



Want to be a summer intern?

The Wisconsin Newspaper Association Foundation is accepting applications from students interested in participating in the 2016 WNAF Internship Program until April 1. Contact Member Services Director Julia Hunter at Julia.Hunter@WNAnews.com or 608-283-7622 with any questions. Register online at https://WNAnews.formstack.com/forms/2016_internship_app

THE Bulletin

March 21, 2016

News and information for the Wisconsin newspaper industry

Dreps named 'Distinguished Watchdog'

Attorney lauded for decades of service on behalf of media

Attorney Robert J. Dreps, a champion of open government who has represented news organizations in groundbreaking cases for three decades, has been named the 2016 recipient of the Distinguished Wisconsin Watchdog Award.

Dreps, who last month was inducted into the Wisconsin Newspaper Hall of Fame, is retiring from full-time practice at the Madison office of Godfrey & Kahn.

The award is a highlight of the sixth annual Wisconsin Watchdog Awards reception and dinner, presented jointly by the Wisconsin Center for Investigative Journalism, the Wisconsin Freedom of Information Council and the Madison Pro Chapter of the Society of Professional Journalists. The Wisconsin Newspaper Association is the lead sponsor of the Wisconsin Watchdog Awards.

The public is invited to the April 20 event, a celebration of open government and investigative journalism. Proceeds support the nonprofit and nonpartisan Wisconsin Center for Investigative Journalism, the participation of young journalists in the event and a special investigative reporting workshop.

"Thanks to Bob Dreps, the actions of government have been opened to scrutiny, and public officials have been held accountable," said Andy Hall, executive director of the investigative center. "He is a hero to those who treasure our democracy."

Past winners of the Distinguished Wisconsin Watchdog Award are Dave Zweifel, editor emeritus of Cap Times and a founder of



Bob Dreps

If You Go >>

What? 2016 Wisconsin Watchdog Awards reception and dinner

When? Wednesday, April 20, 5 p.m. reception and 6 p.m. dinner

Where? The Madison Club, 5 E. Wilson St., Madison, Wis.

More info: Tickets are \$55. Register online at <http://2016watchdog.eventbrite.com>

the Wisconsin Freedom of Information Council; the late Dick Wheeler, founder of the Wheeler Report newsletter; U.S. District Court Judge Lynn Adelman, chief author of the state's open records law; Dave Umhoefer, Pulitzer Prize-winning investigative reporter at the Milwaukee Journal Sentinel; and Meg Kissinger, investigative health reporter at the Journal Sentinel, who has tirelessly exposed flaws in Wisconsin's mental health system.

The event begins with a reception at 5 p.m. April 20, followed by dinner at 6 at The Madison Club, 5 E. Wilson St. Tickets cost \$55 and are available at: <http://2016watchdog.eventbrite.com/>

Dreps graduated first in his class in 1984 from the University of Wisconsin Law School. He served as a clerk to Judge John W. Reynolds, then chief U.S. District Court judge for the Eastern District of Wisconsin. As a private attorney, Dreps represented the Wisconsin Newspaper Association, the Wisconsin Broadcasters Association, the Freedom of Information Council and dozens of newspapers and other news media organizations in state and federal cases.

In nominating Dreps for the award, Godfrey & Kahn colleagues Brady Williamson and James Friedman predicted that the impact of Dreps' work for the news media in groundbreaking public records, open meetings and

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WNA in D.C.



Julia Hunter photo

National Newspaper Association President Chip Hutcheson asks U.S. Postal Service Chief Operating Officer David E. Williams a question at Wednesday's Printers' Workshop, which was held at the USPS headquarters in Washington D.C.

USPS talks solutions for common problems

WNA representatives met with members of Congress

By James Debilzen
Communications Director

Top officials at the U.S. Postal Service's national headquarters assured representatives of the newspaper industry they are actively working on solutions to alleviate problems that have become all-too-common with periodical mail delivery.

The commitments were made Wednesday during the National Newspaper Association's Community Newspaper Leadership Summit and Printers' Workshop at USPS headquarters in Washington D.C. The workshop was attended by approximately three dozen NNA members representing media companies and organizations throughout the country, including several representing the state of Wisconsin.

"I believe there's an opportunity to grow newspapers and we want to play a part in that," said Linda Malone, vice president of USPS network operations. "We're pledging



James Debilzen photo

Andrew Johnson, publisher of the Dodge County Pioneer and the Wisconsin Free Press Group, talks with Sen. Tammy Baldwin at her office in Washington, D.C.

our partnership to make this work."

U.S. Postmaster General Megan Brennan also stopped by the workshop unexpectedly and gave opening remarks, underscoring the postal service's commitment to working with the newspaper industry.

"Visibility" was a running theme throughout the workshop as postal officials outlined how changes to the postal delivery network are supposed to work following

nationwide processing plant consolidations and a new method for tracking newspapers in the delivery process with barcode tracking.

Barcode tracking has primarily benefited a limited number of newspapers that use full-service mailing and that have products that are firm enough to undergo automated sorting. USPS is working on a method to manually scan

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Member News

Among Friends

Pierce County Herald

Longtime Pierce County Herald editor **Bill Kirk**, 64, retired on March 16 — his birthday.

Kirk was hired as editor in October 1988, succeeding Steve Dzubay (who retired as publisher Feb. 29). He took on a reporting position at the Herald in February 2015. Before coming to the Cheese Curd Capital, Kirk worked in the media distribution department at the University of Minnesota-Minneapolis campus.

Before that, Kirk was editor of the weekly newspaper in Osseo, Wis. (the Tri-County News) for 13 years. His boss soon bought another weekly called the Augusta Area Times, about one year after Kirk started. His last two years there (1984-1986) Kirk covered strictly news for both papers.

Kirk and wife Jane, a retired nurse, won't be idle in their retirements. First on the list are big clean-up projects at



Bill Kirk

home. They're also exploring the idea of launching an informal business, combining Jane's love of photography and Kirk's writing and drawing talents.

The couple is active as greeters in their church. They attend a weekly sermon group session and are members of the church's Yesterday's Youth dinner group.

The Milton Courier

As long-time editor of The Milton Courier, **Doug Welch** spent years helping record Milton's history on the pages of the weekly newspaper.

Today, as assistant director of the Milton Historical Society, he's still working to preserve Milton's vast and rich history.

Welch is the driving force behind a new book set to launch April 7 called "Images of America Milton," a 128-page book filled with 230 historical images of Milton. The Images of America series



Doug Welch

is published by Arcadia Publishing. The series chronicles the history of small towns and downtowns across the country.

"It was a pretty cool project to do," said Welch, who is no stranger to book publishing. Welch wrote and published "Ashippun Trap" in 2014, a work of historical fiction about the Milwaukee Braves' exit from Wisconsin.

Milwaukee Journal Sentinel

The Milwaukee Journal Sentinel's business section and reporting staff have received four honors, including the prestigious award for General Excellence, from the nation's leading business journalism organization, the Society of American Business Editors and Writers.

It was the seventh time in the last 11 years that the Journal Sentinel's business news section has been singled out for General Excellence in



Raquel Rutledge

the group's annual Best in Business contest.

Raquel Rutledge, a Pulitzer Prize-winner and member of the Journal Sentinel's investigative team, won two awards — in the contest's Government reporting and Explanatory reporting categories — for her series "Gasping for Action," which detailed the hazards that the flavoring chemical diacetyl presents for people who work in coffee-roasting facilities or who smoke e-cigarettes.

Journal Sentinel investigative business reporter **Cary Spivak** and energy reporter **Thomas Content** were finalists in SABEW's Investigative category for their reporting on how Johnson Controls' CEO became tangled up in



Cary Spivak



Thomas Content

a multimillion-dollar Ponzi scheme.

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Harvey T. Rockwood, 63, consummate journalist, husband and father, died Sunday, March 13, due to complications from Parkinson's Disease with Lewy Body Dementia.

The Little Canada resident spent more than three decades working as a reporter and editor at newspapers in Redwood Falls, Minn., Wausau, Wis., and several Minneapolis suburbs, including Excelsior, Roseville, Robbinsdale, New Hope and Bloomington. From 1995 to 2009, he was editor of the Bloomington Sun Current.

He graduated from Fergus Falls High School in 1970, and attended Minnesota State University, Mankato (formerly Mankato State). He is survived by his wife Marcia of 33 years; daughter, Rachel (Joshua) Ferrence; and son, Andrew.



Harvey T. Rockwood

Free Content

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



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

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

This story explores the presence of strontium, a little-studied heavy metal that has shown up in eastern Wisconsin's drinking water at among the highest concentrations in the country. The U.S. Environmental Protection Agency is studying whether to begin regulating the naturally occurring element, which may cause bone and tooth problems in infants and young children.

In this package, WCIJ is offering a 2,000-word full version, a 1,500-word condensed version and a 290-word sidebar on how homeowners can investigate and improve the quality of their drinking water. WCIJ also are offering a series box describing the project.

Lead writer on the package is former University of Wisconsin-Madison journalism student Jane Roberts 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 Oconto County, every outdoor enthusiast's dream. With the Nicolet National Forest in the north, the Bay of Green Bay to the east and hundreds of miles of ATV and snowmobile trails in between, there are endless opportunities for adventure in Oconto County. If you love the outdoors, you'll love Oconto County—here are 10 reasons why:



Matt Pommer

In his State Capitol Newsletter, WNA columnist **Matt Pommer** discusses the financial woes and voter discontent in rural Wisconsin, where school districts often face declining enrollment and cuts in state aid that are tied to enrollment numbers. 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 county jails and the steady decline of jail populations since peaking in 2008.

WNA Online

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



Don't miss out on the conversation:

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



Member News



Pictured here, from left, at the Rayburn House Office Building in Washington D.C. are Andrew Johnson, Julia Hunter, Rep. Glenn Grothman, Laura Johnson and James Debilzen.

USPS

Continued from front page

bundles and flats trays (tubs) in a way that identifies all associated newspapers within the bundle or tray, creating a trackable record at each stop in the delivery chain.

In addition to answering the question “where’s my mail,” the data will help newspapers and USPS find where problems are occurring and if standard delivery times are being met.

USPS officials said they anticipate implementing better tracking for newspapers later this year.

Malone told workshop attendees that USPS has been stressing to processing plant managers and workers the importance of processing newspapers in a timely manner.

“We tend in our plants to forget about the customer,” Malone said.

Dane Coleman, manager of USPS operations integration

and support, also noted the postal service is simplifying its standard operating procedures to help workers more clearly understand how periodical mail should be processed.

“(USPS) realizes we draw people to the mailbox,” said Tonda Rush, director of public policy and general counsel for the NNA. “... If the mail doesn’t work, the town commerce doesn’t work.”

Capitol Hill

Representatives from the WNA met with lawmakers on Capitol Hill Thursday, highlighting industry concerns about a proposed increase in the threshold for overtime pay and who can be considered a salaried employee, and addressing problems with postal delivery.

The WNA representatives met with Sen. Tammy Baldwin, Rep. Glenn Grothman and a member of Rep. Ron Kind’s staff who specializes in postal issues. Andrew Johnson,

publisher of the Dodge County Pioneer in Mayville and the Wisconsin Free Press Group, also met privately with U.S. Senate Majority Leader Mitch McConnell, R-Ky.

The Wisconsin delegation included Andrew Johnson; his wife, Laura Johnson; Julia Hunter, WNA member services director; and James Debilzen, WNA communications director.

According to the NNA, the Department of Labor announced last year a plan to increase the minimum annual salary level for exempt employees from \$23,660 to \$50,440. In a survey conducted by the NNA, more than 30 percent of the respondents indicated they would be forced to eliminate staff positions if salary requirements were increased, 33 percent would reduce news coverage and 42 percent would hire more part-time workers to replace full-time positions.

The median household income in Wisconsin in 2014 was \$52,738, according to the U.S. Census Bureau.



The U.S. Capitol, as seen from the sixth floor balcony of the Newseum on Pennsylvania Avenue in Washington D.C.

James Debilzen photo

WATCHDOG

Continued from front page

other government access cases will be felt for decades.

Beth Bennett, executive director of the Wisconsin Newspaper Association, nominated Dreps on behalf of Wisconsin’s 221 daily and weekly newspapers. She commended him for being “the voice of clarity and reassurance” at the end of the WNA’s Legal Hotline for more than three decades while also assisting with a wide range of government openness issues

in courts and the Legislature.

“Bob has made a career out of being a watchdog and helping others become watchdogs themselves,” Bennett wrote.

“His aggressive defense of journalism’s role in democracy has made him an unsurpassed role model for young reporters and an unparalleled advocate for Wisconsin’s community newspapers and their mission of publishing the truth and holding public officials and record custodians accountable.

The MacIver Institute for Public Policy is a supporting sponsor. Event sponsors include the Wisconsin Broadcast-

ers Association, USA TODAY NETWORK-Wisconsin, The Cap Times, Wisconsin State Journal, and Schott Bublit & Engel law firm, with additional support from Simpson Street Free Press. Information about becoming a sponsor is available from Andy Hall at ahall@wisconsinwatch.org and at <http://wisconsinwatch.org/about/donations/watchdog-sponsorship/>.

The event also will honor winners of the Freedom of Information Council’s annual Openness Awards, or Opees, for their work promoting open government.



Stan Schwartz photo

Natalie Howell, a student at UW-River Falls, receives a certificate from Steve Haynes, president of Haynes Publishing in Oberlin, Kan., commemorating Howell’s participation in the NNA News Fellows program on Thursday at the National Press Club. Howell was sponsored by the WNA Foundation.

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.

Free Member Exchange

Opinion Page Editor – The Gazette in Janesville, Wis., is looking for its next Opinion page editor to continue the section’s award-winning tradition as part of an award-winning newspaper. We are a 20,000-circulation, family-owned publication named the best daily in Wisconsin. Our newsroom is a good mix of fresh youngsters and wise veterans. We’re looking for a smart, well-organized, hard-working and sparkling writer who can turn out clear, compelling editorials for almost every edition. We value clean, open government and strong Opinion pages that cheer the community for doing things right and chastise local government for getting it wrong. The focus of our Opinion pages is local with occasional forays into state issues. Our motto: Local Matters. Our owner and management lean conservative in politics but allow much freedom in day-to-day editorials. Our editorial board meets monthly and for candidate endorsements. We adhere to a set of 10 editorial principles, but the Opinion page editor enjoys great freedom in working with the editor to craft each day’s editorial. We are looking for someone with three to five years of journalism experience, preferably in newspapers, and a degree in journalism or a related field. Most importantly, we seek someone who can engage readers by editorializing about issues in the communities we serve. Send cover letter, resume and writing samples to: The Janesville Gazette, Attn: Human Resources, P.O. Box 5001, Janesville, WI 53547-5001, Humanresources@blissnet.net (04/18)

REPORTER – The River Valley Media Group has an opening for a full-time community journalist. This position would be based out of La Crosse and would cover everything from features and profiles, government meetings and breaking news. Stories and photos would be published online and in several of our newspapers, including the Houston County News in La Crescent, Minn., the Coulee News in West Salem, the Onalaska-Holmen Courier-Life, the La Crosse Tribune and the Winona Daily News in Winona, Minn. The ideal candidate should be comfortable whether writing a feature story, covering a meeting, covering high school sports, taking photographs, interviewing community

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. 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

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.

members and dignitaries. Experience with digital-first reporting using online platforms to break news, promoting your work with social media and telling stories in alternative forms is essential. La Crosse is Wisconsin’s largest city on the Mississippi River. Our area is blessed with outdoor recreational opportunities and a vibrant arts scene. Previous reporting experience is preferred, but outstanding college graduates are welcome to apply. The Tribune is a Lee Enterprises paper and offers competitive salary and benefits. This journalist will be required to work afternoons and evenings. It’s also essential the journalist provide their own transportation and have a good driving record. For consideration, please complete our online application at www.rivervalleynewspapers.com.

[com/where](#). Applications should include a resume, cover letter and 3–5 clips of your work. Equal Opportunity Employer. (04/04)

REPORTER – Reporter wanted to cover news and sports for southern Wisconsin newspaper. We are an award-winning, family owned, independent weekly newspaper in Edgerton. Edgerton is a beautiful community located near Wisconsin’s third largest lake, Lake Koshkonong and along Rock River. Reporter will cover city and township government meetings, the Fire District, police and sheriff reports, general news, assist sports editor with stories and take sports photos. We do investigative journalism. Position available 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. It is fine to send materials by email. (03/31)

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. (03/31)

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. (03/31)

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 Photo-shop helpful, but not required. Please email resumes to Ken Hodgden at ken.h@adcommnews.com or mail to Ken Hodgden, Advertiser Community News & Times-Press, Box 100, Seymour, WI 54165. (03/29)

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 (03/22)

Seeking Work

Posted December 2015
[Evan Halpop](#) – Reporter/photographer

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 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.

WNA-Sponsored Training

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 turn-key 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/>