

THE Bulletin

August 4, 2016

News and information for the Wisconsin newspaper industry



Keep notices in print

As a legislative study committee begins its work to review state statutes regarding publication requirements for public notices, Wisconsin newspapers are urging committee members to keep notices in print.

The WNA encourages members to editorialize about the issue. For talking points, see WNA Executive Director Beth Bennett's testimony to the legislative study committee at <http://bit.ly/2aG8dEh>.

WHAT OUR MEMBERS ARE SAYING:

■ **Waunakee Tribune** - Don't let notices get lost online: http://www.hngnews.com/waunakee-tribune/opinion/editorial/article_5ff401e6-5360-11e6-afd9-37f62e622721.html

■ **Vilas County News Review**, Eagle River - Notices in newspapers key to democratic society: <http://www.vilascountynewsreview.com/lettersopinion/our-view-98>

Last chance to register!

Monday is the deadline for this year's Trees Retreat

We all live with deadlines in the newspaper business, and most of us are good at pushing them to the limit.

If you've been putting off registering for the WNA Foundation's Trees Retreat, final deadline is fast approaching! Registration for the retreat at Trees For Tomorrow closes on Monday, Aug. 8.

To register, visit <https://wnanews.formstack.com/forms/2016wnatrees>.

The Trees Retreat - to be held Aug. 18-19 in Eagle River - has been providing training to Wisconsin newspaper professionals since 1947. The educational sessions are paired with several activities to promote networking, idea-sharing and developing friendships.

This year's program features sales trainer, writer and consultant Jim Busch.

Busch will be presenting:

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

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

■ **S.P.I.C.E. Up Your Selling:** If you sell advertising, you're a professional persuader. Busch will use the latest scientific research in the art of persuasion to teach attendees how to sell more advertising and close more

deals. The skills learned here can apply to all specialties, as persuasion is a skill that can help not only advertising professionals, but reporters, editors and managers. Expect to leave this session as a newly minted "Super-suader."

Here's what else you can experience during the Trees Retreat:

GOLF OUTING

Early arrivals on Aug. 18 are invited to participate in a golf outing fundraiser for the WNA Foundation at St. Germain Golf Club. The cost is \$85 per person for 18 holes, cart included. Tee times begin at 1:56 p.m. Sign up for the golf outing when registering for the Trees Retreat or contact Julia Hunter at Julia.Hunter@wnanews.com or 608-283-7622.

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

PYLON CEREMONY

The WNA's memorial pylon ceremony will be held at 11:30 a.m. on Aug. 19 to pay tribute to Wisconsin publishers who have passed away. The pylon is located on the Trees For Tomorrow campus and includes the names of nearly 600 publishers. It offers a space for family, friends and colleagues to pause and reflect on the contributions made by WNA publishers.

STEAK FRY

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

In 1958, WNA purchased a tract of land in the Eagle River area and set it up as an outdoor study and recreational area for pub-

About the speaker >>

Jim Busch is a sales trainer, writer and consultant with over 30 years of experience in the print advertising business.



Jim Busch

Among many accomplishments throughout his career, Jim increased inside sales revenue from \$2 million to \$6.5 million while overseeing the department at the Pittsburgh Pennsaver, was ranked among the top yellow pages sales people in the United States and served as a founding member of the Association of Free Community Papers' Leadership Institute.

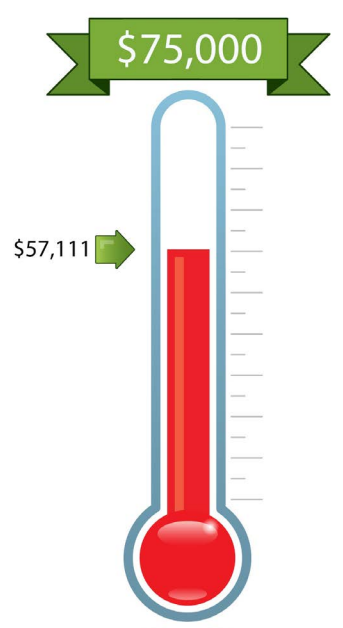
He is also a prolific writer and is the author of the monthly Link & Learn column published by PaperChain.org.

As a trainer, he has built a reputation for delivering well researched content in an entertaining and memorable style.

lishers, their families and employees. Since then, Trees For Tomorrow - a nonprofit natural resources specialty school - has assumed management of the forest in return for use of the area as an outdoor classroom.

Following the steak fry, the bus will return to the campus and for a campfire with WNA friends.

For a detailed schedule, visit <http://bit.ly/2alfKM3>.



Help WNAF reach its goal in 2016

Thanks to the generosity of members and their families, WNA Foundation has raised more than \$57,000 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>

Industry News

Transitory Records

Chair: No changes before 2020

Records board came under fire for new definition

The state's Public Records Board won't take another look at the definition of "transitory records" until 2020, according to an article in the Wisconsin State Journal.

Public Records Board Chairman Matt Blessing said the board will not consider modifying records retention policies until its next comprehensive review in the year 2020, leaving the existing transitory records definition in place. The last comprehensive review was conducted in 2010.

Until then, the board's focus will be on other issues, such as posting all records retention schedules online and assisting local governments with updating their retention schedules, the newspaper reported.

"It's a determination largely by the director of the state records center and the secretary of the state records board," Blessing told the State Journal, referring to the decision to delay further action on transitory records. "They're looking ahead at the workload."



Matt Blessing



Public Records Board member Carl Buesing (left) discusses the board's Aug. 24, 2015, decision during a meeting on Jan. 11 in Madison as board member Bryan Naab looks on. At that meeting, the board rescinded its August decision that altered the definition of "transitory records," which had prompted concerns from open records advocates.

The Public Records Board came under scrutiny in late December and early January when it was discovered the board on Aug. 24, 2015 approved new requirements that curtailed the need for government entities to retain records that were deemed transitory. This included "records of temporary usefulness" such as "emails to schedule or confirm meetings or events, committee agendas and minutes received by members on a distribution list, interim files, tracking and control files, recordings used for training purposes and ad hoc reports for individual use."

The discovery was made after open records requests for text messages related to a \$500,000 Wisconsin Economic Development Corporation loan and visitors logs for the governor's residence were denied based on the claim they didn't need to be maintained because they were transitory.

On Jan. 11, the Public Records Board rescinded the definition that was approved during its Aug. 24, 2015 meeting, reverting back to the 2010 definition for transitory records. Prior to the meeting, the board received approximately 1,900 letters and emails about the changes to

the transitory records definition. Nearly all of the correspondence was in opposition to the August 2015 decision.

Blessing said at the Jan. 11 meeting that it was not the board's intent to narrow the scope of what was released to the public. He believed the 2010 definition was vague and used jargon, but acknowledged the 2015 adaptation had its weaknesses.

Read more: http://host.madison.com/wsj/news/local/govt-and-politics/public-records-board-won-t-revisit-transitory-records-until/article_abfa2562-0f35-5d8e-b9de-4c43ff487cc9.html

WNA-Sponsored Training

Google Analytics: Segmenting

Thursday, Aug. 18 | 1-2 p.m.: 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/>

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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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Industry News

We count on the mail

I got the mail today. A couple of bills. A greeting card. Some catalogs. A newspaper. One package that my wife grabbed right away. (Wonder what that was?)

Lately, it occurs to me how completely I take for granted that I will get the mail tomorrow.

I've had my share of gripes about the mail. As president of the National Newspaper Association, I have fielded our community newspaper members' postal concerns all year. The mail is slower than it used to be. The U.S. Postal Service slowed it down by a day, at least, because of financial problems. Newspaper subscribers are unhappy because too often their papers are arriving late. Some local businesses have had problems with cash flow because of late mail.

Still, I get the mail every day but Sunday. Bet you do, too.

If you follow the news, you know the U.S. Postal Service is in trouble. Because so many people and businesses use the internet, there isn't as much mail to deliver. But we still expect the mail to come. At my newspaper, we look for it on Saturdays, too, because weekend mail is extremely important in small towns. (Congress considered ending Saturday mail, but thankfully it has dropped that idea for now.)

Beneath the surface, however, we see seismic, economy-rattling changes ahead unless Congress can pass legislation to lower the Postal Service's cost of doing business. It carries more than \$50 billion of debt on its balance sheet.

Fortunately, there are bills by Reps. Jason Chaffetz, R-Utah, and Elijah Cummings, D-Md., and several other House members, and by Sens. Tom Carper, D-Del., Claire McCaskill, D-Mo., Mark Warner, D-Va., Roy Blunt, R-Mo., Jerry Moran, R-Kans., and Susan Collins, R-Me., that would do the job. Passing these bills is easier said than done. You may have noticed Congress is having a hard time these days getting anything passed.

This is what the bills have to fix.

A 2006 law imposed a requirement to put advance funding into a federal retirement health plan for postal workers. Other agencies don't do advance funding. They are on a pay-as-you-go system. That requirement began to cripple USPS within a year or two after its passage.

What the 2006 law didn't do was relieve USPS of also contributing to Medicare for the same workers, which many do not use. So there are two plans for many workers, when only one is used. USPS has to double-pay,



Chip Hutcheson National Newspaper Association

which is another way of saying you double-pay every time you buy stamps - for a total of about \$29 billion now paid into the Federal Treasury. The Chaffetz-Cummings and Carper bills would end the double-payment. Retirees would go onto Medicare like the rest of us do, and the other plan would provide supplemental coverage. The Postal Service would be relieved of the debt it is carrying from the 2006 law because the funding will be complete.

Sounds so reasonable, right? Why hasn't it passed? Because Uncle Sam likes keeping half of that double payment. Somehow, some think tanks inside the Beltway (and I say "think" with my tongue in cheek) believe by ending the double payment, USPS would be getting a bailout. But it isn't a bailout. This is stopping your postage money from being unfairly collected and relieving a financial burden USPS did not deserve if Medicare was used as intended.

Saving this money may not mean much to you at a few pennies a pop, but to businesses, it is big money that could be used to create jobs instead of lining the federal treasury. Did you know that the mail is responsible for 7.5 million jobs and \$1.2 trillion in the U.S. economy?

Mail is important. But it has to be reliable and on time. Unless this legislation gets through, mail will get slower and eventually, we won't be able to take it for granted.

If you get a chance this summer, email your members of Congress a note asking them to pass these bills. Or better yet, send a letter by mail. Bet Congress takes that mail for granted every day, too.

Chip Hutcheson is the president of the National Newspaper Association and publisher of The Times Leader in Princeton, Ky.

Free Member Content

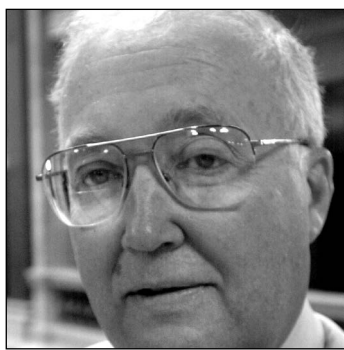
This weekly free content, accessible at <http://tinyurl.com/WNAfreecontent>, is available for use at no cost to WNA members.



The Wisconsin Center for Investigative Journalism has made available a story exploring the emergence of water as a major campaign issue in this November's elections in Wisconsin. Our story features three races - one in northeastern Wisconsin, another in central Wisconsin and the statewide campaign for U.S. Senate - to showcase the importance of water in the 2016 elections.

The story is embargoed for release until 12:01 a.m. Central time, Sunday, Aug. 7, 2016.

The story was written and reported by Center reporter Andrew Hahn. We are also offering multiple photographs produced by the Center's digital and multimedia director, Coburn Dukehart. Special thanks to the Wisconsin State Journal for contributing photos.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** examines how Medicaid expansion could be a major budget and political topic as Wisconsin plans for state spending and taxation in the 2017-2019 biennium. 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.



Live music, balmy sunsets and a cold brew on a patio ... Wisconsin summers are heaven.

This week's **Discover Wisconsin** column highlights five Wisconsin towns that are amazing in the summer: La Crosse, Menasha, Germantown, Cumberland and Stevens Point.



WISTAX Facts discusses how county sales tax collections are up. Total revenues from Wisconsin's optional 0.5 percent county sales tax rose 3.4 percent in 2015, though changes varied by county. Collections rose the most in Forest (12.3 percent), Door (9.2 percent), Kenosha (8.9 percent), Sawyer (8.8 percent), and Vilas (7.9 percent) counties. Collections declined in six counties.



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Free Member Exchange

FREE FOR MEMBERS

There is no charge for WNA members to place ads in the Free Member Exchange.

WNA's Free Member Exchange features "Help Wanted," "Give Away" and "For Sale" ads submitted by WNA member newspapers. The Free Member Exchange is updated frequently and available online on the [Employment page](#) in the Industry Resources section of the WNA website and also distributed through a weekly email, sent to more than 800 subscribers with an interest in the Wisconsin newspaper industry.

Members may submit ads via email to: James.Debilzen@wnanews.com. Member-submitted ads will appear on this page for four weeks and are included when Bulletins are distributed.

WNA members may also list help wanted and internship ads in the Iowa Newspaper Association Bulletin at no cost. Send your ad to jhulbert@innews.com

Ads from non-members are 25 cents per word with a \$50 minimum per month of publication.

Submit your resume

If you are seeking work in the Wisconsin newspaper industry and would like to have your resume included, please:

- E-mail your name, the type of position you're seeking (i.e., editorial, advertising, business, etc.), and your resume in PDF (preferred) or Microsoft Word.

- Include "Resume" in the subject line of your e-mail.

Your resume will remain online for up to three months, unless you request removal sooner.

The Wisconsin Newspaper Association reserves the right to decline resumes, and is not responsible for inaccurate resume information sent by applicants.

Help Wanted

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

COMMUNITY REPORTER/PAGE DESIGNER – What's often missed amid the newspaper industry's recent transition is the increasingly important role of local weekly newspapers. If you want to be involved in relaying information people can't find on Google, CNN or even the local TV station, take a look at Unified Newspaper Group. Our company comprises three weekly newspapers and one monthly newspaper devoted to goings-on in Stoughton, Oregon, Verona and Fitchburg, Wisconsin. These are places where people are passionate about what's happening in their communities. We are looking for a journalist with good organizational skills who can handle a range of duties that will include reporting, photography, editing and possibly pagination with InDesign, as well as familiarity with websites and social media. Beats could include community and features, gov-

ernment or both, depending on the skills of the top candidate. Photo equipment is provided. We'll play to your strengths, and we'll give you top-notch mentoring to round out any weaknesses you might have. We have a strong, collaborative newsgathering organization that's looking for talented journalists who love to tell stories about people and know how to relay important news in a way that people can understand and enjoy reading. Our journalists all report to a single editor, who devotes a good chunk of his time to staff development. The job is 35 hours per week, with health, dental, vision and paid vacations. The company is part of Woodward Community Media, a division of Woodward Communications Inc., an employee-owned company based in Dubuque, Iowa. To apply, go to www.wcnet.com/careers and include samples of your work. Deadline: Aug. 10, 2016. (0810)

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. (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, (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 commu-

nity 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 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 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.wcnet.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)

Seeking Work

Posted July 2016
[Evan Halpop](#) – Reporter/photographer

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