

THE Bulletin

June 23, 2016

News and information for the Wisconsin newspaper industry

Aug. 18 and 19

Join the WNA in Eagle River

Make plans to travel to Wisconsin's Northwoods for the WNA Foundation's annual Trees For Tomorrow Retreat!

This year, we'll return to the Trees For Tomorrow campus in Eagle River on Aug. 18-19, featuring sales trainer, writer and consultant Jim Busch. Busch is back by popular demand after



Jim Busch

presenting at the inaugural 2015 WNAF Ad Summit.

The Trees Retreat has been providing training for Wisconsin newspaper professionals since 1947.

The casual, relaxed, late-summer retreat is a yearly tradition for many in the industry.

This year's education on Aug. 19 will include:

■ **Print...Digital...or Both? Selling advertising in the 21st Century**—The digital revolution has changed the habits of readers, consumers and advertisers. But print advertising continues to constitute the majority of newspapers' ad revenue. Busch will discuss how to create a product mix that will fit the needs of your readers and advertisers while maximizing profit.

■ **Time Management for Team Leaders**—Sometimes there just aren't enough hours in the day to get everything done. Busch will provide newspaper staff and managers with tips and techniques to improve efficiency and prioritize and accomplish "Wildly Important Goals."

■ **S.P.I.C.E. Up Your Selling**—If you sell advertising, you're a professional persuader. Busch will use the latest scientific research in the art of persuasion to teach attendees how to sell more advertising and close more deals. The skills learned here can apply to all specialties, as persuasion is a skill that can help not only advertising professionals, but reporters, editors and managers. Expect to leave this session



Trees For Tomorrow is a nonprofit natural resources specialty school nestled on more than 30 forested acres in Eagle River. The WNAF's annual retreat takes place on the Trees For Tomorrow campus and includes a visit to the WNA Press Forest, which is managed by the school.

as a newly minted "Supersuader."

We'll wrap up the training portion of the day with an hour-long "Ideas Exchange" co-hosted by Busch and Tri-County News Publisher Mike Mathes. Bring your best editorial, advertising and marketing ideas for a chance to win cash prizes!

Registration will open next week. Look for a follow-up announcement in *The Bulletin* and in your inbox.

GOLF OUTING

Early arrivals on Aug. 18 are invited to participate in a golf outing fundraiser for the WNA Foundation at St. Germain Golf Club. The cost is \$85 per person for 18 holes,

5

Reasons to attend the Trees For Tomorrow Retreat

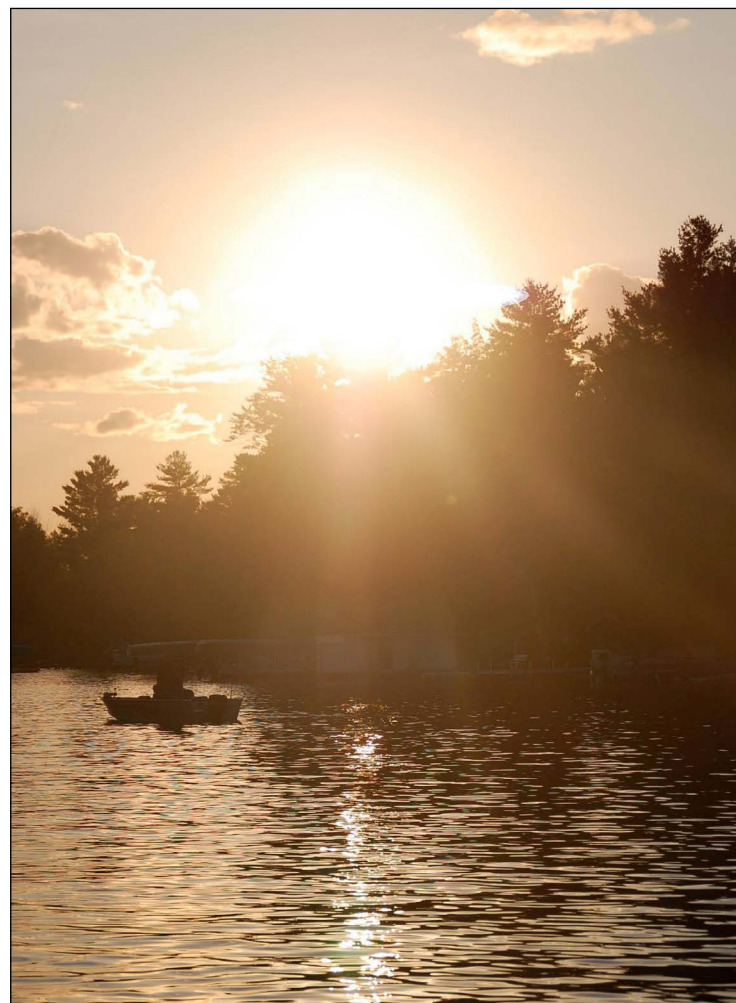
1 THE LOCATION. You'll be hard-pressed to find any newspaper training opportunity that offers the same rejuvenating experience as Wisconsin's Northwoods.

2 THE SPEAKER. Jim Busch brings more than 30 years of experience in the print advertising business and has built a reputation for delivering well-researched content in an entertaining and memorable style.

3 THE CAMARADERIE. Get to know your friends in newspapering and share ideas while tailgating and hanging out around the campfire.

4 THE MEMORIAL PYLON. Take some time to reflect on the contributions of Wisconsin's newspaper publishers during the memorial pylon ceremony and by perusing the nearly 600 names that are permanently etched onto the pylon's granite monuments.

5 THE STEAK FRY. Grill your own steak and experience the tranquility of the WNA Foundation's Press Forest. It's an experience that brings Trees Retreat participants back year after year.



See **TREES**, Page 3

Member News

Publisher calls for investigation

BY RICHARD MOORE
Northwoods River News

Lakeland Times and Northwoods River News publisher Gregg Walker delivered a scathing critique last week of the Oneida County sheriff's office's handling of an open records request by The Times for records containing an allegation of rape against a department deputy. Walker also urged the county's public safety committee to provide more oversight of the department.

At the June 16 meeting of that

committee, Walker also denounced the county's corporation counsel, Brian Desmond, and asked the committee to investigate what role, if any, he played in the open records case.

In addition, Walker urged the department to investigate sheriff Grady Hartman's conduct in the matter, in which the sheriff took three different positions about the veracity of rape charges made against then



Gregg Walker

deputy Lee Lech.

The sheriff's department had declined to turn over a cache of investigatory records requested by The Times, and refused to do so for nearly a year after the newspaper filed a lawsuit to obtain them. The department subsequently released many of the files after "re-evaluating" its position but continued to withhold the file pertaining to the rape allegation.

In late January, Vilas County circuit judge Neal A. "Chip" Nielsen, expressing concerns about job-hopping by law enforcement officials accused of serious wrongdoing, ordered the department to release the rape allegation records.

Meanwhile, Lech had moved on to a position in Clark County. He recently resigned after the rape allegation surfaced publicly.

Read more: <http://www.rivernews.com/main.asp?SectionID=6&SubSectionID=59&ArticleID=73140>

Public Notice

Study committee picks confirmed

Three Wisconsin Newspaper Association representatives were approved as public members of a legislative study committee that will review laws regarding the publication of government documents and legal notices.

The finalized list of study committee members was released Friday after receiving approval from the full Joint Legislative Council.

Members of the committee include:

■ Tim Lyke, former WNA president, publisher of the Ripon Commonwealth Press and a member of the WNA Foundation Board



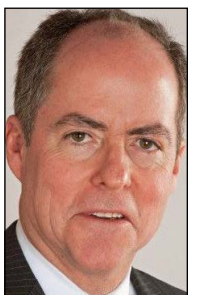
Tim Lyke

■ Heather Rogge, publisher of The Daily News in West Bend and secretary of the WNA Board



Heather Rogge

■ Mark Stodder, president of Xcennial Legislative Technologies and a member of the WNA Foundation Board



Mark Stodder

■ Matt Blessing, library/archives division administrator for the Wisconsin Historical Society

■ Caroline Burmaster, Onalaska city clerk

■ Michael Schlaak, Calumet County treasurer

■ Maribeth Witzel-Behl, Madison city clerk

The committee is chaired by Rep. John Spiros, R-Marshfield, with Sen. Mark Miller, D-Monona, serving as vice-chairman. Additional legislative members include Rep. Eric Genrich, D-Green Bay, and Rep. André Jacque, R-DePere.

The goal of the legislative study committee 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."

NNA announces contest winners

Judging results have been processed and winners of the National Newspaper Association 2016 Better Newspaper Editorial Contest and Better Newspaper Advertising Contest have been posted online at www.nnaweb.org.

Winners will be recognized at the award breakfast to be held Saturday, Sept. 24, during NNA's 130th Annual Convention & Trade Show at the Franklin Marriott Cool Springs in Franklin, Tenn. Visit NNA's convention webpage to register online for the convention or to purchase breakfast tickets: www.nnaweb.org/convention.

There were 1,436 entries in the Better Newspaper Editorial Contest and 316 entries in the Better Newspaper Advertising Contest for a total of 1,752 entries. A total of 470 awards were won by 151 member newspapers in 39 states.



Lists of winners by categories and newspaper are available on the contest webpage at www.nnaweb.org/better-newspaper-contest.

Winners will be recognized in a special contest PDF available online following the annual convention. Places won in General Excellence categories will be announced during the awards breakfast in September. Now is the time to review how you would like the names to appear on the plaques and

Wisconsin Winners >>

Vilas County News-Review, Eagle River

■ Honorable Mention—Best Use of Ad Color, Daily & Non-daily Division, circ. less than 8,000

Waushara Argus, Wautoma

■ 1st Place—Best Multiple Advertiser Section, Non-daily Division, circ. 5,000-9,999

Door County Advocate, Sturgeon Bay

■ 2nd Place—Best Business Feature Story, Non-daily Division, circ. 6,000 or more

■ 2nd Place—Best Humorous Column, Daily & Non-daily Division, circ. 8,000 or more

■ 3rd Place—Best Sports Story, Daily & Non-daily Division, circ. 9,000 or more

■ Honorable Mention—Best Agricultural Story, Daily & Non-daily Division, circ. 6,000 or more

■ Honorable Mention—Best Breaking News Photo, Non-daily Division, circ. 5,000-9,999

■ Honorable Mention—Best Feature Story, Non-daily Division, circ. 6,000-9,999

■ Honorable Mention—Best Sports Section/Page, Daily & Non-daily Division

certificates. Contact Lynne Lance with any changes or clarifications.

Judging was performed primarily by active commu-

nity newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

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ADDRESS
34 Schroeder Court
Suite 220
Madison, WI 53711

CONTACT
Phone: 608-283-7620
Toll-Free: 800-261-4242
Fax: 608-283-7631

OFFICE HOURS
Monday
through Friday
8 a.m. to 5 p.m.

WNA STAFF

Executive Director

Beth Bennett | 608-283-7621

Beth.Bennett@wnanews.com

Member Services Director

Julia Hunter | 608-283-7622

Julia.Hunter@wnanews.com

Media Services Director

Denise Guttery | 608-283-7630

Denise.Guttery@wnanews.com

Communications Director

James Debilzen | 608-283-7623

James.Debilzen@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

Office Coordinator

Daryl Blumer | 608-283-7624

Daryl.Blumer@wnanews.com

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

Among Friends

Kenosha News

Randall “Randy” Rickman will become the publisher of the Kenosha News effective July 1.

Rickman will be the newspaper’s third publisher in the last 55 years, noted Lucy Brown Minn, chief executive officer of the News’ parent company, United Communications Corp.

He will succeed Ken Dowdell, who retired as publisher at the end of March. Tom Yunt, the recently appointed chief operating officer of UCC, has been serving as interim publisher since Dowdell’s departure.

Rickman has a lengthy background in the newspaper industry.

Most recently, he has been a regional publisher for Wick Communications, a family-owned community media company based in Sierra Vista, Ariz., with newspapers, websites, magazines and specialty publications in 11 states. Prior to that, he had a 24-year career with Lee Enterprises, a publicly traded, Iowa-based company that owns 46 daily newspapers in 22 states.

Rickman’s Lee career began as a retail advertising supervisor for The Journal Times in Racine from 1989 to 1992. He moved on to executive positions at Lee properties in New Mexico, Iowa, Washington, California and Montana.

Prior to his tenure with Lee, Rickman worked for five years in classified advertising sales for the Los Angeles Times. He served in the U.S. Marine Corps from 1980 to 1984, when he was honorably discharged as a sergeant.

Waushara Argus, Wautoma

Mary Kunasch, senior publisher of the Waushara Argus/Central Wisconsin Resorter, has named **Dan Maglior** as

publisher. Maglior joined the Argus staff on Dec. 7, 2015. He has been working in advertising and developing relationships with advertisers and the staff. He comes to the Argus with a passion for print and has been in the business since 1997.

Before joining the Waushara Argus, Maglior was in a similar role. He started with Add Inc and the Buyers Guide group in Waupaca and after the company was acquired by Journal Community Publishing Group, Maglior served in several roles with Journal Publishing and their chain of local editorial and Total Market Coverage products, along with several niche products including The Wisconsin State Farmer, Wisconsin Horseman’s News, Silent Sports and On the Water.

Kunasch will remain with the Argus on a part-time basis for a few months.

Vilas County News-Review, Eagle River

Carolyn Baumeister, a senior at Luther College in Decorah, Iowa, has been named the summer intern at the Vilas County News-Review.

The Luther College student, with a major in communication studies and minors in journalism and Spanish, is writing articles and taking photographs for local businesses featured in the newspaper’s summer publication, “Vacation Week.”

Baumeister will return to Luther in the fall and begin her final year of college. At school, she works off campus in a local Decorah store, sings in the choir and is the president of her sorority.

Originally from a suburb in St. Paul, Minn., Baumeister moved to Eagle River this summer to intern at the newspaper and work at Chanticleer Inn.



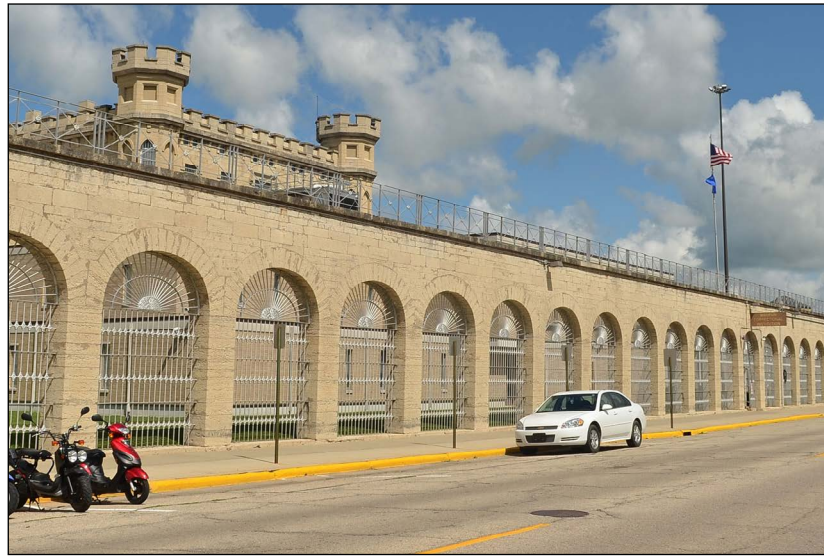
Randy Rickman



Carolyn Baumeister

Free Member Content

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



Lauren Fuhmann photo

A hunger strike involving about half a dozen Wisconsin prison inmates is under way, in protest against long-term isolation known as administrative confinement, according to backers of the action. Participating are five inmates at Waupun Correctional Institution, shown here, plus one at Columbia Correctional Institution.



The Wisconsin Center for Investigative Journalism has made available a story confirming that half a dozen Wisconsin prisoners have launched a hunger strike aimed at eliminating administrative confinement, a status in which inmates can be held in solitary confinement indefinitely.

Backers of the prison action said Monday that six prisoners at Waupun and Columbia correctional institutions have been refusing food, some beginning June 5, including one inmate who said he has been held in administrative confinement for more than 25 years. A Department of Corrections spokesman confirmed “several” prisoners were participating.

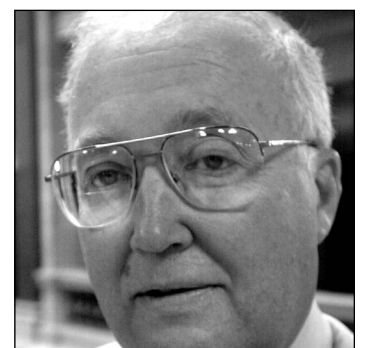
We are offering a 750-word story written by Center Managing Editor Dee J. Hall and three file photos.



With so many different places to see in the Wisconsin’s largest city, there is literally something for everyone in Milwaukee. Whether you want to spend some time relaxing on the beach of Lake Michigan or make your way to a concert, Milwaukee has you covered! **Discover Wisconsin** offers just a sampling of what this great city has in store for you.



WISTAX Facts says total revenues from Wisconsin’s optional 0.5% county sales tax rose 3.4% in 2015, though changes varied by county.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines water and environmental issues that are bubbling up into major political topics as summer arrives in Wisconsin. A 124-page audit report has raised questions about regulation of the state’s water by the Department of Natural Resources. 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.

TREES

Continued from Front Page

cart included. Tee times begin at 1:56 p.m. Sign up for the golf outing when registering for the Trees Retreat or contact Julia Hunter at Julia.Hunter@wnanews.com or 608-283-7622.

The WNA will also host a tailgate dinner on the Trees For Tomorrow campus on the evening of Aug. 18.

PYLON CEREMONY

The WNA’s memorial pylon ceremony will be held at 11:30 a.m. on Aug. 19 to pay tribute to Wisconsin

publishers who passed away in the last year. The pylon is located on the Trees For Tomorrow campus and includes the names of nearly 600 publishers. It offers a space for family, friends and colleagues to pause and reflect on the contributions made by WNA publishers.

The WNAF dedicated a new granite memorial pylon in 2015. The granite monuments replaced the original wooden pylon, which included the names of publishers on press plates that had faded with time.

STEAK FRY

One of the highlights of the Trees Retreat experience is a trip to the

WNAF Press Forest for the annual steak fry dinner. Participants are transported by bus deep into the woods for an evening of grilling, exploring and camaraderie beneath pines that were planted more than 50 years ago by WNA publishers.

In 1958, WNA purchased a tract of land in the Eagle River area and set it up as an outdoor study and recreational area for publishers, their families and employees. Since then, Trees For Tomorrow—a nonprofit natural resources specialty school—has assumed management of the forest in return for use of the area as an outdoor classroom.

Following the steak fry, the bus will

return to the campus and for a campfire with WNA friends.

ACCOMMODATIONS

Lodging will be available in the Trees For Tomorrow dormitories. But if staying in the dormitories isn’t for you, the WNA has also booked a block of rooms at the Days Inn Eagle River between Aug. 17-20. For reservations, call 715-479-5151 and ask for the “WNA” room block by Aug. 1. Room rates at Days Inn are \$89 for Wednesday and Thursday and \$98 for Friday.

Details about staying on the Trees For Tomorrow campus will be announced when registration information is released.

Industry News



Left, a photo with a traditional half-point frame. Right, a photo with a soft drop shadow.

The shadow knows

During the past few years—and only for certain clients—I’ve been suggesting they get away from the traditional half-point frame for photos.

The option I recommend is a photo frame with a soft drop shadow.

Why?

A few reasons:

IT’S DIFFERENT: Not many other newspapers use this approach, so the new look makes you stand out—especially if you’re in a community where you’re competing against another paper. It’s certainly an idea to consider if you want to redesign.

IT’S APPEALING: Readers may not be able to articulate the difference, but the soft shadow tends to make your photos just a bit more friendly, more comfortable to look at.

IT’S MORE “FEATURISH”: Some editors may think the soft shadow takes away from the impact of a hard news photo, such as a fire or an auto accident (or the mug shot of a serial killer!). That’s OK—you can drop the soft shadow on such photos if you wish. But for most photos in community newspapers, a soft shadow frame will do just fine.



Ed Henninger Design for Readers

IT’S THREE-DIMENSIONAL: The soft shadow helps push the photo off the surface of the page, giving the photo a bit more impact. The half-point frame doesn’t do that.

Here’s a suggestion: Try the drop shadow look on an upcoming photo page or in a special section. See how it looks to you. Does it give you a feel you’d like to see throughout your entire publication? If so, you know what to do.

And another suggestion:

Don’t use the InDesign default specifications for the shadow. Those specs create a shadow that’s too dark, too big.

Here are the specs for the shadow on the photo at right:

Blending mode: Multiply

Opacity: 50%

Distance: Ignore. Offsets will

create distance.

X Offset: 0p3

Y Offset: 0p3

Angle: 135°

Size: 0p5

Disregard other options.

One last detail: If you’re placing a photo with a soft shadow at the right edge of the page, be sure to nudge it left about a pica. Otherwise, the shadow may fall out of the print area, leaving you with no shadow at all.

The soft shadow photo frame can give your newspaper a more comfortable, more friendly design. It’s worth a look.

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@henninger-consulting.com

An alternative to spec ads

Gas is an advertiser who has dealt with ad representatives from a variety of media firms. “One thing that a lot of them have in common is that they like to present new ad ideas in the beginning,” he said. “It’s nice that they make the effort to create spec ads, but most of those ideas are way off target. When I point out the reasons why certain ads are not right for me, they seem to lose enthusiasm.”

“On the other hand” he said, “one person really stood out from the crowd. Instead of focusing on a spec idea, he put a couple of my recent ads on the table and built his presentation around that. It was a good way to learn about my business and my advertising



John Foust Ad-libs

objectives. He wasn’t judgmental, and he didn’t have a know-it-all

attitude. Instead of trying to talk me into buying an idea, he simply helped me see some things that could be done differently. Needless to say, I placed a lot of advertising in his paper.”

That is an interesting alternative, isn’t it? Instead of presenting spec ads which haven’t run yet, why not focus on ads which have already appeared? It can be an effective way to gain information. And as we all know, knowledge is power.

If you try this technique, here are some open-ended questions you can ask:

1. Who were you trying to reach in this ad? This can lead

See **FOUST**, Page 5

WNA-Sponsored Training

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/>

The U.S. Department of Labor’s New Rule on Overtime

Thursday, July 14 | 1-2 p.m.: On May 18, 2016, the U.S. Department of Labor finalized its proposed rule to increase the salary threshold necessary to be classified as exempt from overtime. When the final rule goes into effect on Dec. 1, 2016, the salary threshold will more than double. In this session, Michael Zinser will educate you on the new rule, as well as how your company can manage its new requirements. Zinser serves as a resource for SNPA’s Legal Hotline and has recently addressed questions about potential exemptions under the new rule, which he will cover in further detail during this presentation. These include an exemption for small newspapers with circulation numbers under 4,000; a creative professional exemption for journalists and photographers; and a Section 13(d) exemption for district managers. With over 40 years of experience in labor and employment law and over 250 newspaper clients stretching geographically from Hawaii to New York, Zinser is uniquely qualified to help your company address this complex new legal development. Register **FREE** here: <http://www.onlinemediacampus.com/2016/06/new-labor-rule/>

Strategies to Increase Reader Engagement

Thursday, July 28 | 1-2 p.m.: Are you wondering how to make your coverage more successful in ways that will grow audience and engagement? In this session, Liz Worthington, content strategy program manager for the American Press Institute, will highlight research from 50+ publishers across the country that have made strategic decisions to cover content differently. Worthington says the audience is in charge and that changing consumer habits indicate one group in particular — Millennials — is leading the way to new business models. This presentation will also showcase findings from API’s Metrics for News program, which unlike conventional analytics, can help publishers build empirical, modern news strategies by quantifying the nature of the content they produce as well as how and why audiences engage with it. Register here: <http://www.onlinemediacampus.com/2016/06/reader-engagement/>

Revamping Your High School Sports Coverage

Friday, July 29 | 1-2 p.m.: Presented in partnership with GateHouse Media. While game stories are important, adding new features and better coordination to your overall prep coverage plan can help maximize your resources. In this session, we’ll discuss devising a weekly schedule and implementing alternate story formats. We’ll also offer strategies on how to beef up sections with a limited staff. Register here: <http://www.onlinemediacampus.com/2016/06/hs-sports/>

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 cents 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

OUTSIDE SALES ACCOUNT EXECUTIVE—Customized Newspaper Advertising, the sales affiliate of the Wisconsin Newspaper Association seeks a professional, goal-oriented and self-motivated outside sales account executive that can consult with current clients and agencies in Wisconsin and secure new clients. The sales account executive will primarily sell print and digital advertising on behalf of member newspapers and digital sites in Wisconsin and across the country, prepare presentations for clients, and provide clients and advertising agencies with the information necessary to place advertising in member newspapers and digital sites. The ideal candidate will have a minimum of five years of outside sales experience, a bachelor's degree and exceptional communication and presentation skills. The ideal candidate will have a passion for clients, be able to nurture and build relationships, provide exceptional customer service and be digitally savvy. Some travel is required, with minimal overnight trips. Your earning potential has no limit and we provide an outstanding benefits package and work environment. Customized Newspaper Advertising (CNA) serves as a one-stop shop for national newspaper and digital planning and placement solutions. CNA facilitates multi-newspaper and digital media buys by providing current advertising rates, audience information, and demographic data in markets in a single state, regionally or nationally. CNA provides a one-buy, one-bill service from a qualified, experienced and customer-focused staff! If interested please send resume and cover letter to bsteemken@innews.com

GRAPHICS/PRODUCTION—The

Daily Jefferson County Union and Hometown News Limited Partnership are seeking two part-time graphics/production specialists. Hours are noon to 5 p.m. Monday through Friday. Duties include ad positioning on pages, importing completed ads to the pages, and sending the finished pages to the printer. Additional duties include paginating classified advertising pages, shoppers and special advertising pages. For the right candidates, layout and design of special newspaper sections and magazines will also be a part of the duties. Skills required include Adobe Creative Cloud (InDesign and Photoshop). The Daily Union and Hometown News, headquartered in Fort Atkinson, publish one daily newspaper, nine weekly papers, four advertising shopper publications and a variety of feature sections and magazine titles. To apply, email resume to Robb Grindstaff at rgrindstaff@dailyunion.com. Equal Opportunity Employer. (0721)

ASSISTANT EDITOR—The Cambridge News/Deerfield Independent is seeking a part-time assistant editor, approximately 24-28 hours per week. Duties include: Cover local news stories, events, topics of interest, and meetings such as city council, school board, and other public meetings throughout the area through reporting, photography, and writing news and feature stories. Write news and feature stories. Assist with page layout design each week, including selection of photos, page design, writing headlines and cutlines. Assist the managing editor with other duties as needed. The preferred candidate will have experience or education in journalism, communications, or a related field, but we will provide training to candidates with the right skills and attitude. Key requirements are: Exemplary people skills; writing and editing skills; writ-

ten and verbal communication skills; computer skills including Microsoft Office suite, InDesign and Adobe. The Cambridge News/Deerfield Independent is a community newspaper serving the Cambridge and Deerfield communities with a paid circulation weekly newspaper, website, feature sections and niche publications. Equal Opportunity Employer. To apply, email your resume, cover letter and references to: Nicole Poley, Managing Editor, Cambridge News/Deerfield Independent, cambridge.deerfield@hngnews.com. (0721)

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

Reminder: Code Your Notices >>

Please make sure when you are sending your digital pages to the Wisconsin Newspaper Association digital archive that you are coding your public notices with WNAXLP.

And don't forget when uploading your editions that all pages (including special sections) should be uploaded.

If you have any questions regarding this issue or others, please contact Denise Guttery, WNA Media Services Director, 608-283-7630 or denise.guttery@wnanews.com.



ONE PARTNER FOR 360° OF SERVICE

Metered Paywall | Single Sign-On | e-Tear | e-Archive
Native Apps | e-Clipping | Advanced Marketplace | e-Commerce

more than an e-edition, **new** and **advanced products** to meet all your needs!

RESPONSIVE WEB DESIGN



Reshape your news!

NEWSMEMORY

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FOUST

Continued from Page 4

to a discussion about target audiences and buying styles. Does the ad focus on a specific audience, or does it try to appeal to everyone?

2. What was your main message? This question can help you understand the advertiser's products and services—and the relevant features and benefits. Does the objective match the message?

3. What was the thought process in choosing this particular picture? Is it a stock photograph of a generic group of people? A cutaway diagram of a new product? A photo of the founder of the company? The answer can reveal where the advertiser turns for new ideas.

4. I notice this ad features a sale. What kind of results did you get? This opens the door to a discussion about expectations. Along the way, you can ask how they decided to feature that particular deal. Was it based on

market research or a hunch?

5. What kinds of special offers have you made in other ads? Sometimes the best way to develop a new strategy is to analyze old strategies. For example, have they relied on sales? Do they use coupons? Are the offers seasonal or year round?

6. How long you have run this particular campaign? This can reveal the advertiser's willingness to explore change.

7. What kind of help did you have with this ad? This is a good way to hear about the advertiser's influencers. You may learn that a different decision maker should be included in future meetings.

Yes, sometimes current ads can create better conversations—and more sales—than spec ads.

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.

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