

# THE Bulletin

September 2, 2016

News and information for the Wisconsin newspaper industry

## Legislative Study Committee



Julia Hunter photo

Wisconsin Free Press Publisher Andrew Johnson (background) listens as Tim Lyke, publisher of the Ripon Commonwealth Press and a member of the Legislative Study Committee on the Publication of Government Documents and Legal Notices, speaks during Tuesday's committee meeting in Madison.

## Public officials vie for local control of notices

BY JULIA HUNTER  
Member Services Director

Several members of the Legislative Council Study Committee on Publication of Government Documents and Legal Notices urged "flexibility" in public notice requirements Tuesday during the second meeting of the group.

The study committee - one of eight being conducted before the next legislative session - is tasked with studying Wisconsin's public notice laws and making possible legislative recommendations to "reflect technological advances." The committee is comprised of 11 members, including state legislators, clerks, a state archivist and newspaper publishers.

Some of the state legislators and local public officials serving on the committee advocated that local officials be able to decide how the public receives their notice.

"I agree that the most important part of this process is to keep the citizens in mind and knowing that we have to provide them the notice they want and deserve. I think

### WNA members asked to add link to website

Wisconsin Newspaper Association staff will be contacting newspapers in the coming weeks that do not currently link to [www.wisconsinpublicnotices.org](http://www.wisconsinpublicnotices.org) in order to assist them in doing so.

Several members already provide this service to readers by including a customized link on their website that directs readers to aggregated public notices in their community.

The WNA and WNA Boards of Directors are advising all members to participate in this practice in order to bolster the multiple platforms for which citizens can access public notice.

"If every newspaper in the state linked to their community's public notices, it will enhance the industry's reach and offer added value to the

based upon the Pew research and studies and materials provided today, there's a large argument that our society is

already robust [www.wisconsinpublicnotices.org](http://www.wisconsinpublicnotices.org)," said WNA Executive Director Beth Bennett.

Personalized links for all members have already been generated and can be accessed via [bit.ly/WNAPublicNotice](http://bit.ly/WNAPublicNotice). The Wisconsin Public Notice website, launched in 2005 to help foster open government, already aggregates all public notices in the state. The links provided sort notices by coverage region and eliminate any additional daily or weekly effort to post notices on your site.

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.

still somewhat dependent upon newsprint," said com-

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## Training offered on open records, meetings laws

Sessions will be held in Madison and Green Bay

Attorney General Brad Schimel encourages the public and government officials to save the date and attend upcoming Department of Justice (DOJ) seminars on public records and open meetings laws, hosted by the DOJ's Office of Open Government.

Registration for the semi-

nars is currently open online at <http://bit.ly/2chPxi2>. Pre-registration is required and it is recommended anyone who is interested in the free seminars with assistant attorneys general register early because space is limited.

Seminars will take place on:

■ **Oct. 12, 9 a.m. to noon:** Wisconsin Historical Society Auditorium, 816 State St., Madison.

■ **Oct. 26, noon to 3 p.m.:** Brown County Public Library, 515 Pine St., Green Bay.

Anyone with questions about attending a seminar should contact Pam Majewski at 608-267-2220 or [majewskipj@doj.state.wi.us](mailto:majewskipj@doj.state.wi.us).



Brad Schimel

## WNA to sponsor Milwaukee Press Club Hall of Fame event

Five print journalists to be honored

The Milwaukee Press Club has announced the 2016 class of outstanding journalists and media professionals who will be inducted into the club's Wisconsin Media Hall of Fame on Friday, Oct. 28.

"This year's inductees are a highly impressive and respected group of journalists," said LaToya Dennis, press club president. "... We look forward to not only honoring this year's inductees but also to being inspired."

The 2016 inductees to the Wisconsin Media Hall of Fame are:

■ **Bob Bach**, WUWM-FM, WISN-AM, WTV, Channel 18

■ **Michael Juley**, Milwaukee Journal Sentinel

■ **Ted Knap**, Scripps Howard, Waukesha Daily Freeman, Indianapolis Times

■ **Jim Miklaszewski**, NBC, CNN

■ **Roseann St. Aubin**, WITI,

MPS

■ **John B. Torinus Jr.**, Milwaukee Journal Sentinel

■ **James Foley**, (deceased), Marquette University, killed in captivity

■ **Don Walker**, (deceased), Milwaukee Journal, Milwaukee Journal Sentinel

Relatives, friends and colleagues of the inductees, as well as members of the Milwaukee Press Club and the general public, are invited to attend. The event will take place at Potawatomi Hotel & Casino in the Woodland Dreams Ballroom, 1721 W. Canal Street in Milwaukee, with a reception at 5:30 p.m. and dinner at 6:30 p.m. The induction ceremony will begin immediately after dinner. Tickets are \$65 per person; tables of eight are available for \$500.

For additional information about the Milwaukee Press Club and previous inductees to the Media Hall of Fame, visit [www.milwaukeeclub.org](http://www.milwaukeeclub.org) and click on "Honors."



# Industry News

## WCP hosting revenue summits

### WNA members invited to attend sessions

Publishers, ad managers and sales representatives are invited to join Wisconsin Community Papers and the Wisconsin Newspaper Association for a day of revenue generating and revenue sharing ideas.

The WCP Fall Revenue Summit will be offered in two locations:

■ **Sept. 15:** 10 a.m. to 3



p.m., Grand Lodge and Waterpark Resort, Rothschild.

■ **Sept. 28:** 10 a.m. to 3 p.m., Wyndham Garden Hotel, Fitchburg.

Registration is free to WCP members and \$50 for non-WCP members. The fee includes seminars and lunch.

Presenter Jim Busch will lead attendees through a day of training with an emphasis on increasing revenue.

The morning session will consist of selling advertising in a multi-media environment. Busch will cover positioning the value of print and integrating it with digital media.

An Innovative Idea Exchange will be held over lunch (provided by WCP).



Jim Busch

Bring your ideas and copies to share. First, second and third place winners will receive \$200, \$100 and \$50, respectively.

The afternoon session will cover positioning the value of your product against the competition and closing more sales.

Download the registration form and sign up for either location at <http://bit.ly/2bX-Snak>.

Contact the WCP office at 800-727-8745 or [wcp@wisad.com](mailto:wcp@wisad.com) with any questions.

## Among Friends

### Lakeland Times, Minocqua

With the departure of features editor **Michael Strasburg**, the Lakeland Times in Minocqua has announced a slate of staffing changes.

**Evan Verploegh** has been named the new features editor. Verploegh was born in Urbana, Ill., and grew up in Wausau, attending Wausau East High School. He graduated from the Edge-wood College in Madison with a bachelor's degree in journalism.



Evan Verploegh

During his time in Madison, Verploegh was the editor for the arts and entertainment section of the school paper, On The Edge, and was a concert and album reviewer for UW-Madison's music magazine Emmie.

Verploegh has already established a relationship with the Lakeland area by working as The Lakeland Times' sports reporter since December.

Filling Verploegh's shoes as sports reporter is Lakeland Times newcomer **Ben Gauger**. Gauger is from Walworth, Wis., where he attended Big Foot High School. He graduated from UW-Milwaukee with degrees in film and journalism.

Gauger began covering sports for The Times in concert with Verploegh this summer, but now he will head into the fall sports season covering the beat himself.

Preceding the sports and features section changes, senior Lakeland Times reporter **Brian Jopek** was promoted to news director this spring. In addition to reporting, Jopek now manages The Lakeland Times' news coverage and handles news inquiries.

Jopek has been a reporter with The Lakeland Times since 2012 and has covered numerous town, county and school boards in his four years with the paper. Prior to his stint at The Times, Jopek had a 10-year career in commercial radio and acted as news director for KKOY-FM in Chanute, Kan., for four years.

Jopek later served in the Army National Guard for 21 years. Jopek was deployed to Iraq in 2004, followed by a non-combat tour at Guantanamo Bay in 2008.



Ben Gauger



Brian Jopek

## Wisconsin Openness Report

### Billboard company sues county for 'walking quorum'

WISCONSIN STATE JOURNAL, Madison - Dane County Board members illegally discussed whether to renew a lease for three billboards that stand on county land along Aberg Avenue near the Dane County Regional Airport, according to a lawsuit filed last month against the county by Adams Outdoor Advertising.

The lawsuit over the billboards alleges that Sup. Paul Rusk, whose district includes the land where the billboards are located, violated the state open meetings law and its prohibition on "walking quorums" by emailing colleagues urging them not to approve the lease renewal, telling one of them at one point that he was "trying to do a 'vote count.'"

Adams is asking a judge to overturn the County Board's 18-16 vote on April 7 against the lease and order a new vote by the board.

Rusk said he has been told by county lawyers not to comment, saying only that the lawsuit is "without merit or legal basis." Dane County Corporation Counsel Marcia

MacKenzie also said the lawsuit is baseless.

Read more: <http://bit.ly/2cbYK8f>

### Merrill School Board to be prosecuted

WAUSAU DAILY HERALD - The Merrill School Board declined to settle with Lincoln County District Attorney Don Dunphy on an alleged violation of the state's open meetings law and may end up facing charges in late September.

The settlement agreement would have required the district to take steps to avoid future violations of the open meetings law, which requires government bodies to meet in the open with a few exceptions, such as when they are discussing some personnel or legal matters. When those groups shut the door on the public, the law requires that they tell the public why they are meeting in secret and generally what they intend to discuss.

The School Board met May 25 and gave only vague details about a presentation on a personnel matter that members would hear. The meeting agenda gave no details on the employee or position considered and why

it was on the agenda. The board still has not released details of the meeting.

After the May 25 meeting, Daily Herald Media Executive Editor **Mark Treinen** filed a certified complaint with Dunphy claiming the district violated the state's open meetings law, and Dunphy investigated.

"The district attorney determined that the board meeting conducted on May 25, 2016, included a closed session for which a public notice, reasonably likely to apprise the public of the subject matter of the session, was not provided in violation of (state law)," Dunphy said in a proposed settlement with the board.

The settlement would have required the board to "strive to provide greater information regarding closed session matters" in the future and to conduct a training at a future board meeting about proper topics for closed meetings and how to publicize those sessions.

Read more: <http://wdhne.ws/2bwyUPQ>



Mark Treinen

## 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.

### BOARD OF DIRECTORS

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# Industry News

## MPI offering Google News training

The Mid-America Press Institute is teaming up with Google News to offer a digital news gathering seminar in two locations this fall.

Mike Reilly, Google News Labs trainer and MediaShift.org business development director, will lead two day-long seminars on digital news gathering, mobile reporting and data analysis and visualization.



The first seminar will be Wednesday, Sept. 28, at The Daily Herald, Arlington Heights, Ill. The second seminar will be Monday, Oct. 17, at the St. Louis Post-Dispatch.

To register, email MPI Executive Director John Ryan at [jmryan@ciu.edu](mailto:jmryan@ciu.edu). Registration is \$25 and includes lunch.

## 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 seven-part series of stories exploring major voter issues to be released between now and mid-October.

The project, "Voting Wars – Rights | Power | Privilege," was produced by the Carnegie-Knight News21 initiative, a national investigative reporting project by top college journalism students across the country and headquartered at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. Each story has a strong Wisconsin angle, in some cases provided by the Center's own reporting.

\*\*\* The first package is embargoed for release until 12:01 a.m. Central time, Sunday, Sept. 4, 2016 \*\*\*



So, you're ready to pop the question. You know, that question. This week, Discover Wisconsin offers 11 unforgettably romantic places in the state worth of being on your shortlist of marriage proposal locales.



WISTAX Facts says despite almost 600 cities and villages, Wisconsin's population is concentrated in relatively few. Twelve cities each have more than 50,000 residents and, combined, are home to more than one-quarter of the population.



## Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist Matt Pommer says the Walker administration is scheduled next week to provide details of its transportation funding plans for the 2017-2019 biennial budget. Gov. Scott Walker has said it won't include any increase in gasoline taxes or legislative-voted vehicle fees. Pommer, known as the "dean" of State Capitol correspondents, has covered government action in Madison for 35 years, including the actions of eight governors.

## Keep public 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 SAY:

- **Waunakee Tribune** – Don't let notices get lost online: <http://bit.ly/2bHjxjB>
- **Vilas County News Review**, Eagle River – Notices in newspapers key to democratic society: <http://bit.ly/2aVCGSd>
- **Kewaunee Statesman** – Publisher's Note by Andrew Johnson: <http://bit.ly/2b1gR2n>
- **The Gazette**, Janesville – Keep public notices in newspapers: <http://bit.ly/2be0AXk>
- **The Star News**, Medford – Don't change public notice rules: <http://bit.ly/2bZrnZD>
- **The Chronotype**, Rice Lake – Not time to take notices away: <http://bit.ly/2bK3rYd>
- **Watertown Daily Times** – Public notices must be published in newspapers: <http://bit.ly/2c3QslM>

## NOTICES

Continued from Front Page

committee member Calumet County Treasurer Michael V. Schlaak. "There's also an age demographic that's still dependent upon print. Yet there's a younger generation in the more populated areas that are more apt to view the same information digitally or through social media.

"I think we have to allow the individual local clerks or whoever they might be to, whether it's social media, digitally, or the old fashioned ink and paper ... they get the information necessary to the citizens of their community."

Schlaak also recommended more summarization of notices appearing in print.

Ripon Commonwealth Press Publisher Tim Lyke challenged the recommendations, asserting that if local officials had the latitude to decide how to circulate notices, it would most certainly result in less notice to the public, adding there's nothing currently prohibiting officials from publishing notices on their websites and social media pages. He also pointed out that the Wisconsin Newspaper Association already makes notices available on the web, via [www.wisconsinpublicnotices.org](http://www.wisconsinpublicnotices.org).

*'I think we have to allow the individual local clerks or whoever they might be to, whether it's social media, digitally, or the old fashioned ink and paper ... they get the information necessary to the citizens of their community.'*

**MICHAEL V. SCHLAAK**  
Calumet County Treasurer

Committee Chairman Rep. John Spiros, R-Marshfield, said he expected the committee to meet one or two more times before deciding whether or not to propose legislative changes. A date for the next meeting is still pending.

Meeting materials can be accessed online by clicking the following link: <https://docs.legis.wisconsin.gov/misc/lc/study/2016/1494>.

## WNA-Sponsored Training

### InDesign Efficiencies

**Friday, Sept. 30 | 1-2 p.m.:** Knowing the tricks of the trade will make your life as a designer easier, and help cut valuable time from your daily workload. Joe Greco, GateHouse Media's director of creative development, will offer up tips on how to use InDesign, and answer questions from the field. Register here: <http://www.onlinemediacampus.com/2016/08/indesign-efficiencies/>

### Election Coverage – Are You Ready?

**Thursday, Oct. 6 | 1-2 p.m.:** Michael Toeset, editor of GateHouse Media's Briefing 2016 website, and Tim Schmitt of GateHouse Media's Newsroom Development team will discuss coverage plans for election night, as well as some great digital tools you can use to provide readers with the

best experience. Register here: <http://www.onlinemediacampus.com/2016/08/election-coverage-ready/>

### Tools For Live Reporting

**Thursday, Oct. 13 | 1-2 p.m.:** Live coverage is the latest mobile and social trend to help journalists reach new audiences. Sports journalists can connect with fans via live, play-by-play broadcasts on internet radio. Reporters can enhance their storytelling on Facebook Live with a solid list of "best practices" and tools like Mevo. And Snapchat's My Story can be used to create flip book style visuals with the latest details pushing your story to the top of followers feeds. In this session we will concentrate on best practices and using cost effective tools to get the most out of live coverage. Register here: <http://www.onlinemediacampus.com/2016/08/live-tools-draft/>

## Reach the print and digital leaders of Wisconsin's media industry!

Advertise in The Bulletin, the WNA's weekly newsletter.

For ad rates and information, call 608-283-7623 or email [James.Debilzen@wnanews.com](mailto:James.Debilzen@wnanews.com)





# Columnists

## The power of implication

Randall oversees the advertising department of a mid-size newspaper. "Implication is one of the most important concepts in selling," he told me. "It's covered in a lot of sales seminars and books, but I'm surprised that so many sales people don't realize how it can drive marketing decisions."

What is implication? It's a simple concept that explores how A impacts B and how B impacts C. There is a strong emphasis on the future.

Let's say one of your tires has low air pressure. Whether you choose to ignore it or do something about it, there are long-term implications. If you ignore it, you could end up with an even bigger problem, a flat tire. If you decide to take action, the implication is that your car will be safer and you'll get improved gas mileage.

College football coaching



**John Foust**  
**Ad-libs**

legend Lou Holtz once said, "Things never stay the same. They either get better or they get worse." In other words, one thing leads to another.

"A lot of ad departments have tunnel vision," Randall said. "They tell their prospects, 'Here's what my paper

can do for your business right now.' That approach might produce a sale, but it doesn't drill down to what the prospect really wants - long-range stability and success. I encourage our sales team to take prospects down a different road. It's all a matter of asking the right questions."

Here's how implication questions can redirect a prospect's thinking:

**Advertiser:** I don't need to change my advertising.

**Sales person:** How long has your current campaign been running?

**Advertiser:** About two years.

**Sales person:** Are the ads working as well as they did in the beginning?

**Advertiser:** Actually they're not. We're getting fewer ad responses than we did then.

**Sales person:** What do you think will happen to your sales numbers if you keep running

the same ads? (*Implication question.*)

**Result:** The client realizes that business could continue to slide if there's not a change in the advertising. That could have a negative impact on his plans to expand the business. He agrees to consider some new marketing ideas.

Here's another example:

**Advertiser:** My new ad campaign is working pretty well.

**Sales person:** That's great news. It shows that you're targeting the right audience with the right message.

**Advertiser:** Right.

**Sales person:** Let's think for a moment about what could happen if your business increased even more. What kinds of things could you do? (*Implication question.*)

**Advertiser:** In the long run, I could add to the staff and maybe even upgrade the showroom.

**Sales person:** Why don't we take advantage of the positive momentum you've built? Right now, you're running a quarter page ad every week. Let's move that up to a half page, which will give you even more visibility.

**Result:** The advertiser sees the benefits and agrees to increase her advertising investment.

"Ideally," Randall said, "a sales conversation will include a progression of implication questions. Each one can lead you closer to a sale."

© Copyright 2016 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: [john@john-foust.com](mailto:john@john-foust.com)

## When lightning strikes

When Louisiana began flooding earlier last month, news coverage was split between the 2016 Rio Olympics and the upcoming presidential election. This was the worst natural disaster since Hurricane Sandy, and you barely saw it on TV or in magazines, or heard about it on the radio. Even the president wasn't seen talking about it.

It was a difficult storm to cover. The prediction was for flash floods. The Advocate in Baton Rouge was hit hard by the multi-day flooding. Employees and carriers lost their cars and homes. But the online coverage and printing never ceased.

Publisher Dan Shea said, "We halted delivery for just a small sliver of Baton Rouge for three days, and half of Livingston Parish for a week, where 86 percent of the homes were flooded. But we are back to 100 percent today, delivering to driveways to get around massive piles of debris. Even if our customers are living elsewhere, many want the paper at their home as they come there every morning."

Knowing that members of the local community were re-



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

lying on them for critical news and updates, the publisher distributed free papers to local shelters and retail locations and made the decision to temporarily drop their online paywall. Web traffic to the news site doubled.

Shea says an emergency grant was offered to employees who lost their homes to the flood, helping them pay for essentials. A no-interest, 2-year loan was offered to help with rebuilding.

I am constantly amazed by

reporters' grace under pressure; reporting on others' loss, when they themselves have lost everything. The flooding in Louisiana has affected about 100,000 homes. This is one-fifth the damage of Katrina. It is the work of journalists at local newspapers like The Advocate that are demanding national attention, running editorials that demanded President Obama cut his vacation short.

When I think of the journalists and newspaper staff who suddenly found themselves at the center of a natural disaster, a phrase often associated with the US Postal Service comes to mind: "Neither snow nor rain nor heat nor gloom of night." When disaster strikes, journalists are among the first responders, the everyday heroes of their communities.

In times of tragedy, we rely on journalists to make sense of it, to tell us what is going on and how to react. We need them to tell the stories in the way only they can.

This is why newspapers are and will continue to be essential during these disasters.

Our thoughts are with the people of Louisiana as they work to rebuild, and we recognize and support the newspaper staff on the ground who risked their lives and put their own losses aside to come to the aid of their communities.

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.

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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](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)

**REPORTER** - Are you looking for a challenging place to build your journalistic skills and advance your career? Do you have college newspaper or internship experience? Whether you are a new graduate or a veteran journalist looking for a new home we'd like to hear from you as we recruit for a promising teammate at our award-winning newspaper, known for investigative work and team in-depth reporting. This is an immediate opening and we're in a hurry to get it filled. We value high energy, enthusiasm and a positive, team-driven competitive fire for excellence. On-the-job training is available for

candidates who bring that level of commitment but need more seasoning to grow and excel. We offer the opportunity to join an experienced, solid team in a news-rich environment, along with outstanding quality of life near Chicago, Milwaukee, Madison and Rockford. Competitive pay and benefits; equal opportunity employer. The successful candidate is required to pass a pre-employment background check as a condition of employment. Respond with cover letter, resume, clips, references and salary history to Editor Bill Barth, Beloit Daily News, 149 State St., Beloit, WI 53511, or [bbarth@beloitdailynews.com](mailto:bbarth@beloitdailynews.com). (0922)

**SPORTS PAGE DESIGNER** - The Janesville Gazette has an exciting opportunity for a Sports Page Designer. Newspaper page design experience, expertise with QuarkXpress or InDesign, ability to work under pressure on deadlines and excellent communication skills are preferred. This full-time position will require night and weekend availability. The award-winning Janesville Gazette offers a competitive starting wage, medical, dental and life insurance, flexible spending accounts, LTD insurance, paid leave benefits, and 401(k). To apply, send resume, cover letter and salary requirements to: The Gazette, Attn: HR Department, P.O. Box 5001, Janesville, WI 53547-5001 or [humanresources@blissnet.net](mailto:humanresources@blissnet.net) (0922)

**REPORTER** - Lake Country Publications, a group of weekly community newspapers based in Waukesha County, Wisconsin is accepting resumes and work samples for a full-time General 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 news 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. Send resume and writing samples to: [ssattler@gannett.com](mailto:ssattler@gannett.com) (0922)

**JACKSON COUNTY CHRONICLE EDITOR** - The River Valley Newspaper Group is seeing a dynamic, talented editor for the Jackson County Chronicle, our once-a-week newspaper in Black River Falls, Wis. This is a full-time position for a tested community journalist who has worked at a daily newspaper or a weekly newspaper and has 3-to-5 years of experience handling deadlines, producing journalism of all types, taking crisp photographs, writing opinion and working with community partners. Key to this job is a high level of personal integrity where the prospective candidate feels driven to do a good job for the community and represent the River Valley Media Group and Lee Enterprises with the highest journalistic and professional standards. With this position comes a great deal of autonomy to develop news budgets, assign stories, manage a full-time reporter and work with Lee's Regional Design Center on a weekly basis to produce the best newspaper possible. We are aggressive about digital publication of the news and using social media as a way to inform readers. We're interested in a journalist who knows the importance of attending local chamber of commerce meetings, participating as a volunteer in the community and building relationships with the professionals and officials based in this county seat of government. The right candidate will work seamlessly with the weekly editorial group publisher, colleagues in the River Valley Media Group and have a knack for sharing content with all of our partners, including the La Crosse Tribune, Winona (Minn.) Daily News and the Chippewa Falls Herald. This is a dynamic job in a beautiful rural area with a rich agricultural background and incredible opportunities for recreation. The right candidate must be able to cover evening and weekend assignments. Candidates must have a good driving record and provide their own insured vehicle. Candidates will be required to pass a background

check and drug screening before employment. Lee Enterprises offers a comprehensive benefit package to its full-time employees, which includes health insurance, 401K, 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](http://www.rivervalleynewspapers.com/workhere). Search for this position by searching jobs with the River Valley Media Group. Applications should include a cover letter, resume, three references and five clips of their work. Application deadline: Friday, Sept. 9. Equal Opportunity Employer (0909)

**ADVERTISING SALES REPRESENTATIVE** - The Tomahawk Leader, a family-owned weekly in the beautiful Northwoods of Wisconsin, is seeking a full-time advertising sales representative. Comes with an established account list with lots of room for growth. Help businesses and organizations reach and motivate customers through newspaper/print and online advertising opportunities. Work out of our Tomahawk office with some weekday travel to neighboring communities. Sales/marketing experience desired and compensated. Job is deadline driven. Must be able to multi-task multiple projects. Good math and organizational skills. We offer a base salary, plus commissions, travel expenses, bonuses/incentives ensuring hard work is rewarded. Simple IRA employer match and dental plan options available. Family atmosphere. Our work setting is relaxed yet energetic. New ideas encouraged. Send cover letter, resume and references to [kathy@tomahawkleader.com](mailto:kathy@tomahawkleader.com) or Tomahawk Leader, P.O. Box 345, Tomahawk, WI 54487. (0908)

## 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

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Send an email to: [James.Debilzen@wnanews.com](mailto:James.Debilzen@wnanews.com)