



Salute to veterans

Front pages from newspapers throughout Wisconsin pay tribute on Veterans Day

Among friends

Howe retires from Pierce County Herald; The Daily Cardinal to end daily print publication at UW-Madison; State Journal brings home several Lee Enterprises awards



See you in Madison

The 2016 WNA/AP Convention & Trade Show will be held Feb. 25-26 at the Madison Marriott West. Stay tuned for more information as the date approaches.

THE Bulletin

November 16, 2015

News and information for the Wisconsin newspaper industry

Board expands internship program

By Julia Hunter
Member Services Director

The Wisconsin Newspaper Association will place up to eight interns at member newspapers across the state this summer. The new spots—up from five in years past—will be designated for advertising and design students.

The WNA Foundation Board voted to increase the number of internships offered at its board meeting Nov. 5 in Madison. The WNA Board of Directors and the WNA Services Board also convened.

Since 2012, the WNAF has provided \$2,000 stipends to member newspapers selected each summer to host interns. Selected newspapers are required to contribute an additional \$1,200 toward each intern's compensation.

The WNA will begin accepting applications from students and newspapers interested in participating in the 2016 program in coming weeks.

In other business, the Foundation Board approved a grant request from the Wisconsin Center for Investigative Journalism in the amount of \$10,000.

WCJ is a nonpartisan, nonprofit news organization funded by contributions from foundations, individuals and



Kevin Hoffman photo

Members of the WNA Board of Directors and WNA staff attended "Wisconsin Remembers: A Face for Every Name Appreciation Event" on Thursday, Nov. 5, at the Wisconsin Veterans Museum in Madison. (From left to right) Kent Eymann, Brian Thomsen, Paul Seeling, Beth Bennett, John Ingebritsen, Laura Johnson, Sidney "Skip" Bliss, James Friedman, Andrew Johnson, Carol O'Leary, Scott Peterson, Kris O'Leary, Julia Hunter, Denise Guttery, Susan Patterson-Plank, Mary Callen and David Enstad pose for a photo after WNA members and Andrew Johnson were acknowledged for their contributions to the Faces Never Forgotten effort.

corporations and based in the University of Wisconsin-Madison School of Journalism and Mass Communication. The Center collaborates with news organizations across Wisconsin and offers free access

to investigative reports and training.

The board meetings were followed by an event at the Wisconsin Veterans Museum, during which Wisconsin Newspaper Association

members and Wisconsin Free Press Group Publisher Andrew Johnson were acknowledged for their contribution to the Faces Never Forgotten project. The campaign aims to locate all missing photos of veter-

ans who were killed during the Vietnam War so they can be included in a virtual Wall of Faces in Washington, D.C. The last missing photo of a Wisconsin veteran was found in May.

DOA: Final notice to return legal notice certification forms

The Wisconsin Department of Administration last week began sending final notices to WNA member newspapers that had not submitted completed annual legal notice certification paperwork.

The certification process is required for newspapers to continue publishing legal notices in Wisconsin.

Bill Goff, who manages the legal-notice certification program for DOA, reported 177 newspapers had properly

submitted paperwork. Four newspapers had submitted paperwork but still needed to provide additional information and 41 newspapers had not yet submitted any paperwork.

Certification requests were sent to publishers by email on Oct. 1.

For assistance or for more information, contact Goff at 608-266-1002 or by email at William2.Goff@wisconsin.gov.

Help improve The Bulletin

WNA seeking newsletter content suggestions

By James Debilzen
Communications Director

"What do you want to see in your newspaper?"

That's an important question we should ask our readers from time to time, and that even applies to newspapers that are all about, well, newspapers.

This is my second week at the Wisconsin Newspaper Association as the new com-

munications director. As I've started to get up to speed on the daily goings-on in the WNA office and developed a list of long-term projects, it has become very apparent that The Bulletin will be my top priority and biggest challenge each week.

Not more than a month or so ago, The Bulletin went from being a monthly to a weekly publication. The intent of that change was to provide more information about the state newspaper industry in a timely manner and



James Debilzen

(hopefully) eliminate the barrage of emails you receive from the WNA each week.

The change in publication schedule presents many more opportunities to expand what The Bulletin has to offer. I have some ideas, but I could also use your help.

What do you want to see in The Bulletin? What information would be beneficial to you? Please contact me and let me know at James.Debilzen@wnanews.com or 608-283-7623. I'm open to any suggestions.

WNA members

Putting veterans front & center

A glimpse at how Wisconsin newspapers saluted Veterans Day

Racine

Racine County's Daily Newspaper

The Journal Times

Holiday Parade marches into Downtown Saturday

Local athletes make college commitments: Catholic Central gears up for state semifinal

THURSDAY, NOVEMBER 12, 2015 HOME DELIVERY: 262-443-3333 \$5.50

Brother's funeral leave still uncertain

Man accused of killing his sibling (D) (W) (A)

Veterans saluted

Ryan makes first visit to county since becoming House speaker

Deck the boughs

Victor spent his life doing good for veterans

Upton in Tuesday

Yorkville crash was deadly for veteran



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Lancaster

GRANT COUNTY

Herald Independent

WISCONSIN'S OLDEST WEEKLY NEWSPAPER

THURSDAY, NOVEMBER 12, 2015

Two stories of WWII

Conferrence honors for River Ridge

Absolute Murder this weekend

County board continues to debate humane society

2016 budget will be 1.7 percent higher than this year, mill rate down 10 cents

Driver killed in rollover accident

Accident on 24

Community Fund gives \$50k to library project

Library on 24



The Winneconne News

Red, White and Proud to be Military

Winneconne High School Coed Wins \$100,000 Grant!

Steven Steger sentenced to one year probation for 2014 deer thrill killings

Green Lake Reporter Dinner honors area veterans who served country

Beloit

SPORTS: Better shooting would aid Bucks • B1 | STEP 'N OUT: Globetrotters return • A6

Beloit Daily News

Police hearings delayed until '16

Like 1940s, young women staying home with parents

Like 1940s, young women staying home with parents

American heroes

Veterans Day program at 16

Big Midwest storm brings wind and rain

Storm on 16



GREEN LAKE REPORTER

Dinner honors area veterans who served country

Give the gift of news this holiday season

Adoption of 2016 Budget results in penny increase in mill rate

Tomahawk

REMEMBERING OUR VETERANS

TOMAHAWK LEADER

Empty seat, place setting has message behind its ghostly silence

Empty seat, place setting has message behind its ghostly silence

Empty seat, place setting has message behind its ghostly silence

Disability aside, hard work pays off for Linteur

Linteur on 16



Grantsburg

BURNETT COUNTY

SENTINEL

SHOP LOCAL THIS HOLIDAY SEASON: Christmas Celebration (and inside!)

Thanksgiving's most fowl

Thanksgiving's most fowl

Thanksgiving's most fowl

Holmquist Highway in the works

Holmquist Highway in the works

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Winneconne

The Winneconne News

Red, White and Proud to be Military

Winneconne High School Coed Wins \$100,000 Grant!

Red, White and Proud to be Military

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Green Lake Reporter Dinner honors area veterans who served country

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Adoption of 2016 Budget results in penny increase in mill rate

Adoption of 2016 Budget results in penny increase in mill rate

GREEN LAKE COUNTY'S OFFICIAL NEWSPAPER OWNED SINCE 1900

Green Lake Reporter Dinner honors area veterans who served country

Minocqua

THE LAKELAND TIMES

THANK YOU

Chagnon sentenced to prison

Chagnon sentenced to prison

Chagnon sentenced to prison

VC address system under fire

VC address system under fire

THE LAKELAND TIMES

Government spends millions for paid patriotism

Government spends millions for paid patriotism

WNA members

Among friends

PIERCE COUNTY HERALD

Vicky Howe, general manager and longtime sales representative at the Pierce County Herald, has retired from the newspaper.

Howe joined the Herald as general manager in August 2007 following a 12-year run as service manager at Ellsworth Ford.



Vicky Howe

A native of Ellsworth, Howe is the daughter of the late Gordon Howe and Mary Royale. She graduated from Ellsworth High School in 1964, then moved to St. Paul at age 17 and worked for about 18 months as secretary to the executive director of the Ramsey Co. Welfare Dept. She returned to the area and soon married her husband, Chuck.

Between raising children and horses, she held various part-time jobs including secretarial work with the Pierce County Veteran's Service Office, cooking at the then-Ellsworth Care Center and 10 years as a designer and print-shop em-

ployee at Helmer Printing near her Beldenville farmstead.

Vicky first joined the PCH as a designer in the early 1980s before transitioning to an outside sales position. Among her customers was Dave Berg, then owner of Berg Ford, who subsequently hired her away from the PCH in 1986. She continued as service manager after Berg Ford transitioned to Ellsworth Ford before leaving the car business in 2008 to rejoin the PCH.

DAILY CARDINAL

The University of Wisconsin-Madison will soon be without a daily student newspaper as **The Daily Cardinal** plans to cut print production to two days per week, according to the Wisconsin State Journal.

The Cardinal was the last remaining student-run daily newspaper in the state of Wisconsin. Until 2012, UW-Madison had two daily newspapers - The Daily Cardinal and The Badger Herald.

The State Journal reports The Daily Cardinal will print on Mondays and Thursdays beginning next semester and will focus more on its web and mobile products. The Cardinal had stopped producing Friday newspapers in 2014.

The Herald, meanwhile,

dropped its Friday edition in 2012, became a twice weekly in 2013 and is now a weekly newspaper since earlier this fall.

WISCONSIN STATE JOURNAL

Lee Enterprises has honored the **Wisconsin State Journal** with a 2015 Lee President's Award for excellence in news, the company announced.

The award recognizes the State Journal for its investigation of the Wisconsin Economic Development Corp. Reporters **Matthew DeFour** and **Dee J. Hall** and state editor **Mark Pitsch** revealed top aides to Gov. Scott Walker pushed the agency to make a large unsecured loan to a company headed by a major donor to Walker's campaign. The company had clear signs of financial troubles and lawsuits pending against it, according to the State Journal.

The State Journal was also among three winners of the Lee President's Award for innovation, for measures that increased revenue in automotive advertising, an area that has been challenging for newspapers across the country.

Lee also named the State Journal a finalist for Enterprise of the Year, which recognizes newspapers that excel in key business and customer measures.

WNA-sponsored training

WNA-sponsored webinars are available at discounted prices to WNA members and free to college newspaper advisers and students. Questions? Contact James.Debilzen@wnanews.com.

In-Depth, Enterprising News

Thursday, Nov. 19 - 1-2 p.m.

Readers across the country list in-depth news as one of the most important aspects of their local news sources. How can newsrooms of all sizes prioritize in-depth, enterprising pieces - and what does it mean for a story to be in-depth, anyway? In this webinar, Tim Schmitt will cover everything from how to find time for in-depth news, to topical ideas that will resonate with readers. [Register >>](#)

Using Alternative Story Formats: How and Why

Thursday, Dec. 10 - 1-2 p.m.

Alternative story formats have been shown to grab more readers' attention, and allow readers to better retain information. This presentation gives an overview of how and when to use alternative story formats, and gives many examples. [Register >>](#)

Using Social Media to Engage Your Audience

Friday, Dec. 11 - 1-2 p.m.

You must be proficient in social media and digital space, the job ad reads, but do you know how to effectively use social media to extend your news and advertising efforts? Or your brand? In this webinar, IowaWatch board member, former American Journalism Review editor and now-Des Moines Register writing coach Lisa Rossi will share her social media expertise. [Register >>](#)

Free content

This weekly free content, [accessible here](#), is available at no cost to WNA members.



This week's **Discover Wisconsin** column offers five reasons to experience the Canadian Pacific Holiday Train, which visits 150 communities across Canada and North America with several stops in Wisconsin.

In his State Capitol Newsletter, **Matt Pommer** delves into Oscar Mayer's pending closure in Madison and the Wisconsin Economic Development Corporation's response to the news.

wistax
Wisconsin Taxpayers Alliance
www.wistax.org
FACTS

WISTAX Facts tracks the decline of Wisconsin's highway conditions.

WisconsinWatch.org
PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The **Wisconsin Center for Investigative Journalism** continues its series, *Failure at the Faucet*. The series examines threats to drinking water across Wisconsin. The series is designed so that it may be published in its entirety, or each piece may be run as a standalone story. 3

About the bulletin

The Bulletin is published weekly by the staff of the Wisconsin Newspaper Association.

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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.

Industry news

Deadline for high school contest is midnight

Young journalists wishing to enter the Wisconsin Newspaper Association Foundation's High School Better Newspaper Contest have until midnight tonight (Nov. 16) to file their entries through the contest website.

Mailed entries also must be postmarked by Nov. 16, and hand-delivered entries must

be delivered to the WNA office before 5 p.m. on Nov. 16.

Any student enrolled in a Wisconsin public, parochial or private senior high school is eligible to enter. Three schools winning top honors will take home a stipend of \$1,000 to bolster their journalism program.

All entries are required to

have been published between Sept. 1, 2014 and Aug. 31, 2015.

For login credentials, visit the "Help & Support" link on the contest page (http://betternewspapercontest.com/WNA_HS) or contact Member Services Director Julia Hunter at Julia.Hunter@wnanews.com or 608-283-7622.

Tech news



KEVIN SLIMP

Kevin Slimp is a favorite speaker and trainer in the newspaper industry. For archives, visit <http://www.kevinlimp.com/> or e-mail kevin@kevinlimp.com.

Best word to describe Minnesota newspapers? PHENOMENAL

There's a reason I love my work so much. There's a reason that there are folks around the country waiting for me to return their calls while I'm writing this column. They can wait. This is more important.

I love my work for the same reason that many of you do. I've got something important to tell you and it can't wait while I make phone calls.

In my opinion, "Awesome" is the most overused word in the English language. I cringe when I hear it, and as the father of two teenagers, I hear it a lot.

So I got out the dusty thesaurus and found a synonym that would work: phenomenal. That's the best word I know of to describe the trip I just took to Minnesota. Yes, that's right, Minnesota.

I've worked with more than 100 papers in Minnesota this year. I know, that's a lot of papers. And there is something that's very apparent as I crisscross the frozen tundra (OK, tundra might be a stretch) of Minnesota, visiting papers from McGregor to Pipestone to Preston: newspapers in Minnesota are doing really well. That truth was never more apparent to me than in late October, when I visited papers in the central and western areas of the state.

I've got John Stone to thank for the visit. John manages Quinco Press in Lowry, a small town in West-Central Minnesota. I've visited Quinco a few times since 1997, and my official reason for traveling to Lowry in October was to do an afternoon of training for area newspaper staffs, then a day of press tests on Quinco's new press.

Following the afternoon of training on day one, I had the real pleasure of having dinner with John and his wife Mary, along with Reed and Shelly Anfinson, old friends who run weekly papers not too far from Lowry. I had just seen Shelly a week earlier at The Institute of Newspaper Technology in my hometown of Knoxville, Tennessee.

We discussed the plight of the newspaper industry, with more and more newspapers being bought, only to be closed by large corporations. Most Minnesota newspapers, it seems, aren't owned by far-away corporations. They're owned and operated right in the towns where they're located, or within a few miles. And unlike newspapers in some areas, most aren't suffering from staggering circulation declines and disappearing profits. The more than 400 newspapers in Minnesota are doing something right, and I'm starting to understand what that is.

On the evening of day two, I found myself in Sauk Centre, Minnesota, a thriving town two hours north of the Twin Cities. Dave Simpkins, recognized nationally for his phenomenal success, had invited me to spend a day with his staff. But first, he invited me, along with a few other folks, to dinner.

As we sat at our table, a young man in an electric cart drove up to our table. Having several friends with cerebral palsy, I immediately knew that was the reason he was in the cart.

Dave introduced me to Mike Imeike and I quickly learned that he is in charge of tearsheeting at the Sauk Centre Herald.

It's difficult for many folks to understand someone with cerebral palsy when they speak, but I had no problem understanding Mike when he quickly volunteered, "Dave called me on the phone ten years ago. He said, 'I've got a job for you. Come down to the paper.'"

Mike did as instructed and has been in charge of tearsheeting in Sauk Centre for ten years. It's obvious the rest of the staff loves working with him and Mike, Dave tells me, is a great employee.

I compare stories like that with the trend of large groups to buy newspapers, cut staffs to bare minimum, then watch their circulation and profits deteriorate.

Dave Simpkins has a good heart. Of that, there is no doubt. But he also knows something about running successful newspapers.

I'm sorry that most folks don't have the luxury of visiting places like Sauk Centre, McGregor and Pipestone. These are places where newspapers are valuable assets to their communities, where writers, editors and designers feel a part of something greater, and where the future continues to look bright.

As Dave Simpkins and I had breakfast at a local cafe in Sauk Centre to begin day three, I noticed the love and respect that was shared between him and everyone we encountered.

When Dave introduced me to a group of six folks and told them I was there to improve their newspaper, one man quickly spoke up, "Don't do anything to mess up our paper. We love it."

So do I.

WNA online

What's trending on WNA social media and at www.WNAnews.com.

WNA Wisconsin Newspaper Association
November 11 at 8:20am · Madison, WI ·

"... just because the story wasn't negative doesn't mean it wasn't a story. In fact, it was a compelling read — a look at how police did their jobs to diffuse a potentially deadly situation." - Rusty Cunningham, *La Crosse Tribune*



Rusty Cunningham: Behind the headlines of a positive story

The issue of how and when police use force has dominated headlines and ripped apart communities.

LACROSSETRIBUNE.COM | BY RUSTY CUNNINGHAM RCUNNINGHAM@LACROSS...

Like Comment Share

La Crosse Tribune, Ben Peterson, Aaron Holbrook and 2 others like this.

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, reporters and advertising staff 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.

Need assistance that's not necessarily legal in nature? Be sure to call on WNA staff at (800) 261-4242!

Don't miss out on the conversation:

Click the icons to reach our social media pages and engage with us!



Open government

Judge rules Monroe violated Open Meetings Law

A Dane County judge ruled Nov. 9 the City of Monroe violated the state's Open Meetings Law following the termination of a city department head in 2013, according to The Monroe Times.

The Times reported former Monroe utilities director Alan Eckstein filed a complaint in October 2013 against the city's salary and personnel committee after the committee voted to fire Eckstein during closed session at a Sept. 10, 2013 public meeting.

The complaint by Eckstein said the meeting's agenda stated the committee would

discuss "preliminary consideration of employee issues addressed by the utilities director" and that termination was beyond the scope of the meeting.

Dane County Circuit Court Judge Rhonda Lanford agreed, writing "the only reasonable inference to be drawn from the language of the notice is that the SPC was going to discuss preliminary matters regarding Eckstein's employment, and not take final action," according to The Monroe Times.

A jury trial will begin Wednesday to determine a legal remedy for the Open Meetings Law violation, which may include a fine of \$25 to \$300 or voiding the committee's action to fire Eckstein.

Member exchange

Help wanted

DIGITAL CONTENT EDITOR – The River Valley Media Group is looking for a digital content editor, a new position that will guide the day-to-day operations of River Valley's digital publications. The digital content editor will work collaboratively with the newsrooms within the group to develop compelling web content and engage audiences across multiple social channels. The editor will strive to consistently enhance the quality and quantity of our websites' content, while driving both traffic and engagement. We're looking for someone who's a news junkie, a social media addict, and loves telling stories using the opportunities digital technology provides, from interactive presentations to building packages of engaging content to, yes, posing questions about restaurants to hungry Facebook readers. The editor will be joining a group that's innovative, creative, and aggressive when it comes to trying new things and telling new stories. The digital editor will also lead training initiatives across the group and encourage best digital practices among editorial staff, understanding that many capable hands make light work. A strong candidate will have a minimum of 1-2 years of newsroom experience worked closely with a robust content-management system, has strong news judgment and understands the 24/7 nature of digital news production. Familiarity with digital tools including Photoshop, Illustrator and other design programs and basic video production skills are strongly recommended, as is a working knowledge of basic coding. Strong people skills and a desire to engage directly with newsrooms and build projects together is a must. Reporters, designers and others with strong newsroom experience and looking to lead efforts to create new ways of telling stories are welcome to apply. If you're looking for quality of life – and you should be – you'd be hard pressed to find better elsewhere than in southeast Minnesota and western Wisconsin. The region offers a vibrant mix of arts and culture, including nationally renowned music and arts festivals and one of the largest regional music festivals. There's the ability to get outdoors, to hike the rolling bluffs, canoe the Mississippi backwaters, ride world-class mountain bike trails. With the presence of major universities, there's never a shortage of local events. The River Media Group is owned by Lee Enterprises. We offer an excellent benefits package, including medical, dental, vision, paid holidays and vacation. Apply online at www.winona-dailynews.com/workhere. Equal Opportunity Employer (1210)

MEDIA CONSULTANT – Freeport Shopping News, Freeport, Illinois. Join the advertising/marketing team of a local media company. We are looking for an ambitious sales representative to drive revenue and provide customized print and/or digital presence for local

merchants. Your primary objective will be to demonstrate strong sales leadership and customer advocacy while achieving revenue goals and developing new business. Expectations include:

- Saturate the market with contacts and cold calls per week
- Meet/exceed established sales targets
- You will be busy with at least 10+ selling appointments per day, which include needs analysis, demonstration, closing, up selling and cross selling
- Provide excellent customer service and consultation with existing customers

Our customers are #1. Our goal is to help area businesses prosper by maximizing their presence. You will offer the very best in print advertising and/or digital advertising solutions for your clients. Skills include interpersonal skills and ability to work collaboratively on sales proposals for multiple products; attention to detail; good organizational skills, ability to prioritize workload, handle multiple projects. You need the ability to meet deadlines; have proficiency with computers and are willing and able to work independently. Strong communication and presentation skills a plus. You must also hold a valid driver's license with a good driving record. We provide a competitive compensation plan to fit the right candidate.

- Aggressive commission program
- Benefit package includes health insurance, 401k, paid vacation
- Phone and mileage reimbursement
- Fun work environment with good emphasis on work/life/balance

Send your resume and income requirements by Dec. 18 to: Monroe Publishing LLC, Attn: Laura A Hughes, 1065 4th Avenue West Monroe WI 53566. Email: lhughes@themonroetimes.com. Equal Opportunity Employer (1210)

REPORTER – The Banner Journal in Black River Falls, WI has an immediate opening for a full-time reporter. Duties include: reporting (news/sports), photography, typesetting and proofreading. Benefits to include vacation & paid holidays. Send Resume To: News Publishing Company, Attn: Personnel, 409 East Main Street, Black River Falls, WI 54615 or email kathy@banner-journal.com 715-284-4304 (1204)

LOCAL GOVERNMENT REPORTER – The Watertown Daily Times, a family-owned independent daily newspaper, is seeking a full-time reporter to cover the city beat which has a focus on government affairs reporting. We have a small professional staff of 10 and everyone gets involved with all facets of news production every day. In addition to government affairs

FREE FOR WNA MEMBERS:

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

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

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

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

Ads from non-members are 25¢ 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.

reporting and feature writing, the successful candidate will have a knowledge of photography, copy editing, page layout, updating our lively web page, social media and much, much more. We are looking for someone who has a strong desire to keep the community informed on a variety of platforms and in a fast paced environment. Knowledge and skill operating a Macintosh computer system, Photoshop, In Design, is a plus but we will train. Those applying should have a journalism degree or one closely related to journalism. Persons interested can send a cover letter, resume and some clips to: toms@wdtimes.com, write to Managing Editor, Watertown Daily Times, P.O. Box 140, Watertown, WI 53094-0140, or drop them off to Watertown Daily Times, 113 W. Main St., Watertown, Wisconsin. (1127)

PHOTOGRAPHER/VIDEOGRAPHER – There is no substitute for high-quality visual storytelling in news media. The audience demands it in more variety than ever before. Print displays, photo slideshows, videos and social media postings all help create engaging reader experiences. Marshfield's News-Herald Media has long treasured photography and videography talent. Some of the very best photographer/videographers in the country have worked here, and we are searching for someone equally skilled to join a team of award-winning journalists in Marshfield and its partner news-

rooms in Gannett Wisconsin Media. Our goal is to inform, engage and entertain our audience across multiple platforms, with a growing emphasis on mobile. Our photographer/videographers work with a content coach, planning editor, reporters and fellow photographers to improve the quality of our content and shape storytelling that will meet audience interests and needs. Daily assignments are certainly part of this job, but so, too, are opportunities for deep enterprise project work. Core photojournalism skills are needed, including expertise in photo/video cameras, lighting, computers and software. Gannett Wisconsin Media is not a traditional news operation. Our growing focus is on creatively and strategically delivering compelling news content on desktop, mobile and tablet platforms. At the same time, the newspaper remains a high priority in a marketplace where a top-notch, hands-on print product is important to our audience. Our journalists build individual brands as community experts in their beats. Use of Twitter, Facebook, Instagram and other social media to engage a fan base is critical. You must be able to work in a self-directed environment, continuously interact with the audience and be willing to improve each and every day. If interested in this position, please submit your resume and cover letter and apply online at: www.gannett.com/careers or www.marshfieldnewsherald.com/careers EOE. (1120)

REPORTER GOING OUT – We are looking for a self-driven, quick-thinking reporter who understands how to deliver stories that resonate with the community by providing news and information about the variety of ways the people of south Wood County and northern Adams County can spend their leisure time. Emphasis will be on topics related to dining, shopping and entertainment. This position will provide engaging journalism that will continuously grow a fan base by informing readers and providing thoughtful analysis. This reporter will create storytelling that accurately informs, entertains and engages audiences across multiple platforms, and will become the leading voice in the community in this area of expertise. The right candidate will have experience writing news reports for online, as well as a variety of digital skills including photo, video and social media. The preferred candidate will have a Bachelor's degree in Communications, Journalism or equivalent in experience and education; minimum of one to two years' experience in news writing, photo- and video-journalism; a demonstrated ability to attract and engage readers on social media and other digital platforms; and a track record of reporting news quickly and accurately. If you would like to apply for this great job in the heart of Wisconsin and work with award-winning editors and reporters, submit a cover letter, resume, references, portfolio materials, salary requirements and apply online at www.gannett.com/careers or www.wisconsinrapid-tribune.com/careers. EOE. (1120)

FULL TIME REPORTER/EDITOR – The Brillion News, an independent, award-winning and family owned newspaper is seeking a full time reporter/editor. We are centrally located about 25-30 minutes from Appleton, Green Bay and Manitowoc so you get the best of small town life with the big town amenities not far away! Position requires covering everything from government and school board meetings to sports, church events, local concerts, non-profit events and business news as well as writing compelling feature articles. If it matters to our readers, it matters to you! Candidate must also have experience with a camera and be willing to drop everything when they hear a siren on the scanner. Job entails going that extra mile to be part of the community, develop story leads, able to talk to law enforcement at local and county levels, be self-motivated and have the ability to meet weekly deadlines. While we focus on the positive, you must be willing to ask the important questions to provoke thought or change. Candidate will also be in charge of content on our newspaper website as well as updating Facebook page. If this sound like you, then send resume, references and clips to kris@zanderpressinc.com or The Brillion News, 425 W. Ryan Street, Brillion,

Member exchange

EXCHANGE

Continued from page 5

WI 54,110. (1120)

SALES REP – Advertising sales rep wanted for outstanding newspaper in Wisconsin's beautiful Northwoods. Great setting for the outdoor lover with large lake right in town; many others nearby, and lots of woodlands in the area. Solid base of clients and loads of additional potential. Base salary plus commission and bonuses. Great family-type staff to work with ... most have been with us 10 years or more. Send resume to Kathy Tobin, Tomahawk Leader, at kathy@tomahawkleader.com with "sales rep" in the subject line. (1127)

GROUP CIRCULATION AND READERSHIP DIRECTOR – Would you like to join a locally owned community newspaper group that has experienced unprecedented circulation growth in the past year? We're looking for the leader to build on and continue that growth. The Daily Jefferson County Union and Hometown News Limited Partnership, two affiliated newspaper companies, seek an experienced and innovative circulation leader for a group with more than 100,000 distribution, including one daily community newspaper, one twice-weekly paid newspaper, 12 weekly paid newspapers, four shopper/TMC products, plus numerous niche magazines and associated websites. This position is based in Fort Atkinson, Wisconsin,

with travel to other locations as required. Candidates must possess exemplary organizational and interpersonal skills, have exceptional customer service standards and be creative in their approach to selling/marketing across all of our audience platforms. The successful candidate will demonstrate proficiency in the following:

- Sales, marketing, pricing strategies, and promotions of paid circulation daily and weekly newspapers, including subscriber acquisition and retention strategies
- Field operations and distribution techniques across all distribution channels – carrier force, postal service, subscribers, single copy, free distribution and digital
- Building a culture of customer service excellence in the circulation department
- Budgets, strategic planning, forecasting, and expense management
- Training and motivating staff
- U.S. Postal Service periodicals delivery
- Circulation database computer systems
- Building digital audiences across all platforms.

EOE. To apply, email your resume, cover letter and references to: Robb Grindstaff, rgrindstaff@dailyunion.com (1127)

SPORTS REPORTER – A growing

news organization in northern Wisconsin is looking for a self-motivated sports writer/photographer who will cover the local sports scene for a multi-weekly publication. The reporter will work as part of a composite editorial staff to bring home the story that tells more than just the headline. Job duties would include, but are not limited to, covering local high school sports for two area high school teams as well as nearly a dozen local middle schools in the area. Strong interpersonal skills are required. Writing and photography experience is preferred. If you are someone who takes value in local news, and realizes the effect reporting on even the simplest of community events can be, then this is a perfect opportunity for you to become part of a close-knit community in the heart of Wisconsin's vacation paradise. Please send complete resume, including five clips and references to: The Lakeland Times, P.O. Box 790, Minocqua, WI 54548 Attn: Editor or email editor@lakelandtimes.com (1127)

REPORTER – The Lakeland Times and The Northwoods River News is seeking a full-time reporter to cover a variety of beats, but have a love of reporting about government entities, be it at the school, town, or county levels. This position may also require reporting about police and courts. Because this is a general assignment position, a day's work could take one to a school or county board meeting, a concert in the

park, a luncheon sponsored by an area church group, or to the courthouse for the day's activities. We seek a reporter who can handle a camera, drop everything to get to the house fire down the road, and produce compelling copy that engages the reader and tells the entire story. The reporter will have a nose for news and the ability to go the extra mile – to think beyond the actions of the board or committee and produce stories that make a difference in the lives of our readers – and do it all on deadline. We seek candidates with experience, but will also consider those with the drive to learn and succeed in a fast-paced environment that demands attention to detail. To apply for this position, provide a cover letter and resume to Jim Oxley, PO Box 790, Minocqua, WI 54548. Materials may also be emailed directly to editor@lakelandtimes.com. (1127)

PAGINATOR/GRAPHIC DESIGNER – The Lakeland Times is now accepting resumes for an additional experienced Graphic Designer/Paginator to work in our Production Department. Two Years experience with Macintosh Quark Xpress or InDesign, and adequate knowledge of Adobe Photoshop are required. Publishing, graphic design, marketing and/or customer service experience is a definite plus. The ideal candidate would also possess excellent organizational, communication and typing skills, efficiency, a positive attitude and the ability to pay close attention to detail in a fast – paced

environment. Please send resume, samples and references to: Gregg Walker, Publisher, The Lakeland Times, P.O. Box 790, Minocqua, WI 54548. Email: gwalker@lakelandtimes.com or call 715-356-5236 (1127)

Seeking work

Tony Ends – Writing, editing, communications

For sale

FOR SALE – Imagesetter and plate processor. ECRM Mako CTP Laser Imagesetter and Agfa Plate Processor (Model #MP-08). New/refurbished laser installed October 2013. Plate processor installed in 2005. One pallet of plates. Contact Robb Grindstaff, Daily Jefferson County Union, rgrindstaff@dailyunion.com, 920-563-5553.

FOR SALE – Nikon D700, camera only, one owner, \$1,400. Serious inquiries only. Contact Michael McLoone for more information, mtmclloone@gmail.com.

Publishing for sale

TWO NORTHWOODS WEEKLIES – Asking \$175,000. County seats. Gross sales \$395,000 last year. Net income \$40,000 after owner's salary. Call (715) 622-0543.

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