

# THE Bulletin

July 14, 2016

News and information for the Wisconsin newspaper industry



Paul Seeling photo

Publisher Mike Mathes (left) of the Tri-County News in Kiel listens to remarks by Lana Kuehl, daughter of former Kewaskum Statesman publisher Marcie Harbeck, who was being memorialized during the 2015 pylon ceremony.

## Prepare for 'Project Public Notice'

Wisconsin Newspaper Association staff will be reaching out to members in the coming weeks as we roll out "Project Public Notice."

These efforts will focus on encouraging and assisting member newspapers in the implementation of a personalized web presence that will direct readers to their searchable public notices via [www.wisconsin-publicnotices.org](http://www.wisconsin-publicnotices.org).

The Wisconsin Public Notice website, launched in 2005 to help foster open government, already aggregates all public notices in the state. By adding a unique link to your website, you can make your newspaper's public notices the first readers see when they access the website, and remove any additional daily or weekly effort to post notices on your site. (We're already doing that part for you!) [Click here to find your personalized link.](#)

Many member newspapers have already implemented this system.

"We're asking each and every

### Public notice committee meets 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.

member to link directly to their public notices online," said WNA Executive Director Beth Bennett. "This effort will ensure that readers have comprehensive access to public notices across all platforms."

If you have any questions or would like assistance implementing a personalized link on your newspaper's website, contact Member Services Director Julia Hunter at [Julia.Hunter@wnanews.com](mailto:Julia.Hunter@wnanews.com) or 608-283-7622.

## Six to be added to WNA memorial pylon

Former newspaper publishers to be recognized Aug. 19

The Wisconsin Newspaper Association Foundation (WNAF) will memorialize six former publishers during the 69th Annual Trees For Tomorrow Retreat in Eagle River.

The WNA's memorial pylon ceremony will be held at 11:30 a.m. on Aug. 19 at Trees For Tomorrow - 519 Sheridan St., Eagle River - to pay tribute to Wisconsin publishers who passed away in the last year. A welcome reception will begin at 11 a.m.

The 2016 honorees are:

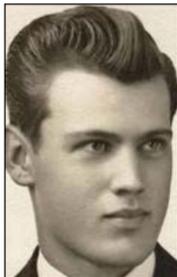
■ **Dwight Elmer**, former co-publisher of the New Glarus Post

■ **Jane "Betty" Walrath-Solem**, former co-owner and operator of The Clinton Topper

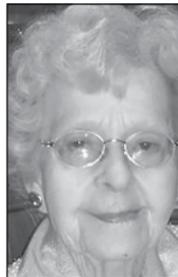
■ **Ruth Curtiss**, co-publisher of the Republican Journal in Darlington

■ **Anne Nicol Gaylor** and **Paul J. Gaylor**, former owners of the Middleton Times-Tribune

■ **Robert "Bob" Shellman**, former editor & publisher of The Oconto County Times-Herald in Oconto Falls



Dwight Elmer



Jane 'Betty' Walrath-Solem



Ruth Curtiss



Anne Nicol Gaylor



Paul J. Gaylor



Robert 'Bob' Shellman

colleagues to pause and reflect on the contributions made by WNA publishers.

The original idea for the memorial pylon was to plant a tree in the WNA-owned Demonstration Forest near Eagle River as a tribute to each deceased publisher. Within a short span of time, however, it became apparent that there would not be enough land available to carry the project beyond a few years, prompting the creation of the memorial pylon. Each year, names have been added at a fitting ceremony during the annual Trees

Retreat.

The WNAF dedicated a new granite memorial pylon during the 2015 Trees Retreat. The granite monuments replaced the original wooden pylon, which included the names of publishers on press plates. The names had faded with time, however, warranting the creation of a more permanent tribute.

For the full press release, including the biographies of this year's pylon inductees, visit <http://us9.campaign-archive1.com/?u=186671899db3bb-b84855a99be&id=1bb45edab2>

## WNA joins property tax repeal coalition

The Wisconsin Newspaper Association Board of Directors has voted to sign on as a member of a group that is seeking to repeal the state's personal property tax.

More than 30 trade and business associations have joined the "Coalition to Repeal Wisconsin's Personal Property Tax," representing more than 400,000 Wisconsin businesses employing more than a million employees and thousands of individual taxpayers across the state.

The personal property tax (PPT) is a tax imposed on a business's "tangible" personal property, which is assessed and collected by local governments and is in addition to the real estate property tax. The tax has existed since 1849 as part of Wisconsin's original property tax scheme, and



through the years has seen many changes and exemptions.

"Many of these organizations have been lobbying on the issue for years, hearing from members and watching other states repeal the personal property tax, and felt that now is the time for Wisconsin to repeal this unfair and archaic tax," said Michelle Kussow, executive vice president of the Wisconsin Grocers Association, the coalition's founding member.

The coalition will highlight the negative impact the tax has on Wisconsin businesses and encourage the governor and Legislature to repeal the tax.

# Industry News

## Overtime Update

### Congress may act after Labor Day

Two bills that seek to block the Department of Labor's new wage threshold for salaried employees – including one by Sen. Ron Johnson, R-Wisconsin – may be considered on the floor of the U.S. Senate in September.

WNA Lobbyist Mark Graul reports Johnson's office remains hopeful his bill will be taken up for consideration when the Senate comes back into session after Labor Day. The Senate may put a similar bill by Sen. Tim Scott, R-South Carolina, on the floor in September as well.

At issue is a DOL ruling released in May that increases the threshold for salaried workers who qualify for overtime pay

from \$23,660 to \$47,476. If the new rule takes effect as planned on Dec. 1, it will require most employees who otherwise qualify for the exemption from the overtime rules, but earn less than \$47,476, to begin punching a clock. In addition to their regular salary, employers will be required to pay them time-and-a-half for the hours they work that exceed 40 in a work-week.

The Wisconsin Newspaper Association Board of Directors and the National Newspaper Association have gone on record in opposition to the salary threshold increase.

In June, Johnson, chairman of the Senate Homeland Security and Government Affairs



Ron Johnson

#### Act Now>>

WNA members are encouraged to editorialize and to contact their representatives in Congress asking them to prevent this costly mandate from going into effect.

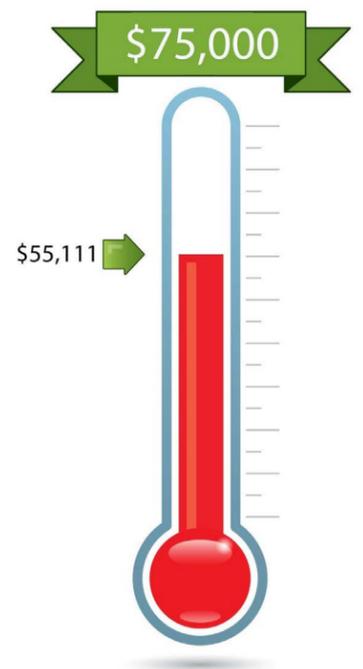
Committee, and Sen. Lamar Alexander, R-Tennessee and chairman of the Senate Labor Committee, led 44 senators in introducing legislation under the Congressional Review Act to block implementation of the DOL's new overtime rule.

"It's a solution looking for a problem," said Johnson, who ran a manufacturing company for 31 years, during his June 7 remarks before the Senate. "I never had

somebody in my operation ask to go from salary to hourly. I remember in 2004 when they tightened the rules, a number of people who worked for me were forced into hourly, none of them wanted to go. By the way, none of them received higher wages or higher salary. They just lost flexibility. And that's exactly what's going to happen."

If passed, Johnson's bill would nullify the DOL's rule and prohibit the administration from issuing a substantially similar rule without congressional approval.

Scott's legislation – dubbed the "Protecting Workplace Advancement and Opportunity Act" – was introduced in the Senate and House on March 17. The act would declare the DOL's ruling "shall cease to have any force or effect," according to a summary of the bill.



## Help us reach our final goal

### WNA Foundation seeks funds for memorial pylon

In 1958, the Wisconsin Newspaper Association Foundation began the tradition of paying tribute to deceased member publishers by displaying their names on its Memorial Pylon at Eagle River's Trees for Tomorrow campus.

Over time, the names – previously displayed on press plates hanging from a wooden structure – began to fade. Our industry leaders deserved better.

In 2014, the Foundation erected a permanent monument, made of Rushmore Granite.

Thanks to the generosity of members and their families, we've been able to raise more than \$55,000 toward the memorial. But we still need your help in reaching our final goal and paying off the Pylon in its entirety.

We hope you will consider a donation, no matter the amount, to this important historic marker that preserves the history of our industry's leaders.

Thank you for helping us reach our goal.

To donate, visit <https://wnanews.formstack.com/forms/memorialpylondonation>

## Wisconsin Openness Report

### WEDC backs away from gag proposal

MILWAUKEE JOURNAL SENTINEL – The state's flagship jobs agency sharply back-pedaled Wednesday after facing criticism for a proposal that would have muzzled its own board members.

The proposal could have barred members of the Wisconsin Economic Develop Corp.'s board of directors from publicly divulging information about its taxpayer-funded operations and

subjected them to discipline if they spoke to reporters.

Shortly after the Journal Sentinel posted a story about the proposal online Wednesday, WEDC Chief Executive Officer Mark Hogan told his fellow directors that he was shelving the proposal based on "feedback I have received from various board members."

Christa Westerberg, an attorney and vice president of the

Wisconsin Freedom of Information Council, said the policy had seemed to put more emphasis on the uncompensated board members than on WEDC itself and its two-year budget of \$65 million.

"That (discipline) provision I find troubling because it seems like the focus of the policy is the conduct of the board members, not the agency," Westerberg said. "If anything, we need more over-

sight of the agency, not less."

WEDC was created by Gov. Scott Walker and Republican lawmakers in July 2011 to replace the Department of Commerce. Since then, it has regularly faced questions from auditors and the media about its financial controls, as well as some failed loans.

Read more: <http://www.jsonline.com/news/wedc-proposes-gag-order-on-board-members-b99760982z1-386674921.html>

## THE Bulletin

Published weekly by the staff of the Wisconsin Newspaper Association

<b>ADDRESS</b>	<b>CONTACT</b>	<b>OFFICE HOURS</b>
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](mailto:Beth.Bennett@wnanews.com)

##### Member Services Director

Julia Hunter | 608-283-7622  
[Julia.Hunter@wnanews.com](mailto:Julia.Hunter@wnanews.com)

##### Media Services Director

Denise Guttery | 608-283-7630  
[Denise.Guttery@wnanews.com](mailto:Denise.Guttery@wnanews.com)

##### Communications Director

James Debilzen | 608-283-7623  
[James.Debilzen@wnanews.com](mailto:James.Debilzen@wnanews.com)

##### News Tracker Team Leader

Dianne Campbell | 608-283-7625  
[Dianne.Campbell@wnanews.com](mailto:Dianne.Campbell@wnanews.com)

##### Search Technician

Ruzica Dzanic | 608-283-7626  
[Ruzica.Dzanic@wnanews.com](mailto:Ruzica.Dzanic@wnanews.com)

##### Office Coordinator

Daryl Blumer | 608-283-7624  
[Daryl.Blumer@wnanews.com](mailto:Daryl.Blumer@wnanews.com)

#### BOARD OF DIRECTORS

##### President

Brian Thomsen | Publisher  
*Valders Journal*

##### First Vice President

John Ingebritsen |  
Regional Publisher  
*Morris Newspapers, Lancaster*

##### Second Vice President

Sidney 'Skip' Bliss | Publisher  
*The Gazette, Janesville*

##### Third Vice President

Paul Seeling | Publisher  
*Woodville Leader*

##### Secretary

Heather Rogge | Publisher  
*Daily News, West Bend*

##### Treasurer

Gregg Walker | Publisher  
*The Lakeland Times, Minocqua*

##### Past President

Carol O'Leary | Publisher  
*The Star News, Medford*

##### Director

Kevin Clifford | Publisher  
*Watertown Daily Times*

##### Director

John Humenik |  
President & Publisher  
*Wisconsin State Journal, Madison*

##### Director

Scott Johnson |  
President & Publisher  
*Green Bay Press-Gazette & PG Media*

##### Director

Steve Lyles | Publisher  
*Journal Communications, Inc.*

##### Director

Kris O'Leary | Publisher  
*The Tribune-Phonograph, Abbotsford*

##### Director

Jeff Patterson |  
President & Publisher  
*APG Media of Wisconsin*

##### Director

Patrick Reilly | Publisher  
*Dodgeville Chronicle*

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.

# Member News

## #ThrowbackThursday



File photo

WNA staff recently found some photos from the 1983 Memorial Pylon ceremony in Eagle River. Do you recognize anybody? Email Julia and let her know at [julia.hunter@wnanews.com](mailto:julia.hunter@wnanews.com). To see more photos, visit <https://www.facebook.com/media/set/?set=a.10153786365572602.1073741868.120276397601&type=1&l=3be6d691d2>

## Free Member Content

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



The Wisconsin Center for Investigative Journalism has made available a story that explores the growing body of research that shows severe poverty can diminish children's ability to learn long before they enter school. The findings, including key studies conducted by the University of Wisconsin-Madison, bolster calls for early intervention in the lives of poor children to help close Wisconsin's worst-in-the-nation racial achievement gap.

The story was written by former Center intern Abigail Becker, who is now a reporter for the Cap Times newspaper in Madison. Becker found that both Republican and Democratic lawmakers in Wisconsin are beginning to recognize the importance of efforts to raise the standard of living among Wisconsin poorest students.



Growing up in Wisconsin, we often hear people say they're going "Up North" for the weekend. Some have a cabin in Wisconsin's Northwoods, some visit others' cabins, and some are even lucky enough to live permanently in a few of Wisconsin's most quaint and peaceful towns. With wooded areas for camping, crystal-clear lakes for boating and fishing, shops and restaurants for discovering, **Discover Wisconsin** explores some of the uncharted towns in the Northwoods of Wisconsin.



**WISTAX Facts** notes that with voter turnout traditionally up in presidential years, increased candidate interest in the legislature might be expected in 2016, especially given the pyrotechnics of the White House race. However, candidate numbers are not only low this year, they are at historic lows.



## Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** says some ideas on how to change the way political parties select presidential candidates, triggered by Donald Trump's success with voters, are floating through the Republican Party as it readies for the national election. In internal deliberations, party leaders have mulled the order of states which first select delegates to the GOP nomination convention, according to the New York Times. 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

### 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/>

### Google Analytics: Segmenting

**Thursday, Aug. 18 | 1-2 p.m.:** Presented in partnership with GateHouse Media. How much of your traffic is coming from mobile or tablets? What percentage of your traffic is organic, or from social media? And how much of that traffic is hitting your section fronts, or article pages? In this session, GateHouse Media data analyst Sherri Horton will help you build segments that can easily answer these questions and many others. Horton will explain how to build out segments that let you isolate and analyze subsets of your analytics data. You can then apply these segments to your reports and dashboards so you can see and compare specific data sets. She'll also send out updated versions of popular custom report templates and tutorial videos that will help you quickly find accurate information. Register here: <http://www.onlinemediacampus.com/2016/07/google-analytics2/>

### Maximizing Your Digital Revenue – Don't leave money on the table!

**Friday, Aug. 26 | 1-2 p.m.:** Most media organizations have unsold digital advertising inventory. But what should you do with those available ad spots? You can try to sell them locally, but if the market is exhausted, you need to find a buyer outside of your own geography. Frequently you turn to something called programmatic advertising. However, not all programmatic advertising is the same. Many organizations are leaving hundreds, if not thousands, of dollars on the table every month due to some very simple errors in how they make their inventory available on the national market or how their site is organized and designed.

- In this webinar, we will cover:
- Digital advertising basics.
- Common mistakes with organizing your inventory.
- Designing your site to maximize revenue.
- Pushing the envelope on the latest and greatest offerings in digital advertising.

Register here: <http://www.onlinemediacampus.com/2016/07/digital-revenue/>

# Columnists

## The power of state press associations

Associations have a unique power to convene and create communities. As president and CEO of the Newspaper Association of America, I believe in the ability of associations to serve as a platform for the exchange of ideas that will propel us forward. In this time of revolution and change, state press associations have a critical role to play in this exchange, and after visiting with four of them recently, I am even more convinced of the importance of state press associations to achieving industry-wide goals.

State press associations are on the ground engaging with local publishers, acting as their voice in larger conversations and making sure they're benefiting from the knowledge

sharing and innovation taking place throughout the industry.

I recently visited with the Illinois, New York, Texas and Louisiana press associations and saw first-hand the amazing work they are doing in and out of their communities. These powerhouses gather input from their members and keep a pulse on the industry. People talk about consolidation in the media industry, but it is a much more diverse industry than most people think. The Texas Press Association membership alone is composed of 463 organizations, including 75 dailies and 388 non-dailies.

State press associations harness the power of their members. In election years, they serve as intermediaries between law makers and pub-



**David Chavern**  
**NAA Update**

lishers. Last year, the Illinois Press Association, standing for 500 daily and weekly newspapers, joined the Illinois

Automobile Dealers Association, the Illinois Broadcasters Association and the Outdoor Advertising Association of Illinois in the fight against an advertising tax that, if it had passed, would have produced nearly \$38 million a year in tax dollars. Several members of the press association ran editorials against the tax.

Likewise, NAA is committed to continuing to work closely with state press associations to solve real world operational problems for news organizations. While visiting with these organizations, I received a lot of questions and comments from them regarding the Department of Labor's new overtime rules, an issue NAA has been working on for months alongside a broad coalition of small businesses, nonprofits

and universities.

The work being done at the national level on this and other public policy issues is important to the state press associations, too, and we are glad to be able to help these organizations, who help us by keeping an ear to the ground at the state and local levels.

Moving forward, we are counting on our partners as we tackle issues like the proposed advertising tax, for which 47 states showed opposition in 2014, and ad blocking, to ensure news organizations' rights continue to be preserved.

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

## Design ... by design

The way I see it, the word "design" is synonymous with the word "plan." If you have no plan, you have no design.

And the word "plan" implies that you've given the look of your front page some forethought.

That's not quite true at some newspapers, is it?

Too many editors/designers "wing it." Oh, they may have a vague idea of what they want to put on the front, but that idea goes out the window as soon as they get a story that's too long. Or...they don't get that photo they expected.

General Dwight D. Eisenhower, during World War II, said: "Plans are useless, but planning is indispensable."

He was right. We need to have a plan for the page, but we also need to be flexible. If that story is too long, what do you do: Do you cut it, jump it or run it longer? If you were planning on a vertical picture but get one that's much better - and horizontal - which do you run?

Flexibility is important, of course, but it just doesn't work if you don't have a plan to flex from.

Some points to consider:

**HOW MUCH:** How many story/photo packages am I going to put on the page? Do I have all the visuals I need? Are five/six stories too many? Are three/four stories too few?

**BANNER:** Is there one package that demands to be placed across the top of the page? What's the visual to go with it? How long is it gonna be? Should I jump it?

**LEAD VISUAL:** Do I have one? Does it go with a story or does it stand alone? How big can I make it so it has impact? Where do I place it on the page?



**Ed Henninger**  
**Design for Readers**

**OTHER VISUALS:** Do I have a visual element with every package on the front? If not, how do I get that to happen? If I do have those elements, where do I place them so they don't fight each other for attention?

**JUMPS:** How many is too many? Where do they go?

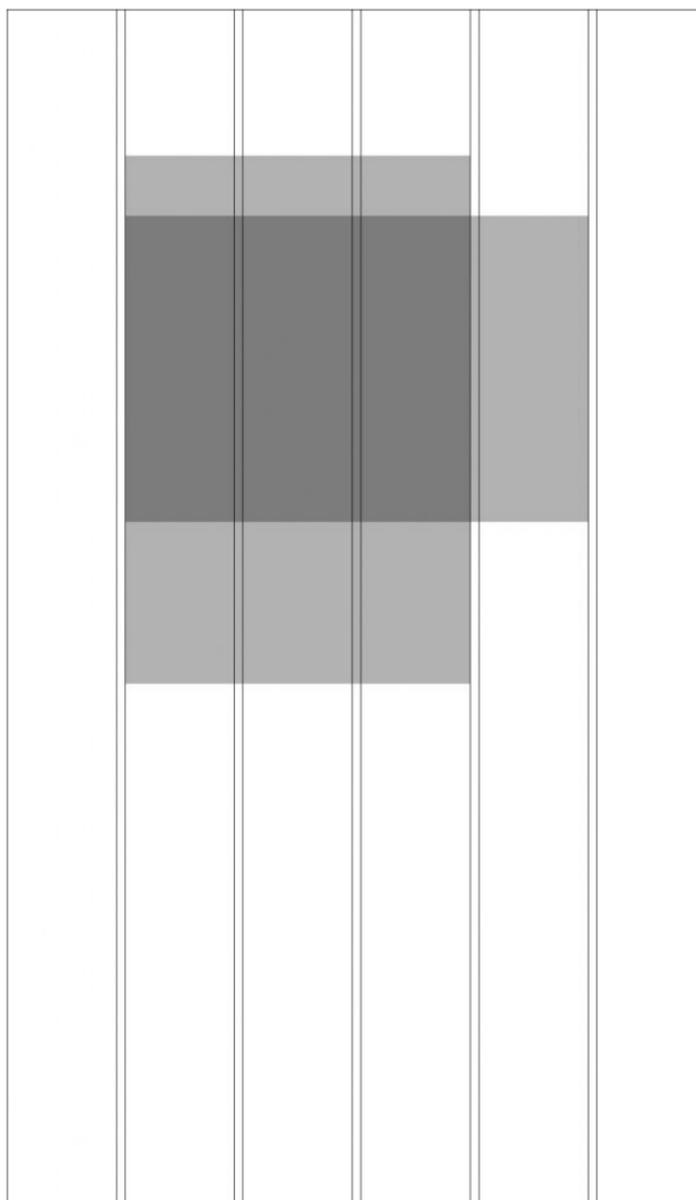
**MODULES:** No doglegs or odd-shaped packages. Each has to be designed into a rectangular module.

**ADS:** Do I have only banner ads? If, so they're not a concern. But what if there has to be a two-column-by-four-inch ad in the bottom right corner of the front? How do I design with that and still keep the page modular?

**HEADLINE SIZE:** Am I using good headline hierarchy? Am I avoiding the use of a teeny headline at the bottom of the page? How big is too big on the lead headline?

**TYPE WIDTH:** Am I following the grid? Should I take one of the stories and give it an odd measure, to help it stand out a bit?

All of these need to be part



**You've heard it here before: Place the visual first.**

of your thinking when you begin work on your front page. Remember: it's a plan. And plans should be flexible. But if you want to do "design," then you need to do "plan."

*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/](http://www.henningerconsulting.com/) or email [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com).*



### Registration Now Open

The WNA Foundation's Trees For Tomorrow Retreat will be held Aug. 18-19 in Eagle River.

The Trees For Tomorrow 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 educational programming features sales trainer, writer and consultant **Jim Busch**. Busch is back by popular demand after presenting at the inaugural 2015 WNAF Ad Summit.

Trees For Tomorrow is a nonprofit natural resources specialty school nestled on more than 30 forested acres in Eagle River. The WNA Foundation'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.

**The deadline to register is Aug. 8.**

**Register Online**

# 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](mailto: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](mailto: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](mailto:bsteemken@innews.com)

**SPORTS EDITOR** - The Le Mars Daily Sentinel, an award-winning four-day-a-week newspaper in northwest Iowa, is seeking a talented dedicated sports editor to carry on a tradition of excellent coverage. A successful applicant will have a love of sports; possess strong writing, photography and page design abilities; and be a team player. The sports editor is expected to build good relationships with local coaches and administrators and will be comfortable with deadline writing. Page design abilities and experience with InDesign and Photoshop are a must. Social media experience is a definite plus. This is a full-time position and offers a base salary of \$24,000 and a competitive benefits package. To apply, send a resume and three writing samples to [ldsen-teditor@gmail.com](mailto:ldsen-teditor@gmail.com).

**CITY EDITOR** - We're growing and we'd like to invite energetic, top-performers to apply to join our winning team. The City Editor will be leading our coverage

of local news and sports in and around the Marshfield area, including government, business, education and breaking news among other topics of interest to our readers, for both the print and digital editions. A degree in journalism, communication or related field of study is required along with at least two years of experience in newsgathering. This position is full time and includes our full benefit package. Please send resume and writing samples: City Editor, Attn: Nick Wood, PO Box 408, Waupaca, WI 54981 (0804)

**GRAPHIC ARTIST** - Wisconsin Newspress, Inc. (Plymouth Review, Sheboygan Falls News, Sheboygan Beacon, Current) is seeking a graphic artist with sales experience to create and sell local newspaper advertising. Full time, established account list. Direct letters, inquiries to [reply@plymouth-review.com](mailto:reply@plymouth-review.com), (920)-893-6411 ext. 25, Wisconsin Newspress, Inc. 113 E. Mill St. Plymouth, WI 53073. (0804)

**PART-TIME GRAPHIC ARTIST** - Part-time graphic artist to create local newspaper advertising for The Plymouth Review, Sheboygan Falls News, Sheboygan Beacon and Current. Primary days are Thursday, Friday. Direct letters, inquiries to: [reply@plymouth-review.com](mailto:reply@plymouth-review.com), (920) 893-6411, ext. 25, Plymouth Review, 113 E. Mill St. Plymouth, WI 53073. (0804)

**SPORTS EDITOR - WEEKLY NEWSPAPERS** - Hometown News Limited Partnership, publisher of nine community newspaper in beautiful southern Wisconsin, seeks a sports editor for the Lake Mills Leader and Cambridge News/Deerfield Independent, two of our weekly community newspapers located only a half hour from downtown Madison, the state capital and home of the University of Wisconsin. This position, based in our Lake Mills office, serves as the sports editor and primary sports reporter and photographer for both newspapers, covering three communities and four high schools. Duties include: Cover local sports stories, including high school athletic teams and tournaments, youth athletics, and other related events of interest in our readership area through reporting, photography, and writing sports stories; Coordinate additional coverage through the use of freelance writers and photographers; Produce the sports pages for both newspapers each week using InDesign and Photoshop software, including layout, design, writing headlines and cutlines, photo editing, and pagination; Assist the managing editors of both papers with occasional feature and news coverage or assisting as needed with layout/design of news or other pages. The successful candidate will have at least two

years' experience, a degree in journalism, communications, or a related field, or a combination of experience and education that meets the requirements, as well as demonstrated proficiency in: Exemplary people skills; Sports reporting, writing and editing skills; Photography skills; Page layout and design experience with InDesign and Adobe Creative Cloud; Computer skills including Microsoft Word. The Lake Mills Leader and the Cambridge News/Deerfield serve three communities and the surrounding area with two paid circulation newspapers published each Thursday, plus their respective websites, feature sections and specialty magazines. Located in beautiful southern Wisconsin, only half an hour from downtown Madison, the state capital and home of the University of Wisconsin Badgers. Equal Opportunity Employer. To apply, email your resume, cover letter and references to: Chris Mertes, [spedit@hngnews.com](mailto:spedit@hngnews.com) (0804)

**POLITICS REPORTER** - Telegraph Herald, an employee-owned daily newspaper in Dubuque, Iowa, with a Sunday

circulation of 28,000, seeks a talented politics reporter to join our news team. Be part of a hard-working, aggressive newsroom working to produce the best newspaper in the state, both in print and online. We are looking for a confident journalist comfortable handling everything from features to hard news, and who is as adept at breaking a story on our website in the middle of the afternoon as on the front page the next morning. Our politics beat is one of the most important at our paper and provides an opportunity for a diversity of stories and trend pieces. This reporter primarily focuses on local state and federal lawmakers and the impacts of their work on citizens in our coverage area. Our location means that we keep an eye on the political scenes in Iowa, Illinois and Wisconsin. This reporter also covers one of our smaller local cities. A bachelor's degree or equivalent and three years of experience in a newspaper setting are preferred, but we are willing to consider any talented

See EXCHANGE, Page 6



## 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

WWW.TECNAVIA.COM - info@tecnavia.com - call. 866.311.2538

