



Tech News

Are you cutting pages to cut costs? It may be costing you more than helping you. Kevin Slimp explains in this month's "Tech News" column. **Page 3**



Save the Date

Join us this year in Eagle River, Wis., for the annual WNA Trees Retreat on **Aug. 18 & 19.**

THE Bulletin

March 28, 2016

News and information for the Wisconsin newspaper industry

Doing It Right: Wisconsin State Journal among 10 newspapers noted for innovation

Editor & Publisher magazine named the Wisconsin State Journal in Madison one of "10 Newspapers That Do It Right" in its March edition, part of an annual feature that highlights notable projects and ideas to grow audience and revenue in the newspaper industry.

Honorees included videos and podcasts, niche websites, new print products, events and more, according to the introduction of the feature written by Nu Yang and Andreana Young.

The State Journal was recognized for a collaborative content and marketing initiative with the University of Wisconsin Athletic Department.

The following is reprinted from Editor & Publisher:



Talks between the two organizations in the popular college town started about a year ago, and now their "In the Arena" project is entering its second season.

Here's how it works, according to State Journal Publisher John Humenik: "The university's athletic department creates content independent of the newspaper that is then displayed in the State Journal and on Madison.com. The content, which comes

in the form of front page spades, strip ads and double trucks, engages readers in many facets of the athletic department, including information about major and minor sports teams, ticket information, annual report on the department's finances, and a spotlight on academics and graduating senior athletes. The digital content focuses on driving ticket sales."

And what does the paper receive? Humenik said the State Journal and its photographers create content that enhances the game day experience for fans in the UW football stadium



John Humenik

and the basketball arena. Action photos shot during play are displayed on the main scoreboards under the segment "Images of Game Day." Additionally, the State Journal has agencies to "Live Look-in" video coverage of other games in progress during a Wisconsin game.

"I think one of the driving factors in this positive relationship is that both parties are invested in each other's success," Kevin Kluender, UW assistant athletic director/marketing and promotions, stated in a support letter. "(The State Journal) has certain-

ly helped us expand our reach and communicate our initiatives (and) we believe we have been able to offer (the State Journal) unique ways to reach our event attendees."

Humenik stressed that the newspaper's sports staff is not involved with the marketing arrangement. The emphasis, he said, is to bring together ideas with the university while learning from each other.

"Together, the two organizations bolster a sense of place and a sense of pride in one of America's great college towns," Humenik said. "Moreover, they demonstrate how relationship-building and collaboration help build community."

2016 Herb Kohl Foundation awards announced

Awards are co-sponsored by the WNA Foundation

The selection committee for the Herb Kohl Educational Foundation Scholarship, Fellowship and Leadership Program has announced recipients of the 2016 Herb Kohl Foundation awards for students, teachers and principals.

The \$3,000 awards - co-sponsored by the Wisconsin Newspaper Association Foundation - are being made to 100 teachers, 16 principals and their schools, and 184 graduating high school students. This year marks the first Kohl principal awards that recognize school leadership across the state.

Excellence Scholarship recipients have demonstrated excellence in the academic arena and high motivation to achieve, have displayed a broad range of activity and leadership outside the academic setting, and have shown strong promise for succeeding in college and beyond.

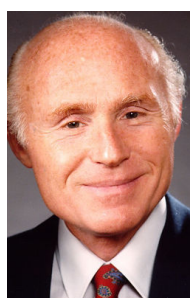
Fellowship recipients are educators who have been chosen for their superior ability to inspire a love of learning in their students, their ability to motivate others, and their leadership and service within

and outside the classroom.

Recipients of the new Leadership Award are school principals who are being recognized for setting high standards for instruction, achievement, and character and for creating a climate to best serve students, families, staff, and community.

Excellence Scholarship, Fellowship and Leadership Award recipients are selected by a statewide committee composed of civic leaders and representatives of education-related associations and the program's co-sponsors: The Wisconsin Newspaper Association Foundation, Wisconsin Department of Public Instruction, Wisconsin Council of Religious and Independent Schools (WCRIS), regional Cooperative Educational Service Agencies (CESA), and the Association of Wisconsin School Administrators.

Initiative Scholarship recipients, chosen by their schools, have demonstrated exceptional initiative in the classroom and have shown strong promise for succeeding in college and beyond, but



Herb Kohl

have not yet received other academic-based scholarships.

"I think it is significant that Wisconsin's students, teachers, principals and schools are recognized for their devotion to education and learning," said Michael Lancaster, WCRIS president.

The Kohl Foundation Scholarship and Fellowship program was established by retired U.S. Sen. Herb Kohl in 1990. To date, the foundation has awarded \$10.2 million to Wisconsin educators, students, and schools. New this year is the addition of the Leadership Award to recognize outstanding Wisconsin school principals.

"Education is the key to the future of Wisconsin and our nation," Kohl said. "I am very proud of the accomplishments of these students, teachers, and principals and look forward to the great contributions they will make in the future."

Letters notifying recipients of the award were mailed by the Herb Kohl Foundation on March 9. Regional recognition luncheons honoring the recipients will be held in a few weeks. Herb Kohl will attend all luncheons and present awards to recipients.

To view the winners, visit http://www.kohleducation.org/userimages/hk_state-wide_press_release_2016_with_lists.pdf

Students: Last call to apply for internships!

The Wisconsin Newspaper Association Foundation is accepting applications from students interested in participating in the 2016 WNAF Internship Program.

Up to eight interns will be placed at WNA-member newspapers across the state during the summer of 2016. Schedules will vary based on the newspapers' needs, but interns will earn approximately \$3,200 for an eight-week, full-time internship.

Internships will be awarded to students enrolled in accredited colleges and universities and interested in reporting, editing, advertising, marketing, photography or other newspaper roles.

Three of the eight potential internship spots will be awarded to students interested specifically in advertising and/or design. Consideration will be given to students who show professional promise and interest in a career in newspapers.

Students are asked to submit a completed application along with a short essay about their personal philosophy of journalism's role in society, published work samples and letters of recommendation to support their application.

Apply online by April 1, 2016 at https://wnanews.formstack.com/forms/2016_internship_app

Please contact Member Services Director Julia Hunter at Julia.Hunter@WNAnews.com or 608-283-7622 with any questions.



Member News

Among Friends

Lakeland Times, Minocqua

The Lakeland Times in Minocqua announced staffing changes following the departure of editors Ray Rivard and Jim Oxley.

Michael Strasburg has been named the newspaper's features editor, **Emily Koester** is now the associate editor and **Rob Hanson** was promoted to editor.

Strasburg is from Hazelhurst and attended Minocqua Hazelhurst Lake Tomahwak Elementary School and Lakeland Union High School. He graduated from the University of Wisconsin-Eau Claire in December 2014, with bachelor's degrees in English and politi-



Michael Strasburg

cal science.

During his time at UW-Eau Claire, Strasburg served as an editor of NOTA, the university's creative writing and arts publication. He also was no stranger to The Lakeland Times when he was hired as a full-time reporter in February 2015, having been an intern in 2013 and 2014.

Koester grew up in the Northwoods and graduated from Lakeland Union High School in 2008. She graduated from the University of Minnesota-Twin Cities in 2012 with a Bachelor of Arts degree in English. She returned to the university in May 2013 to earn her Minnesota teaching license and begin her master's degree in education.

Although she had no formal newspaper or journalism ex-



Emily Koester

perience prior to The Lakeland Times, her knowledge of the editing process comes from



Rob Hanson

working with students ranging from grade 9 to college on writing. Since starting at the newspaper in September 2015, Koester has quickly picked up the ins and

outs of the newspaper business. Rob Hanson was hired as a reporter for The Lakeland Times in December and is now the editor. Originally from Chippewa Falls, Hanson graduated from UW-Eau Claire in 2013 with a bachelor's degree in journalism and environmental science.

Hanson began his newspaper career at age 18 as a part-time reporter at the Leader-Telegram in Eau Claire and chief copy editor of the UW-Eau Claire newspaper, The Spectator. Midway through his college career he accepted a full-time position as arts and entertainment editor at the Leader-Telegram. After seven years at the paper and prior to joining The Lakeland Times, Hanson left to pursue work in the natural resources field as a fisheries technician for the Wisconsin Department of Natural Resources and later the U.S. Forest Service. He also continues to write outdoors and business features for regional and national magazines.

Waunakee Tribune

March 24 marked the first edition of The Waunakee Tribune's 100th year based on the newspaper's volume numbers, according to a column by managing editor **Roberta Baumann**.

Historical records indicate a newspaper called The Waunakee Index had previously existed, but folded in 1918. Baumann wrote it's believed the Tribune actually started publishing under its current name in 1920 when Alfred Roessler purchased the paper and moved his family to Waunakee from Lomira.

The newspaper has been published under five different owners since then. Today, the Tribune is part of Hometown News Limited Partnership, a group of 12 locally owned weekly community newspapers with headquarters in Fort Atkinson.

"And so, here we are today, with the 100th volume," Baumann wrote in her column. "In four years, the Tribune will celebrate 100 years of continuous weekly publications. Here at the Tribune office, it's easy to imagine each of those publishers and editors from all those different eras doing what we still do today: reporting the local news of the Waunakee area community."



Roberta Baumann

-30-

James Baughman, a long-time journalism professor at UW-Madison, died Saturday morning from lung cancer. He was 64.

Saturday had been deemed James Baughman Day in Madison with a proclamation signed by Mayor Paul Soglin that said the day was to celebrate "the love and intellectual passion (Baughman) has inspired in his current and former students, and for his contributions to scholarship, history, journalism and education."

Baughman, a native of Warren, Ohio, was the Fetzer-Bascom Professor of Journalism and Mass Communication at UW-Madison, and also held an affiliate appointment in the Department of History.

He received a bachelor's degree in history from Harvard in 1974 before earning his doctoral degree from Columbia University.

Baughman had been with UW-Madison since 1979. He served two terms as director of the School of Journalism and Mass Communication from 2003 to 2009.

He is survived by his wife, Mickey Michuda, and his family.

Funeral arrangements are pending at Cress Funeral and Cremation Service.



James Baughman

WNA Online

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

Wisconsin Newspaper Association

Yesterday at 8:21am · 🌐

STUDENTS! Are you still looking for that perfect internship opportunity?

The Wisconsin Newspaper Association Foundation has 8 paid internships to award to students interested in working at a Wisconsin newspaper over the summer.

The deadline to apply is coming up fast! Internships are available to journalism, photography, design and advertising students.

Apply online by April 1 at

https://wnanews.formstack.com/forms/2016_internship_app



2016 Internship Application - Formstack

The Wisconsin Newspaper Association Foundation is seeking the state's brightest and best to participate in paid internships during the summer of 2016.

WNAnews.FORMSTACK.COM

3 Likes 1 Comment

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Free Content

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

This week's **Discover Wisconsin** column takes us to Green Bay with 10 things to do during your getaway to Titletown. Even when the final pass has been thrown, the last grill packed up and the jerseys put away at the end of the season, you can still experience all the thrills that come with being a Packer fan.



In his State Capitol Newsletter, WNA columnist **Matt Pommer** recounts the time tax return records aided a search for a Nazi War criminal. 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.



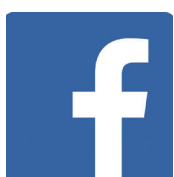
Matt Pommer



WISTAX Facts looks at Wisconsin's upcoming presidential primary and local elections.

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FACTS

Don't miss out on the conversation:
Click the icons to reach our social media pages and engage with us!



Columnists

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

You might be losing more than pages with lower page counts

There is a rule of thumb which almost always proves to be true at newspaper conventions: attendance drops drastically on Saturday morning. There are plenty of theories on the subject from “too much fun on Friday night” to “heading home to be with the kids.”

Whatever the cause, you can imagine my surprise when I walked into a room in Des Moines, Iowa, two days ago and realized it would be necessary to add chairs. Honestly, I didn't expect many folks to show up for a Saturday morning session where we would primarily be looking at numbers, but show up they did.

The topic was “What's Really Going on in the Newspaper Industry.” My plan was to discuss results from my most recent survey, completed only days before the Des Moines conference. It was obvious the attendees really wanted to know my thoughts on that topic.

After completing a major survey, I attempt to discuss one or two findings in each of my subsequent columns for newspaper industry readers until we have covered the most relevant findings. As with previous studies, there is enough information to write books about the state of the industry, but I will stick to the most interesting discoveries.

Tech News



KEVIN SLIMP

Perhaps the most thought-provoking discussion in Des Moines revolved around newspaper ownership. Before sharing survey results, I gave the group a little quiz. Their mission was to guess how North American newspaper publishers responded to the survey. Not to answer the questions in the survey as they related to their own newspapers.

When asked to guess the percentage of newspapers that are independent, not related to any group or other newspapers, most of the attendees guessed the number would be pretty low. They were surprised to learn that 53 percent of newspapers in the U.S. and Canada are independent, without any relationship to even a small group.

I found that most interesting because most of the folks in the room were from independent publications, not part of a larger group. Yet they assume that most of their brethren are from large newspaper groups. And as I discussed in a previous column, independent papers reported better health and more growth than those that are part of a group.

There were several other questions where most publishers guessed their papers were

different from most others. When the numbers are broken down, however, we find that ownership plays a bigger role than anything else in determining how newspapers respond. Most independent papers respond very similarly to most questions, as do most small, mid-sized and large group newspapers.

Today, I would like to focus on one interesting correlation: page count vs. newspaper health. Most newspapers, 53 percent, responded their page count was relatively unchanged from three years ago. That is 20 percent higher than the number which reduced the number of pages over the past three years. While 33 percent reported fewer pages, 12 percent answered that they have increased the number of pages.

We could argue all day whether newspapers are healthier as a result of having more pages, or whether healthier papers produce more pages because they are in better shape. I would guess that, as in most topics of disagreement, the truth is somewhere in the middle.

There is, however, no doubt newspapers that report a higher page count than three years ago also report signifi-

cantly increased health over those same years. An astounding 81 percent of newspapers that increased the number of pages report better overall health than three years ago.

That figure is even more amazing when compared to newspapers with decreased page counts over those same years. Of those, only 17 percent report improved health over the same period.

Among the largest group, made up of papers which report the same number of pages as three years ago, 38 percent indicate improved health since 2013.

This discussion could easily turn into a “Which came first, the chicken or the egg?” conversation. I would suggest there are enough responses to persuade me that one of

the indicators of newspaper health is page count as compared to previous years.

For some newspapers, decreasing the number of pages and staff members is a sure way to improve the bottom line. But if these 859 publishers and other newspaper executives can be believed, decreasing the number of pages has a high chance of leading to diminished health, rather than increased profits.

I'll stop there. If you're fortunate, or perhaps unfortunate, enough to be in one of my audiences in Rochester, New York; Amarillo, Texas; Pittsburgh, Pennsylvania; or Mitchell, South Dakota, over the next few weeks, I'm sure we'll find plenty of time to discuss these surveys in more detail.

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

Toll Free: 800-261-4242

Fax: (608) 283-7631

Office Hours: M-F, 8 a.m. to 5 p.m.

WNA Staff

Executive Director

Beth Bennett | 608-283-7621

Beth.Bennett@wnanews.com

Member Services Director

Julia Hunter | 608-283-7622

Julia.Hunter@wnanews.com

Communications Director

James Debilzen | 608-283-7623

James.Debilzen@wnanews.com

Media Services Director

Denise Guttery | 608-283-7630

Denise.Guttery@wnanews.com

News Tracker Team Leader

Dianne Campbell | 608-283-7625

Dianne.Campbell@wnanews.com

Search Technician

Ruzica Dzanic | 608-283-7626

Ruzica.Dzanic@wnanews.com

WNA Office Coordinator

Daryl Blumer | 608-283-7620

Daryl.Blumer@wnanews.com

Sales and Marketing Director

Susan Patterson Plank

800-227-7636 ext. 140

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.

WNA-Sponsored Training

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/>

Advertising is NOT Marketing!

Thursday, April 28 | 1-2 p.m.: When clients are working with you, they're expecting a strong sales strategy that will help guide them to a healthier bottom line. In this session, marketing pro Stuart Arnold will help you understand the basic tools for creating an impactful strategy, messaging and marketing for your clients. The return on their advertising investment will increase, and so will their trust in you! Register here: <http://www.onlinemediacampus.com/2016/03/advertising-not-marketing/>

Three-Call Sales System: Proven process for closing sales quickly

Thursday, May 12 | 1-2 p.m.: You may have heard the statistic that 80 percent of sales are made after the fifth call – and in some cases well beyond the fifth call. In a day and age where time is money, we want to help you save time and increase revenue by fine-tuning your sales approach. This webinar will walk through the how and why of a three-step sales process to close more sales in less time. Presenter Bob Berting tried and tested this system over 15 years with a leading suburban newspaper chain where he averaged two cold contracts a week. This session will benefit new sales professionals as well as industry veterans. Register here: <http://www.onlinemediacampus.com/2016/03/three-call-sales-system/>

Free Member Exchange

Help Wanted

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.netcom (0418)

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 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/workhere. Applications should include a resume, cover letter and 3-5 clips of your work. Equal Opportunity Employer. (0404)

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. (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. (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

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@inaneews.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.

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 publish-er@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@adcommnews.com or mail to Ken Hodgden, Advertiser Community News & Times-Press, Box 100, Seymour, WI 54165. (0329)

Seeking Work

Posted March 2016

[Phillip A. Humphries](#) – General assignment reporter/investigative reporter/feature writer

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.

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