



WE SALUTE our service members
The WNA office will be closed Monday, May 30 for Memorial Day

THE Bulletin

May 26, 2016

News and information for the Wisconsin newspaper industry

Five appointed to boards

Johnson becomes president of the WNA Foundation

BY JAMES DEBILZEN
Communications Director

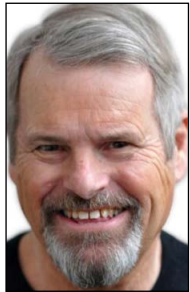
The Wisconsin Newspaper Association Board of Directors appointed three new members to the WNA Foundation Board and two new members to the WNA Services Board during its quarterly meeting on May 19 at the Madison Club.

Joining the WNA Foundation are Rusty Cunningham, editor of the La Crosse Tribune; Tim Lyke, publisher of the Ripon Commonwealth Press; and John Halverson, who recently retired as general manager of the Lake Geneva Regional News.

The WNA Foundation is a not-for-profit organization that solicits, manages and disburses



Rusty Cunningham



John Halverson



Tim Lyke



Greg Mellis



Scott Peterson

funds and other resources for the benefit of Wisconsin's newspaper industry.

Foundation board member Andrew Johnson, publisher of the Wisconsin Free Press Group based in Mayville, was appointed as the foundation's new president. Johnson succeeds Kris O'Leary, publisher of The Record Review in Edgar, who was elected in April to fill a vacancy for the northeast region director position on the WNA

Board of Directors.

Meanwhile, publisher Greg Mellis of the Shawano Leader and Scott Peterson, editor-in-chief of the Journal Community Publishing Group, were appointed to serve on the WNA Services Board.

WNA Services, Inc. is a wholly owned for-profit subsidiary of the WNA. The five-member WNA Services Board oversees the operation of News Tracker (the WNA's clipping service)

and other activities not related to WNA membership.

Members are appointed by the WNA Board of Directors to serve one-year terms and include the immediate past president of the WNA, Carol O'Leary; first vice president, John Ingebritsen; a WNA daily publisher (Mellis) and a WNA weekly publisher (Peterson), neither of whom serve on the WNA board; and the WNA executive director, Beth Bennett.

WNA Board opposes overtime ruling

BY JAMES DEBILZEN
Communications Director

A new set of federal rules that were announced last week regarding overtime pay has sparked concern among publishers in Wisconsin's newspaper industry.

The Wisconsin Newspaper Association Board of Directors during its May 19 meeting in Madison voted unanimously to go on record opposing the overtime changes, which doubles the level of pay a professional worker must receive before

See **OVERTIME**, Page 3



Veterans photos on display this weekend

An exhibit featuring a photo for each of the 1,161 Wisconsin veterans listed on the Vietnam Veterans Memorial in Washington D.C. will be displayed May 27-30 during Brat Fest in Madison.

For the past two years, the WNA and its members have joined the effort to find all of the photos of Wisconsin Vietnam veterans who are listed on the memorial. WNA members have been credited with finding more than 450 of the photos and were integral in the project's completion just before Memorial Day 2015.

For more information about Brat Fest, visit www.bratfest.com.

Training watchdogs



Julia Hunter photo

The Mid-America Press Institute's Watchdog Journalism seminar, co-sponsored by the Wisconsin Newspaper Association, was held Tuesday at the Milwaukee Journal Sentinel. The seminar featured sessions on using the web and social media to assist in investigative pieces, digging deeper into data, open records and more. The sessions were led by Investigative Reporters & Editors Training Director Alex Richards and Ellen Gabler of the Journal Sentinel, pictured above.

Committee to review public notice law

Scope includes qualifications for 'official newspapers'

BY JAMES DEBILZEN
Communications Director

Members of the Wisconsin Newspaper Association Board of Directors were given an update during the board's May 19 meeting in Madison on the creation of a "legislative study committee" that will review the state's statutes on the publication of legal notices in newspapers.

According to the description for the "Study Committee on Publication of Government Documents and Legal Notices," the committee's goal is to update state law regarding public notices "to reflect technological advances and remove obsolete provisions," including a review of "qualifications for official newspapers" and the possibility of allowing "for information to be made available only electronically or through nontraditional media outlets."

"Make no mistake; there are some legislators who want to get rid of legal notices as they stand today," said WNA lobbyist Mark Graul.

Legislative study committees

'Make no mistake; there are some legislators who want to get rid of legal notices as they stand today.'

MARK GRAUL
WNA Lobbyist

are created by the Joint Legislative Council with the purpose of studying "major issues and problems identified by the Legislature," according to the council's website. Study committees are appointed by the council and include members of the Legislature and citizens who are interested or knowledgeable about the topic. The committee's findings can prompt the introduction of new legislation.

The legal notice study committee is one of seven being formed in 2016. It is chaired by Rep. John Spiros, R-Marshfield, with Sen. Mark Miller, D-Monona, serving as vice-chairman.

Seven representatives of the WNA applied to serve as public

See **REVIEW**, Page 4

Member News

FOIC: Court records facing new threats

The president of the Wisconsin Freedom of Information Council has alerted council members to recent action and comments by state Supreme Court justices indicating the court's willingness to consider removing some records from the state's online court record database.

In a memo to FOIC members, president Bill Lueders said the state's high court on May 16 voted 5-2 to dismiss a 2009 "rules petition" that sought to formalize a process allowing the expungement of court records where criminal charges were dismissed or an acquittal was reached. This included removing records on the Wisconsin Circuit Court Access website, better known as CCAP.

The petition - filed by the State Bar of Wisconsin - was dismissed with the understanding that the petition would be refiled, giving the court a fresh opportunity to review the issue again.

"The (Freedom of Information) Council has long supported public access to online court records and fought against efforts to remove information," Lueders said. "... What is troubling about today's proceeding is the extent to which the jus-



BILL LUEDERS
President, Wisconsin Freedom of Information Council

tics, despite their differences, which at times were scarcely coherent, seemed to agree on the need for changes to remove certain information from the system (CCAP)."

Chief Justice Pat Roggensack and justices David Prosser, Annette Ziegler, Michael Gableman and Rebecca Bradley voted in favor of dismissal, paving the way for a fresh petition. Justices Shirley Abrahamson and Ann Walsh Bradley voted against dismissal, though Bradley said she opposed the motion because "it is our responsibility to solve this problem."

"Several justices spoke about the parade of citizens who came before the court in 2010 to attest to the various ways that

'What is troubling about today's proceeding is the extent to which the justices ... seemed to agree on the need for changes to remove certain information from the system.'

WCCA ... has ruined their lives," Lueders said. "None of these claims were subjected to even the most rudimentary investigation to determine their credibility, and, as I have reported in the past, at least some of these claims have proven to be demonstrably untruthful.

"The justices demonstrated a wholesale willingness to believe these unproven claims, as when Prosser said that repercussions to people on WCCA occur 'often in situations where they were not involved and were found not guilty,'" Lueders continued. "That the records system would provide clear and irrefutable confirmation of the not guilty verdict apparently was not deemed relevant."

UW-Milwaukee student wins SPJ's First Amendment contest

A University of Wisconsin-Milwaukee student reporter for Media Milwaukee has won the John Patrick Hunter First Amendment Contest for college reporters.

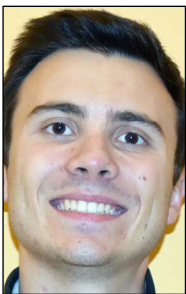
Stevan Stojanovic, a journalism student at UW-Milwaukee, received the award from the Madison chapter of the Society of Professional Journalists.

Stojanovic's work was recognized for an extensive survey he conducted of district attorneys and municipal officials in Wisconsin's 72 counties about how they respond to open meetings and open records requests. The survey covered three years, dating back to 2013.

In Stojanovic's investigation 14 counties did not respond to requests about their data.

Stojanovic's research showed that many offices do not keep track of the number of complaints they receive.

"Usually district attorneys,



Stevan Stojanovic

corporation counsels and the Attorney General are places where people can file complaints of alleged violations of the Open Records Law or the Open Meetings Law," said Stojanovic.

Use of open meetings and open records laws is vital to maintaining a free press through the flow of public information.

The inaugural John Patrick Hunter First Amendment Contest for high school and college journalists is aimed at building awareness of freedom of the press and other freedoms.

Hunter was a Madison Capital Times reporter who asked 101 people to sign a copy of the Declaration of Independence and the Bill of Rights on July 4, 1951. Only one person signed the document.

The Promethean, the student newspaper at the University of Wisconsin-Superior, received a college newspaper award for its defense of freedom of the press.

The newspaper printed a satirical April Fool's edition, called the Pessimist with a tag line of "More Truth Than Trump," a take-off on the New York Times logo of "All the Truth That Fits" as a jab at the

political campaign of Republican presidential candidate Donald Trump.

Editor-in-chief Marcus White of the Promethean defended the right of the newspaper to publish under its First Amendment right of freedom of the press and fought back against a call for an investigation of the newspaper.

A university official said the newspaper overstepped "the boundaries of journalism" while the program manager of the Gender Equity Resource Center demanded an apology because of "demeaning language."

The Promethean published an editorial in which it said it stood by its right under the U.S. Constitution of the First Amendment for freedom of the press.

Four Madison high school students received certificates acknowledging their understanding of the First Amendment in articles they submitted for the Simpson Street Free Press, a Madison teen newspaper.

The students are Enjoyiana Nurudin, Virginia Quach, Diamond Washington and Leila Fletcher.

Prominent execs join WCIJ to boost business operations

BY LAUREN FUHRMANN
Wisconsin Center for Investigative Journalism

Two senior executives with distinguished careers in philanthropy, management and journalism have joined the Wisconsin Center for Investigative Journalism to strengthen its ability to generate revenue.

Christopher J. Glueck, a former senior director of development at the University of Wisconsin Foundation, is a development consultant for the Center. Barbara Johnson, most recently president of the Rowland Reading Foundation in Madison, serves as senior strategic adviser for the Center.

"The biggest challenge facing investigative journalism today is how to sustain it financially," said Andy Hall, co-founder and executive director of the nonpartisan and nonprofit Center. "We are fortunate that Barbara and Chris, who possess deep expertise and contacts across the nation, are dedicating themselves to invigorating the Center's financial operations. Whatever lessons we learn here will be freely shared, to support other efforts to inform the public and strengthen our democracy."

Johnson and Glueck join development consultant Gail Kohl, who has more than 30 years of fundraising experience for statewide and local organizations and has worked for the Center since 2010, on the Center's Development Team, along with Mara Jezior, the Center's public engagement and marketing intern. The team is led by Associate Director Lauren Fuhrmann and overseen by Hall.

At the Foundation, Glueck spent 12 years working with alumni and friends of UW-Madison, primarily on behalf of the College of Letters & Science before his retirement last year. Glueck had a broad focus, traveling throughout the nation and succeeding in helping a significant number of people realize their interests in supporting the university in a variety of ways, ranging from annual gifts to scholarships to chairs and professorships.

Prior to that, Glueck spent 30 years in the high-tech field working in sales, product management, marketing and management positions, pri-

marily with Wang Laboratories, Inc. and NCR Corporation. He earned a bachelor's degree in anthropology from UW-Madison and a master's in business administration from Rivier College (now Rivier University) in Nashua, New Hampshire.

Johnson launched the Rowland Reading Foundation, which developed and published materials for young readers, in 2003 for Pleasant Rowland, a Madison entrepreneur and philanthropist. The foundation sold its assets in 2015. She joined the Center as a volunteer this year, shortly after retiring.

Before joining the Foundation, Johnson spent her career in publishing, working as a reporter and editor for magazines and newspapers before moving into business roles. She served under Steven Brill as president of American Lawyer Media, the legal publishing and cable TV division (Court TV) of Time Warner in New York. After the sale of ALM in 1998, she worked with Seth Godin at Yoyodyne, the Internet's first direct marketing

company, and started an email publishing business. Johnson has served on the boards of public and private companies and as an operating partner of a private equity firm. She is a graduate of the University of Michigan.

Since July 2009, the Center has produced more than 250 major news reports that have been cited, published or broadcast by more than 350 newspapers, radio and TV stations and news websites in Wisconsin and nationwide. The estimated audience of the Center's reports exceeds 53 million people. The Center has received 40 Milwaukee Press Club Awards and three finalist citations in the Investigative Reporters and Editors Awards student category.

Housed in the UW-Madison School of Journalism and Mass Communication, the Center has a staff of four full-time professional journalists, three to four paid student interns who work as investigative reporters and public engagement and marketing assistants, part-time staff members and skilled volunteers who assist in journalistic and financial operations.

More details about the Center's journalistic and financial operations are available at: <http://www.wisconsinwatch.org/about/>



Christopher Glueck



Barbara Johnson

Member News

—30—

Helen Royle

Helen Royle, 96, of Sun Prairie, died on Friday, May 13 at St. Mary's Emergency Clinic. She was born on July 8, 1919 in Sandstone, Minn., the daughter of James and Nellie (Hall) Kelroy.

She moved to Waterloo, Wis., in 1951 along with her husband, Dan, to start their career in newspaper publishing. In 1966, the family moved to Sun Prairie where they founded Royle Publishing Company

While Royle worked as an editor, production artist and manager for Royle Publishing, the stable of publications included weekly newspapers, two professional football publications, two snowmobile publications and a deer hunting magazine as well as many special marketing sections for the weekly newspapers.



Helen Royle

The newspapers included The Waterloo Courier, The Star-Countryman (now The Star, Sun Prairie's newspaper), The Dodge County Independent-News, and The Deerfield Independent in addition to The Advertiser.

Even after her husband died, Royle attended Wisconsin Newspaper Association functions until the early 1990s, including the annual Better Newspaper Association awards banquets, where she often entertained with an unusual instrument: The stump fiddle.

She is survived by her children, Sharon (Robert) Prieve of Mesa, Ariz., Ronald of Sun Prairie, Kathie (Kevin) Maloney of Sun Prairie, Penny (Tim) Wiesner of Necedah and Patty (Steve) Brock of Delafield; daughter-in-law Faye Royle of Minocqua; eight grandchildren, and 13 great-grandchildren.

She was preceded in death by her husband Dan and son Richard.

A memorial service was held in Sun Prairie on Tuesday, May 24.

OVERTIME

Continued from front page

being eligible to be classified as a salaried employee.

The Department of Labor ruling becomes effective Dec. 1, 2016, and increases the salary threshold from \$23,660 to \$47,476. Most employees who make less than the new salary standard will be eligible for overtime pay at 1.5 times their hourly wage.

Gregg Walker, publisher of the Lakeland Times in Minocqua and a member of the WNA Board said the main problem he had with the new salary threshold was the speed at which it will be implemented. He said he believed the threshold should be increased over a period of years.

"There isn't even time to prepare for this," Walker said.

The overtime rule changes are expected to affect an estimated 68,838 workers in Wisconsin. Employers will have a few options to comply with the new rule, including increasing salaries to at least the new threshold for currently salaried positions; paying overtime to employees below the new threshold when they work more than 40 hours in a week; or reducing overtime hours worked by employees.

Tim Lyke, publisher of the Ripon Commonwealth Press and a member of the WNA Foundation Board, said he believed the ruling would harm employees more than help them.

Wisconsin Free Press Group

Publisher Andrew Johnson, who serves on the National Newspaper Association's government relations committee, said there are few options to stop the rule from being implemented. The NNA also has gone on record opposing the Department of Labor ruling.

"The best thing you can do is editorialize and contact Congress," said Mark Graul, the WNA's lobbyist.

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 package exploring the use of trauma-informed care in Wisconsin. The state has been pushing this more "humanistic" approach in a variety of settings, ranging from county social service agencies to schools to the state's two juvenile prisons.

The stories may be published as standalone pieces, used on a single day or run as a multi-day series in whatever form best meets the needs of your audience.

Written by the Center's managing editor, Dee J. Hall, this package explores how trauma-informed care is used to counteract the negative effects of adverse childhood experiences, or ACEs. High ACE scores have been linked to poor outcomes in adulthood, ranging from heart attacks and early death to alcoholism and unemployment. Children with high ACE scores may have a hard time learning and can act aggressively or even violently.



This week's **Discover Wisconsin** column highlights the food truck revolution as it continues to spread across the state. Evening revelers depend on food trucks for sustenance on a night out, while business people line up at lunchtime to add some spice to the workday. In most food truck-friendly cities, the trucks can really get around. Fans follow their favorite truck's whereabouts via social media or texts hoping it will stop nearby.



According to **WISTAX Facts**, tourism spending in Wisconsin was up 4.4 percent in 2015, but was down from an average 5.5 percent gain during 2010-14.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** looks at the recent Wisconsin Supreme Court ruling overturning a 2011 law that gave the governor more authority over the actions of the state superintendent. 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.

THE Bulletin

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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.

BOARD OF DIRECTORS

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Industry News

WNA-Sponsored Training

Growing Your Online Presence Using Social Media

Thursday, June 2 | 10-11 a.m.: You don't have to be a big newspaper to make social media work for your publication. In this session, learn how Enterprise Publishing Company in Blair, Neb. has used social media to both engage its audiences and entice more community members to read its publications—both online and in print. Associate Publisher Chris Rhoades will share his tips for using social media for a full range of promotional and engagement efforts. Register here: <https://www.regonline.com/Register/Checkin.aspx?EventID=1843992>

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 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/>

Watchdog Reporting for all Newsrooms

Thursday, June 23 | 1-2 p.m.: Think you don't have enough time for watchdog journalism? Stretched way too thin for investigations? Overwhelmed with keeping the daily machine running? We've all been there. Chris Coates, the watchdog and investigations editor for The News Journal in Wilmington, Del., will offer practical advice for creating a newsroom culture that values public service and accountability reporting, no matter the staff size. The discussion will focus on instilling enterprise journalism into daily routine and leveraging limited resources to create the biggest impact. We'll also examine why staying organized is critical to success and where to get ideas for high-impact content that drives audience growth. This session is intended for editors and newsroom leaders, as well as reporters looking to take their watchdog skills to the next level. Register here: <http://www.onlinemediacampus.com/2016/05/watchdog-reporting/>

Best Practices for Digital Planning

Friday, June 24 | 1-2 p.m.: Do you have a digital posting schedule? You should. We've compiled lessons, tips and best practices from three of GateHouse's top digital editors, on how they plan for web, mobile and social posting. By using analytics and maximizing use of your best content, you can drive audience and build a loyal reader following. Presented in partnership with GateHouse Media. Register here: <http://www.onlinemediacampus.com/2016/05/digital-planning/>

Goal-Based Networking: How to Turn Your Social Life into Profitable Relationships

Friday, July 8 | 1-2 p.m.: Networking has never been more important, yet most professionals don't do a great job of it. The successful professionals are the ones who cut through all the noise in today's frenzied world and find ways to build trusting relationships with clients, colleagues and persons of influence. Now is the time to get out and meet new people! This session will introduce you to "goal-based networking," a technique that sharply focuses your communication efforts. You will learn what to say, when to say it and to whom you should say it. You will also learn how to synthesize social media with traditional networking. Once you master goal-based networking, your colleagues will be left wondering just how you became so well connected both locally and within your profession. Register here: <http://www.onlinemediacampus.com/2016/05/networking/>



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Name of Writer goes here



NAME OF COLUMN GOES HERE
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GUEST COLUMN

SPORTS SCHEDULE

POLICE REPORT

Main headline typeface

Secondary headline typeface

Use this typeface for our subheads

Design elements share the same look—and use the same fonts as the headline typeface

Consistency is key

For years now, I've heard quite a few arguments against design consistency, with some dragging out a quote from Ralph Waldo Emerson: "Consistency is the hobgoblin of small minds..."

Wrong. Emerson never said that. What he said was "A foolish consistency is the hobgoblin of little minds..."

When it comes to newspaper design, consistency is more than just important. It's critical. Consistent design tells your readers and advertisers that yours is a newspaper that is planned and put together with purpose.

Some may argue that they need to be creative with the design, that creativity is more important to them than consistency. That may be so, but it is not the mission of a newspaper to satisfy the creative urges of any of its staff.

Rather, it is part of the mission of a newspaper to deliver the news and doings of its community in a manner that is clear, concise and comfortable to read.

That's where consistency comes in. Here's how:

COMFORT. Readers find it



Ed Henninger Design for Readers

easier to get through a newspaper that wears the same look from page to page, section to section.

CARE. Consistency reinforces the feeling that yours is a newspaper that cares about the details. When it comes to design, you sweat the small stuff.

CREDIBILITY. If you're careful with your design, it stands to reason that you're also careful with your reporting and your editing, your ads and all the other things you do.

CLASS. Consistency brings a higher level of sophistication to your newspaper, giving your readers and advertisers a sense that you offer them a high-quality product. "Sophistication" does not mean "snooty." It means a level of skill and care that's above the norm. Nothing wrong with that!

EFFICIENCY. Consistent design elements are part of a design system. Those who assemble pages at your newspaper don't have to reinvent the wheel when it comes to creating a new standing head or column sig. They just follow the style that's already in use. There's no leap of faith involved.

If you want your design to appeal to more readers—and to more advertisers—make it cleaner and more comfortable. One of the fastest, easiest ways to do that? Make it more consistent.

Ed Henninger is an independent newspaper consultant and director of Henninger Consulting, offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations. Visit www.henningerconsulting.com/ or email edh@henningerconsulting.com

REVIEW

Continued from front page

members of the committee, and the WNA is lobbying to have as many of the applicants included on the committee as possible.

Beth Bennett, executive director of the WNA, said Wisconsin's newspaper industry has been a proactive leader in adopting new technology with regard to legal notices, highlighting the vast archive of [WisconsinPublicNotices.org](http://www.wisconsinpublicnotices.org). State newspapers that publish legal notices are required to upload their notices to the website, which is searchable by the public for free. The archive dates back to 2005.

Keeping notices in print and designating official newspapers of record creates an independent, permanent and unalterable

record of government action, Bennett said.

"Newspapers have accountability and an audience," added Mark Stodder, a member of the WNA Foundation Board.

WNA Board member Paul Seeling, publisher of the Woodville Leader, noted there also remains a segment of the population that doesn't use computers. Allowing online-only publication of legal notices would leave them in the dark.

"The public is going to lose if we let them (the Legislature) assume digital is the answer," Seeling said.

IN OTHER ACTION:

■ The WNA Board approved the creation of a new advertising sales position, which will be based out of the WNA office in

Madison and focus on selling advertising into Wisconsin newspapers as part of the Customized Newspaper Advertising network.

■ The board received an update on the development of a new WNA website. The WNA received four responses to a request for proposals for the project, which will be reviewed by staff and three members of the board of directors. The proposals will be narrowed to two finalists for in-person interviews before a final vendor is selected. WNA staff expects to launch the new website by late fall.

■ The WNA Board approved The Sentinel and Rural News in Owen as a full business member of the association.

■ The board approved the launch of a management institute and sports workshop, both to be held in 2017.

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

COMMUNITY REPORTER — The Watertown Daily Times has an immediate opening for a community reporter. This is a full-time position involving government affairs reporting, features, photography, some headline writing and page layout. The successful applicant will have opportunities in all phases of newspaper journalism and will be a strong contributor to our award winning newspaper. The individual must also locate into our readership area. Watertown is a lively news town of 24,000 people situated midway between Milwaukee and Madison. Interested people can send resume, clips and cover letter to toms@wdtimes.com or to Managing Editor, Watertown Daily Times, P.O. Box 140, Watertown, WI 53094-0140. (0622)

EDITOR — GMD Media is seeking a passionate individual to serve as editor of The Courier-Wedge. The individual must have the ability to multi-task and prioritize, pay attention to detail, have a flexible schedule, be organized, self-driven, creative, and able to work under pressure on a weekly deadline. Editorial duties include writing, layout, and photography. InDesign, Photoshop, and digital photography experience is preferred, but not required. The individual will be responsible for writing news content and feature stories, as well as covering meetings, court hearings, and athletic, academic, extracurricular, and community events. The Courier-Wedge covers Durand, Plum City, and Pepin school districts. If interested, submit a cover letter, resume, references, and two or three writing samples to: The Courier-Wedge, 103 W. Main St., Durand, WI 54736, or email to thewedge@nelson-tel.net, subject line: Editor Position. (0622)

COMMUNITY EDITOR — Hudson Star-Observer - RiverTown Multimedia, a subsidiary of Forum Communications Co., is hiring for a community editor in Hudson, Wisconsin. The right candidate will be responsible for assigning stories and overseeing workflow in a newsroom. He or she will coordinate web posting activity and manage the content of the newspaper and website. The community editor will work in conjunction with the Regional Editors and News Director and will contribute stories to Forum News Service and collaborate with other Community Editors/Editors within FCC. **Essential job duties and responsibilities:** Responsible for overseeing assignments and scheduling of stories; Upload content to the newspaper website and expertly utilize social media platforms; Write breaking news stories and create multimedia content for web and print; Write columns and/or feature stories for the newspaper and specialty publi-

cations; Review stories, cleanly edit local, wire and contributed copy for both online and print; Write headlines, proofread pages and contribute new design ideas; May coordinate newsroom's activities and staff to cover newsworthy events in the community; Review articles and photos to ensure they are appropriate for publication both online and in print; Other duties as assigned. **Education and experience:** Must have a journalism degree, or similar, from a four-year college; Must have at least one year of journalism experience at a newspaper. **Certificates, licenses and registrations:** Must possess a valid driver's license and a driving record that is insurable by the company; Must carry an acceptable level of vehicle insurance as required by the company. Apply here: https://www.appone.com/MainInfoReq.asp?R_ID=1306900 (0615)

REPORTER — RiverTown Multimedia, a subsidiary of Forum Communications Co., has immediate openings for reporters. We have nine award-winning publications in our group. On the Minnesota side, we have publications in Woodbury, Cottage Grove, Farmington, Hastings and Red Wing. In Wisconsin, we have publications in Hudson, River Falls, New Richmond and Ellsworth. The right candidate will be responsible for generating news and feature content for multiple platforms under daily deadlines to serve web and print readership. He or she will be responsible for producing video, developing and contributing to broader RiverTown Multimedia reporting projects, utilizing social media sites and contributing to multimedia content. This position may be assigned to one or more departments within a newsroom. **Essential job duties and responsibilities:** Receives assignments and develops own ideas into relevant news content; Covers all breaking news with urgency and accuracy with the goal of always being first to report important, accurate, developing news on our digital platforms, including a heavy focus on video from scenes; Follows prescribed editorial style and format standards, for multiple platforms; Shares stories to FCC properties and collaborates with others on stories of regional interest; Stays attuned to local, regional and state issues and their effects on local communities; Attends community events and local and regional civic meetings as assigned; Collaborates with the newsroom's visual and design teams to ensure stories are presented to readers in the best possible way. May assist with page layout; Use video, cell-phone and camera equipment in reporting of stories; May be responsible for blog content and contributes to relevant social media accounts; Other duties as assigned. **Education and experience:** Bachelor's degree in journalism, mass communication

or a related field; Professional experience writing, AP style preferred. **Certificates, licenses and registrations:** Must possess a valid driver's license and a driving record that is insurable by the company; Must carry an acceptable level of vehicle insurance as required by the company. Apply here: https://www.appone.com/MainInfoReq.asp?R_ID=1306783 (0615)

REPORTER — Due to the upcoming retirement of a long-time employee, and internal job transfer, the Tomahawk Leader is accepting resumes for a full-time (40 hour per week) Reporter position. We're seeking an energetic, curious, thorough news and feature writer with a passion for community. Coverage includes general news, city, county and school government, human interest stories and events; some evening and occasional weekend hours required. Must be comfortable and preferably creative with photography. Page layout experience a plus. Degree, ideally in Journalism, with newspaper or related experience preferred; strong writing and interviewing skills. Job is driven by deadlines. Pay com-

mensurate with demonstrated skills and experience. Benefits available. Opening exists as of mid-June. The Northwoods of Wisconsin is a wonderful place to work and play! Great fishing, silent sports, hunting, outdoor recreation and friendly people. Good schools and medical facilities. Live where others come to vacation! Send resume, cover letter, writing samples to kathy@tomahawkleader.com or Tomahawk Leader, P.O. Box 345, Tomahawk, WI 54487. (EOE) (0608)

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

See EXCHANGE, Page 6



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EXCHANGE

Continued from Page 5

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 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. (0608)

REPORTER — The Echo Press, Alexandria, Minn. Are you the kind of person who likes to get to the bottom of things and be the first to know what's happening around you? Do you have a commitment to community journalism? The Echo Press, Alexandria, Minnesota, is looking for an experienced reporter to join our award winning team. The Echo Press is a twice weekly newspaper with a strong online presence serving Douglas County, Minnesota. Coverage of education issues in Alexandria, including school board meetings. **Duties:** Coverage of breaking news, including crimes, accidents and natural disasters. Must be able to independently

cover breaking news, write the story immediately and get it online. Coverage of court cases in Douglas County, including checking court records for information. Taking quality photos to accompany stories; shooting video for online stories. Writing general assignment and stories as assigned for special sections. Generating and pursuing story ideas from around Douglas County, with special emphasis on the northeast section of the county. Regularly cover evening and weekend events/meetings. Carry law enforcement scanner and respond to calls on a rotating schedule. Cover city and county meetings as a backup. Other duties as assigned by the editor. **Requirements:** Undergraduate degree in communications or journalism or experience preferred. Excellent grammar, spelling and typing skills. Ability to work well with others under pressure and deadlines. Ability to multi-task, juggling multiple projects in a fast-paced newsroom. Some experience with photography and videography preferred. Must have a valid driver's license that is insurable by the company. To be considered for this position please upload cover letter, resume and work samples

when applying. **Application Deadline:** 6/5/2016 Click here to apply: https://www.appone.com/MainInfoReq.asp?R_ID=1272418 (0605)

EDITOR — The Echo Press in beautiful Alexandria, Minnesota is seeking an experienced newsroom Editor to lead our award winning team. The Echo Press is a twice-weekly newspaper with a strong online presence covering all of Douglas County, Minnesota. If you are a proven newsroom leader with a vision for community newspapers, this could be the position for you! **Duties:** Plan, coordinate and direct newsroom activities and employees for print and online publications. Supervise newsroom staff. Review and evaluate work of newsroom staff on continuing basis. Meet weekly with newsroom staff to plan coverage for upcoming & long-range news coverage. Prepare annual newsroom budget & make capital recommendations for the newsroom. Confer with newsroom staff to cover news events, formulate policy, coordinate activities, establish schedules, solve publication problems and make organizational changes. Represent newsroom at community activities

and at professional newspaper association meetings. **Requirements:** Bachelor's degree in journalism or related & minimum of two years related experience or equivalent education & experience. Editing experience. Proven leadership skills. Accuracy and ability to write clean, crisp copy in a fast-paced, deadline oriented environment. Must have a valid driver's license with a driving record that is insurable by the Company. Please upload resume, cover letter and references when applying. **Application Deadline:** 6/5/2016. Click here to apply: https://www.appone.com/MainInfoReq.asp?R_ID=1297294 (0605)

Seeking Work

Posted April 2016

Chris Walker — Opinion writer

Posted March 2016

Phillip A. Humphries — General assignment reporter/investigative reporter/feature writer

Posted December 2015

Evan Halpop — Reporter/photographer

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