

THE Bulletin

May 5, 2016

News and information for the Wisconsin newspaper industry

Feds could act soon on overtime

Labor mandate would double salary threshold

BY BETH BENNETT
WNA Executive Director

The federal Department of Labor (DOL) has proposed significant changes to the Fair Labor Standard Act's overtime pay requirements, which has caused alarm for many in the newspaper industry and the small business owners we represent and serve. Right now, a worker needs to make more than \$23,660 to be classified as a salaried, or exempt, employee. DOL is proposing to increase that threshold by 113 percent to \$50,440.

While the threshold is due

for an update, the proposed 113 percent increase is riddled with unintended consequences that are a real threat to both the financial health and journalistic integrity of many Wisconsin newspapers. The rule also creates significant challenges for small businesses, nonprofits, charities, local governments and universities.

The latest from Washington is that the rule could be finalized in the next week to 10 days. Please consider editorial support in favor of pausing the rule and reworking the increase so that it is more gradual and, perhaps, takes into consideration regional differences in cost of living.

Some important points to consider:

■ A recent survey of Newspaper Association of America

A recent survey found the newspaper industry would spend more than \$130 million annually to raise salaries to meet the new threshold.

NEWSPAPER ASSOCIATION OF AMERICA

member newspapers found that the newspaper industry would have to spend more than \$130 million annually to raise the salaries of exempt employees to

meet the new threshold. With many newspapers struggling to make ends meet already, this new rule could literally cause papers to shut down.

■ The proposal has drawn concern from small businesses, universities ([including the University of Wisconsin](#)), nonprofits and charities like the YWCA and Habitat for Humanity. It is also opposed by local governments including the National Association of Counties and National League of Cities.

■ The rule takes millions of salaried employees and turns them into hourly ones. Many salaried employees like the status and flexibility that comes with not punching a clock. They understand that there are

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WaPost's Baron coming to MKE

Editor named 'Sacred Cat Honoree' by Press Club

The Milwaukee Press Club announced Wednesday that Marty Baron, executive editor of The Washington Post, is the club's 2016 Sacred Cat Award honoree.

The award, which has been given annually since 1973, recognizes excellence in journalism at the national level.

Baron will accept the award at the club's annual Gridiron Dinner on Friday, May 13, at the InterContinental Hotel in Milwaukee.

The Milwaukee Press Club also will honor its 2016 Headliners Ted Kellner, executive chairman of Fiduciary Management, Inc. and Hannah Rosenthal, president and chief executive officer of the Milwaukee Jewish Federation. Winners of the press club's 2015 Excellence in Wisconsin Journalism competition also will be recognized at the event.

Emcees for the Gridiron will be Kathy Mykleby, co-anchor of WISN Channel 12 News at 6 and 10 p.m., and Fraser Engerman, director of global media relations for Johnson Controls.

Baron was named editor of The Washington Post on Dec. 31, 2012. His previous positions included editor of The Boston Globe, executive editor of the Miami Herald, and associate managing editor at The New York Times.

During his career, Baron has had a hand in some of the most important coverage in American journalism. Soon after taking over at The Washington Post, Baron was faced with a decision on whether to publish the story that exposed surveillance programs at the U.S. National Security Agency (NSA).



Marty Baron

Finding the faces

How an act of kindness sparked a statewide search for missing photos

BY JAMES DEBILZEN
Communications Director

When veterans of the Vietnam War came home, they received less than a hero's welcome. Many veterans have made it their mission to ensure that doesn't happen again.

Publisher Andrew Johnson of the Dodge County Pioneer in Mayville came to understand this firsthand during one of his family's darkest hours. When his son, Army Lt. David Johnson, was killed in action on Jan. 25, 2012, in Afghanistan, Vietnam veterans were there to help in the aftermath.

"The boys escorted my son's body while it was being transported in Wisconsin and Washington D.C.," Johnson said. "We came to find out they were there for the family because these guys weren't loved too much when they came back from Vietnam. They really want to show their love



Submitted photo

Last October, the Vietnam Veterans Memorial had a booth at the National Newspaper Association annual convention and trade show in Columbia, Mo. It was the goal of the booth to bring awareness of the Faces Project to community newspaper publishers and editor from around the country. From left: Andrew Johnson, Gold Star dad and National Newspaper Association regional director; Heidi Zimmerman, manager of communications and media relations, Vietnam Veterans Memorial; Laura Johnson, Gold Star mother; and Jessica McBride, UW-Milwaukee journalism instructor.

and support of the Gold Star families."

Johnson said he would never forget the help his family received.

In the years since then, Johnson has been lending his support to the Vietnam Veterans Memorial Fund's "Faces Never Forgotten" campaign.

The VVMF is attempting to collect a photo for each of the 58,307 names on the Vietnam Veterans Memorial Wall in Washington, D.C., which will be displayed on a "Virtual Wall of Faces" in a new education center at the memorial. The photos can also be viewed on the VVMF's website at <http://www.vvmf.org/Wall-of-Faces/>.

The effort to locate approximately 450 missing photos in Wisconsin began in 2012 with Wisconsin Public Radio and Wisconsin Public Television. Johnson became involved in the project after receiving a

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See **BARON**, Page 4

Member News

Among Friends



Kaitlyn Schultz photo
NEWSPA scholarship winner Zoe Johnson, left, is pictured with her mom and Common Sense adviser, Heather Vande Sande.



Danny Damiani photo | USA TODAY NETWORK-Wisconsin
Parents at businesses across the Fox Valley took their children to work last Thursday as part of the annual Take Your Child to Work Day. At The Post-Crescent, more than a dozen children of employees spent part of the day learning about the newspaper's print and digital operations. Here, Sarah Riley leads a tour of the newsroom.

Common Sense, Cedarburg

The Cedarburg High School Common Sense newspaper staff earned one group award and 23 individual awards at the North-eastern Wisconsin Scholastic Press Association Journalism Conference April 20. Nineteen schools – bringing 325 students – attended the conference, which is held at the University of Wisconsin-Oshkosh each spring.

One of the highlights of the day was the presentation of the annual NEWSPA scholarship, sponsored by the Wisconsin Newspaper Association. Senior **Zoe Johnson** was awarded the \$500 scholarship. She was

chosen from a field of several applicants after writing a 500-word essay, expressing why she is choosing to major in a journalism-related field.

For seven consecutive years, the Common Sense staff earned recognition for the overall publication. This year they were given Red Ribbon Honors.

This year's editors are seniors **Emma Brauer, Emily Tomashek, Catherine Torner** and sophomore **Brenna Fischer**.

Twenty-three entries placed in the writing or graphics divisions. Each newspaper can enter two stories in each of the 14 writing categories.

NEWSPA has been serving high school students around

Wisconsin since 1969.

Rice Lake Chronotype

Sam Finazzo, editor of the Rice Lake Chronotype, announced in a column last week that he plans to retire from the newspaper. His last issue will be June 1.

Finazzo came to Rice Lake nearly 38 years ago, straight out of the journalism program at the University of Minnesota. He



Sam Finazzo

Finazzo said Urban “represents a new generation of journalists

who will take The Chronotype and Rice Lake Online on their next steps.”

Finazzo became managing editor in 1986 following the retirement of **Warren Leary Jr.** Finazzo will be succeeded by **Ryan Urban**, currently the Chronotype's city editor.

CNA

Samantha Fett has been named the new Customized Newspaper Advertising sales and marketing director.

Fett, who succeeds Patterson Plank, will begin her new role on July 1. Patterson Plank became executive director of the INA on April 1.



Samantha Fett

Fett has more than 15 years of sales and sales management experience and has been the inside sales manager with CNA since 2009. She started her career with the Iowa Newspaper Association in 1999 as an intern, selling advertising into the newspaper directory and upon graduation became a full-time account executive. Fett also has experience in television and pharmaceutical sales.

In her current role, Fett leads a team of three account executives and one sales assistant in selling national newspaper media through newspaper networks. She oversees the budgeting process and she trains, guides and mentors the sales staff. She has created new digital packages and an online network.

In her new role, she will oversee all CNA operations including display and network sales; media planning and placement; and CNA's partnerships with other state press associations.

THE

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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.

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Member News

Free Member Content

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



The Wisconsin Center for Investigative Journalism has made available a story that discusses a \$50,000 tax credit award that was rescinded from W.W. Grainger after the Illinois-based company failed to create promised jobs and in fact sent some jobs to Panama. The credits were awarded by the Wisconsin Economic Development Corp., but the agency pursued repayment through the state Department of Revenue after W.W. Grainger created none of the promised 130 new jobs and reduced its Wisconsin workforce by 361 jobs. A company spokesman said employment at W.W. Grainger rebounded this year, but the deadline for creating and retaining jobs was in 2013.

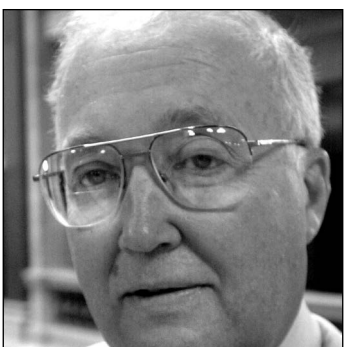
The story was written and reported by Center contributing reporter Cara Lombardo.



This week's Discover Wisconsin column takes us to Door County, where the hosts make four stops at local businesses making delectable products that incorporate the famous Door County cherry.



WISTAX Facts says Wisconsin is one of 40 states that tax some personal property, but of our surrounding states, Wisconsin taxes more personal property than most.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines changes in federal food stamp eligibility in Wisconsin, including the potential for drug testing benefit recipients in the future. 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.

WNA-Sponsored Training

Digital Services Part 1: Increasing Ad Revenue Through Mobile

Friday, May 6 | 10:30 a.m.: Today digital services that connect all sectors of commerce, business, tourism and people are more important than ever to local newspapers. By centralizing all community and business information, you position your paper as the main focal point for all community information, and become the one-stop shop for mobile, social and online promotional advertising coordinated across all channels. This webinar will teach attendees how to review platforms for best practices, the power of video for services and how to drive new digital revenue through services such as social management, app development, paid placements, enhanced listings and more. With Penny Merian, Chief Marketing Officer of HubCiti, and Nelson Clyde, President of T.B. Butler Publishing Co. Inc. and Publisher of the Tyler Morning Telegraph. Register here: <http://www.inlandpress.biz/webinars2015/?ref=01012015>

Growing your business beyond likes with social media

Tuesday, May 10 | 2 p.m.: You've got your business set up on social media, now what? This presentation will highlight industry trends, tactics and best practices for utilizing online marketing to grow your audience beyond your friends and family and deepen engagement. We will cover specific examples relating to social media, email, mobile and search engines that will help demystify using social media and use it to grow your business. With Shannon Kinney, Founder and Client Success Officer, Dream Local Digital. Register here: <http://www.inlandpress.biz/webinars2015/?ref=01012015>

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/>

MPI sets two seminars

Topics: Watchdog, education reporting

Mid-America Press Institute has two one-day seminars planned for May and June.

First up: Watchdog Journalism on Tuesday, May 24, at the Milwaukee Journal-Sentinel. Co-sponsored by MPI, Investigative Reporters & Editors Inc., Journal Sentinel, and the Wisconsin Newspaper Association, the seminar will center on using the web and social media to assist in investigative stories, among other topics.

IRE Training Director Alex Richard will lead sessions on digging deeper with data and keeping track of non-profits and charities. Ellen Gabler of the

Journal Sentinel will lead a session on FOI and open records.

The seminar will run roughly 9:30 a.m. to 3 p.m. Registration is \$25 and includes lunch. To register, email MPI Executive Director John Ryan, jmryan@eiu.edu.

Second seminar: Education Reporting: Expanding your beat beyond meetings, budgets and tests on Friday, June 24, at The News-Gazette, Champaign, Ill.

Sessions on expanding coverage, engaging younger readers, data mining and other topics will be featured. More details will be forthcoming.

The seminar will run roughly 9:30 a.m. to 3 p.m. Registration is \$25 and includes lunch. To register, email MPI Executive Director John Ryan, jmryan@eiu.edu

WNA LEGAL HOTLINE

Keep this number handy: (800) 362-2664

WNA-member editors, reporters and advertising staff may call toll-free to ask an attorney for immediate help when they face challenges to Freedom of Information (FOI) principles.

Ad staff may also use the Hotline when questions arise about the legality of an ad.

OVERTIME

Continued from front page

some days that require more than eight hours and some that require less – either way they like knowing they are trusted to get their job done.

■ The proponents of the proposal argue the rule will ensure that employees receive overtime pay. While that may be true in

some cases, most employers can't afford overtime and will instead force employees to stop working once they hit their hourly limit. That could be a real problem for a journalist tracking a story or a nonprofit leader providing help for individuals in need. It could also lead to employees earning less money as some employers may send workers home early when there isn't immediate work to be done.

■ The salary threshold can and should be lifted. But not this much and not this fast. And, consideration should be given to the fact that wages and cost of living are different in different parts of the county. New Holstein is not New York.

■ The DOL should reconsider and redraft the rule. If it doesn't, Congress should step in to press pause and force the administration to get the rule right.

Industry News

Why you should buy a newspaper

There has been a flurry of news recently about various newspaper groups being bought and sold. And each time I have gotten some version of the question; “Why would anyone buy a newspaper? Aren’t they dead?”

That question reflects conventional wisdom about the news industry and, as we all know, smart investors like to take advantage of bad conventional wisdom.

The newspaper business has changed a lot and is certainly much less profitable now than it used to be. But so what? Lots of industries go through ups-and-downs as technologies and customer preferences change. Name an industry—cars, airlines, energy, retail, accounting, transportation, construction—and the underlying economic drivers look a lot different than they did in the 1980s. That doesn’t mean they are “dead” businesses. People want and need the underlying products and services and the industries adapt to be successful in the new world. It is not always a pleasant or pretty transition—but the ultimate winners are the companies that focus on underlying fundamentals and what the future could be, rather than what the past has been.

So what are the underlying fundamentals of the news industry:

■ **People want and need the product – and the market is expanding:** People consume more hard news than ever, including millennials. The idea that anyone, particularly young people, don’t consume news is flat out wrong and not at all supported by data. The



David Chavern
Newspaper Association of America

fact is that when I was young, the “news” was limited to what landed on the driveway in the morning and what was on the 6 o’clock news. The vast (and expanding) availability of news sources today means that consumption is just that much easier. And they haven’t figured out how to automate reporters yet, so someone has to feed the news beast. Bottom line—core demand for the product is high and expanding.

■ **Consolidation presents a tremendous business opportunity:** The industry is highly diffuse. There are currently thousands of independently-owned newspapers across the United States and they generally don’t compete with each other. Any MBA will tell you this presents a tremendous opportunity to consolidate sales operations (“one call, one bill”) and rationalize corporate and back office expenses. This

is exactly what has happened in the radio business. The trick will be maintaining unique journalistic and editorial perspectives with each individual paper in order to keep connections to the community. The newspaper in Waco, Texas, should probably look and feel very different from a paper in Portland, Ore., even if they have the same corporate ownership and sales operations. (Personally, I think that radio has gone overboard in the national consolidation of programming, such that there are now too few radio stations that genuinely—and uniquely—reflect the musical and news interests of their individual communities.) Consolidation also allows for greater leverage in negotiating with the major digital platforms and delivery channels.

Inevitably, whenever there is a major news merger, people express concerns about “reduced diversity of voices” in a community. But that is a very 1970s view of the news business. The advent of One Newspaper Towns began before the internet, and it is even less relevant now that there are so many online voices. Newspapers are neither “dead” nor “monopolist”—and they certainly can’t be both!

■ **Established brands matter a LOT in news:** When it comes to news, trust is everything. When a big event happens, people immediately look for information from sources they know and trust. Establishing that trust is hard—and growing the newsrooms and reporting culture that support it is harder still. This is one area where incumbency has huge

advantages. If you could get a great brand at a price that is undervalued by conventional wisdom, why wouldn’t you do it?

■ **The print parts still make money:** No one thinks that print is the future of the news business. But until you get to the future, the print operations do something very unusual for a content business—they mostly still make money. As you transition a company to a new business model, why would you not want to have some operations that still make money? You can dive into the digital-only pool and build a brand, newsroom and sales operation from scratch, but the money will probably be flowing out the door for quite a long while.

So looking to the future (and not the past), would you have any interest in buying a business where: (i) core demand for the product is growing, (ii) there are large business opportunities for consolidation, cost savings and negotiating leverage, (iii) the brand is established and very valuable, and (iv) it has operations that still make money, and, by the way, (v) you can probably get it for a good price since bad conventional wisdom means that it is undervalued?

Doesn’t sound like a bad bet to me.

David Chavern is the CEO of the Newspaper Association of America, a nonprofit organization representing nearly 2,000 newspapers in the United States and Canada. This column was adapted from a post that was published April 29 on the NAA blog.

FACES

Continued from front page

press release from WPR/WPT, prompting him to seek help from the Wisconsin Newspaper Association and its members.

“As a newspaper publisher from a small little town, I thought of my own town,” Johnson said. “If there were any pictures in my area, I could put the word out that we’re looking for so-and-so’s picture and I think we’ll have a real good shot of finding it.”

And he was right. Newspaper editors and reporters around the state began searching archives and writing stories asking for help from readers.

Wisconsin became the fifth state to locate photos for every fallen Vietnam veteran, according to a May 27, 2015, press release from the VVMF. The most difficult photos to find were tracked down by students at UW-Milwaukee, with guidance from journalism instructor Jessica McBride.

The nationwide effort to find the missing photos has continued to move forward. On Tuesday, Nevada became the 11th state to find every photo of their fallen Vietnam veterans, bringing the total for the campaign to more than 46,100 photos. Approximately 12,000 photos remain missing.

SPECIAL SECTION

To commemorate the completion of Wisconsin’s portion of the “Faces Never Forgotten” project and to pay tribute to fallen Vietnam veterans, the WNA – in partnership with the VVMF and the Dodge County Pioneer – is making the photos available for publication via a special section.

The 36-page section, which is designed to allow for personalization, includes stories highlighting the efforts to find the images and spaces for advertising opportunities.

“I hope what we’re doing in Wisconsin will inspire other states to do the same thing,” Johnson said.

Members can access PDF and Quark files of the special section, along with featured photos included in the tab and copyright releases, by clicking on the following link: bit.ly/WNAFacesTab.

An example of the Pioneer’s sales flyer can be found here: <https://www.dropbox.com/s/88zaqo136juprm3/Wisconsin%20Faces%20Flyer%202016.pdf?dl=0>

Photos of the soldiers, which can be sorted by city or county by using the Advanced Search tab, can be accessed at <http://www.vvmf.org/Wall-of-Faces/>.

Information about the service members was provided to the VVMF by the Department of Defense.

Questions regarding the project can be directed to WNA Member Services Director Julia Hunter at 608-283-7622 or Julia.Hunter@wnanews.com.

BARON

Continued from front page

Baron chose to publish the story, leading to the newspaper being awarded a Pulitzer Prize for Public Service in 2014.

While Baron was executive editor at the Miami Herald, the newspaper’s staff won a Pulitzer Prize for Breaking News in 2001 for “its balanced and gripping on-the-scene coverage of the pre-dawn raid by federal agents that took the Cuban boy Elian Gonzalez from his Miami relatives and reunited him with his Cuban father.”

Most recently, Baron has been highlighted for his stint at The Boston Globe, where a team of reporters exposed sexual abuse by priests and a subsequent cover-up in the Boston Archdiocese. For that coverage, the newspaper won a Pulitzer Prize for Public Service in 2003. The 2015 “Spotlight,” which won an Academy Award for Best Picture Sunday, was inspired by The Globe’s coverage of the Boston clergy

abuse and cover-up.

“Those are just three of many stories Marty Baron has been involved with that have changed the way so many people live and think,” said LaToya Dennis, Milwaukee Press Club president. “We are honored to have someone of Marty Baron’s caliber as our Sacred Cat honoree. He exemplifies what it means to not only be a great journalist, but a strong leader. We are looking forward to having him share some of his incredible experiences with us.”

Past Sacred Cat honorees include Ann Compton, Jonathan Alter, Cokie Roberts, Walter Cronkite, Malcolm Forbes, Judy Woodruff, Michael Bloomberg and David Maraniss.

The Headliner Awards are presented annually to those who are making a positive difference in Wisconsin.

Kellner, who founded Fiduciary Management, Inc., in 1980, has been a major donor to his alma mater, the University of Wisconsin-Madison, among other organizations, and is also known for his civic

If You Go >>

WHAT? Milwaukee Press Club Gridiron Dinner

WHEN? Friday, May 13 at 5:30 p.m.

WHERE? InterContinental Milwaukee Hotel, 139 E. Kilbourn Ave.

MORE INFO: Register online at <http://www.milwaukee-keepressclub.org/events/gridiron-awards-dinner-2016/>

engagement and contributions. He is chair of the Greater Milwaukee Committee, a minority owner of the Milwaukee Bucks and chair of the Bradley Center Sports & Entertainment Corporation board.

Rosenthal has spent her career advocating for Jewish causes. Prior to joining the federation, she was special envoy and head of the Office to Combat Anti-Semitism for the Obama administration at the U.S. State Department. Rosenthal also served in the Clinton

administration as Midwest regional director of the U.S. Department of Health and Human Services. She is a graduate of the University of Wisconsin-Madison and studied for the rabbinate in Jerusalem and California.

Past Headliner honorees include Ricardo Diaz, Linda Mellowes, Michael Pink, Barry Alvarez, Jane Pettit, Howard Fuller, Bud Selig, James Lovell, Ben Marcus and Steve Marcus.

Tickets for the Gridiron Dinner are available online at www.milwaukeekeepressclub.org. The cost is \$65 per individual or \$500 for a table of eight. Corporate sponsorship levels are also available.

Founded in 1885, the Milwaukee Press Club is the oldest continuously operating press club in North America. Its members represent a diverse community of media-focused professionals from nearly every local media outlet, and with a strong contingent of media, public relations and marketing professionals and individuals with an interest in the press.

Free Member Exchange

FREE FOR 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.

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.

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@mhtc.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 news-room@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 multitask 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 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)

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