

THE Bulletin

June 30, 2016

News and information for the Wisconsin newspaper industry

Registration open for Trees

69th annual retreat returns Aug. 18-19 to Eagle River

Online registration for the 2016 WNA Foundation Trees For Tomorrow Retreat is now open through Monday, Aug. 8.

The retreat will be held Aug. 18-19 on the Trees For Tomorrow campus in Eagle River, featuring educational sessions with sales trainer, writer and consultant Jim Busch.

To view event fees and to register, visit <https://wnanews.formstack.com/forms/2016wnatrees>.

The WNA Trees Retreat has been providing professional and personal development opportunities to Wisconsin newspaper professionals since 1947. The casual, relaxed, late-summer retreat is a yearly tradition for many in the industry.

The educational sessions are paired with several activities to



promote not only networking and idea-sharing, but to also develop friendships. Trees is open to all staff members of all WNA member newspapers—publishers, editors, reporters, sales people and circulation staff.

Event Schedule

THURSDAY, AUG. 18

■ **1:30 p.m. – Golf Outing:** Support the WNA Foundation during our golf outing at the St. Germain Golf Club. The cost is \$85 per person for 18 holes, cart

Register >>

Register for the WNA Foundation's Trees For Tomorrow Retreat at <https://wnanews.formstack.com/forms/2016wnatrees>

included. Tee times start at 1:56 p.m.

■ **Afternoon Arrivals – Register at Education Hall:** After registering, explore the Trees For Tomorrow grounds, find your cabin or settle in to your hotel room before Thursday's tailgate dinner.

■ **6:30 p.m. – Tailgate Dinner at Trees For Tomorrow**

FRIDAY, AUG. 19

■ **Breakfast** – On your own
■ **9-10 a.m. – Print...Digital...or Both? Selling advertising in the 21st Century:** The digital revolution has changed the habits of readers, consum-

ers 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.

■ **10-10:15 a.m. – Break**

■ **10:15-11:30 a.m. – 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."

■ **11-11:30 a.m. – Memorial Pylon Ceremony Reception**

■ **11:30 a.m. – Memorial Pylon Induction and Lunch**

■ **1:30-3 p.m. – S.P.I.C.E. Up Your Selling:** If you sell advertising, you're a professional persuader. Bush will use the latest scientific research in the art of

See TREES, Page 2

Public notice committee to meet July 26

The Legislative Council Study Committee on Publication of Government Documents and Legal Notices will hold its first meeting at 10:30 a.m. on July 26 in Room 411 South at the state Capitol in Madison.

The Wisconsin Newspaper Association has been asked to provide testimony on the issue. Three members of the WNA's boards also have been selected to serve as public members of the committee.

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."



Peter Linehan photo | Flickr

Send in the drones

Rules issued for drones, newsgathering

BY KRISTINA ZAUMSEIL
NAA PUBLIC POLICY COORDINATOR

Last week, the Federal Aviation Administration (FAA) finalized its rules on the commercial use of unmanned aircraft systems (UAS) weighing up to 55 pounds. When the rules go into effect—August 2016—journalists will have clear and streamlined guidance in using UAS (or "drones") for newsgathering purposes across

the United States. The rule will mark the FAA's first attempt at a comprehensive plan to ensure the safe use of small UAS's by commercial entities without interested parties having to seek case-by-case approval.

Key provisions of the final rule include:

■ UAS operators will not be required to obtain a traditional pilot's license.

■ UAS's must fly below 400 feet, during daylight hours,

and within line of sight of the operator.

■ Certain airspace will require additional permissions.

■ Entities that already possess exemptions from the FAA do not need to re-apply.

The new rule does not apply to recreation/hobby use of UAS's.

Read more about the provisions here: <http://www.naa.org/Public-Policy/Government-Affairs/Digital-Media/FAA-Financial-Rules-Drones-Newsgathering.aspx>

Fair Labor Standards Act

Free webinar explores overtime

Online Media Campus and the Wisconsin Newspaper Association Foundation are offering a free webinar that examines the requirements within the Department of Labor's new rule on overtime.

The webinar will be held from 1-2 p.m. on Thursday, July 14.

Beginning Dec. 1, 2016, the salary threshold in the Fair Labor Standards Act increases from \$23,660 to \$47,476, meaning employees who make less than the new salary standard will be eligible for overtime pay at 1.5 times their hourly wage. 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.

There are some exceptions to the rule. For example, individually owned newspapers with

Register >>

Register for the free webinar on the Department of Labor's new rule regarding overtime pay at www.onlinemediacampus.com.

a circulation of less than 4,000 are exempt from the FLSA.

In this webinar, attorney Michael Zinser will explain the new rule and talk about potential exemptions for small newspapers, district managers and some journalists and photographers. Zinser has more than 40 years of experience in labor and employment law and represents more than 250 newspapers nationwide.

To register, visit www.onlinemediacampus.com. After registering, you will receive instructions for logging on to the webinar.

If you have any questions, please contact the WNA at 608-283-7623 or james.debilzen@wnanews.com.

Member News

Among Friends

Madison

The Mount Horeb Mail, DeForest Times-Tribune and The Star of Sun Prairie were named the top three community newspapers in Madison Magazine's "Best of the Burbs" readers' poll.

The Mail (**Matt Geiger**, managing editor) received top honors in the category, followed by the Times-Tribune (**Jake Kurtz**, managing editor) in second place and The Star (**Chris Mertes**, managing editor) in third place.

The poll, now in its second year, featured 30 categories ranging from restaurants to school mascots and golf courses. Votes were cast by the public throughout the month of March.

Read more: <http://www.channel3000.com/madison-magazine/best-of-madison/best-of-the-burbs-community-news-paper/40051936>

Hudson Star-ObsERVER

Doug Stohlberg will retire as executive editor of the Hudson Star-ObsERVER at the end of the day on June 30. In a farewell column, Stohlberg wrote he had been with the Star-ObsERVER for all but two years of his nearly 46-year career.

The editor said he wasn't sure what his next adventure will be, writing, "I'm not even sure I'm ready to retire—I've never been a guy counting the days to retirement."

Stohlberg lives in Hudson with his wife, Jackie, and has two sons, Donovan and Darrin.



Doug Stohlberg

The Gazette, Janesville

Opinion Editor **Greg Peck** will retire June 30 from his post at The Gazette in Janesville, closing out a 37-year journalism career that began in high school at his hometown newspaper in Marshall, Wis.

Peck attended UW-Oshkosh and worked for the student newspaper, the Advance-Titan, as a sports editor. He also wrote part-time for The Northwestern in Oshkosh before becoming a sports writer for the Oconomowoc Enterprise. Peck would later become the news editor of the Enterprise and city editor of the Wisconsin Rapids Tribune before joining The Gazette in 1987.

Peck came to The Gazette as the Sunday editor just as the newspaper was preparing to unveil its new flagship Sunday edition. Fifteen years later, newsroom positions were shuffled as the publication switched to computer pagination and Peck took on the role of opinion editor.

"In some ways, it seems so long ago when I first walked into the Oconomowoc Enterprise," Peck wrote in a blog post announcing his retirement. "In other ways, those 37 years of full-time Wisconsin journalism work have passed in a flash."

Peck will be replaced by **Andrew Broman**, a Waukesha native and UW-Madison alumnus who has been working for a newspaper in central Minnesota.

Read more: http://www.gazettextra.com/20160622/greg_peck_it8217s_time_to_write_career8217s_final_chapter



Greg Peck

Milwaukee Journal Sentinel

Chris Stegman, currently Gannett West Group vice president of sales, has been named president of the Milwaukee Journal Sentinel.

He succeeds **Elizabeth "Betsy" Brenner**, who is retiring after more than 11 years at the Journal Sentinel.

Stegman, 46, a native of Indianapolis, joined Gannett in 2002 as retail advertising manager at Republic Media in Phoenix and rose to the top sales leadership role at Republic Media, vice president of sales, in 2011. He was promoted to Gannett West Group vice president of sales in 2015.

Prior to Gannett, Stegman held executive management positions with Clarity Media, a division of The Anschutz Corp., and Advo Inc. Stegman is returning to the Midwest, where his career in media began in 1995 as a territory sales executive with Advo Inc. in Indianapolis.

Stegman said he will start his new job July 11.

In Phoenix, Stegman has been active in the YMCA, where he served on the East Valley YMCA as well as the Central Arizona boards. He has also been involved in and served on the Arizona Newspapers Association board.

Stegman is a two-time Ironman and three-time Boston Marathon finisher. He and his wife, Robin, have two children. He said he plans to live in downtown Milwaukee.

Read more: <http://www.jsonline.com/business/stegman-is-new-president-of-milwaukee-journal-sentinel-b99753564z1-384893191.html>



Chris Stegman

Wisconsin Openness Report

DA asked to investigate leaks to newspaper

GREEN BAY PRESS-GAZETTE — Saying that classified information was made public, two Brown County lawmakers are calling for the district attorney to investigate some of their colleagues.

Tom Sieber, of Green Bay, and Aaron Linssen, of De Pere, have requested a probe into what they call "violations of closed sessions and/or the dissemination of classified information."

The request stems from two recent incidents where material that was discussed in a closed session of the County Board, or that was scheduled to be discussed in a session closed to the public, was revealed to a reporter from USA TODAY NETWORK-Wisconsin and was published in a newspaper and online. The information concerned the departure of former Corporation Counsel Juliana Ruenzel, and the release of a transcript in a grievance filed by two fired public works employees.

Read more: <http://gbpg.net/28ThuXa>

TREES

Continued from Front Page

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 as a newly minted "Supersuader."

■ **3-3:15 p.m. – Break**
 ■ **3:15-4:15 p.m. – Great Ideas Exchange:** 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!

■ **4:30-5:30 p.m. – Happy Hour and Networking**
 ■ **6 p.m. – Steak Fry in the WNA Foundation Press Forest**

ACCOMMODATIONS

Registrants can opt to stay in the dormitories on the Trees For Tomorrow campus (prices included on the registration form) or choose lodging of their choice.

The WNA has reserved a block of rooms at the Days Inn Eagle River between Aug. 17-20. For reservations, call 715-479-5151 and ask for the "Trees For Tomorrow" room block by Aug. 1. Room rates are \$89 for Wednesday and Thursday and \$98 for Friday.

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IN THE BULLETIN**

**Staff changes, promotions and
your success stories**

Send an email to: James.Debilzen@wnanews.com

THE Bulletin

Published weekly by the staff of the Wisconsin Newspaper Association

ADDRESS	CONTACT	OFFICE HOURS
34 Schroeder Court Suite 220 Madison, WI 53711	Phone: 608-283-7620 Toll-Free: 800-261-4242 Fax: 608-283-7631	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

News Tracker Team Leader

Dianne Campbell | 608-283-7625

Dianne.Campbell@wnanews.com

Media Services Director

Denise Guttery | 608-283-7630

Denise.Guttery@wnanews.com

Search Technician

Ruzica Dzanic | 608-283-7626

Ruzica.Dzanic@wnanews.com

Communications Director

James Debilzen | 608-283-7623

James.Debilzen@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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Industry News

Blocking won't solve the digital ad puzzle

It is no secret that we don't like ad blockers. Last week, eMarketer estimated that nearly 87 million internet users will be blocking ads in the United States in 2017—that's 33 percent of internet users. In particular, deceiving the consumer into buying into a whitelisted, "quality" ad experience, as Adblock Plus does, is not acceptable. Nor is Brave Software's business model of selling its own, "better" advertising to appear on publishers' pages instead of our own. And allowing consumers to bypass our advertisers and access quality news content for free has dangerous implications for our democracy.

This is why, at NAA, we have taken a very aggressive stance against ad blocking technology. A few weeks ago, we filed a [complaint](#) and request for investigation with the FTC, asking that they look into the many deceptive business practices of leading ad blockers. In April, we filed a cease-and-desist letter against Brave Software. The letter was signed by 17 of our member companies—representing more than 1,700 newspapers—and put the company on notice that its plan to substitute our advertising with its own is blatantly illegal.

But the rise of ad blocking is also a symptom of a problem that everyone in the digital media business needs to address: namely, lots of digital advertising stinks. It is too often disruptive, ineffective and not at all creative. It is almost always derivative of print or TV advertising perspectives without any acknowledgement of how the digital experience might be unique. We don't run print ads on TV, or TV ads on the radio, but we insist on running banner ads and 15-second TV commercials in the digital environment? Where are the 7-second—or 2-minute—video brand spots; or the interactive graphic spots?

Lubomira Rochet, L'Oréal's chief digital officer, told the Financial Times last week that ad blocking "is pointing to a classical advertising fatigue."

We can do better. And I believe that news media companies have the unique skills and perspectives needed to create strong and effective advertising. We understand what constitutes a story—and what doesn't. We know how to create content that captivates, engages and tells the consumer what they really need to know.

The good news is that news media are already doing this. Last week, Deseret Digital Media, owner of The Deseret News, formally launched a native advertising studio to help local media produce



David Chavern
NAA Update

high-quality branded content. The studio professionals train the staff of other news outlets and work with them to produce specific campaigns for local advertisers. The studio, BrandForge, has the resources to experiment and push the creative bounds of digital advertising, and the result is that everyone benefits. Local news outlets offer high-quality, immersive branded content that fits the needs of both the advertiser and the consumer.

Or consider "Backwater," one of two original VR dramas that The New York Times' T Brand Studio created for Mini. A product demo in virtual reality may have been interesting and unusual enough, but the studio opted to tell a dynamic, immersive story of a diamond heist where the Mini Connected system played a key role. It comes as no surprise that The Times has just earned a Grand Prix at the 2016 Cannes Lions festival for these sponsored VR spots. Its work was even called "a Wright Brothers moment for mobile" by Malcolm Poynton, the mobile jury president and Global Chief Creative Officer at Cheil Worldwide.

This is the type of advertising that consumers will remember. The Backwater story is something viewers have sought out, not avoided. And the same can be said for the engaging, informative advertising produced by members such as The Deseret News.

The industry is realizing that to succeed, advertising must resonate with the consumer and their needs. News media have the opportunity to lead this evolution, because we already understand how to engage audiences and provide the valuable information.

David Chavern is the CEO and President of the Newspaper Association of America, a non-profit organization representing nearly 2,000 newspapers and their multiplatform businesses in the United States and Canada.

Free Member Content

This weekly free content, [accessible at http://tinyurl.com/WNAfreecontent](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 about the state Department of Corrections' decision to begin force feeding at least three Wisconsin prisoners who have been hunger striking for more than two weeks.

The prisoners are seeking an end to a long-term form of solitary confinement known as administrative confinement in which some Wisconsin inmates have been held for years—even decades. A top United Nations official has deemed any such isolation that goes beyond 15 days to be tantamount to torture.

We are offering a 750-word story written by Center Managing Editor Dee J. Hall and five photos, including two produced by Center Digital and Multimedia Director Coburn Dukehart and three provided by the state Department of Corrections. The Center's reporting on criminal justice issues is supported by a grant from the Vital Projects Fund.



Wisconsin, on a sunny summer day, offers endless outdoor activities no matter where you go; however, the rainy days can be just as eventful if you look hard enough. From movies to mini-golf, West to East and North to South, **Discover Wisconsin's** got you covered on the rainy days.



WISTAX Facts discusses final property tax figures for 2015-16, which show that all units of government levied \$10.62 billion last December (payable in 2016), a 2.3 percent increase over December 2014 levies. After all state credits are applied, net levies totaled \$9.45 billion, a 1.4 percent increase.



Matt Pommer
State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines House Speaker Paul Ryan's Republican prescription for America's health finances just in time for GOP election campaigns. It's the long-promised alternative to Obamacare. It's loaded with goodies and controversies, including a bigger role for state governments. Alas, there was no indication of how it might be financed. 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

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. Register here: <http://www.onlinemediacampus.com/2016/05/networking/>

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

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 bsteenken@inanews.com

WRITER-REPORTER—Full time opening for Writer-Reporter for The Thorp Courier weekly newspaper. Duties include covering City Council, School Board meetings, school events, feature items, and more. Contact Mark at 715-669-5525. (0728)

SPECIALTY PRODUCTS/SERVICES AND EVENTS MANAGER—THMedia is seeking a dynamic individual to lead our specialty publications, prod-

ucts, services and events team to increase sales, profitability and brand value. In this position, you'll help lead magazines like BizTimes, HER, DBQ and more. In addition, you will help oversee events like Salute to Women, Rising Star, the TH Junior Tour and more. The ideal Specialty Products/Services and Events Manager candidate will be: A creative thinking team player; Dedicated to leading salespeople to reach budgeted goals while collaborating with multiple departments; Able to thrive in a "customer first" environment; Highly visible in the business community with a commitment to participating in networking events and activities. Candidates should possess a college degree or equivalent successful career experience, including a minimum five years in advertising, marketing, media or business field. Must have a valid driver's license with a good driving record. If you are ready to join a progressive, employee-owned company with more than 180 years of history, submit your application and resume today at: www.wcnet.com/careers (0728)

GENERAL ASSIGNMENT REPORTER—The Ozaukee NOW Publications is accepting resumes and work samples for a full-time General Assignment 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. We are searching for a motivated, productive individual to provide coverage for our suburban communities. The ability to write engaging stories and a local column expected. We also expect our staff to serve as an ambassador for our newspapers and web sites in the community. 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. Please forward resume and work samples to sue.sattler@jmg.com (0722)

GRAPHICS/PRODUCTION—The Daily Jefferson County Union and Hometown News Limited Partnership is 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; written 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@hng-news.com. (0721)

Seeking Work

Posted June 2016
Blake Gumprecht — Former journalist seeking editor position or weekly to buy

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

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@inanews.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.

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