

THE Bulletin

September 15, 2016

News and information for the Wisconsin newspaper industry

WNAF Better Newspaper Contest



New rules released

BY JAMES DEBILZEN
Communications Director

Start gathering clips of your best work from the past year.

Official rules for the WNA Foundation's 2016 Better Newspaper Contest are now available for download at <http://bit.ly/BNC2016>. The contest period is for entries that were published between Sept. 1, 2015 and Aug. 31, 2016.

The contest website is still being updated for 2016 and is expected to be ready to accept entries next week. In the meantime, the WNA encourages its members to start preparing entries for upload onto the site. All entries must be uploaded by 11:59 p.m. on Tuesday, Nov. 1. Categories that also require hard-copy entries must be post-marked by this date. Although it has been practice in past years,

Go Online >>

Download the contest rules at <http://bit.ly/BNC2016>

the WNA **will not** be able to grant extensions.

Contest managers will be notified when the contest website is ready to accept entries. Announcements will also be posted in The Bulletin and at www.wnanews.com.

In addition to contest category and daily division changes that were announced in last week's Bulletin ("Contest time is coming," Front Page, <http://bit.ly/2caNgkp>), the WNA and WNA Foundation boards have voted to modify the rules on select categories where entries were previously limited to one submission per individual or team. Individual contestants may now submit up

to two entries in the following categories:

- Breaking News Coverage
- General News Story
- Investigative Reporting
- Enterprise/Interpretive Reporting

- Feature categories
- Environmental Reporting Award

- Best Ongoing/Extended Coverage

- Sports News Story
- Sports Feature
- General News Photo
- Spot News Photo
- Sports Photo
- Feature Photo
- Portrait or Artistic Photo

This year's contest will be judged by members of the Illinois Press Association. Winners will be recognized during the Better Newspaper Contest Awards Dinner, which is held at the end of the annual WNA Convention and Trade Show.

Statement of Ownership filings due Oct. 1

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster.

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once. A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-Subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- Publications issued more frequently than weekly should publish no later than Oct. 10. This applies to dailies, semi-weeklies and three-times-per-week publications.
- Publications issued weekly, or less frequently, but not

Download Forms >>

■ All publications except requestors: about.usps.com/forms/ps3526.pdf

■ Requester publications: about.usps.com/forms/ps3526r.pdf

■ Additional forms can be found at: <https://about.usps.com/forms/periodicals-forms.htm>

For more information, go to the Domestic Mail Manual on USPS.com: http://pe.usps.com/text/dmm300/dmm300_landing.htm

less than monthly, publish by Oct. 31. This applies to weeklies.

■ All other publications publish in the first issue after Oct. 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc.

Host newsrooms sought for international reporters

Foreign journalists will cover final days of 2016 campaign

The Wisconsin Newspaper Association encourages members to consider hosting foreign journalists who will be arriving in late October to report on the final week of the 2016 presidential election.

The International Center for Journalists (ICFJ) is organizing the 2016 General Election Embed Program, which runs from Oct. 30 to Nov. 8.

The journalists come from Russia, Tajikistan, Laos, Tanzania, Kenya, Nigeria, China, South Africa, Angola, Mozambique, Romania, Colombia, Ghana, Cabo Verde and Panama.

Under the 2016 General

Election Embed program, international journalists will be assigned to work alongside their American counterparts in "battleground" states to cover the last days of the presidential elections for their U.S. media hosts and their audiences back home.

The program is funded by the U.S. embassies from a number of countries, allowing ICFJ to bring a total of 25 journalists to the U.S.

Journalists, particularly those from emerging democracies, will also benefit from witnessing and participating in the pivotal watchdog role that the media play in democratic elections.

ICFJ arranges all logistics and covers all costs while requesting the following from

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What FOIA reform means to you

BY ADAM MARSHALL
Reporters Committee for Freedom of the Press

In late June, President Obama signed the FOIA Improvement Act of 2016, bringing important changes to the 50-year old federal transparency law. The measure brings some changes to the FOIA process, notably in exemptions, that will affect requests filed after the law was signed June 30.

Among the law's biggest changes are new limits on FOIA exemptions.

First, the "foreseeable harm" standard has been codified into law. This means that even if a requested record falls within one of FOIA's nine exemptions,

the agency still has to release it unless it reasonably foresees that disclosure would harm an interest protected by an exemption or if disclosure is prohibited by law.

Journalists who file an administrative appeal over a withheld document can and should challenge an agency's failure to comply with the foreseeable harm standard. The legislative history of the 2016 amendments makes clear that agencies must determine whether the release of "particular documents," not simply generic categories of records, will cause foreseeable harm. More detailed guidance on the scope and requirement of the new standard will have to be decided by future litigation.

Second, there is now a 25-year sunset on the deliberative process privilege, which is part of Exemption 5. If the records requested were created 25 years (or more) before the date of the request, agencies cannot rely on the deliberative process privilege to withhold them.

The new law also made changes in how records are requested and released.

The federal government must create a consolidated online request portal that allows anyone to submit a FOIA request to any agency from a single website. There is no deadline for the creation of such a portal, however,

See FOIA, Page 3

Member News

Check WNAXLP before, after jumps

GREENFIELD

y Ald. Lubotsky, Ald. Kastner. arnival License l School District chool Block Par- 116th St. Motion er, seconded by . ension of "Class quor, and Enter- nses at Friends W. Forest Home

CITY OF GREENFIELD

Ave. for Friends Fest. Motion by Ald. Lubotsky, seconded by Ald. Kastner. Approve extension of "Class B" Beer & Liquor, and Entertainment licenses for Grire Southridge LLC, 6815 W. Edgerton Ave. for car show.

WNAXLP

CONTINUED ON NEXT PAGE

The WNA is asking members to double-check their public notice pages to make sure every page on which a public notice appears contains the "WNAXLP" code, including the jump and the page prior to the jump.

If the WNAXLP code appears only at the end of a public notice, our search software will

pick up only the final page that contains the notice. This also occurs on images that are part of a legal notice, such as site plans and maps.

If you have any questions regarding this issue or others, please contact Denise Guttery, WNA Media Services Director, 608-283-7630 or denise.guttery@wnanews.com

Among Friends

WNA, Madison

Tara and James Debilzen (communications director of the Wisconsin Newspaper Association), of Milton, announce the birth of their daughter, Scarlett Jane, weighing 9 pounds, 2 ounces, on Aug. 18, at Fort Memorial Hospital, Fort Atkinson.

She is welcomed by siblings Amelia, 7, Roland, 5, and Ezra, 2.



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 the fourth piece of a seven-part series of stories exploring major voter issues leading up to the Nov. 8 election.

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.

In this fourth story, Latino American Voters, News21 reporters Alejandra Armstrong, Sami Edge, Courtney Columbus and Emily L. Mahoney explore the barriers Hispanic residents in Wisconsin and beyond face in voting, including new voter ID laws in 20 states.



The Discover Wisconsin TV crew has covered a whole lot of ground in the Dairy State, and with their travels come great stories. You've seen their work and now you'll get a behind-the-scenes glimpse of what it's like to be part of the #DWcrew; get to know a few of the crew members who help make the Discover Wisconsin magic happen.



The latest WISTAX Facts column says during the next 20 years, Wisconsin will need to import nearly 300,000 people from other states just to maintain its workforce. Recent losses from migration make reaching that goal a challenge.



Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** says you might make more money doing your job in another state. Last year Wisconsin ranked 29th in average pay, and trailed the national median average for income in 16 of 22 major occupational groups, according to the Wisconsin Taxpayers Alliance which cited data from the U.S. Internal Revenue Service. 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.

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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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HOST

Continued from Front Page

participating newsrooms:

- Provide the fellow a workstation.
- Name a "mentor" to serve as the fellow's main point-of-contact over the course of their time in the newsroom.
- Provide the fellow opportunities to shadow/observe multiple aspects of the media organization and contribute when appropriate, according to their interests.

The program is a great opportunity for U.S. journalists to work side-by-side with international journalists to cover the final days of the election. Along with experiencing a valuable cultural exchange, both parties can contribute to the quality of journalism abroad.

For more information about the program, contact Sahar Majid at 573-268-4729. Learn more about the ICFJ at www.icfj.org.

Columnists

No cartoon? No problem

Many community newspapers I've seen (and I've seen hundreds!) struggle to find a visual element to place on the opinion page.

As result, they'll often place an editorial cartoon on the page that really has little interest for – or impact on – readers. They are there to be ... well ... there.

Those cartoons may be national or statewide in scope. Some may actually apply to what is going on in the community. But far too many don't.

Some publishers commission local artists to do a cartoon that may occasionally accompany an editorial or opinion column.

That costs. If you're OK with that expense, more power to ya. But, if you want a visual element on the page that won't cost you a cent (except in staff time), here are three ideas for you to consider.

1. THE "BACK THEN" PHOTO. When I show publishers this idea, they usually like it – a lot. These photos are often readily available, either in your own archives or from a local historical society. Just give your historical society a credit and they'll usually bend over backwards to find some good "old-timey" pix for you.

I like to see them at the top of your "Back Then" piece, the one where you write up a few items that were published in your paper 100 years ago, 50 years ago, 25 years ago and 10 years ago.

My experience is that readers like these photos a lot. And there's no extra expense involved.

2. THE STAND-ALONE PHOTO. I usually call these the "butterfly on a stump" photos. In this case, it's a guy out for a Sunday morning sail. In the illustration, it's a color photo ... but it doesn't have



Ed Henninger Design for Readers

to be. Some of the greatest scenic pictures ever taken are in black and white. If you don't believe me, look up a guy named Ansel Adams.

These photos are usually scenics: A fall leaf on a gently flowing stream; geese flying north against a sunset; a pinto pony in a desert field. You get the idea.

The good thing about this kind of photo is that you don't have to shoot it right now. It can wait. But ya gotta keep your eyes open: You just never know when a beautiful scenic shot is gonna jump out at you.

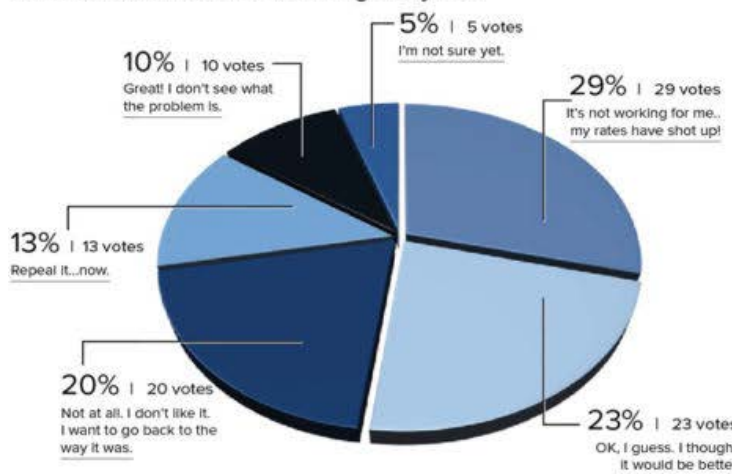
3. THE READER POLL. Now, this item takes a bit more work...but if you do it right you're bound to generate some strong reader participation.

Some of the elements this requires:

- a) A thought-provoking question, not just "Do you think it's going to be a wet autumn this year?"
- b) Offer at least five or six responses to the question. Readers can choose from among those ... and/or leave a comment on your web site.
- c) A poll chart. Color if possible but black and white will



How is ObamaCare working for you?



do. And make it a pie chart. d) Space for reader comments. A good question is sure to stir the pot and some readers will be sure to respond with interesting comments.

So ... you don't have to continue to run a no-interest-here, static, boring editorial cartoon.

You have three choices here. If you have other ideas ... or another approach ... let me

know!

Ed Henninger is an independent newspaper consultant and director of Henninger Consulting, offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.

Visit www.henningerconsulting.com/ or email edh@henningerconsulting.com



John Foust Ad-libs

Don't waste budget on teaser ads

I ran across something in my Bad Ads file which reminded me of ads I see every now and then. It was about an eighth of a page, with big bold type: "Big news coming to Main Street." That's it. No details. Just "Big news coming to Main Street."

This is known as a teaser ad. Although it was attempting to create curiosity, I'll bet it generated little more than a collective "ho hum" from readers.

Teaser ads usually have mysterious headlines like, "Exciting new product coming soon" or "You wouldn't believe what we have in store." But these headlines are rarely accompanied by copy that reveals what the fuss is all about. That's why I think teaser ads are a waste of money.

Here are some points to keep in mind:

1. Most teaser ads are ego driven. There is a strong "made you look" element. Unfortunately, some advertis-

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FOIA

Continued from Front Page

and it is unlikely to be operational any time soon. (Meanwhile, independent resources, such as the Reporters Committee's iFOIA portal, can be used to send FOIA requests to almost every federal agency.)

More federal records are required to be proactively disclosed under the amendments. An agency must make available online those records it determines have or are likely to become the subject of requests. How that determination will be made is not yet clear.

Agencies are also required to

put records online that "have been requested three or more times" which likely means records that have been requested and released three or more times.

The executive branch is also going beyond the "rule of three" requirement with a "release to one, release to all" policy, which would post publicly online all records released under FOIA.

The Reporters Committee recently conducted a survey of journalists on the public release policy. Preliminary results show overwhelming approval from journalists on the policy, as long as there is a delay between the time the records are released to the requester and when they are posted online. The complete

survey results will be available in a report to be released in the coming weeks.

Additional changes to administrative appeals, fees, and dispute resolution also can be found in the new regulations.

Journalists and other requesters now have at least 90 calendar days to file administrative appeals. Previously, there was no statutory deadline for when such appeals needed to be filed, and agency regulations varied greatly.

There are only minor fee changes to take into account for those who qualify as a "representative of the news media." Ordinarily, an agency cannot charge such requesters any fees if it fails to make a determination for a

request within 20 working days (except in certain circumstances).

Under the 2016 amendments, agencies can charge duplication fees if they fail to meet the 20-day deadline if three requirements are met: (1) "unusual circumstances apply"; (2) more than 5,000 pages are necessary to respond to the request; and (3) the agency provides timely notice of the unusual circumstances and discusses with the requester how they can limit the scope of the request. This change should not affect requests where a fee waiver has been granted.

When providing a requester with a "determination," agencies are also now required to inform them about the dispute resolu-

tion services offered by the FOIA Public Liaison of the agency and the Office of Governmental Services (OGIS). OGIS's independence was strengthened by the 2016 amendments, which observers expect will lead to better oversight and administration of FOIA across the federal government.

For those who want to take a deeper dive into the specifics of the amendments, a redline of FOIA incorporating the amendments has been published online (<http://bit.ly/2cMmDEX>) by the Department of Justice.

Adam Marshall is the Knight Foundation Litigation Attorney for the Reporters Committee for Freedom of the Press.

Industry News

WNA-Sponsored Training

Poynter.

A global leader in journalism

Sensemaking Summit

Saturday, Oct. 1 | 9 a.m. to 2 p.m.: The Poynter Institute is offering a free training opportunity. Called the "Sensemaking Summit," the event is intended to help journalists better understand how to bring clarity to political promises, data, scientific claims and other information in the public arena. It takes place from 9 a.m. to 2 p.m. on Oct. 1 at the Madison Marriott West, 1313 John Q Hammons Drive, Middleton. Registration is open until Sept. 26. More information is available at <http://about.poynter.org/training/in-person/sense4-16>.



ATTENTION WISCONSIN JOURNALISM STUDENTS AND ADVISERS: Is there an Online Media Campus webinar you'd like to take? The WNA Foundation will sponsor your registration! Contact Jana Shepherd at jshpherd@innews.com to register.

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/>

LocalMedia association

WNA members qualify for media association partner pricing on all LMA webinars. Register for all LMA webinars at <http://localmedia.org/webinars>

Courageous Leadership

Tuesday, Sept. 27 | Noon to 12:30 p.m.: In this changing environment, courage is required to get your voice heard. Many leaders choose the "heads down" approach, afraid to rock

the boat and lead change. The most successful leaders thrive in a change environment by choosing a strategy, presenting it and executing it with courage and confidence. Designed for mid-level sales managers, this webinar will focus on preparing and presenting your new ideas to your bosses – and your team – with conviction and commitment.

Content Is a Shore Thing: How Two NJ Small Businesses Increased Their Site Numbers

Wednesday, Sept. 28 | Noon to 12:30 p.m.: Two New Jersey small businesses increased site visits by 52 percent and time spent on site 563 percent. In this webinar, you will learn why custom content is one of the key factors in ranking higher in search engine results, two easy ways to improve your existing website content, and how to dig up new content opportunities that will boost your rank.

Knowing Your Customers Business – The Key to Selling Value

Tuesday, Oct. 4 | Noon to 12:30 p.m.: There is a wide range of tools available today to help understand your customer's business BEFORE you walk in the door. While a needs analysis is a nice goal, many businesses just don't have the time to go through this process with every sales rep. We will show you how to come prepared, and get the most out of your customers to help grow their business.

Follow the Money: What's Hot in Digital Products and Services

Thursday, Oct. 6 | Noon 12:30 p.m.: We'll take a look at the

three biggest revenue drivers for most digital agencies. This webinar offers guidance on what percentage of revenue they typically comprise, how they're priced, and the ROI of each. Other big up-and-coming revenue drivers will be explored as well.

Building Sales Momentum through Coaching

Wednesday, Oct. 12 | Noon to 12:30 p.m.: The purpose of this webinar session is to teach managers how to build and maintain sales momentum through coaching. You'll learn best practices and key strategies on how to: Communicate the vision to your team; Create the right path to your sales goal; Develop your coaching action plan; Conduct more effective team meetings; Utilize 1-on-1 coaching sessions to optimize sales performance.

The Real Revenue Drivers in Social Media Management

Thursday, Oct. 13 | Noon to 12:30 p.m.: We've all heard of Facebook, Digg, Pinterest, LinkedIn, Swarm, Instagram, Google +, and Twitter, but "where's the beef?" Which of these platforms work best for advertisers, and how are companies pricing the nebulous "social media management" category?

Reinventing the Needs Assessment Through Smart Automation

Thursday, Oct. 20 | 3-3:30 p.m.: Kelly Benish will take you on a journey through a new way to prospect. This reinvention of the C.N.A. (customer needs assessment) will be fueled by auditing the client website, social presence, competition, media spend, contact information,

geography and other key points of interest.

Key Trends in Mobile Advertising

Tuesday, Oct. 25 | Noon to 3 p.m.: We are now in the middle of the mobile-advertising years but the industry is quickly preparing for its next evolution. No longer is mobile marketing the "cost per install" market it was in the past. The big pivot in the ad-tech space is the rapid pace that brand dollars are now entering the ecosystem. Hang on, because these trends are approaching fast and you can't afford to be left in their trails.



WNA members get a discounted rate of \$15 per Inland Press webinar. Non members are welcome at \$25 per webinar.

Working Overtime: How New FLSA Regulations Will Affect Your Workplace

Tuesday, Sept. 27 | 10:30 a.m.: New white collar overtime wage FLSA exemption regulations are going into effect very soon – Dec. 1, 2016. Learn the impact on your media organization of the new exempt status compensation level of \$913 a week. This webinar by two of the nation's most respected management-side labor lawyers will warn employers and HR professionals to be alert to the increased enforcement actions by the Department of Labor's Wage and Hour Division – including seeking liquidating damages in audits. Especially important for newspapers will be a discussion of Wage and Hour's enforcement position on district managers' exempt status. Register here: <http://www.inlandpress.biz/webinars2015/?ref=01012015>

WNA LEGAL HOTLINE

Keep this number handy: (800) 362-2664

The WNA Legal Hotline means help is just a phone call away!

WNA-member editors and reporters may call toll-free to ask an attorney for immediate help when they face challenges to Freedom of Information (FOI) principles. Ad staff may also use the Hotline when questions arise about the legality of an ad.

AD-LIBS

Continued from Page 3

ers measure the effectiveness of their advertising by the number of positive comments they hear. In the case of teaser ads, those positive comments come from family and friends – the people who actually know details about the Big Event.

2. Most merchants want immediate response from their advertising. Teaser ads can't do that. Instead of asking readers to take action, they ask readers to wait. Teaser ads sell hype, not benefits.

3. Readers are rarely as excited about a coming attraction as the advertiser.

Big news to an advertiser is not always big news to consumers. It is human nature for readers to care more about what is happening in their own world than anywhere else. That's why the best ads dramatize ways the product or service can save money or improve the quality of the consumer's life.

4. Readers are frustrated by advertisers who withhold information. Newspapers and their digital counterparts are sources of information. That's where people turn for in-depth coverage of news and sports. In the reader's mind, holding back information – even in advertising – is not fair. It doesn't fit the general purpose of a news outlet.

5. The arrival of the Big

Event often doesn't live up to the build-up. When that happens, readers become suspicious of that advertiser's future promotions. And the advertiser loses credibility.

6. Cleverness vs. creativity. Cleverness calls attention to itself and results in advertising gimmicks. Creativity calls attention to the product and results in sales.

7. There's a big difference between a curiosity headline and a curiosity ad. A curiosity headline is designed to make consumers want to read the rest of the ad (which will provide them with information about a specific product or service). A curiosity ad leaves everything to the imagination. That's not a good thing.

8. Of course, there are exceptions. If planned properly – and if backed by accurate market research – some teaser campaigns can be effective. Most of those successful campaigns build information in layers, over a specific period of time. However, in most cases, advertisers would be wise to avoid teasers and invest their efforts on ads that tell the whole story.

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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@inanews.com

COMMUNITY REPORTER/PAGE DESIGNER - 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. 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, government or both, depending on the skills of the top candidate. Photo equipment is provided. The job is 35 hours per week, with a full benefits package available. The company is part of Woodward Community Media, a division of Woodward Communications Inc., an employee-owned company based in Dubuque, Iowa. Apply online at www.wcinet.com/careers. Deadline for applications is Sept. 21, 2016. (0921)

REPORTER - Reporter wanted to cover news and sports for southern Wisconsin newspaper. We are an award-winning, family owned, independent weekly newspaper in Edgerton. Edgerton is a beautiful community located near Wisconsin's third largest lake, Lake Koshkonong and along Rock River. Reporter will cover city and township government meetings, the Fire District, police and sheriff reports, general news, assist sports editor with stories and take sports photos. We do investigative journalism. Salary compensate with experience (Range: \$29,000 to \$39,000). Qualified candidates send resume or letter of experience and clips to Diane Everson, Publisher, The Edgerton Reporter, 21 N. Henry St., Edgerton, WI 53534. Phone: 608-884-3367. Email is publisher@edgertonreporter.com. It is fine to send materials by email. (1006)

FREELANCE SPORTS WRITER - Freelance writer wanted to cover sporting events for the Edgerton Reporter. If you enjoy writing about sports we would like to talk with you. Contact Diane Everson, publisher, 608-884-3367 or publisher@edgertonreporter.com (1006)

SPORTS REPORTER - The Pierce County Herald in Ellsworth WI, part of RiverTown Multimedia and Forum Communications Co., has an opening for a full-time reporter who would cover sports. The right candidate will be responsible for generating sports content for multiple platforms under daily deadlines to serve web and print readership. He or she will be responsible for producing video, developing and contributing to broader RiverTown Multimedia reporting projects, utilizing social media sites and contributing to multimedia content. **ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:** Receives assignments and develops own ideas into relevant sports and news content; Covers all breaking sports news with urgency and accuracy with the goal of always being first to report important, accurate, developing news on our digital platforms, including a heavy

focus on video from scenes; Follows prescribed editorial style and format standards, for multiple platforms; Shares stories to FCC properties and collaborates with others on stories of regional interest; Stays attuned to local, regional and state issues and their effects on local communities; Attends sports events as assigned; Collaborates with the newsroom's visual and design teams to ensure stories are presented to readers in the best possible way; May assist with page layout.; Use video, cellphone and camera equipment in reporting of stories; May be responsible for blog content and contributes to relevant social media accounts; Other duties as assigned. For more information about the position, or to apply, visit https://www.appone.com/MainInfoReq.asp?R_ID=1379212 (1006)

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. (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 insur-

FREE FOR MEMBERS

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

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

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

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

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

Submit your resume

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

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

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

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

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

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Free Member Exchange

EXCHANGE

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ance, 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 (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 (0922)

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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