



Satire sparks scrutiny in Superior

The University of Wisconsin-Superior has ended an investigation into a grievance filed against the Promethean student newspaper after an April Fools' Day edition prompted accusations of racism, misogyny and anti-Semitism. **Page 2**



Competing for customers

Columnist John Foust lists five questions advertising executives and their customers should ask when judging the effectiveness of an advertising campaign. **Page 4**

THE Bulletin

April 28, 2016

News and information for the Wisconsin newspaper industry

O'Leary switches WNA boards

Publishers Rogge, Walker move into officer roles

Weekly newspapers in the state's northeast region have a new, yet familiar face representing their interests on the Wisconsin Newspaper Association Board of Directors.

Kris O'Leary, publisher of the Tribune-Phonograph in Abbotsford, was elected to fill the northeast region's vacancy on the board of directors. She

most recently served as the president of the WNA Foundation, the not-for-profit arm of the WNA that solicits, manages and disburses funds and other resources for the educational benefit of Wisconsin's newspaper industry.

The WNA Board is made up of eight directors and seven officers. For election purposes, the state is divided into four geo-



Kris O'Leary



Heather Rogge



Gregg Walker

graphical regions. One weekly newspaper representative is elected from each region and representatives from four

daily newspapers (in any region) serve as directors on the board. Directors are elected to three-year terms.

Officer appointments are served on an annual basis, from February to February.

Meanwhile, two WNA Board Directors have moved into officer roles. Heather Rogge, publisher of the Daily News in West Bend, is now secretary of

the board, while Gregg Walker, publisher of The Lakeland Times in Minocqua, is serving as treasurer.

Other changes at the officer level include John Ingebritsen, regional publisher for Morris Newspapers in Lancaster, from third vice president to first vice president; Sidney "Skip" Bliss, publisher of The Gazette in Janesville, from secretary to second vice president; and Paul Seeling, publisher of the Woodville Leader, from treasurer to third vice president.

Watchdog journalism seminar May 24 in Milwaukee

Sponsored by MPI, IRE, WNA and the Journal Sentinel

Mid-America Press Institute and Investigative Reporters & Editors are teaming up for a Watchdog Journalism seminar Tuesday, May 24, at the Milwaukee Journal Sentinel.

Co-sponsored by the Journal Sentinel and the Wisconsin Newspaper Association, registration for the seminar is \$25. Journalists can register by emailing MPI Executive Director John Ryan at jmryan@eiu.edu.

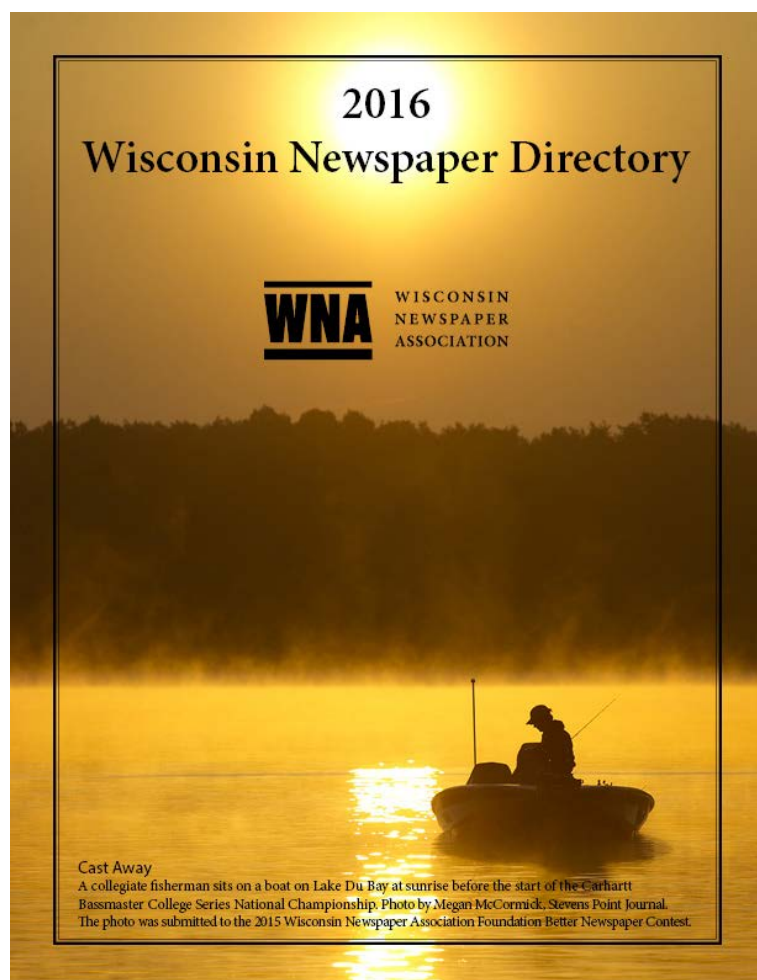
The one-day seminar will run from approximately 10 a.m. to 3 p.m. and include lunch.

Alex Richards, an IRE trainer, will lead the seminar, which will center on using the Internet in deadline and long-term investigations.

Register >>

Send an email to John Ryan at jmryan@eiu.edu.

Coming Soon...



This year's Wisconsin Newspaper Directory cover features a photo of a collegiate fisherman on a boat on Lake Du Bay at sunrise. The photo was taken by Megan McCormick for the Stevens Point Journal and received third place in the 2015 WNA Better Newspaper Contest's "General News Photo" category.

The annual Wisconsin Newspaper Directory is in the final editing phase and will be made available to WNA members in the next couple of weeks.

The directory includes newspaper listings by city and county; circulation and readership figures; contact information; Wisconsin newspaper groups; Wisconsin College Media Association members; newspaper industry resources and more.

The completed directory will be made available to WNA members as a downloadable PDF on our website. Links and password information will be provided to editors and publishers by email.

Non-members can purchase the directory for \$65.

SPJ, Madison College offer podcast training

Will be held May 6 in downtown Madison

Register >>

Register for the event online at <https://www.eventbrite.com/e/spj-madison-podcast-training-tickets-24774056871>

Are you an avid podcast listener? Or does the medium have you stumped? Join us for the Madison pro chapter of the Society of Professional Journalists' 2016 Spring Training to learn the skills and tools you need to compete in the world of podcasting and explore ways to make it work in your newsroom.

"How To Make Audio Podcasting Work For You" will take place Friday, May 6 at the Madison Area Technical College - Downtown campus, 211 N. Carroll St., Madison. Morning sessions and lunch will be held in Room 240; a hands-on training session will be in Room 421. It will begin at 10 a.m. with registration starting at 9:30 a.m.

Podcasting training is free for SPJ members. There is a charge of \$10 for students, who are eligible to attend the morning sessions, \$20 for other morning-only session attendees, and \$30 for attendees of the morning and afternoon sessions. The later session will be a hands-on training course in audio recording and editing for a podcast that is limited to 20 attendees.

A catered lunch and snacks are included with all registrations. The morning sessions will be turned into podcasts, and the podcast links will be made available after those sessions have ended on the

Writer's Life Lecture Series podcast.

Madison College's Journalism Program, of the School of Arts and Sciences, is sponsoring the event.

The session schedule is as follows:

- 9:30-10 a.m. - **Registration**
- 10-11 a.m. - **"Podcasting 101 For Journalists."** Led by Madison College journalism instructor Larry Hansen, this session will offer an overview of the medium's role in news coverage as well as covering the do's and don'ts of podcasting along the way. Hansen will be joined by fellow Madison College instructor and former Wisconsin Public Radio Morning Edition host Terry Bell and Isthmus staff writer Dylan Brogan.
- 11 a.m. to noon - **"Podcasting in Wisconsin's Newsrooms."** Wisconsin journalists will share their experiences with producing podcasts for their respective news outlets while sharing tips for getting started. Panelists include Katie O'Connell, producer and host of the Milwaukee Journal Senti-

Member News

Investigation into student paper ends

Promethean staff unapologetic for 'satire'

An investigation into a grievance filed against the student newspaper at the University of Wisconsin-Superior for material included in its April Fools' Day edition has ended without action against the publication.

The Promethean came under scrutiny after publishing a satire edition on April 1 with stories that detractors deemed misogynistic, racist and anti-Semitic.

The Promethean's editorial board remained unapologetic about the content, which was renamed the "Pessimist" and boasted "More Truth Than Trump!" in the flag of the satirical issue.

"As the editor of the Promethean, I fully acknowledge that many of our stories written for our satire edition not just cross the line, but ignore it altogether creating a level of absurdity and obnoxiousness that many on the UW-Superior campus will undoubtedly find offensive or demeaning," wrote editor-in-chief Marcus White in an April 1 post on the Promethean's Facebook page.

White stated the United States had reached "a new level of absurdity in its political sphere," referring to the tumultuous presidential campaign and accusations that the media

continue to fuel it, and sought to start a campus discussion on political and social issues.

The Superior Telegram reported the grievance was filed by Debbie Cheslock, a UW-Superior graduate student and student program manager at the campus' Gender Equity Resource Center. The formal grievance to the Dean of Students Office stated the April Fools' Day edition used demeaning language and the paper's staff "intimidated her in an attempt to take away her freedom of speech."

"Even though there are freedoms for expression, there are also consequences for inappropriate expressions," Cheslock wrote in her grievance, as reported by the Telegram. "There are real consequences for everything that we do, and it is unfortunate that the Promethean's staff and faculty adviser chose a path of sexism, racism, anti-Semitism and other demeaning actions ... Offending people in protected classes in the name of satire is not free from consequences, nor should it ever be."

On April 20, the Promethean posted on Facebook that the Foundation for Individual Rights in Education, based in Philadelphia, had sent a formal

Go Online >>

- Promethean's Facebook page: <https://www.facebook.com/uwspromethean/>
- Superior Telegram coverage: "[UWS closes investigation into April Fools' Day issue of student paper](#)" and "[Student paper draws backlash](#)"

letter to UW-Superior Chancellor Renee Wachter calling for an end to the investigation into the grievance. The Department of Communicative Arts, which houses UW-Superior's journalism program, also approved a resolution in support of the Promethean's editorial board.

Promethean staff members met with the dean of students on April 22 and were informed that "the matter concerning the complaint against our April Fools' Day edition is now concluded and no action is required," the paper wrote on Facebook.

"As a college student, you're always learning," White told the Telegram. "I think we learn, we grow from this, we see what could have done better, what did we like, what did we not like, take this ahead for next year."

NNA Fellow reflects on Washington D.C. trip

Editor's note: The following was written by Natalie Howell, a junior at UW-River Falls who traveled to Washington D.C. in March to serve as the WNA's representative in the National Newspaper Association Foundation's Fellowship Program. Fellows, accompanied by professional mentors, spent an intense two-and-a-half days interviewing Washington experts, focusing on the theme "Understanding the War on Terrorism."

By Natalie Howell
UW-River Falls

When I applied to be the Wisconsin Fellow for the National Newspaper Association's News Fellows Program, I thought it was a complete longshot. I never thought in a million years that I would receive a phone call from the Wisconsin Newspaper Association telling me that I would be traveling to Washington, D.C. to report on the War on Terror. Sitting alone at a small table in the UW-River Falls University Center, I felt a rush of excitement and panic, the kind of feeling you

get right before you do something amazing. That feeling never really went away.

Over the three days that I was in D.C., I had experiences that I will never forget. I formed friendships with other committed journalism students from around the country. I heard stories from people that have been in the newspaper industry for longer than I've been alive. I became aware of the many sides of the War on Terror through group and individual interviews. Every night I would return to my hotel room and reflect, not being able to believe the day I just had.

I'll never forget running around Capitol Hill with my mentor looking for people to talk to, in the process getting lost in the congressional office buildings. As a political science minor, I was in



Natalie Howell

heaven seeing the different offices of U.S. Senators and Representatives, and even seeing Massachusetts Sen. Elizabeth Warren in person twice. It meant so much to me to be in a place where so much history has been made, and I cannot wait to return to D.C. as a journalist to cover that history in the making.

As a journalism major, I have heard over and over that print journalism is in decline, and that I should change my focus to broadcast. I have always wanted to work for newspapers, but many times I have felt discouraged because of the constant messages that my dream career won't be around much longer. After attending the We Believe in Newspapers 2016 Leadership Conference and Postal Summit, however, I am no longer worried about the state of print journalism. Meeting so many accomplished journalists that are committed to print journalism has re-established my dream to work for newspapers, and I am so excited to follow that dream after graduation.

Free Content

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



Madison Water Utility photo

City of Madison crews replace lead service lines leading into a home. The city's decade-long lead pipe replacement program, begun in 2001, is considered a model of how to remove harmful lead from municipal water systems. Current federal regulations require only replacement of utility-owned lead pipes, which can increase rather than decrease lead levels in water.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available the latest installment of our ongoing Failure at the Faucet investigation into risks to Wisconsin's drinking water. This report describes the Wisconsin Department of Natural Resources' announcement Wednesday setting aside \$118 million to help municipalities replace dangerous lead pipes.

The story was written by the Center's managing editor, Dee J. Hall. We are offering a 600-word story, a map and several staff photographs. Special thanks to the Madison Water Utility for providing two of the photos.



This week's Discover Wisconsin column highlights a unite tour of eight local wineries worth visiting this spring, located in Platteville, Cedarburg, Milton, Greenleaf, Jefferson and Prairie du Sac.

In his State Capitol Newsletter, WNA columnist Matt Pommer examines former Gov. Tommy Thompson's love for UW-Madison, where he is receiving an honorary degree this month, and how his relationship contrasts with today's political climate. Pommer, known as the "dean" of State Capitol correspondents, has covered government action in Madison for 35 years, including the actions of eight governors - Warren Knowles, Pat Lucey, Martin Schreiber, Lee Dreyfus, Tony Earl, Tommy Thompson, Scott McCallum and Jim Doyle.



Matt Pommer



WISTAX Facts discusses how Wisconsin's middle-income filers claim the majority of both income and taxes.

Member News

Wisconsin Openness Report

Board inconsistent on records

MILWAUKEE JOURNAL SENTINEL – The state Public Records Board used contradictory messages to describe its decision last summer to expand what kinds of records could be destroyed immediately.

To the public and news organizations, the message was: The board made a routine clarification that was not “substantive.” That was the explanation given by Matthew Blessing, the board’s chairman, in downplaying why the board did not even give advance public notice by putting the matter on its Aug. 24 agenda.

But to state employees, the message was: The board made “significant changes” to which records are considered to have only temporary usefulness and can be destroyed. That was the update issued by Georgia Thompson, the board’s executive secretary, to alert state records officers that the definition of so-called “transitory records” had been expanded. The email, sent Sept. 28, was released to the Journal Sentinel in response to an open records request.

Amid widespread indignation that the action was another effort to hinder public accountability and transparency, the action was rescinded early this year.

Police shooting video remains sealed

POST-CRESCENT, APPLETON – More than four months after Neenah police shot and killed hostage Michael L. Funk outside Eagle Nation Cycles, video evidence of the Dec. 5 tragedy remains sealed from the public.

USA TODAY NETWORK–Wisconsin filed public-records requests for video with the Neenah Police Department, Winnebago County Sheriff’s Department, Wisconsin Department of Justice and Winnebago County District Attorney’s Office. None of the requests have been granted.

Howard Schoenfeld, attorney for Funk’s widow, Theresa Mason-Funk, has seen video of the shooting, and it was the basis of a \$3.5 million wrongful death claim filed against Neenah and three Neenah police officers.

Newspaper seeks names in teacher layoffs

OCONTO COUNTY TIMES HERALD, OCONTO FALLS – Twelve teachers in the Oconto Falls School District were issued nonrenewal notices for the 2016-17 school year, as the School Board reacted to a \$430,000 budget deficit forecast for the year.

The school district has not released the names of the teachers, citing the confidentiality of executive session. The Times Herald has filed a records request to obtain the information, and the teachers have been granted two weeks in which to decide if they want to block the information from release.

After meeting notice gaffe, board delays action on admin. contract

VERONA PRESS – After an incorrect agenda was sent out and posted online, the Verona Area school board decided not to take action April 18 on approving a new contract for superintendent Dean Gorrell.

The agenda originally posted Friday, April 15 did not include the contract approval as an action item, but that version was uploaded later in the day Monday, April 18 and posted at the district’s office by Sunday, April 17. It remained incorrect – with no action item from the Personnel committee – on the website early in the afternoon on April 18.

Multiple people expressed concerns to the Press that it violated the state’s open meetings law. Board president Dennis Beres said the difference between the posted agenda at the district office and the one emailed out was “strictly inadvertent.”

About The Bulletin

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

Contact

34 Schroeder Court #220, Madison, WI 53711
Phone: 608-283-7620
Toll Free: 800-261-4242
Fax: (608) 283-7631
Office Hours: Monday-Friday, 8 a.m.-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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Among Friends

Lodi/Poynette

The Lodi Enterprise and Poynette Press welcome reporter **Hannah Rajnicek** to its staff.

Originally from Vernon, Wis., Rajnicek received her journalism degree at Columbia College in Chicago, where she reported on protests, environmental issues, and politics, among other big issues during her time there. She wrote for Chicago Talks, a non-profit news source, and



Hannah Rajnicek

also did social media work for an environmental organization, The Alliance for a Greener South Loop, while in school.

Returning home to her beloved Wisconsin after “too much time in the big city,” Rajnicek interned at WISN 12 News, a television station in Milwaukee.

“My time at WISN 12 was interesting and educational, but made me discover that writing would stay my preferred style,” said Rajnicek. “At this point, I’m ready to get back into community-focused issues and topics that readers enjoy seeing in their papers.”

Rajnicek now resides in Poynette and enjoys hiking, painting, doing yoga, and spending time with family in her free

time. She can be contacted at (608) 370-5704 or hannahraj@hngnews.com.

–30–

Noel Zander, 74, died on Friday, April 15, 2016 at the Jack and Engrid Meng Residence. Zander was a co-owner of Zander Press in Brillion with his brother Zane for 45 years. He was the sports editor for the paper and was very dedicated to the Brillion Lion sports. He was in the Army Reserves for six years and he was an avid golfer and Packer fan.

In keeping with Zander’s wishes, a private memorial service will be held at a later date. Online condolences may be expressed at www.wichman-nfargo.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.

Industry News

PODCAST

Continued from front page

nel's "Behind the Headlines" and "Unsolved" podcasts; Jason Galloway, Wisconsin State Journal Badgers football beat reporter and host of "The Red Zone" podcast; James Mills, freelance journalist, author, and creator of "The Joy Trip Project" podcast

■ **Noon to 1 p.m. - Lunch and Networking**

■ **1-3:15 p.m. - "Podcasting Basics: A 'Hands-On'**

Workshop." Get a hands-on approach to recording audio, sound editing, and voicing while pulling together a sample podcast. A focus will be on the program, Garage Band, but trainer Terry Bell will also provide tips for other free programs available. This program is limited to 20 attendees; slots are filled on a first-come, first-serve basis.

Direct questions to Breann Schossow, SPJ Madison secretary, at breann@breannschossow.com or journalism instructor Larry Hansen, at lhansen@madisoncollege.edu.

WNA-Sponsored Training

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/>

Creating Focus on Enterprise News: Best practices for digging deeper

Thursday, May 19 | 1-2 p.m.: Presented in partnership with GateHouse Media. The Medford Mail Tribune's recent participation in GateHouse's Better Journalism Project revealed several best practices for consistently creating enterprise news, as well as developing a highly visible campaign for readers. In this session, learn how to plan for, execute and promote enterprise journalism on a weekly basis. Register here: <http://www.onlinemediacampus.com/2016/04/enterprise-news/>

How to Market and Sell in Brutally Competitive Environments

Friday, June 3 | 1-2 p.m.: Today's marketplace is simultaneously the best and worst in the history of human civilization. It's the best because untold and unprecedented opportunity awaits savvy and sharp-eyed professionals. It's the worst because there has never before been a market so loud, crowded and full of competing distractions jockeying for your clients' attention. In this presentation, award-winning author Jeff Beals shows you how to unearth what your clients truly value while building trusting, career-long relationships. Register here: <http://www.onlinemediacampus.com/2016/04/brutally-competitive/>

Interactive Storytelling Tools: Enhance your readers' experience

Thursday, June 9 | 1-2 p.m.: Journalists can tell digital stories with a variety of tools that make the experience more interesting and personal for the reader. This webinar will introduce you to some of these tools, demonstrate why they are effective and explain how to use some of them. Most important, we'll explain the process behind learning a new tool. Register here: <http://www.onlinemediacampus.com/2016/04/storytelling-tools/>

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

Competing for customers

Years ago, I helped judge an advertising competition for a large agricultural association. By design, all of the judges were outsiders. We evaluated each ad on its merits, without being influenced by inside knowledge of individual advertisers or personalities.

I recently ran across a leftover scoring sheet in my files. There were five scoring areas, with points awarded in each one. Although it was an industry-specific competition, these areas easily apply to all advertising:

1. Stopping power (described on the scoresheet as "attention getting ability"): This concept of stopping power is more important than ever. In the old days, we were exposed to about 500 ads per day. But today's number is 5,000 or higher.

It takes a lot to break through that kind of clutter.

2. Clarity of message ("is message understandable?"): I once heard a speech by John O'Toole, president of the famous Foote, Cone & Belding advertising agency. After his talk, I chatted with him for a minute or two and asked what he thought was the most

Ad-libs



JOHN FOUST

important principle of advertising. Without hesitation, he said, "Clarity."

3. Interest of message ("does message hold attention of audience?"): Once an ad gets attention, the task is to maintain that attention. The surest way to do that is to appeal to the target audience's interests.

And what are we human beings interested in? Ourselves. There's real truth in the old cliché that we all listen to radio station WII-FM - "What's In It For Me?" Every time we encounter an advertiser's product or service - even for a split second - we automatically run it through the self-interest filter. If it holds some appeal, we'll give it a few more moments of our time. If not, we'll click, tap or turn to something else.

The key is to know the audience. Marketing textbooks emphasize the value of features and benefits. Along the way, it's smart to narrow the list to those which are most relevant. Features A,B and C may not mean anything to potential buyers, but Feature D might hit the mark.

4. Believable ("will audience believe message?"): Although

advertisers realize that there is no sale without trust, some of them hurt their chances by resorting to exaggerations and unsubstantiated claims. They lose credibility when they use shallow terms like "unbelievable," "one of a kind" and "best deals in town."

I believe that people often exaggerate when they lack confidence in the truth. Sometimes this means the copywriter has not learned enough about the product and the audience to create a believable campaign. The remedy is to get the right information - and simply put that information into words and pictures.

5. Tone ("good taste in keeping with audience"): This is a matter of likeability. People would rather hear, "We understand you, and here's something you'll like" than to hear, "You're making a big mistake if you don't buy from us."

At the end of the day, there's something which can mean more to your advertisers than winning ad contests. And that's winning customers.

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Free Member Exchange

Help Wanted

REGIONAL EDITOR - The Country Today, an award-winning weekly Wisconsin rural-life newspaper, is seeking a full-time regional editor in the west-central Wisconsin area. The successful applicant will work from a home office and occasionally from the newspaper's office in Eau Claire. Primary duties will include writing agriculture- and rural-oriented news and feature stories, taking photos, attending various statewide rural events, and assisting with some newspaper layout as needed. The qualified applicant will have a college degree in a related field with writing, reporting and newspaper layout experience. A background in agriculture/rural life is a plus, but the ability to write quality news stories in AP style on deadline is required. Candidate also should be comfortable shooting photos and video and augmenting reporting through use of Facebook and other social media. Benefits available. Vehicle required for traveling with a valid driver's license and an acceptable driving record according to Eau Claire Press Company policy. A pre-employment drug test is required. Please email a cover letter, resume and writing samples by May 6 to Editor Jim Massey at jimmassey@mhct.net. No phone calls. An Equal Opportunity Employer. (0506)

REPORTER - Join the six-member news staff of an award-winning weekly newspaper that is part of the APG-Wisconsin regional news and information team. We are looking for a reporter with the skills and desire to work as both a print and digital journalist. Some experience is a plus, but we will consider a recent graduate with the right talents. The job will entail work on a wide variety of stories for our weekly newspapers and daily website. Successful applicants must be familiar with the AP style guide and be conversant in social media, such as Facebook, Twitter, Instagram, etc. Basic photo and video capture skills, including editing also are desired. APG-WI provides the full range of job benefits, including 401K match. Pay rate will be commensurate with experience and demonstrated skill. Send resume and brief portfolio of work to newsroom@chronotype.com or Chronotype Publishing, P.O. Box 30, Rice Lake, WI 54868, Attn: Sam Finazzo. (FN)

ADVERTISING SALES REPRESENTATIVE - The Tomahawk Leader, a family-owned weekly in the beautiful Northwoods of Wisconsin, is seeking a full-time advertising sales representative. Comes with an established account list with lots of room for growth. Help businesses and organizations reach and motivate customers through newspaper/print and online advertising opportunities. Work out of our Tomahawk office with some weekday travel to neighboring communities. Sales/marketing experience desired and compensated. Job is deadline driven. Must be able to multi-task multiple projects. Good math and organizational skills. We offer a base salary, plus commissions, travel expenses, bonuses/incentives ensuring hard work is rewarded. Simple IRA employer match and dental plan options available. Family atmosphere. Our work

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@innews.com

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

setting is relaxed yet energetic. New ideas encouraged. Send cover letter, resume and references to kathy@tomahawkleader.com or Tomahawk Leader, P.O. Box 345, Tomahawk, WI 54487. (0510)

REPORTER - CNI/NOW Newspapers, located in Waukesha, Wisconsin is accepting resumes and work samples for a full-time Reporting position. We plan to fill this position with an energetic journalist with solid reporting and writing skills who can produce quality copy. The ability to meet deadlines is critical. This general assignment role includes city government, school district, police and fire, human-interest features, issues and trends, and occasional project reporting with other duties as assigned. Bachelor's degree, preferably in Journalism, newspaper experience, including college programs, preferred. Must be able to communicate and work effectively with internal and external customers, staff and supervisor. Must have demonstrated writing and reporting skills. Skills in photography, video, audio and social media (especially Twitter and Facebook) helpful. Due to the creative nature of this position, work samples are required to be considered for this role. Please include either your website where samples can be viewed or attach a document to your profile (you will be prompted to do this). Mailed submissions are not accepted and cannot be returned. Apply to: sue.sattler@jmg.com (0504)

INTERN - Spend the summer in Door County and gain writing experience for your portfolio! The Washington Island Observer newspaper is providing a unique opportunity for the right candidate to enjoy the summer on beautiful Washington Island at the tip of the Door Peninsula. The Observer is seeking a summer intern with a journalism or writing background to write articles about community events, meetings, and other issues as they arise. The right candidate will be an independent self-starter who is comfortable interacting with residents and visitors, meeting weekly deadlines, and uncovering additional opportunities to ensure timely and accurate news coverage. The Observer is published 30 times a year (every-other week in winter, every week in summer), with each issue distributed to more than 1,000 readers on the island and around the U.S. This is a new position for the paper, but it is expected that the

intern will work approximately 15-20 hours per week. Benefits are negotiable and may include lodging on the Island during the intern's term of employment (June through August, with flexible start and end dates) and a ferry stipend. Send resume and cover letter to editor@washingtonislandobserver.com. (0502)

REPORTER - Veteran journalist looking for new challenges, recent December graduate or anticipating spring graduation, we want to talk to you. An immediate opening

has occurred at our award-winning newspaper-most recently recognized for investigative and team in-depth reporting-and we want to fill it quickly. The highest priorities on our to-look-for list are energy, enthusiasm and a positive, competitive drive for excellence. We offer the opportunity to join an experienced, solid team in a news-rich environment, along with outstanding quality of life near Chicago, Milwaukee, Madison and Rockford. Competitive pay and benefits; equal opportunity employer;

Respond with cover letter, resume, clips, references and salary history to Editor Bill Barth, Beloit Daily News, 149 State St., Beloit, WI 53511, or bbarth@beloitdailynews.com

Seeking Work

Posted April 2016
[Chris Walker](#) - Opinion writer
[Arnie Tucker](#) - Journalist

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 james.debilzen@wnanews.com or 608-283-7623.

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.

Reach the print and digital leaders of Wisconsin's media industry!

Advertise with The Bulletin

The Bulletin is a print-style newsletter published online every Thursday by the Wisconsin Newspaper Association and distributed by email to more than 870 subscribers with an interest in the state newspaper industry. Average email open rate is 37 percent.

Email Advertising

Header Billboard Ad 600 px by 150 px - 1 available	
4 weeks	\$200
13 weeks	\$585 (10% discount)
26 weeks	\$1,040 (20% discount)
52 weeks	\$1,820 (30% discount)
Rail Ad 150 px by 300 px - 2 available	
4 weeks	\$150
13 weeks	\$435 (10% discount)
26 weeks	\$780 (20% discount)
52 weeks	\$1,365 (30% discount)
Footer Billboard Ad 600 px by 150 px - 1 available	
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52 weeks	\$1,590 (30% discount)

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Rates (Full Color Included) \$8.00 per column inch - 3 column inch minimum	
Commit to 4 weeks	15% discount
Commit to 26 weeks	25% discount
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Column Widths (5 Column Layout)	
1 column	19 inches
2 columns	3.925 inches
3 columns	5.95 inches
4 columns	7.975 inches
5 columns	10 inches
Half-page depth	7.625 inches
Full-page depth	15.25 inches

Deadlines For All Ads

Space reservations and ad material deadline is Tuesday at noon on the week of publication.

The screenshot shows a sample of 'The Bulletin' newsletter. It features several ad placements: a green header billboard at the top, a rail ad in the middle, a footer billboard at the bottom, and two large retail display ads on the right side. Arrows from the text blocks point to these specific ad locations in the newsletter preview.

Contact Us >>

Start advertising today! Contact **James Debilzen** at 608-283-7623 or email James.Debilzen@wnanews.com.