



## Convention highlights

Check out our collection of photos from the 2016 WNA/AP Convention and Trade Show on **Pages 4 and 5** or visit our Facebook page at [www.facebook.com/WisconsinNewspaperAssociation](http://www.facebook.com/WisconsinNewspaperAssociation).

# THE Bulletin

March 7, 2016

News and information for the Wisconsin newspaper industry

## Let in some sunshine



Sunshine Week will kick off its 11<sup>th</sup> year on Sunday, continuing a tradition of celebrating and advocating access to public information.

The national initiative promotes a dialogue about the importance of open government and freedom of information, with participants including the media, civic groups, libraries, nonprofits, schools and more, according to [www.sunshineweek.org](http://www.sunshineweek.org).

Sunshine Week runs from March 13-19 and is coordinated by the American Society of News Editors (ASNE) and the Reporters Committee for Freedom of the Press.

Wisconsin Newspaper Association members are

encouraged to take advantage of the "Sunshine Week Toolkit" on the initiative's website, which is a free resource available to any Sunshine Week participant. The toolkit includes opinion columns, editorial cartoons, links to the Sunshine Week logo, a sample proclamation for state and local governments and a schools and colleges page for students and teachers.

Permission to use the materials covers only the seven days of Sunshine Week, but authors and artists may grant special use permission in cases of student newspapers, weeklies, and others who may not be able to pub-

lish that week. For individual requests, contact [sunshineweek@asne.org](mailto:sunshineweek@asne.org).

The toolkit also includes two special additions for 2016, including a "Sunshine Week Reporting Package" featuring a comprehensive series of stories, photos and graphics produced by the Associated Press, The McClatchy Company, the Milwaukee Journal Sentinel, The Sacramento Bee and Tribune News Service. There are also a series of open government questions for political candidates that were developed by ASNE and [OpenTheGovernment.org](http://OpenTheGovernment.org).

For more information, visit [www.sunshineweek.org](http://www.sunshineweek.org).

## Howell named NNA Fellow

A junior from the University of Wisconsin-River Falls will represent the state at this year's National Newspaper Association Foundation News Fellows program.

Natalie Howell was selected by the Wisconsin Newspaper Association Foundation to participate in the program. She will travel to Washington D.C. on March 16 as WNA staff and state newspaper

leaders convene in the nation's capital for NNA's Community Newspaper Leadership Summit.

Fellows, accompanied by professional mentors, will spend an intense two-and-a-half days interviewing Washington experts, focusing on the theme "Understanding the War on Terrorism." When the Fellows return home, they'll publish a story in their student or local newspaper on this year's theme.

"As a journalism major and political science minor, I am very interested in foreign policy and the war on terrorism, which makes the topic of this year's NNAF Washington News Fellows program a perfect fit," Howell said. "I am excited to learn more about this important topic and use this experience to grow as a journalist."

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

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

At UW-River Falls, Howell is the assistant editor at the student newspaper, The Student Voice, with the goal of becoming editor-in-chief her senior year.



Natalie Howell



Mary Callen photo

Sidney "Skip" Bliss, publisher of *The Gazette* in Janesville, gives a brief speech during the Better Newspaper Contest awards dinner on Feb. 26 after *The Gazette* was named "Daily Newspaper of the Year." Bliss was also inducted into the Wisconsin Newspaper Hall of Fame during the week of the WNA/AP Convention and Trade Show, along with Beloit Daily News Editor Bill Barth and attorney Bob Dreps of Godfrey & Kahn. For more photos, see Pages 4-5.

## More than 500 attended convention

Follow story links for videos of speakers, order extra plaques

More than 500 people attended this year's WNA/AP Convention and Trade Show, a record number in recent years.

The event kicked off March 24 with the Wisconsin Newspaper Hall of Fame banquet, during which three new inductees were honored. Robert Dreps, Sidney "Skip" Bliss, and Bill Barth were inducted into

the Hall of Fame in front of an audience of approximately 100 at The Madison Club.

The convention continued the next day at the Madison Marriott West in Middleton with a day of educational sessions that focused on issues facing newspaper managers, including postal regulations, advertising law, financial statements and more, and ended with [a speech from Madison Police Chief Michael Koval](#).

Former Associated Press chief Middle East correspondent and Beirut hostage Terry

### Duplicates >>

Did you win an award and need a duplicate plaque or certificate? [Order online by March 28!](#) Certificates are \$6 and plaques are \$60. Shipping & handling is included.

Anderson provided a [keynote speech](#) Friday morning, which was followed by 16 educational sessions for journalists, advertising sales representatives, college students and

more. The day culminated with the Better Newspaper Contest awards banquet, during which newspapers from across the state were honored, including the Weekly Newspaper of the Year, *Ripon Commonwealth Press*, and the Daily Newspaper of the Year, *The Gazette*, Janesville.

The WNA would like to thank everyone who attended convention this year and helped to make it great. We hope you'll join us next year Feb 23-24, 2017, when we return to the Madison Marriott West.

# Member News

Let your readers know

Show off your award-winning status to your readers with one of the WNAF's Better Newspaper Contest graphics. To download, visit [www.wnanews.com](http://www.wnanews.com) and click "Download the '2015 Award Winning Newspaper' logo" link on the homepage.



## Shadid Award finalists named

Five projects that combined aggressive reporting on important issues with care for the consequences of that reporting are finalists for the 2016 Anthony Shadid Award for Journalism Ethics, which is presented by the Center for Journalism Ethics at the University of Wisconsin-Madison.

The 2016 winner will be chosen from among five extremely strong examples of journalism that displayed high ethical standards in the pursuit of truth, said judging chair Jack Mitchell. The finalists are:

- A team of journalists from McClatchy newspapers took care to preserve the medical privacy of victims while exposing the human toll of America's Cold War era nuclear energy programs.

- ProPublica and NPR took similar care in protecting the privacy and dignity of sick and injured employees as their reporters revealed how states across the country are curtailing their workers compensation programs.

- Reporters from the Columbus Dispatch also dealt with privacy issues in reporting on suicides as a public health issue, while considering the probability that reporting on suicides might lead to copycat attempts.

- Milwaukee Journal Sentinel reporter Gina Barton faced an array of ethical challenges reopening a 40-year-old unsolved murder case that, fairly or unfairly, might reflect badly on individuals and institutions.

- In reporting on the use of

"slave labor" in producing the fish Americans eat, a reporting team from the Associated Press needed to protect its sources from retaliation, including death.

The center will choose a winner from among the finalists in late March and present the award at its annual conference April 29 in Madison, Wisconsin. The award presentation will be supplemented by a panel discussion.

The award is named after Anthony Shadid, a UW journalism alumnus and foreign reporter for the Washington Post and The New York Times. Shadid won two Pulitzer Prizes for his courageous and informed journalism. In February 2012, he died from health complications while crossing the Syrian border.

## Among Friends

### RIVERTOWN MULTIMEDIA

Forum Communications Co., the parent firm of RiverTown Multimedia, has announced leadership changes that reflect the promotion of an existing leader and the departure of another.

**Steve Gall**, who has served as advertising director for the print and digital group for the past year has been named publisher for the group. He replaces Steve Messick, who had that role for 14 years.

**Steve Dzubay**, who has served as publisher for RiverTown's four western Wisconsin newspapers since 1995, is leaving the company to pursue other interests.

Gall, 57, who grew up near Cable, joined Rivertowns in July 2014, as advertising director.

Previously, he spent two years as advertising director with the St. Paul Pioneer Press, is past VP Advertising for the Tacoma News Tribune and Anchorage Daily News and served four years as a publisher with Swift Communications at Vail, Colo.

A native of the Chicago area, Gall moved with his family to the Cable area in 1971. He attended Drummond High School and UW-Stevens Point, and began his newspaper career in advertising sales and management with Thomson Newspapers in Illinois before returning to Minnesota in

1991 to become publisher of the Owatonna People's Press. He later spent a decade in the Duluth area, serving as VP Advertising with Murphy McGinnis Media and the Duluth News Tribune.

Gall and his wife Ellen have two children, Krysti, 24, and Kassi, 21, as well as one grand-child and a second grandchild on the way.

Dzubay, 57, will end 31 years as a community editor and publisher with the newspaper group at month's end. He is also a past president of the WNA Board of Directors.

During his tenure in the area he worked four years as editor of the Pierce County Herald and three as editor of the River Falls Journal before taking a year's leave of absence to return to school. In 1995, Dzubay became publisher of the Hudson Star-Observer and later assumed additional responsibilities with the New Richmond News as well as the Journal and Herald.

He and his wife, Susan, live in River Falls where she works as a nursing instructor at Chippewa Valley Technical College. The couple has two children, Ella, 23, and Isaac, 20.

### LADY-SMITH NEWS

**Katherine Schulz** is the new assistant editor at the Ladysmith News.

Schulz is a retired lawyer who practiced law in northwest Wisconsin since graduation from the University of Wisconsin-Madison Law School in 1981. Before attending law school, she received a Bachelor of Arts and did graduate work in Philosophy at UW-Mil-

waukee.

For the past 20 years, her law practice focused on family law, estate planning and debt relief. She retired from the practice in December 2015.

Newly retired, Schulz began looking for ways to become involved in and to contribute to the Rusk County community. When she saw the Ladysmith News was in need of an assistant editor to cover the courthouse and local government, she recalled her early passion for journalism; and she decided to take a chance and apply.

In her free time, Schulz enjoys paddling the Chippewa River, downhill and cross-country skiing, sewing for her home, and celestial viewing on clear autumn nights.

### JOURNAL MEDIA GROUP, MILWAUKEE

Shareholders of Journal Media Group Inc. approved the \$280 million sale of the company to Gannett Co. Inc. on March 1. More than 92 percent of shares that were voted were cast in favor of the merger, Steven J. Smith, chairman of Journal Media Group, told shareholders during a special meeting at the company's headquarters in Milwaukee.

Federal regulators who oversee antitrust issues still must sign off on the merger, in which the parent company of the Milwaukee Journal Sentinel, The Commercial Appeal in Memphis and newspapers in 12 other markets would join Gannett. No timetable for the regulatory review was available.

JMG is the parent company for Journal Community Publishing Group, which includes 22 other Wisconsin publications. Gannett owns USA Today, 92 daily publications in the U.S. and Guam, and more than 400 nondaily publications.

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# Member 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. Council member Mark Pitsch is an assistant city editor at the Wisconsin State Journal and president of the Madison chapter of the Society of Professional Journalists.

## Your Right to Know



MARK PITSCH

### Records advocates plan traveling show

Among the many remarkable things about the defeat of the proposed overhaul of the Wisconsin Public Records Law over the July 4 weekend last summer was the way the media, open government groups, advocacy organizations on the left and right, and the public coalesced to point out how ill-conceived the idea was.

The reaction to this sneak attack on open government was immediate, overwhelming and decisive. No other issue in state government in recent

years has generated such a uniform—and effective—response. Gov. Scott Walker and the legislative leaders backed down within 48 hours.

Lawmakers seemed chastened, but advocates of open government must remain vigilant. In fact, the efforts to restrict the public's access to information have not stopped.

It's not a stretch to suggest that open government in Wisconsin is threatened; some might say it's under attack.

That's because the attempt to gut the records law is just one of several examples from the past year suggesting

lawmakers' disregard for the public's right to know.

In response, the Wisconsin Freedom of Information Council and the Madison chapter of the Society of Professional Journalists are joining with open government advocates from both sides of the political aisle and media groups to bring what we're calling the Open Government Traveling Show to communities across the state.

For three days in mid-March, during the nationwide celebration of open government known as Sunshine Week, we'll be offering a 90-minute tutorial and pre-

sentation on the state's open records law in eight Wisconsin cities. The goal is to help Wisconsin residents understand how the law can be used and why it is important.

In addition to WFOIC, SPJ-Madison and lawyer April Barker of Schott, Bublitz and Engel S.C., the conservative groups the MacIver Institute for Public Policy, the Wisconsin Institute for Law and Liberty and the liberal groups the Wisconsin Democracy Campaign and the Center for Media and Democracy will take part in the Open Government Traveling Show. Despite their differences on many policy issues, these groups agree on the importance of open government.

And in fact, representatives of the MacIver Institute and

WILL, along with Republican Attorney General Brad Schimel, were among the most influential voices last year opposing the records changes at the Capitol.

Also supporting the Traveling Show is the Wisconsin Center for Investigative Journalism.

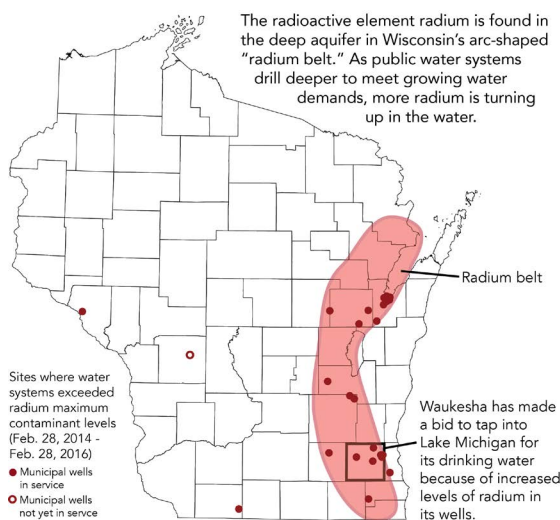
From March 15 to 17, the tour will visit eight cities: La Crosse, Eau Claire, Wausau, Green Bay, Appleton, Sheboygan, Waukesha and Janesville. If it's successful, we'll consider another tour in the future.

Wisconsin's open records law is a vital component of our representative democracy. It should be strengthened, not weakened. And we must fight to protect it.

## Free Content

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

### Radium rises with water demand



Source: John Luczaj and Kevin Masarik, Groundwater Quantity and Quality Issues in a Water-Rich Region: Examples from Wisconsin, USA, Resources, 2015; Wisconsin Department of Natural Resources drinking water quality database. Map: Katie Kowalsky and Haley Henschel, Wisconsin Center for Investigative Journalism.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

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

This story explores the problems caused by radium, a natural contaminant that has tainted dozens of community water supplies in eastern Wisconsin. The threat to drinking water is increasing as communities drill deeper to meet the demands of growing populations, tapping even further into the bedrock containing radium.

Case in point: Waukesha, which has proposed a controversial plan to draw water from Lake Michigan to replace its radium-contaminated groundwater wells. The project, if successful, would double or triple customers' water bills and could set a precedent for

allowing other water-hungry communities outside of the Great Lakes Basin to tap in.

Lead writer on the package is former University of Wisconsin-Madison journalism student Mary Kate McCoy with assistance from UW-Madison graduate journalism student Silke Schmidt and the Center's managing editor, Dee J. Hall.

This week's Discover Wisconsin column highlights four "girlfriend getaways" in the state that may surprise you. They include Beloit, the Fox Cities, Racine County and the Waupaca area.



Matt Pommer

In his State Capitol Newsletter, WNA columnist Matt Pommer examines the affect Donald Trump's entry into Republican politics could provide a boost for Rebecca Bradley's run for the Wisconsin Supreme Court. 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.



WISTAX Facts looks at the financial strain Wisconsin's counties have faced due to lack of growth in most state aid programs in the last 14 years.

## About The Bulletin

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

### Contact

Visit us at: 34 Schroeder Court #220, Madison, WI 53711  
Phone: 608-283-7620 or 800-261-4242  
Fax: (608) 283-7631  
Office Hours: 8 a.m. – 4:30 p.m.

### WNA Staff

#### Executive Director

Beth Bennett | 608-283-7621  
[Beth.Bennett@wnanews.com](mailto:Beth.Bennett@wnanews.com)

#### Member Services Director

Julia Hunter | 608-283-7622  
[Julia.Hunter@wnanews.com](mailto:Julia.Hunter@wnanews.com)

#### Communications Director

James Debilzen | 608-283-7623  
[James.Debilzen@wnanews.com](mailto:James.Debilzen@wnanews.com)

#### Media Services Director

Denise Guttery | 608-283-7630  
[Denise.Guttery@wnanews.com](mailto:Denise.Guttery@wnanews.com)

#### News Tracker Team Leader

Dianne Campbell | 608-283-7625  
[Dianne.Campbell@wnanews.com](mailto:Dianne.Campbell@wnanews.com)

#### Search Technician

Ruzica Dzanic | 608-283-7626  
[Ruzica.Dzanic@wnanews.com](mailto:Ruzica.Dzanic@wnanews.com)

#### WNA Office Coordinator

Daryl Blumer | 608-283-7620  
[Daryl.Blumer@wnanews.com](mailto:Daryl.Blumer@wnanews.com)

#### Sales and Marketing Director

Susan Patterson Plank  
800-227-7636 ext. 140  
[spattersonplank@cnaads.com](mailto:spattersonplank@cnaads.com)

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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.**

# Member News



*Fun times at...*

## **WNA AP** | **2016** Convention & Trade Show

*Mary Callen photos*



# Member News



*Thank you WNA members  
for another great convention!*

# Member News

Thank you to the following vendors who made the trade show portion of the WNA's annual convention a success:



## A Marketing Resource (AMR)

AMR is a marketing agency that provides inbound and outbound call center solutions with centers located across the United States. Since our inception, we have offered our clients an unparalleled record of providing reliable, cost-effective inbound and outbound services for a variety of industries. With our success, we have received multiple awards and have focused on being the "single-source" sales and marketing partner for our clients.



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Bar-Z offers a variety of unique digital solutions for the publishing industry that are designed to generate revenue. Customized responsive design websites and native apps for iPhones, iPads and Androids drive audience growth and create new ad sales opportunities. Products include digital companions for special sections, News, Weather, Sports & More™ apps, any type of guide, coupon and deal apps, readers' choice competitions and more.



## Brandpoint

Brandpoint operates in three core content marketing practice areas that address the continuum of content marketing tactics: Content Strategy, Content Development and Content Distribution. Whether you need a blog or an enterprise-level content marketing campaign, Brandpoint delivers the bandwidth, proprietary services and expertise to achieve your business goals.



## Edgewater Hotel & Spa

The Edgewater first opened its doors in 1948 and quickly became recognized as a prominent part of the Madison community and culture. Sitting in the heart of the city, next door to the University of Wisconsin-Madison and steps from the State Capitol, The Edgewater served as the place to stay for Madison visitors and the city's

## Vendor Profiles



favorite place for waterfront relaxation, fine dining, dancing, and important meetings for more than 65 years.



## Geisking Public Relations

Jim Geisking joined a local P.R./marketing firm in 1997 after owning/operating a dairy farm for 17 years. He has since become one of the most respected P.R. professionals in Wisconsin. Jim's work reflects his abilities to garner broadcast coverage for any topic. National publicity has included stories in USA TODAY, A.P., The Wall Street Journal, The Washington Post and on Good Morning America.



## Interlink Circulation

Interlink Circulation is the most widely used newspaper-circulation system in America helping more than 1,550 community newspapers navigate the postal system to obtain the best delivery at the lowest cost.



## Society of Professional Journalists - Madison Pro Chapter

The Madison Pro Chapter of the Society of Professional Journalists has been providing professional development and informational programming for Madison Wisconsin area journalists for more than 20 years. For more information contact spjmadisononline@gmail.com.



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## UW Center for Journalism Ethics

The mission of the University of Wisconsin Center for Journalism Ethics is to encourage the highest standards in journalism ethics worldwide. We foster vigorous debate about ethical practices in journalism, and provide a resource for producers, consumers and students of journalism. We honor the best in ethical journalistic practice and will not hesitate to call attention to journalistic failings.



## Wisconsin Brewing Company

Wisconsin means beer. It's part of our history. Part of our heritage. Most of our diet. At Wisconsin Brewing Company, we're dedicated to building on that legacy the best way we know how: With a locally owned and operated brewery, hard-working people dedicated to brewing excellence, and a family of craft beers that will live up to the high standards of our family and friends – more commonly known as the people of Wisconsin.



## Wisconsin Center for Investigative Journalism

The nonpartisan, nonprofit Wisconsin Center for Investigative Journalism is increasing the quality and quantity of investigative reporting in Wisconsin, while training current and future generations of investigative journalists. Its work fosters an informed citizenry and strengthens democracy.



## Wisconsin College Media Association

The WCMA brings together and supports students in news media through training, an annual convention and the annual Better Newspaper Contest.



## Wisconsin Historical Society

The Wisconsin Historical Society is one of the largest, most active, and most diversified state historical societies in the nation. Founded in 1846, the Society is governed by a 27-member Board of Curators and is led by a management team. It is both a state agency and a private membership organization. It receives about 60 percent of its funding from the state of Wisconsin, and the other 40 percent comes through fundraising, federal grants and earned revenues.

# Member News

## WNA-Sponsored Training

### 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/>

### Building Your Graduation Pages

**Thursday, March 24 | 1–2 p.m.:** Are you spending DAYS putting together your graduation edition? Are you manually placing hundreds of photos and copying and pasting text just to realize at the last minute that someone was left out and you have to rebuild part of the section? Learn how InDesign's built-in Data Merge can help you

build those sections in minutes, not hours or days. This one-hour session will change the way you build special sections as well as car ads, real estate ads, direct mail pieces and more. Register here: <http://www.onlinemediacampus.com/2016/02/building-graduation-pages/>

### Growing Your Digital Audience

**Friday, March 25 | 1–2 p.m.:** Presented in partnership with GateHouse Media. Are you having trouble growing your online audience? In this webinar, learn how two newsrooms grew their audience month over month during an experiment that combined analytics, social media, SEO and more. GateHouse Media's Penny Riordan and Carlene Cox will share best practices and a system for tracking growth while also discussing the strategy and sharing why it was effective for the newspapers. Register here: <http://www.onlinemediacampus.com/2016/02/growing-digital-audience/>

### Train the Trainer: Creating Top-Notch Training Materials

**Friday, April 8 | 1–2 p.m.:** Sales managers rarely have time to develop top-notch training materials. They are busy selling, managing and marketing. Training often

gets pushed aside. The Local Media Association has developed a 14-week turnkey package that will arm sales managers with templates, presentation materials, guided conversation points, individual/group exercises, suggested management follow-up, coaching and feedback opportunities. Each of the 14 modules is perfect for a one-hour sales training program every week. This webinar will give you an overview of all the materials included in the program and guide you through implementation of the program. All participants in this session will receive electronic versions of the materials needed to easily launch the program. Register here: <http://www.onlinemediacampus.com/2016/03/train-the-trainer/>

### Best Breakouts for Daily Reporting

**Friday, April 22 | 1–2 p.m.:** Presented in partnership with GateHouse Media. Whether you're using them to share data and statistics or to provide background on a story, making use of breakouts can help trim your stories and provide a better experience for your readers. In this session, we'll cover a rundown of effective breakouts and tips on how to implement them into your everyday reporting. Register here: <http://www.onlinemediacampus.com/2016/03/breakouts-daily-reporting/>

# Free Member Exchange

## Help Wanted

**REGIONAL EDITOR** – The RiverTown Multimedia group is looking to hire two regional editors. The regional editors will be responsible for planning, coordinating and assisting local editors in directing newsroom activities at multiple properties. Rivertown Multimedia is a group of community news organizations based in western Wisconsin and southeastern Minnesota. Wisconsin properties include New Richmond, Hudson, Ellsworth and River Falls. Minnesota properties include Hastings, Red Wing, Woodbury, Farmington/Rosemount and Cottage Grove. The qualified candidates will supervise employees within the news departments, establish schedules, interview, hire, train, conduct performance reviews and provide training. Regional editors will assist local editors in planning news coverage and making decisions about what will be printed or posted online. They will direct major breaking news stories and work on regional content that can be shared across multiple RiverTown Multimedia properties, specifically in-depth enterprise reporting. **EDUCATION AND EXPERIENCE:** A bachelor's degree in journalism, mass communications or a related field is preferred. Candidates should have newsroom and editing experience. They should also have five years of experience in a newsroom setting or equivalent combination. **KNOWLEDGE, SKILLS AND ABILITIES:** Candidates should have a working knowledge of human resource/supervisory rules and policies, knowledge of AP style and knowledge of Freedom of Infor-

mation and libel laws. Candidates should have strong organizational and communication skills and have excellent written and verbal skills. They should be able to promote teamwork, cooperation among various properties and have the ability to motivate others. **CERTIFICATES, LICENSES, REGISTRATIONS:** Candidates must possess a valid driver's license and a driving record that is insurable by the company and must carry an acceptable level of vehicle insurance as required by the company. **APPLICATION DEADLINE:** March 14, 2016. To apply, visit: [https://www.appone.com/MainInfoReq.asp?R\\_ID=1247006](https://www.appone.com/MainInfoReq.asp?R_ID=1247006). We are committed to providing equal opportunity to individuals with disabilities who are qualified. We will provide reasonable accommodations for employees and applicants with disabilities who are qualified, unless doing so would cause undue hardship. A written request must be given to the Human Resources Director. (0314)

**MULTIMEDIA EDITOR** – The RiverTown Multimedia group is looking to hire a multimedia editor to join our team of hard-working and talented reporters and editors. Rivertown Multimedia is a group of community news organizations based in western Wisconsin and southeastern Minnesota. Wisconsin properties include New Richmond, Hudson, Ellsworth and River Falls. Minnesota properties include Hastings, Red Wing, Woodbury, Farmington/Rosemount and Cottage Grove. The multimedia editor will edit multimedia projects quickly and accurately, serve as an advocate for multimedia projects and assist in training newsroom staff on the

latest in multimedia technology. The multimedia editor will also assist newsrooms at various properties with frequently updating our websites and developing best practices for these posts. The multimedia editor will be a resource for reporters and editors across our group of publications. The right candidate will also be able to help us grow our digital audience and measure that growth. Candidates should have a bachelor's degree in journalism, mass communications or related field, newsroom and editing experience, experience guiding people, managing timelines and meeting deadlines. Experience with content management systems and Google Analytics is a requirement. It is preferred that the applicant have experience with HTML and CSS. **CERTIFICATES, LICENSES, REGISTRATIONS:** Candidates must possess a valid driver's license and a driving record that is insurable by the company and must carry an acceptable level of vehicle insurance as required by the company. **APPLICATION DEADLINE:** March 14, 2016. To apply, visit: [https://www.appone.com/MainInfoReq.asp?R\\_ID=1247012](https://www.appone.com/MainInfoReq.asp?R_ID=1247012). We are committed to providing equal opportunity to individuals with disabilities who are qualified. We will provide reasonable accommodations for employees and applicants with disabilities who are qualified, unless doing so would cause undue hardship. A written request must be given to the Human Resources Director. (0314)

**REPORTER** – Reporter wanted to cover news and sports for southern Wisconsin newspaper. We are

## 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@innews.com](mailto:jhulbert@innews.com)

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

### Submit your resume

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

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

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

# Free Member Exchange

## EXCHANGE

Continued from page 7

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 May 1. Starting earlier is OK. Salary compensate with experience. (Range: \$29,000 - 39,000) Qualified candidates send resume or letter of experience and clips to Diane Everson, Publisher, The Edgerton Reporter, 21 North Henry Street, Edgerton, WI 53534. 608-884-3367, email is [publisher@edgertonreporter.com](mailto:publisher@edgertonreporter.com). It is fine to send materials by email. (0331)

**FREELANCE WRITERS WANTED** - We produce The Annual Lakes Edition for summer residents and tourists. We are hiring writers to create interesting stories about Wisconsin: places to visit, interesting experiences and historical features. Qualified writers please contact Diane Everson, publisher, The Edgerton Reporter, 21 North Henry Street, Edgerton, WI 53534. 608-884-3367, [publisher@edgertonreporter.com](mailto:publisher@edgertonreporter.com). (0331)

**SALES REPRESENTATIVE** - Part-time or Full Time sales representative wanted for the Madison area to sell advertising in our Annual Lakes Edition. This publication and digital media targets our summer residents and tourists. Salary, commission and travel stipend. Lucrative opportunity for a sales professional. Media sales helpful; however, not necessary. Qualified? Contact Diane Everson, publisher, The Edgerton Reporter, 21 North Henry Street, Edgerton, WI 53534, 608-884-3367 [publisher@edgertonreporter.com](mailto:publisher@edgertonreporter.com). (0331)

**REPORTER** - Part-time reporter position open at award-winning

community newspaper, 15 miles west of Green Bay, 20 miles north of Appleton, 20-30 hours per week. Position focuses on general assignment reporting, and feature writing. Basic photographic skills are also required. Knowledge of InDesign and Photoshop helpful, but not required. Please email resumes to Ken Hodgden at [ken.h@adcom-mnews.com](mailto:ken.h@adcom-mnews.com) or mail to Ken Hodgden, Advertiser Community News & Times-Press, Box 100, Seymour, WI 54165. (0329)

**DIGITAL MARKETING AGENCY DIRECTOR** - Join FenceTalkDigital at an exciting period in its growth. Your role as the Digital Marketing Agency Director is to do what you do best - every day: lead, develop, and inspire the team in all things digital. You will have the opportunity to not only create a vision of growth, strategy, and a successful client base -- you will lead the way. The candidate desired for this opportunity is knowledgeable in digital marketing products and services, and is one who will coach, think creatively, have a track record of successful sales and management, communicate openly and persuasively, and behave as an owner. In addition to leading your team, you will actively prospect and sell Fence Talk Digital products and services. A college degree and/or equivalent successful career track with minimum of five years in advertising, marketing or business and three years of digital marketing is necessary. A valid driver's license is necessary to drive to our divisions and client sites based in Wisconsin, Iowa and Illinois. FenceTalkDigital is a division of employee-owned Woodward Communications, Inc. Our company provides a management culture and financial framework in how we do business. Our compensation package includes insurance, paid time off, retirement, employee stock ownership and much more. To be considered for this opportunity, apply online at [www.wcnet.com/careers](http://www.wcnet.com/careers). Deadline for applications is March 14, 2016. Woodward Communications, Inc. is an equal employment opportunity organization

and proud to offer a tobacco-free environment. (0314)

**SALES AND MARKETING DIRECTOR:** The Free Press in Mankato, MN, a seven-day newspaper with a vibrant web/digital presence, seeks an experienced sales and marketing director. Free Press Media also publishes a weekly agriculture paper, specialty magazines and hardbound books. This position requires a strong drive to succeed, experience in growing print, digital and magazine sales, strong leadership and communication skills and a leader for our communities. Mankato is a growing community in the river valley of southern Minnesota. If you enjoy four-season outdoor recreation, college sports, strong educational systems and a vibrant economy, this is the place for you. We offer a competitive salary and benefits. Please send your resume, references and salary history to: John T. Elchert, Publisher. The Free Press Media, 418 S. Second St., Mankato, MN 56001. email to [jelchert@mankatofreepress.com](mailto:jelchert@mankatofreepress.com) (0322)

**SUMMER INTERN WANTED FOR CENTRAL WISCONSIN WEEKLY** - The Waushara Argus located in Wautoma, Wisconsin, is looking for a summer intern to work in our editorial department. This is a paid internship and the intern will get experience in interviewing, writing, photography, layout and design. This is a 40 hour a week position and requires some weekends. Please send resume to: [argusmary@wausharaargus.com](mailto:argusmary@wausharaargus.com). (0315)

**NEWSPAPER DESIGN INTERN** - Lee Enterprises is seeking a Design Intern to work at its design center in Madison, WI to produce designs and products 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. To apply go to <http://lee.net/careers/> and select Lee Design Center - Madison using the location search menu. This is an hourly position. The hours are part-time and will be based on student availability during the school year. Night and weekend availability is preferred. Deadline to apply is March 12, 2016. 2001 Fish Hatchery Road, Madison, WI 53713. Equal Employment Opportunity/Affirmative Action Employer - Pre-employment drug testing applies. (0312)

**NEWSPAPER PAGE DESIGNER** - 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. We are also looking for a design intern to work part-time during the school year, or full-time over the summer. 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 and weekend shifts. Most shifts are 4:00pm - midnight or 5:00pm - 100am. This is a full-time hourly position. Deadline to apply is March 12, 2016. To apply go to <http://lee.net/careers/> and select Lee Design Center - Madison using the location search menu. 2001 Fish Hatchery

Road, Madison, WI 53713. Equal Employment Opportunity/Affirmative Action Employer - Pre-employment drug testing applies. (0312)

**DIGITAL AND NICHE PRODUCTS ADVERTISING SALES SPECIALIST** - Wolf River Media, L.L.C. has an opening for a digital and niche products advertising sales specialist. The successful candidate will have 1-2 years of sales experience, demonstrating the ability to develop strategies and sales plans which lead to the attainment of sales goals. Experience in ad sales preferred. This individual must also possess good communication and presentation skills, a valid driver's license, and proof of insurance. Compensation includes a base salary and a performance-based bonus opportunity. Additional benefits include 401k, vacation, dental, and life insurance. Wolf River Media, L.L.C. is committed to diversity and proud to be an EO employer. Email resume to [rbakeberg@wolfrivermedia.com](mailto:rbakeberg@wolfrivermedia.com) or mail to Human Resources 1464 E. Green Bay St. Shawano, WI 54166. (0308)

## Seeking Work

Posted December 2015

[Evan Halpop](#) - Reporter/photographer

## Publishing For Sale

**For Sale** - Two profitable weekly newspapers in Wisconsin. Owner financing with 10 percent down! Contact the Wisconsin Newspaper Association at [james.debilzen@wnanews.com](mailto:james.debilzen@wnanews.com) or 608-283-7623 for more information.

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



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