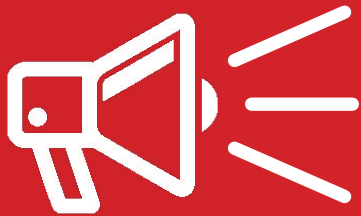


# THE Bulletin

September 29, 2016

News and information for the Wisconsin newspaper industry



## The contest website is live!

Submit your entries for the  
WNAF Better Newspaper Contest

[www.betternewspapercontest.com/wna](http://www.betternewspapercontest.com/wna)

## Contact Congress about overtime rules

### Time is ripe for action amid lawsuits, companion bills

**P**ublishers who are concerned about the effect of new overtime standards on their operations should consider reaching out to their representatives in Congress.

The new overtime restrictions – slated to become effective on Dec. 1 – are being challenged by the Wisconsin Department of Justice and 20 other states in federal court. Efforts are also underway in Congress to nullify the new rules with companion bills in the House of Representatives and the Senate.

WNA members are encouraged to contact Sen. Tammy Baldwin (202-224-5653), Sen. Ron Johnson (202-224-5323) and their local congressmen ([http://www.house.gov/representatives/#state\\_wi](http://www.house.gov/representatives/#state_wi)) to request support for Senate bill [S.2707](#) and House bill [H.R.4773](#).

The Department of Labor

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

The magnitude of the new rules could be devastating to many businesses.

[According to The Hill](#), more than 55 business groups have also filed a lawsuit against the Department of Labor, challenging the constitutionality of the overtime rule. The lawsuit is being led by the U.S. Chamber of Commerce.

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

## WNAF-sponsored program trains new journalism advisers

BY JAMES DEBILZEN  
Communications Director

**W**hen teachers are assigned advising duties for a high school newspaper or yearbook, journalism is often a new subject area they haven't taught before. Other new advisers are former journalists who lack formal training in teaching.

The Journalism Mentor Program helps bridge the skills gap on both fronts, pairing new advisers with seasoned mentors who have managed successful student media programs for many years.

The Journalism Mentor Program – founded in 2007 – is part of the Journalism Education Association, the nation's largest scholastic journalism organization for teachers and advisers. The Wisconsin Newspaper Association Foundation has provided funding for the program for nine years, supporting mentoring for 42 advisers during that period.

In 2016, the WNAF pledged



Submitted photo

**Rachel Rauch, left, publication adviser at Homestead High School in Mequon, poses for a photo with Journalism Mentor Program co-founder Linda Barrington at a Journalism Education Association convention two years ago. Rauch, one of Barrington's mentees at the time, had just been presented with the Rising Star Award.**

\$3,000 toward the program.

"I think it's great we're having a positive impact on high school students and their advisers," said Andrew John-

son, president of the WNA Foundation. "Hopefully, early exposure to journalism with

See **MENTOR**, Page 4

## At the NNA Convention



Andrew Johnson photo

**WNA Executive Director Beth Bennett participated in the Public Notice Resource Center's first-ever symposium on Best Practices in Public Notice on Sept. 22. The symposium was held during the National Newspaper Association's 130th annual convention in Franklin, Tenn. Pictured here, from left, are: Eric Barnes, president and publisher of the Memphis Daily News Co.; Mark Stodder, president of Xcential Legislative Technologies; Bennett; and Josh Sharp, vice president of government relations for the Illinois Press Association.**

## Last chance to file: Saturday is Statement of Ownership deadline

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

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 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.



# Industry News

## Among Friends

### Milwaukee

The United Performing Arts Fund (UPAF) in Milwaukee has tapped three respected community and business leaders to co-chair UPAF's 50th Anniversary Campaign next year. This trio consists of



Betsy Brenner

**Betsy Brenner**, former publisher of The Milwaukee Journal Sentinel, Linda Gorens-Levey, a partner with General Capital Group and Alex Kramer, market leader for the Private Client Reserve of U.S Bank.

Brenner spent her career in journalism. She was publisher of The Milwaukee Journal Sentinel from January 2005 until her retirement in June 2016.

### Kenosha

Kenosha-based VigeoMedia LLC has appointed two men with ties to the local newspaper industry to management positions.

**Ken Dowdell** has assumed the role of chief operating officer and **Ronald J. Montemurro** has taken on the position of chief financial officer.

Dowdell, of Pleasant Prairie, retired earlier this year as publisher of the Kenosha News and a vice president of the Kenosha News' parent company, United Communications Corp. Dowdell retains a part-time role as director of corporate projects for UCC.

Montemurro, of Kenosha, was formerly general manager of the Kenosha News and vice president of UCC. He assumed the role of chief financial officer for UCC earlier this year. He retired from that position in August.

### Minocqua/Rhineland

**Nick Sabato** has joined the staff of the Lakeland Times in Minocqua and the Northwoods River News in Rhineland as a reporter. He comes to Wisconsin from New York, where he grew



Ken Dowdell



Ronald Montemurro

up about 30 minutes from Buffalo and spent the past two years as a sports reporter for a newspaper near Niagara Falls.

### Sauk City

Autumn Luedke has joined the Sauk Prairie Eagle in Sauk City as a reporter.

Luedke has lived in Wisconsin for the past 15 years. She grew up in Western New York and studied journalism at the State University of New York College at Buffalo. After obtaining a her degree, she moved to the Midwest to pursue a career in journalism, where she wrote for several community weekly publications.

After a decade in the business, Luedke took a break from journalism to raise her son and pursue other interests. She lives in Windsor with her husband, five children and two dogs.



Nick Sabato



Autumn Luedke

### Wittenberg

Wolf River Media, which publishes The Shawano Leader, and a Wittenberg publishing company announced this week that they have merged.

The merger of WRM and The Wittenberg Enterprise/Birnamwood News and Your Community Shopper was completed Friday.

Miriam Nelson will remain as editor and publisher of the Wittenberg newspaper, which will continue publishing on Thursdays from its office at 600 S. Webb St.

Paul Bahr, WRM advertising sales manager, will oversee the Wittenberg advertising sales operations.

No changes are planned in the Shawano operation.

Nelson purchased the paper from Gordy Boldig and Darlene Block in December 2008.

### -30-

### Carla Rae Quiery

**Carl Rae Quiery**, a former reporter for the Milwaukee Sentinel and later for the Milwaukee Journal, died Sunday, Sept. 18. She is survived by five children, 12 grand-children and seven great-grand-children. A visitation was held Saturday, Sept. 24 at St. Monica Catholic Church in Whitefish Bay.



Carla Rae Quiery

## 'We Gotta Get Out of this Place'

### Benefit concert features soundtrack of Vietnam War

The Madison Public Library Foundation will present "We Gotta Get Out of this Place," a benefit concert exploring the Vietnam War era through readings and music, on Friday, Sept. 30, at the Barrymore Theatre, 2090 Atwood Ave., Madison.

The event will celebrate a historic soundtrack with Sean Michael Dargan and the Back in the World Band, along with Doug Bradley and Craig Werner, authors of Rolling Stone Magazine's #1 music book of 2015, "We Gotta Get Out of this Place." Bradley and Werner will share stories from their book about the power of music on service men and women in Vietnam in the 1960s and 70s.

Bradley was an active promoter of the Vietnam Veterans Memorial Fund's "Faces Never Forgotten" project, an effort to put a face to every name inscribed on the Vietnam Memorial Wall in Washington, D.C. Photos for all 1,161 fallen Vietnam soldiers from Wisconsin were located thanks to participation from the Wisconsin Newspaper Association, Wisconsin Public Radio, Wisconsin Public Television, Milwaukee Public Radio and Milwaukee Public Television.

All proceeds of this event will benefit The Capital Campaign for a New Pinney Library. General admission is \$35.

Enjoy pre-show refreshments at a special meet-and-greet reception just down the road, in the lobby of the Monona State Bank building. VIP tickets (\$125) include preferred seating at the concert, admission to the reception, and a signed copy of "We Gotta Get Out of this Place."

For more information, visit <http://bit.ly/2d5b3oP>.

If You Go >>

■ **WHAT:** "We Gotta Get Out of this Place" benefit concert  
■ **WHEN:** 8 p.m., Friday, Sept. 30  
■ **WHERE:** Barrymore Theatre, 2090 Atwood Ave., Madison  
■ **MORE INFO:** <http://bit.ly/2d5b3oP>

SHARE YOUR NEWS IN THE BULLETIN

Staff changes, promotions Celebrations, milestones Your success stories

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

THE Bulletin

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

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# Industry News

## Badger Herald holds online fundraiser

The Badger Herald, an independent student media organization at the University of Wisconsin-Madison, is seeking donations to help fund its operations. The Herald is accepting donations through nVest Wisconsin, a crowdfunding platform dedicated to entrepreneurs and businesses looking to raise money for projects in Wisconsin. Tax-deductible donations will assist The Badger Herald in its goal to provide students with a platform to develop their skills with real world experience in journalism, advertising, business, marketing, photography, videography and coding. As a nonprofit and entirely independent media organization, The Badger Herald receives no funding from UW-Madison. The Herald's primary fundraising objective stands at \$7,500, which will cover costs

### Follow the Money >>

How donations to The Badger Herald will be utilized:

- \$1,500 – Website and IT Expenses
- \$3,500 – Adobe License Renewal
- \$4,124 – Equipment Expenses
- \$65,000 – Printing Expenses
- \$30,996 – Rent Expense

associated with renewing Adobe licenses, adequate equipment for photo and video teams, website development and printing costs. Donations over the \$7,500 mark will help with general expenses and growth. To donate to The Badger Herald, visit <http://bit.ly/2dhvDjN>.

## Milwaukee

## Pulitzer Prize panel features local winners

Marquette University hosting Oct. 13 event

Five Marquette alumni and several Milwaukee journalists have won or shared a Pulitzer Prize, the highest honor in U.S. journalism. Join the Milwaukee Press Club from 5:30-7:30 p.m. on Oct. 13 to celebrate their achievement – and the 100th anniversary of the prestigious prize – at the fourth annual O'Brien Fellowship in Public Service Journalism conference at Marquette University's Alumni Memorial Union. Co-sponsored by the Milwaukee Press Club and Milwaukee Journal Sentinel, the event will feature a panel discussion with Pulitzer-winning journalists Jacqui Banaszynski, Knight Chair, Missouri School of Journalism; Greg Borowski, deputy managing editor, Milwaukee Journal Sentinel; Jackie Crosby, business reporter, Star Tribune (Minneapolis); and Mark Johnson, health and science reporter, Milwaukee Journal Sentinel. Other Pulitzer winners and finalists will be on hand and recognized as well. Heavy hors d'oeuvres will be offered before and after the

discussion. To register for the free event, visit <http://www.marquette.edu/obrien2016>. Each fall, Marquette's Die-drich College of Communication aims to convene people affected by or responsible for the systems and policies related to vital public matters. It does so by presenting the work and research done by O'Brien Fellows – journalists who spend a year working with students at Marquette on major journalism projects that reveal solutions as they uncover problems. This year's O'Brien Fellowship in Public Service Journalism conference will be held from 4-7 p.m. on Thursday, Oct. 13, and 9 a.m. to 3:30 p.m. on Friday, Oct. 14. It will feature the 2015-16 O'Brien Fellows: Justin George of The Baltimore Sun, Liz Navratil of the Pittsburgh Post-Gazette, independent journalist Miranda Spivack and Dave Umhoefer of the Milwaukee Journal Sentinel. George will focus on homicides across the U.S., Navratil on probation and parole systems, Spivack on various open-government laws and practices and Umhoefer on the consequences of Act 10. To register for the free event, visit <http://www.marquette.edu/obrien2016>.

## Download materials for National Newspaper Week

This year marks the 76th anniversary of National Newspaper Week Oct. 2-8. The annual observance celebrates and emphasizes the impact of newspapers on communities large and small. Materials for National Newspaper Week are now available for download at [www.National-NewspaperWeek.com](http://www.National-NewspaperWeek.com). The content kit will contain editorials, editorial cartoons, promotional ads and more; all available for download at no charge to newspapers across North America. National Newspaper Week is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis. This year's theme is "Way to Know!" The aim is to applaud and underscore the newspaper industry's role as the leading provider of news in print, online or mobile devices. **PLAN TO CELEBRATE** National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers.



**MAKE IT LOCAL** by editorializing about the newspaper's unique relevance. This can be about your government watchdog role, coverage of community events, publication of timely public notices, etc. Since the principle is timeless, the materials, new and archived from previous years, remain on the website and accessible year-round as a continuing resource.

## Free Member Content

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



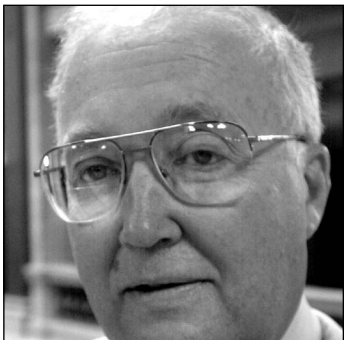
**The Wisconsin Center for Investigative Journalism** has made available the fifth piece of a seven-part series of stories exploring major voter issues leading up to the Nov. 8 election. In this fifth story, "White American Voters," News21 reporters Emily Mills, Jimmy Miller and Lian Bunny visited Ohio, Kentucky, Pennsylvania and Tennessee to investigate the shift of some white rural voters who traditionally vote Democratic to Republican presidential candidate Donald Trump. What they found was that in economically depressed areas, where coal mines and factories have closed, many white voters are looking to Trump to solve their region's financial troubles. The story includes insights from University of Wisconsin-Madison political science professor Kathy Cramer, who found rural, mostly white voters in Wisconsin who are disenchanted with government and looking for change.



Spooky costumes, haunted houses, pumpkin carving, apple bobbing, changing trees, falling leaves, crisp air and apple crisp – the Halloween season is simply the best, and Wisconsin does it right, whether you're up for a day on the farm or a night of fright. **Discover Wisconsin** explores some of the state's most beloved Halloween activities in this week's column.



**WISTAX Facts** continues its discussion about migration within the state, highlighting the top 10 counties that grew in population between 2012 and 2014.



### Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** says conservative media has dramatically changed the political game and it has helped Donald Trump, according to Milwaukee talk-show host Charlie Sykes. "We've basically eliminated any of the referees or gatekeepers. There's nobody," said Sykes, perhaps the most popular conservative talk show host in Wisconsin. Pommer, known as the "dean" of State Capitol correspondents, has covered government action in Madison for 35 years, including the actions of eight governors – Warren Knowles, Pat Lucey, Martin Schreiber, Lee Dreyfus, Tony Earl, Tommy Thompson, Scott McCallum and Jim Doyle.



# WNA Sponsored Training



**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 [jshepherd@inanews.com](mailto:jshepherd@inanews.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/>

**Prospecting That PAYS**  
**Friday, Nov. 11 | 1-2 p.m.:** This session provides a proven prospecting methodology that not only creates sales opportunities, but is also easily implemented and enjoyable. It will provide guidance on proactively preparing a sales strategy each month and determining your

individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those who sell, and those who lead sales teams! Register here: <http://www.onlinemediacampus.com/2016/09/prospecting-pays/>

**LocalMedia association**  
**For the month of October, LMA is holding a 'State Association Partner Appreciation Month.' Members of partner state press associations can attend their six webinars for free during the month! Register for all LMA webinars at <http://localmedia.org/webinars>**

**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.

## MENTOR

Continued from Front Page  
the help of quality journalism advisers will spur student interest in working for the newspaper industry."

Wisconsin was one of the five initial states to participate in the mentor program and was the first to provide financial support to pay stipends to the mentors. "I don't know if this program would have started and been approved (by the JEA) if not for the Wisconsin Newspaper Association Foundation," said Linda Barrington, co-founder of the Journalism Mentoring Program and one of the state's three mentors.

Wisconsin's mentors will work with 10 new advisers during the 2016-17 school year. In addition to Barrington, the other mentors are Sandy Jacoby, a former yearbook adviser at Tremper High School in Kenosha, and Dave Wallner, a former English teacher and longtime adviser of the Stoughton High School "Norse Star" student newspaper.

Barrington was an English and journalism teacher at Wauwatosa East High School for 31 years and has been a student newspaper adviser at Mount Mary University for 20 years. She also serves as the executive director of the Kettle Moraine Press Association, supporting

### By the Numbers >>

Since it's inception in 2007, the JEA Journalism Mentoring Program has trained:

70

mentors,

475

new journalism advisers in

29

states and

2

foreign countries, and trained

42

journalism advisers in Wisconsin

scholastic journalism in Wisconsin and Illinois. "The people who are (mentors) are people who are experienced in more than one type of publication and have faced a variety of personal challenges," Barrington said. "They're in a good position to help new advisers, because that's who we take on; people who are brand new to the teaching of journal-

ism. Sometimes, they have been a journalist themselves, but have never taught ... and sometimes they're a teacher who's taught, but they've never done journalism."

The goal of the Journalism Mentoring Program is to provide ongoing support to new high school journalism teachers and to improve retention rates. Barrington said teacher turnover is particularly common in high school journalism programs due to the additional challenges that come with managing a staff of students and securing funding and resources.

Barrington said the retention rate for journalism advisers who have participated in the mentoring program has hovered between 80 and 85 percent.

"While teacher turnover is big and it still continues to happen, we do have a much higher rate of retention of new teachers because they're getting the extra training," Barrington said.

Advisers who participate in the program are required to sign an agreement committing to working with a mentor for two years and vowing to be open to a long-term commitment to journalism education after the mentoring period is complete. Barrington said mentors also meet with the adviser's school principal to secure their support for the adviser's participation in the program.

The training is offered to ad-

*'I don't know if this program would have started and been approved (by the JEA) if not for the Wisconsin Newspaper Association Foundation.'*

**LINDA BARRINGTON**  
Co-Founder of the Journalism Mentor Program



visers at no cost to them, their school or their school district.

"The mentors make it very clear up front; we don't want a revolving door," Barrington said. "We're here because we want you to love this and become skilled at it and want to stay here for many, many years doing this."

Barrington said challenges for new advisers vary from school to school, whether it's finding funding to print a newspaper, securing access to computers, cameras, textbooks and software, or learning how to manage a staff of student writers and editors.

"I think the hardest part for me has been coaching editors through struggles instead of

sitting down at a computer and making changes myself or taking over a staff meeting when they're in charge," said adviser Lindsay Skatrud in JEA's "Mentoring Matters" spring newsletter. Skatrud is the adviser of the Spartan Banner, an after-school newspaper at Brookfield East High School.

Mentors also work directly with the students when they can. Barrington said advances in technology have helped in that regard. For instance, she provides feedback on stories written by students in New Richmond using Google Docs.

Brookfield East High School, meanwhile, is one mile from Barrington's home, which allows her to meet with students and their adviser on a weekly basis.

Mentoring is tailored to the needs of each adviser. Barrington said some high school journalism programs have been long established and can function without many hiccups through a staff transition. Others are start-ups or an after-school activity that require a lot of handholding.

"One of the key things about this program is it's completely individualized," she added. "No two mentoring experiences are identical."

To learn more about the Journalism Mentoring Program, visit <http://jea.org/home/for-educators/mentor-program/>.



# 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 [beth.bennett@wnanews.com](mailto:beth.bennett@wnanews.com)

**EDITOR** - Multi Media Channels, New London, WI. We're growing and we'd like to invite energetic, top-performers to apply to join our winning team. The editor will be leading our coverage of local news and sports in and around the New London-Clintonville area, including government, business, education and breaking news among other topics of interest to our readers, for both the print and digital editions. A degree in journalism, communication or related field of study is required along with at least two years of experience in newsgathering. This position is full time and includes our benefit package. Please send resume and writing samples: Editor, Attn: Nick Wood, PO Box 408, Waupaca, WI 54981. (1027)

**REPORTER** - The Dunn County News, a twice-weekly newspaper in western Wisconsin, has an opening for a sports and general news reporter. Coverage includes all aspects of local sports and news as well as features, photography, and our website and social media. The right candidate will be enthusiastic, ambitious, curious, and a responsible self-starter who is able to meet deadlines

and to cover evening and weekend assignments. Candidates must provide their own transportation. A journalism degree and/or experience in community journalism is preferred. The Dunn County News offers a great benefit package that includes medical, dental and vision plans, life insurance and paid vacation. For consideration, please complete our online application at [www.chippewavalleynews-papers.com/workhere](http://www.chippewavalleynews-papers.com/workhere). Search "Location" for "The Dunn County News." Applications should include a resume and three clips of your work. (1020)

**REPORTER** - Here's an opportunity to report and write for Wisconsin's best weekly paper! The Ripon Commonwealth Press is seeking a serious, creative, skilled writer-photographer to join our news team as a general-assignment reporter. This full-time assignment includes covering school and regional meetings and events, laying out several sections, writing news and feature stories, covering the police and court beats, and assisting with special sections. Candidates should be fair, aggressive and accurate. College degree in journalism or some writing experience helpful. Competitive salary, profit sharing, 401K, vacation, medical/dental insurance and other benefits available. Send resume, references and writing samples as soon as possible but no later than Friday, Oct. 14 to: Tim Lyke, publisher, The Ripon Commonwealth Press, P.O. Box 6, Ripon, WI 54971-0006; Or email them to [TimL@Riponprinters.com](mailto:TimL@Riponprinters.com) (1013)

**REPORTER** - RiverTown Multimedia, a subsidiary of Forum Communications Co., has an immediate opening for a full-time reporter at the Pierce County Herald (Ellsworth)/River Falls Journal, reporting for both locations. We have nine award-winning publications in our group. On the Minnesota side, we have publications in Woodbury, Cottage Grove, Farmington, Hastings and Red Wing. In Wisconsin, we have publications in Hudson, River Falls, New Richmond and Ellsworth. The right candidate will be responsible for generating news and feature 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. This position may be assigned to one or more departments within a newsroom. To apply, go to [https://www.appone.com/MainInfoReq.asp?R\\_ID=1408418](https://www.appone.com/MainInfoReq.asp?R_ID=1408418) (1020)

**WATCHDOG REPORTER** - The Sheboygan Press, part of the USA TODAY NETWORK, is seeking a Watchdog Reporter. The reporter is responsible for local government and public safety coverage that holds public officials accountable and helps readers make informed decisions about their community, from the spend-

ing of their tax dollars to the safety of their neighborhood. The watchdog reporter has a keen eye for important details found in agendas, court files and budgets while understanding that the best stories are about people. This reporter also will monitor county government and the court system, the Sheboygan police department and Sheboygan County Sheriff's office and focus on big-picture stories. We closely monitor analytics to produce stories that help readers understand what's working and not working in their community. Stories may come from neighboring townships and other jurisdictions as warranted. Particular focus will be on producing content of interest for targeted audiences and finding new ways to engage readers through social media, video, and mobile and tablet platforms. Because of night meeting coverage, and the unpredictability of major court cases and breaking news, the reporter must be flexible in scheduling. Specifically, this position entails creating storytelling that accurately informs, entertains and engages our audiences. The reporter will connect with the community through storytelling and outreach

(social media, on camera, forums and community leadership) and will provide thoughtful analysis on complex issues, promote their personal brand and the brands of their colleagues, as well as, the institutional brand. The successful candidate will have a bachelor's degree in journalism, communications or related field or equivalent in experience and education, and experience with advanced storytelling techniques on multiple platforms. Candidates must have the ability to produce top-notch watchdog journalism, exceptional cross-platform storytelling skills, a deep understanding and curiosity about competition for our customers' time and money, and have advanced knowledge of social media and how to engage audiences on digital platforms. Also, candidates must be self-motivated and self-directed with exceptional core journalism skills. Candidates must have the ability to work with diverse personalities, embrace peer-to-peer feedback and training, and be innovative and creative while working in a fast-paced

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# Free Member Exchange

## EXCHANGE

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deadline-driven environment. Outstanding writing, spelling, grammar and knowledge of AP Style is a must, along with a command of media law and principles of ethical conduct. In addition, candidates must have proficiency in the MS Office suite, CMS publishing skills and an understanding of and ability with photo and videography, storytelling techniques on multiple platforms and the use of metrics. Creativity is essential. We are proud of our creative and dedicated team, and invite you to become a part of the nation's most forward-thinking media company. The USA TODAY NETWORK is the largest local to national media network in the country. Powered by integrated and award-winning news organizations with deep roots in 92 local communities, plus USA TODAY, the multiplatform news network informs and engages more than 100 million people every month through its diverse portfolio of digital, mobile, and publishing products. To connect with us, visit [www.gannett.com/](http://www.gannett.com/) (1020)

**SALES MANAGER** – The Door County Advocate in Sturgeon Bay, PART OF THE USA TODAY NETWORK, has an opening for an experienced, entrepreneurial, innovative, results-oriented Sales Manager. The successful candidate will have a minimum of five years of experience in advertising/marketing sales roles with proven results. The Territory Sales Manager will lead the team's strategy to uncover and develop market opportunities for revenue through market share growth strategies, new business acquisition, and retention and creative-selling strategies. A strong understanding of solutions-based selling is critical. Experience in developing and executing strategies across multiple platforms, including digital, mobile, targeted niche publications and the core newspaper is essential. Job Duties and Responsibilities: Lead and manage multi-media marketing solutions outside account executive team; Leads team that grows market share within a designated account list through the combination of acquiring new business and increasing current client spend while increasing client satisfaction. Proficient and excels at new business efforts, including cold calling new or churned clients; Manages the development of territory plans each quarter, and account plans for highest potential accounts; Manages territory pipeline via Salesforce CRM tool; Consistently meets/ exceeds total revenue and digital revenue goals by providing leadership to sales team and hold account executives accountable for achieving their goals; Coach and drive consultative, customer-centric selling behaviors resulting in marketing campaigns appropriate to client needs and that produce results; Coach and develop sales executives (including team meet-

ings, one-on-ones, professional development, etc.) to generate world class sales multiplatform results and ensure plans and best practices are implemented and tracked; Develop and execute a clear sales planning strategy to meet objectives; Provide leadership in key areas including sales strategy, products/packaging/pricing, etc., to assist in overall revenue performance improvement; Manage performance management actions; Identify sales growth opportunities, as well as market challenges, and work with sales representatives to develop and implement innovative action plans; Utilizes customer, market, and segment insights to bring new information and offers to clients in lieu of product selling; Maintain and utilize deep understanding of market competitors including current clients, prospects and key trends; Lead sales team to maintain a forward, robust pipeline that ensures consistent goal achievement; Maintain a fully staffed sales team of high performing sales professionals; Possess not only the ability to think creatively, but ability to lead the staff in the development of innovative ways to generate revenue from the many print, digital and interactive opportunities available. Required Skills: Bachelor's degree in marketing, advertising, or equivalent combination of education and experience; Minimum five years sales experience required with two or more years digital experience preferred; 3-5 years management experience; Leads a digital lifestyle; Strong interpersonal, communication, collaboration and presentation skills and ability to implement initiatives within the team and company as well as customers; Excellent leadership skills and experience managing sales staff to achieve revenue goals and high performance; Adept at creating new revenue opportunities from synergies between interactive sales and print; Excellent organizational skills and analytical skills, including proficient PC skills in Microsoft Office applications. About USA TODAY NETWORK: The USA TODAY NETWORK is the largest local to national media network in the country. Powered by integrated and award-winning news organizations with deep roots in 92 local communities, plus USA TODAY, the multiplatform news network informs and engages more than 100 million people every month through its diverse portfolio of digital, mobile, and publishing products. To connect with us, visit <http://www.gannett.com/> (1020)

**SPECIAL MEDIA EDITOR** – The Specialty Media Editor for Now Media Group oversees magazines and other long-interval publications, as well as photography, online producing, and video editing and posting. Reporting directly to the editor-in-chief, the Specialty Media Editor is responsible for managing a small staff with a special emphasis on visual elements of print and online products for Journal Community

Publishing Group. Part of Journal Community Publishing Group, a Gannett subsidiary and part of the USA Today Network, Now Media Group produces 13 weekly and twice-weekly newspapers, two magazines, 12 web sites and several annual publications in the metropolitan Milwaukee marketplace. Candidates should have a minimum of two years of experience as a reporter, copy editor or equivalent at newspaper, magazine or related media. A bachelor's degree in journalism or the equivalent is preferred. Excellent verbal, written, customer services and public speaking skills. Strong spelling and grammar skills. Thorough knowledge of the Associated Press Stylebook. Must be comfortable with a fast-paced environment, must be able to think quickly on his or her feet, and work under the pressure of tight deadlines. Proficient computer skills, including Word, Excel and social media. Knowledge of Adobe PhotoShop and Illustrator and Premiere preferred but not required. Specific duties include directly overseeing and editing 30West magazine and supervising the MetroParent editor, and newspaper and magazine photography staff, as well as working heavily with our freelancers. This editor would work with our Design Studio to enhance quality and consistency in our print products, and work with customers on partner publications, balancing customer service skills with production demands. Specialty Media Editor's team would also handle scheduling and editing of special sections, and managing holiday and other deadline changes. Other duties as assigned by the Editor-in-Chief. Send resume to [ssattler@gannett.com](mailto:ssattler@gannett.com). (1020)

**REGIONAL DIGITAL SALES SPECIALIST** – The Regional Digital Sales Specialist is the expert and champion for all TH Media and Woodward Community Media (WCM) digital products. This would include but not be limited to website advertising, native advertising, email sponsorships, live streaming and video services. An emphasis is placed on meeting and achieving digital sales goals and initiatives through prospecting for new business, making individual sales calls, assisting advertising sales representatives on four-legged sales calls and selling digital and publishing products throughout the publishing division. Why consider talking with us? A career with TH Media and WCM provides you with: ownership in our organization; the flexibility to succeed in life and career; competitive compensation; truly comprehensive benefits; an environment that encourages entrepreneurial spirit; and the opportunity to be around great people in a participative culture. This is a new opportunity for someone with experience in digital products, a successful sales and marketing profession and a passion for solution-based relationships with customers. If this describes you, let's talk! Learn more about and us and ap-

ply online at [www.wcinet.com/careers](http://www.wcinet.com/careers). (1006)

**MANAGING EDITOR** – The Lodi Enterprise and Poynette Press, a weekly newspaper, is looking for an experienced and versatile journalist to join and lead our editorial department. We are looking for a well-rounded, experienced journalist. Some nights and weekends are required and community involvement is a must. The editor should have solid news experience, be eager to write, be able to shoot digital photos and videos, and have experience with newspaper layout. The editor should also be experienced in publishing breaking news stories on the Internet and be familiar with publishing news online. Creative Cloud experience a plus. Both publications are online and dedicated to keeping our readers informed as much as possible. Please send resume, clips and salary history to [spedit@hng-news.com](mailto:spedit@hng-news.com) or Hometown News LP, P.O. Box 645, Sun Prairie, WI 53590. (1013)

**JOURNALIST** – The Daily News, a publication of Conley Media and located in West Bend, Wis., is looking for a journalist to fill a full-time newsroom opening. If you care about providing Washington County with timely, interesting and accurate news, you belong here. Hours vary and include some nights, weekends and/or holidays. The person will have a number of responsibilities, including covering the local courts, plus school beats. We are a mid-sized daily so there is an opportunity to cover a wide range of interesting news. We are looking for someone who can come up with story ideas in a flash, write intriguing articles, won't miss a deadline, has top-notch organizational skills and knows how to work a camera. Candidates must have a journalism degree. Conley Media is an EOE offering health, dental, flex, 401(k), PTO and more! Email your cover letter, resume and samples of your work to [hrd@conley.net](mailto:hrd@conley.net). (1013)

**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](http://www.wcinet.com/careers). (1006)

**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](mailto: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](mailto: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](https://www.appone.com/MainInfoReq.asp?R_ID=1379212) (1006)

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# Free Member Exchange

## EXCHANGE

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**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). (1020)

**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) (1020)

## 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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