is legal by state law.

If you are concerned about any of these issues, please come to Washington, D.C. for the Community Newspaper Leadership Summit on March 16-17. There will be a hard-hitting educational practical workshop for printers for newspaper mailing on the 16<sup>th</sup> at USPS Headquarters. Details about the printer's workshop and the Summit are at [naweb.org](http://naweb.org).

## NAA CEO Update



DAVID CHAVERN

to foreign policy. Communities still want to be informed and connected. The format of the news will continue to evolve, but the need for journalism remains - and this need is uniquely met by newspaper organizations.

Who else has the resources or dedication to fund reporters to cover key beats, showing up at the city hall, Capitol Hill or school board meetings day after day? To drill down into the messy details of an investigation? To fact-check claims and piece together eyewitness reports, providing context and analysis? There are certainly wonderful digital-only news organizations that hire reporters and devote significant time and energy to journalism, but the vast majority of these stories are produced by newspaper companies.

Now, you may or may not open a copy of a print paper every day to get that news. But maybe you open an app, or the links shared

on Twitter, or check Google News. All of these successful platforms are aggregators, collecting and curating the original reporting produced by news organizations.

Google, Apple and Snapchat don't have reporters on salary, but they do have partnerships with news media that enable them to provide this content. As a result, the news audience continues to grow.

In many ways, this reminds me of Hollywood. In the first half of the 1900s, we turned exclusively to movies for video entertainment. To become a star, you had to first make it to Los Angeles and land a major role on the silver screen. Then the advent of television created a new, personalized way to consume content and more opportunities for actors to get noticed. They no longer had to rely exclusively on movies to make it.

The model has changed

See **CHAVERN**, Page 7

## Tech News



KEVIN SLIMP

Kevin Slimp is a favorite speaker and trainer in the newspaper industry. For archives, visit <http://www.kevinslimp.com/> or email [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

## Closer to home: Health of newspaper largely depends on ownership model

It sounds like the beginning of a bad joke: "What do you get when you gather 760 newspaper executives and ask them how things are going at their papers?"

That's just what I did in late January, and a few of their answers came as a surprise to me.

Continuing a practice begun in late 2014, I contacted newspaper publishers, CEOs, owners and other top management throughout the U.S. and Canada to get information about the state of their newspapers. After a week, I've received just shy of 800 responses. I suspect that number will increase even more by the time I finish summarizing all the information.

It's an arduous task, compiling and going through this much data. In the time it took to write those first two paragraphs, three more publishers responded. By the time I finish writing this column, a few more will arrive.

Truth is, after about 300 responses, it is clear what the results are going to be. Answers don't change much after that. So with nearly 800 responses, it's safe to say we have a good idea what is happening in the industry on this day in February 2016.

Interestingly, this particular survey had the best response of any I've conducted. Papers of all sizes and types are represented in statistically reliable numbers. There are plenty of metro dailies, as well as tiny weeklies, and everything in between. Even a few monthly and online-only publications took part.

The most responses came from the Midwest and Southeast United States, in nearly identical numbers, which is usually the case. Very few responses came from Eastern Canada, which is also normal. It's also interesting that newspapers in the Midwest and Southeast U.S. appear to be the healthiest, which may (or may not) be an indication of why there are more papers in those areas.

One of the most interesting aspects of conducting these surveys is the ability to break the numbers up in a variety of ways. For instance, I can tell you how advertising sales at metro papers on the West Coast compare to those at independently owned weekly papers in Texas.

It's fascinating to speak at a newspaper association convention and share how their papers compare to newspapers in other areas. It's even more interesting to see how different types of papers in the same area are doing, based on their size, ownership and other variables.

I knew that newspapers were doing well overall. I just didn't know how well. As with other places I've visited recently, publishers I spoke with at the Michigan Press Association convention this past weekend shared that they were having very good years and their numbers are steady or growing. I visited with owners of paid circulation papers, free papers, community papers, collegiate newspapers, daily papers and weeklies. I spoke with several publishers who had started new papers that are doing quite well. It was inspiring to hear their stories.

I had planned to deliver an overview of this survey, so you could see for yourself how papers are doing in North America. However, I was struck by the results of one question and would like to spend the rest of this column sharing those responses with you.

The question: "Compared to three years ago, how would you describe the overall health of your primary publication(s)?"

My interest was peaked when I took screenshots of responses to that lone question, based on the types of newspapers.

By sheer coincidence, I laid out the various responses by group on my screen. The groups included:

- Independent newspapers, locally owned and operated
- Part of a small group (5 or fewer papers)
- Part of a mid-size group (6 to 20 papers), but act much like an independent paper with most of the work done locally
- Part of a mid-size group, with much of their work directed or done at a central location
- Part of a large regional group (20 or more papers in one geographical region)
- Part of a large national group, covering more than one geographical area of the country

While 26 percent of newspapers affiliated with large national groups and 21 percent of those in large regional groups

See **SLIMP**, Page 7

# Free Member Exchange

## Help Wanted

**ASSISTANT EDITOR** – The Ladysmith News is looking for a qualified candidate to fill an open part-time assistant editor position. Editorial duties will include coverage of government, courts and, on occasion, community events. Camera skills are a must. The applicant should be proficient with a computer and have experience with InDesign and Photoshop. The applicant must have good people skills and be motivated to work with a staff dedicated to putting out an excellent newspaper. Please send resumes and writing samples to: Ladysmith News, P.O. Box 189, Ladysmith, WI, 54848. The Ladysmith News is an equal opportunity employer. (0307)

**CITY AND COUNTY GOVERNMENT REPORTER** – The Capital Times ([captimes.com](http://captimes.com)) is seeking a prolific and versatile reporter who can provide sharp and in-depth analysis about public affairs and politics in and around Madison, Wisconsin. We are looking for someone who is agile, creative and who can build a following among politically interested readers. This reporter will work to produce a range of stories for our digital-first newsroom, from daily news and features to analytical pieces, profiles, curations and investigative articles. In addition, our newsroom has a strong commitment to covering issues of race in the community, and is seeking someone who will find such stories challenging and valuable. 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, and extensive knowledge of Madison, Dane County and Wisconsin politics is a major plus. To apply, please submit a resume, cover letter, and email five writing samples to Cap Times City Editor Katie Dean at [kdean@madison.com](mailto:kdean@madison.com). This is a full-time hourly position. The deadline to apply is Feb. 18, 2016. (0218)

**COPY EDITOR INTERN** – The Wisconsin State Journal is looking for a full-time summer intern to assist on its night news copy desk. Primary responsibilities will include editing stories, writing headlines and proofing pages for the news, business and features sections. Days of the week may vary and will include some weekends. The ideal candidate will be currently enrolled in a journalism-related degree program and have at least two semesters of experience editing for a college newspaper or other publication. Additionally, the position requires a basic knowledge of libel, the ability to work under deadline pressure and a strong command of spelling, grammar and AP style. To apply online, go to <http://lee.net/careers/>.

## FREE FOR WNA MEMBERS:

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

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

Members may submit ads via email to: [James.Debilzen@wnanews.com](mailto: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@inanews.com](mailto: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.

Use the search tool menu and select Wisconsin State Journal. You must apply online to be considered for this position. As part of your online application, please attach writing/editing/headline writing samples. This is an hourly, temporary full-time position. The deadline to apply is Tuesday, March 1, 2016. Wisconsin State Journal, 1901 Fish Hatchery Road, Madison, WI 53713. Affirmative Action/Equal Opportunity Employer. Pre-employment drug testing applies. (0301)

**OPINION/FEATURES EDITOR** – The La Crosse Tribune is seeking a dynamic Opinion/Features editor who can help coordinate reader-focused local and syndicated content for the Tribune and assist our sister papers in the River Valley Media Group. This editor will uphold our heritage of developing award-winning Opinion pages that highlight a variety of local voices and opinions. You'll also coordinate feature and Sunday advance pages with local, reader-focused content, including coordinating syndicated material and freelance contributions. Communication skills – both internal and external – are key, as well as a commitment to imaginative presentation on print and digital platforms. We need someone who can effectively and professionally communicate with colleagues, readers, letter-writers and community columnists to create great opinion content both

in print and online. We offer a competitive salary and benefits package that includes medical, dental, vision, 401(k) plan and more. Apply online at [www.lacrossetribune.com/workhere](http://www.lacrossetribune.com/workhere). Search for this position by searching jobs in La Crosse, WI. Equal Opportunity Employer. (0226)

**PART-TIME DISTRIBUTION EXPEDITOR** – In this position you will organize and prepare the distribution center for the distribution of the Wisconsin State Journal in a timely and efficient manner. Responsibilities include distributing advance sections of Sunday papers to work stations, organizing the distribution center to distribute main section of newspapers to the carriers, picking up and organizing bundle labels, ensuring draws are adjusted for each route according to the manifest, distributing the correct number of product samples or special inserts to the appropriate carriers, keeping on-duty district manager informed of any problems or shortages, cleaning the distribution center after each delivery, and pre-inserting papers for problem routes. A qualified candidate will be at least 18 years old and have a good work history and references. You must have a valid driver's license with a good driving record. Required workdays are Thursday, Saturday and Sunday and as needed. Hours will be 20-29 per week and work times will vary. Thursday hours are flexible.

Saturday and Sunday hours are 12-7 a.m.. This is an hourly position and pay is \$10.80. To apply directly go to [lee.net/careers/](http://lee.net/careers/). Search for Capital Newspapers using the location search menu. The deadline to apply is 2/9/2016. Capital Newspapers, 1901 Fish Hatchery Road, Madison, WI 53713. Affirmative Action/Equal Opportunity Employer. Pre-employment drug testing applies. (0209)

**MULTIMEDIA AD DIRECTOR** – RiverTown Multimedia is looking for a Director level sales professional with the energy, positive attitude, digital marketing skills and technical understanding to thrive in a multimedia company growing both local print and digital. The successful candidate will help lead our hyper-local growth in the Eastern MN/ Western WI region by helping customers successfully market through the company's digital and multi-media products and services. RiverTown Multimedia is a division of family-owned Forum Communications Company with 9 community newspapers, 14 websites, 5 shoppers, various shopping guides, magazines, a full-service print and digital media planning department, as well as commercial printing capabilities of every variety. The Ad Director serves as the leader of the RTMM Advertising Department. This includes; all retail, classified, digital, national, and special project advertising functions for the RiverTown Multimedia group. This person is also responsible for developing and directing department strategy, implementing new product launches, and training a competitive and professional Sales Staff. Plans, develops and administers annual advertising department budgets and ensures department reaches revenue goals. This would include quarterly goal-setting congruent with the budgets. Responsible for all advertising sales, sales support staff hiring and firing. Also serves as a Zone Sales Manager for a designated sales zone. This person is also a key and integral member of the management team to further advance the standing of the newspaper and our respective websites in all of the communities that we serve.

Management duties:

- Direct all retail, national and special projects advertising functions including setting rates.
- Analyze advertising revenue data to identify strengths and weaknesses.
- Identify opportunities and develop sales strategies for increased advertising revenue.
- Analyze marketplace and competition to determine most effective pricing.
- Develop and position different products and pricing programs to address needs of small, mid-sized and larger territories.
- Conduct regular and meaningful training in accordance with product knowledge, competition and other relevant subjects.
- Plan special sections, prepare materials and establish schedules.
- Administrate and develop, when necessary, commission

programs for sales representatives.

- Eliminate unprofitable items from sales lines.
  - Prepare advertising department's annual operating budget within deadlines.
  - Continuously monitor revenue and expense budget to ensure department achieves budget goals.
  - Concentrate on expense controls and suggest expense reductions.
  - Represent newspaper at community activities and newspaper association meetings.
  - Lead and develop programs for scheduled RTU sessions.
- Supervisory duties:
- Assign and manage sales territory and sales/ account distribution to sales personnel.
  - Monitor sales numbers of account representatives.
  - Determine training needs of staff and provide training opportunities.
  - Conduct periodic performance appraisals.
  - Cooperate with HR to ensure proper personnel file maintenance.
  - Calculate commissions and bonuses earned by advertising personnel.

Applicant must possess:

- The energy, motivation, and drive to make numerous professional sales presentations each day
- The skills to communicate effectively through written and verbal correspondence
- The ability to thrive in a competitive environment
- The willingness to be a team player

Qualifications:

- Four year degree in communications or marketing (or equivalent)
- Minimum 2 years sales experience (print/ digital media advertising preferred)
- Proven sales track record
- Excellent communication, organizational and time management skills

The competitive compensation package offers excellent career earning potential. We have excellent company benefits, including health, dental, and vision insurance as well as paid time off, flex and 401k plans. If you desire a challenge, then we want to talk to you! Please send a cover letter and resume with references to: Steve Gall, Publisher at [sgall@rivertowns.net](mailto:sgall@rivertowns.net). No later than February 12, 2016. (0212)

**EDITORIAL DIRECTOR** – RiverTown Multimedia is seeking a Director level news professional with the energy, positive attitude, digital skills and technical understanding to thrive in

# Free Member Exchange

## AB 724

Continued from front page

The provision requiring that newspaper carriers be treated as “employees” was cited in 2015 by the Wisconsin Compensation Rating Bureau when classifying newspaper carriers for the purpose of newspaper insurance coverage. It was this situation, involving a member of the WNA, that resulted in the discovery of the existing statutory conflict in interpretation of the employment status of newspaper carriers.

The Wisconsin Department of Workforce Development in a memo dated Jan. 20 supports the WNA’s position that the nine point test found in the Wisconsin Worker’s Compensation Act takes precedence over the Section in the Act stating that all newspaper carriers must be employees.

## What the Amendment Does

## CHAVERN

Continued from page 5

again just in the last 10 years. We have Netflix, Hulu, and self-made stars on YouTube with an even broader fan base than some of Hollywood’s A-list celebrities. Video consumption is even more targeted and personal. And while the format and delivery has varied widely, the demand for such entertainment continues to grow – as evidenced by [EMarket-er’s estimate](#) that Americans spend 5.5 hours consuming video each day on phones, mobile and television.

Similarly, we find that the audience for this in-depth, trusted and local news is soaring on digital platforms. According to [comScore research](#), 179 million adults engaged with digital newspaper media in August 2015. That’s a 10 percent increase year over year, and double the growth rate for the Internet overall.

## SLIMP

Continued from page 5

indicated better health than three years ago, that number, represented by a green bar on my screen, increased as the newspapers indicated more local control:

- 26 percent : Large National Group
- 21 percent: Large Regional Group
- 33 percent: Mid-size Group with Central Control
- 36 percent: Mid-size Group with Local Control
- 40 percent: Independent, Not Part of a Group

With almost 800 responses so far, it seems that newspapers locally owned and operated are almost twice as likely to have experienced

The newspaper industry amendment to AB 724 simply codifies the above referenced DWD opinion by deleting the provision requiring that newspaper carriers be treated as employees for the purpose of worker’s compensation coverage. Repeal of this provision will allow newspapers to be treated like all other employers who currently rely on the nine point test when determining independent contractor status.

## The Ask When Calling Your State Representative

Please vote “yes” in support of the newspaper industries amendment to Assembly Bill 724, when it is called for a vote on Tuesday, February 9, 2016.

Link to Assembly contact information:

<http://docs.legis.wisconsin.gov/2015/legislators/assembly>

Your assistance is greatly appreciated.

This is why I – and so many other business leaders – remain confident about the future of the news industry: because the need and demand remains high. There is no denying that the last several years have been both challenging and transformative, and the industry has had to make some tough choices to evolve with the culture. But we are evolving, just as the growing audience numbers suggest.

I believe this is what Buffett, Bezos, Henry and Taylor see in the future for news. While they value the public service journalism of local news organizations, they are also smart investors. They know how to identify assets that will turn a profit.

In a 2013 letter to shareholders, Buffett announced that his company would continue acquiring newspapers “as long as the economics made sense.” His recent purchase is just one more proof point that the economics do, indeed, make sense.

improved health over the past three years, compared to large regional groups. It seems, as the control of the newspaper gets closer to home, so do improvements in its health.

These findings are still preliminary and it’s almost guaranteed that there will be plenty of surprises awaiting me as I dig through the numbers over the next few weeks.

One thing is clear: Newspapers are doing better than they were a few years ago, and most are reporting they feel good about the future. We seem to have turned a corner and attitudes and numbers indicated a solid future ahead.

So much to report. So little space.

## EXCHANGE

Continued from page 6

a multimedia company growing both local print and digital. The successful candidate will help lead our hyper-local growth in the Eastern MN/Western WI region by developing and successfully executing a regional content gathering delivery strategy through the company’s digital and multi-media products, platforms and services. RiverTown Multimedia is a division of family-owned Forum Communications Company with 9 community newspapers, 14 websites, 5 shoppers, various shopping guides, magazines, a full-service print and digital media planning department, as well as commercial printing capabilities of every variety.

### RESPONSIBILITIES:

- Plan, coordinate and direct newsroom employees/ activities for all relevant print and digital publications.
- Create and implement a strategic vision for digital content, with a focus on growth and innovative distribution solutions.
- Review and evaluate work of the newsroom staff/s on a continuing basis.
- Meeting as needed with staff members and company leadership to coordinate coverage of news events, formulate policy, establish schedules, solve publication problems and to make necessary organizational changes.
- Contribute to the overall editorial efforts through occasional writing.
- Working with and mentoring reporters and other editors in pursuit of professional development goals and journalistic growth.
- Represent the newsroom and RiverTown Multimedia group at community activities and professional newspaper association meetings.
- Prepare annual newsroom budgets and make capital recommendations.

### QUALIFICATIONS INCLUDE:

- College degree in journalism, communications or a related field.
- At least five years of newsroom experience, including experience managing people, editorial processes and budgets.
- Exceptional communications skills and knowledge of digital/social media.
- Must be creative, hardworking and a self-starter.
- Must have a valid driver’s license with a driving record that is insurable by the company.

### Applicant must possess:

- The skills to communicate effectively through written and verbal correspondence
- The ability to thrive in a competitive environment
- The willingness to be a team

### player

The competitive compensation package offers excellent career earning potential. We have excellent company benefits, including health, dental, and vision insurance as well as paid time off, flex and 401k plans. If you desire a challenge, then we want to talk to you! Please send a cover letter and resume with references to: Steve Gall, Publisher at [sgall@rivertowns.net](mailto:sgall@rivertowns.net). No later than Feb. 12, 2016. (0212)

**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, 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](http://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)

**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](mailto:sue.sattler@jmg.com) (0216)

**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](http://www.chippewavalleynewspapers.com/workhere). Search “Location” for “The Chippewa Herald”. Applications should include a resume and three clips of your work. Equal Opportunity Employer. (0211)

**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

# Free Member Exchange

## EXCHANGE

Continued from page 7

with clips and salary expectations for immediate consideration. Randy Johnson, general manager, Rock Valley Publishing, L.L.C. [rjohnson@rvpublishing.com](mailto:rjohnson@rvpublishing.com). 815-654-4850 (0304)

**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](http://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](http://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](http://www.rivervalleynewspapers.com/workhere). Search for this position by searching jobs in La Crosse, WI. Equal Opportunity Employer (0209)

**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 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. (0209)

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