

THE Bulletin

July 21, 2016

News and information for the Wisconsin newspaper industry

Leg. study of legal notices starts Tues.

Committee to review publication standards

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 goal of the 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."

Three Wisconsin Newspaper Association representatives were approved as public members of a legislative study committee. They are:

- Tim Lyke, former WNA president, publisher of the Ripon Commonwealth Press and a member of the WNA Foundation Board.
- Heather Rogge, publisher of The Daily News in West Bend and secretary of the WNA Board.
- Mark Stodder, president of Xcential Legislative Technologies and a member of the WNA Foundation Board.

Overtime relief on the way?

New bill would limit, phase in salary threshold

A proposal by four House Democrats would phase in an increase in the threshold salary requirements for overtime-exempt employees.

The bill by Reps. Kurt Schrader, Oregon; Jim Cooper, Tennessee; Henry Cuellar, Texas; and Collin Peterson, Minnesota, would help small businesses to comply with a new rule by the U.S. Department of Labor that would increase the salary threshold by about 100 percent in

one leap on Dec. 1, 2016. The Overtime Reform and Enhancement Act, HR 5813, would instead impose a 50 percent increase in December and then phase out the remainder over four years.

"NNA appreciates the work of these four congressmen, who appreciate the bind small businesses in their states were put in by the Labor Department rule," said NNA President Chip Hutcheson, publisher of The Times Leader in Princeton, Ky. "... This bill accomplishes much of what the government wanted to do without strangling the small businesses in the process."

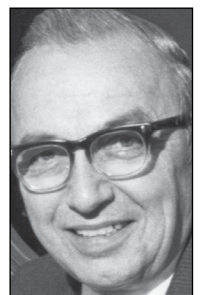
The overtime threshold sets a floor for the annual salaries of executives considered exempt under the Wage and Hour Act. Today's threshold is \$23,660. It is to be raised to \$47,446 on Dec. 1 under a rule imposed upon businesses by the Department of Labor. It will go into effect unless Congress adopts a more moderate rule. Many small businesses, including many non-profits, restaurant owners, home-builders and newspapers represented by NNA, have said the steep increase would cripple their abilities to support their workforces and carry out their missions.

Pylon Update

One more member added to memorial

The former leader of one of the world's top dairy magazines will be recognized for his contributions to the newspaper industry during the WNA's memorial pylon ceremony on Aug. 19 in Eagle River.

W.D. "Bill" Knox, who died in 2005, was the editor and publisher of Hoard's Dairyman magazine. He also served as president and general manager of the W.D. Hoard & Sons Company and the Daily Jefferson County Union newspaper in Fort Atkinson.



W.D. 'Bill' Knox

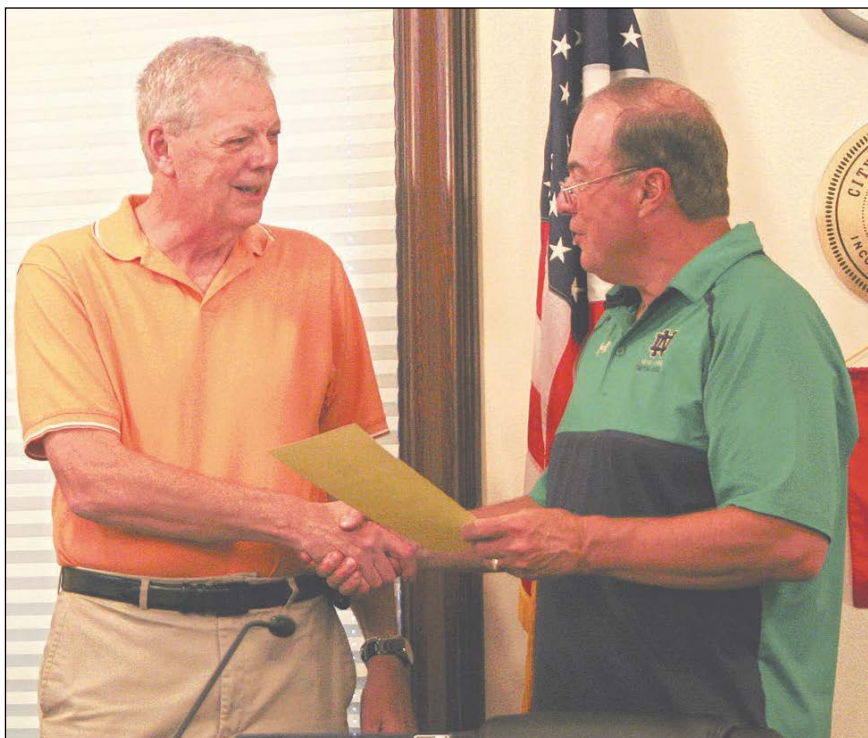
Knox's name will join six others that are being inscribed this year on the WNA's granite pylon. A memorial ceremony will begin at 11:30 a.m. on Aug. 19 at the Trees For Tomorrow campus, 519 Sheridan St., Eagle River. A welcome reception will begin at 11 a.m.

The pylon 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 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
- **W.D. "Bill" Knox**, former president and general manager of the Daily Jefferson County Union in Fort Atkinson

Stohlberg Honored



Retired Hudson Star-Observer Editor Doug Stohlberg is presented a certificate of recognition by Hudson Mayor Rich O'Connor at the July 19 Hudson City Council meeting. Stohlberg, who retired last month from the paper after 44 years, returned the favor by praising residents who serve on city boards and commissions for their community spirit.

Mike Longaecker photo | Hudson Star-Observer

Study: Newspapers triple ad campaign ROI

Advertisers who are cutting back on newspaper advertising are less effective, according to research released last week by a British newspaper advocacy group.

The new study, conducted by effectiveness consultancy Benchmarking for Newsworks and covering 500 econometric models, shows that advertising with newspapers increases overall revenue return on investment by three times.

Senior clients and agency figures welcomed the findings of the study, which indicate that advertisers wanting to maximize effectiveness need to

Read the Results >>

Download Newsworks' PowerPoint presentation outlining the results of the study at https://effectiveness.newsworks.org.uk/wp-content/uploads/2016/06/ROI_full_presentation.pptx

return to 2013 levels of expenditure.

Presented at Newsworks' first Effectiveness Summit on July 13 in London, the new ROI

study provides hard evidence of the impact newsbrands have on advertising campaigns. The results show that newspapers increase overall campaign effectiveness as well as boosting other media - TV's effectiveness doubles, while online display becomes four times more effective.

"Advertisers who want the best return on their investment should study this data," said Rufus Olins, CEO of Newsworks. "It is clear that newspaper brands boost other media as well as performing a powerful role in their own right. Running a campaign without newspapers is like trying to bake a cake

without baking powder."

On a sector by sector basis, the research found that adding newspapers to a campaign increases effectiveness by 5.7 times for finance; three times for travel; 2.8 times for retail; 1.7 times for automotive; and 1.2 times for fast-moving consumer goods.

The study was conducted by Benchmarking, part of Omnicom Media Group, led by respected effectiveness expert Sally Dickerson. It comprised of meta-analysis of the data from over 500 econometric models built over the last five years, covering six different categories.

Member News

IDs Confirmed



File photo

Last week, we asked you to help identify the women in this photo and we received word from none other than the WNA Board of Directors President Brian Thomsen. His grandmother and mother are pictured. Marion Brockman (left), who published *The Valders Journal* until her death in 2001, and Marlene Thomsen, both of Valders, stand next to the name of Fred Brockman (Marion's late husband) the year he was inducted onto the Pylon in 1983.

Among Friends

Baraboo News Republic

Recent University of Wisconsin-Whitewater graduate **Jake Prinsen** has joined the Baraboo News Republic as a reporter. Before graduating in May, Prinsen served as a reporter and opinion editor at the college's student publication, the Royal Purple.

He graduated with a Bachelor of Arts degree in journalism and a minor in English writing.

To fund his education, Prinsen worked several jobs simultaneously, working as an undergraduate research assistant as well as a line cook, when he wasn't performing for tips as a musician. In his free time, Prinsen enjoys reading, writing, hunting, fishing and playing music.



Jake Prinsen

Wisconsin Openness Report

Board nixes closed session after objections

MARSHFIELD NEWS-HERALD - The Marshfield School Board canceled a closed-door meeting scheduled for July 14 after USA TODAY NETWORK-Wisconsin objected to the gathering and raised questions about its legality.

The board had been set to convene in closed session on Thursday evening to address what a meeting notice said were "Specific concerns regarding incidents and procedures for board-administration-staff communications and relations."

The notice cited an exemption in the state open meetings law that allows governmental bodies to meet in closed session to discuss "sensitive personal information that would be likely to have a substantial adverse effect upon an individual's reputation," according to the Wisconsin attorney general's office.

USA TODAY NETWORK-Wisconsin on Thursday morning challenged the board's ability to consider those issues entirely in secret and also argued the board's meeting notice should have had more details about what exactly the board would be discussing. Hours later, school district lawyer Shana Lewis said the board meeting had been called off.

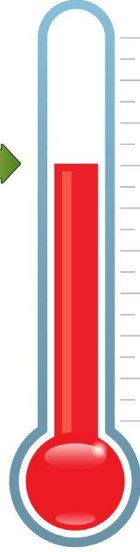
Read more: <http://www.marshfieldnewsheald.com/story/news/2016/07/14/marshfield-school-board-nixes-closed-session/87090880/>

WNA LEGAL HOTLINE

Keep this number handy: (800) 362-2664. WNA-member editors, reporters and advertising staff may call toll-free to ask an attorney for immediate help when they face legal challenges.

\$75,000

\$56,286



Help WNAF reach its goal in 2016

Thanks to the generosity of members and their families, WNA Foundation has raised more than \$56,000 toward the memorial pylon in Eagle River. But we still need your help in reaching our final goal and paying off the Pylon in its entirety.

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

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. 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. Register here: <http://www.onlinemediacampus.com/2016/07/google-analytics2/>

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 about a decision last week by a Dodge County Circuit Court judge to deny a prison hunger striker's request to halt force feeding. Inmate Cesar DeLeon is among a handful of prisoners who are hunger striking to bring 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.

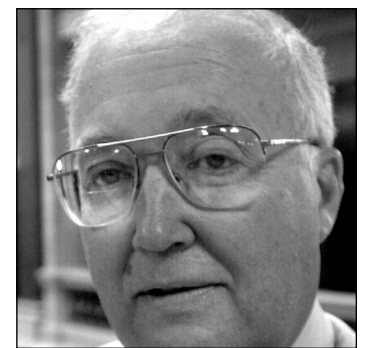
Dodge County Circuit Judge Steven Bauer continued the force-feeding order for DeLeon, citing medical testimony that his health would be endangered if he were allowed to resume his hunger strike. "The prison cannot allow him to die on a hunger strike," Bauer said.



Wisconsin is one of the most gorgeous states in the entire nation. From the ridges and valleys of the Driftless Area to the tall pines in the Northwoods to the rolling farmland throughout the entire state, Wisconsin is a stunner. **Discover Wisconsin** has 10 drive-to destinations that are out-of-this-world beautiful.



Due to a staffing change at WISTAX, there is no new **WISTAX Facts** column this week. Past columns can be found on the WNA's website.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines the latest polls and fundraising numbers for Gov. Scott Walker and how those figures can be deceptive. 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.

Industry News

KEMPA seeking conference presenters

Annual event provides training for student journalists

The Kettle Moraine Press Association is looking for working journalists to share their wisdom with the future generation during the organization's fall conference. The KEMPA Fall Scholastic Journalism Conference will be held Oct. 14 at the University of Wisconsin-White-water.



During the conference, high school students and their advisers can choose from nearly 90 sessions. Organized into three separate 45-minute time slots, sessions cover a very wide range of topics of interest to students and advisers engaged in producing media and will assist students in learning the latest in trends and techniques of media production.

Conference presenters are a mix of professional journalists, media professionals, high school journalism teachers and publication advisers. Keynote speakers frequently present throughout the day. Students will also have the opportunity to engage with other student media programs from throughout the region. In 2015, more than 1,000 students from Wisconsin and Illinois attended the KEMPA Fall Conference.

A lunch break between sessions two and three also functions as KEMPA's annual meeting time, attended by advisers and presenters. Annual awards recognize outstanding contributions from advisers and professionals to high school journalism. Students are on their own for lunch at the university food courts or nearby local restaurants.

KEMPA is dedicated to the support of scholastic journalism in Wisconsin and Illinois schools through conferences, workshops, competitions and scholarships. Members are student publications – newspapers (print and/or online), yearbooks, literary magazines – retired advisers, members of the professional press, yearbook representatives and others.

For more information or to volunteer to present during the conference, contact KEMPA Executive Director Linda Barrington at lbarrington@wi.rr.com by July 29.

Setting realistic goals

Derek placed more ads in the paper than anyone else on the sales team. Low volume clients suddenly increased their expenditures. And large clients started running even bigger ads. Revenue was rolling in.

Then it all fell apart. First one advertiser, then another, complained about invoicing. Quickly it became evident that Derek had been placing ads in the paper without permission.

His scheme worked for a while, because some of his clients didn't check records carefully. At first, the paper rationalized that refunds were a cost of having a high-energy sales person with a poor eye for details. Then they realized that the problem was deeper than that, and eventually had to let him go. Justice prevailed, but that wasn't the end of the story.

The accounting department worked overtime to clean up the mess. And the ad department hired a replacement. But in an inexplicable act of greed and stupidity, the ad manager gave the new person a goal that was 10 percent higher than the pre-refund amount generated by Derek. In other words, the new person would have to produce more revenue than a crook.

Although this is an extreme example, it illustrates the fact that some managers need a better understanding of what it takes to set realistic goals. If you are involved in the goal-setting process, here are some points to keep in mind:



John Foust Ad-libs

1. Fairness is in the eye of the beholder. If a sales person feels a goal is unfair, it is either (1) truly unfair or (2) you need to do a better job of explaining how you arrived at the goal.

2. Goals impact morale. When a person makes progress toward a goal, morale soars and she can be self-motivated to work even harder. On the other hand, when a person finds himself falling short week after week, he can get discouraged and say, "What's the use?"

3. Morale is contagious. Although sales people spend a big part of each day working

'When a person makes progress toward a goal, morale soars and she can be self-motivated to work even harder. On the other hand, when a person finds himself falling short week after week, he can get discouraged and say, 'What's the use?'

independently, they are part of a team. When there are problems, they are often likely to talk to each other than to the boss.

4. Consider multiple factors when setting goals. Across-the-board increases are common, but inherently out of touch with reality. Let's use the 10 percent figure at Derek's paper to illustrate. If you're looking for an overall 10 percent increase, see that figure as an average. Some accounts could project a 5 percent increase and others could project 15. It's like the old management saying, "If you're treating everyone the same way, you're treating most of them the wrong way."

5. Use the S.M.A.R.T. formula. This technique has been around for a long time

– and it has helped a lot of ad managers set meaningful goals. It represents goals that are (1) Specific, (2) Measurable, (3) Achievable, (4) Relevant, and (5) Time-sensitive. Wise managers get each sales person's input in each area for each account.

Derek's replacement lasted less than a year. With realistic goals, the story could have had a different ending.

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SHARE YOUR NEWS IN THE BULLETIN

Staff changes, promotions Celebrations, milestones Your success stories

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

THE Bulletin

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Created by and for Wisconsin's newspapers, WNA exists to strengthen the newspaper industry, enhance public understanding of the role of newspapers, and protect basic freedoms of press, speech and the free flow of information.

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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 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 ldsenteditor@gmail.com.

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, (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, (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 (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,

See EXCHANGE, Page 5

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Reconnect. Recharge. Reflect.

2016 Trees Retreat
Aug. 18-19, 2016

WNA FOUNDATION

Join the WNA 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.

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.

Register

Register for the Trees For Tomorrow Retreat online at <http://tinyurl.com/WNATrees2016>

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 950 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.

EXCHANGE

Continued from page 4

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 journalist. Recent graduates are welcome to apply, particularly if they have any political reporting experience. Primary responsibilities include writing news and feature stories, taking video and using social media to gather information and inform readers. Joining our team offers more than just the daily grind of churning out small stories, though. Reporters have time to tackle Sunday centerpieces on larger issues and to craft strong series. Investigative reporting and data-driven work also is encouraged. Our salaries are very competitive with others in the industry. In addition, our employee-owned paper offers the possibility of raises after one year, and current employees earn shares in the company annually that vest after five years, providing another significant financial benefit. Additionally, due to our local ownership, the important decisions about our products are made by people who live and work in our community. Learn more about us at thmedia.co. Want to know more about our Tri-State area on the Mississippi? Visit the Greater Dubuque Development Center at www.greaterdubuque.org/gddc. APPLY ONLINE AT www.wcinet.com/careers. The Telegraph Herald is powered by TH Media is a division of employee-owned Woodward Communications, Inc. (WCI). WCI is an equal opportunity employer. (0804)

FULL-TIME GENERAL ASSIGNMENT REPORTER - If you have a passion for covering smaller communities and using all of the skills of a community journalist, the River Valley Media Group would like you to join our team covering the communities of La Crescent, Minn., Onalaska, Wis., Holmen, Wis., and West Salem, Wis., for the Houston County News, Onalaska-Holmen Community Life and the West Salem Coulee News. We have an

opening for a complete community journalist – a driven writer, photographer and storyteller, who knows that protecting the people's right to know is as important as capturing the spirit of a community festival. An interest and ability to cover local government is key. As a member of the RVMG's weekly editorial team, you'll be working with one of the most experienced, award-winning groups of seasoned journalists in the Midwest. We thrive on doing hometown journalism. Our aspirations are to give our communities the best coverage possible. We are truly looking for someone who relishes the role of a multi-faceted journalist and has a passion for weekly newspapers and community journalism. You'll be living life adjacent to the Mississippi River in a greater community steeped in healthy living, education and personal growth. We're looking for a journalist who has already cut their teeth in newspapers and is looking to stamp their mark in the world of community journalism. Exceptional college graduates are also encouraged to apply. If you can cover a regional spelling bee with the same enthusiasm that you have for covering an election or a trial, and you enjoy publishing your work both in print and digitally, we'd like to talk to you about joining our team. The right candidate will be enthusiastic, responsible and able to meet deadlines, and the candidate must be able to cover evening and weekend assignments. Candidates must have a good driving record and provide their own insured vehicle. Lee Enterprises offers a great benefit package to its full-time employees, which includes retirement, medical, dental and vision plans, flexible spending and health savings accounts, life insurance and long-term disability. For consideration, please complete our online application at www.rivervalleynewspapers.com/workhere. Applications should include a cover letter, resume, three references and five clips of your work. Application deadline: Friday, July 29, 2016. Equal Opportunity Employer. (0729)

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, products, 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.wcinet.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 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)

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Posted June 2016
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