



Holiday party, raffle Dec. 17

An event hosted by the Society of Professional Journalists' Madison chapter and the Capitol press corps will benefit the Simpson Street Free Press and the middle and high school students who publish news articles on a variety of platforms. **Page 2**

Discount battle dwindles

The long struggle between the newspaper industry and Valassis over special postage discounts appears to have ended with a whimper. **Page 3**



Bargain hunting

NAA's new CEO, David Chavern, reports shoppers continue to look to newspapers for the best holiday shopping deals. **Page 3**

THE Bulletin

November 23, 2015

News and information for the Wisconsin newspaper industry

Hall of Fame deadline extended to Dec. 4

Inductees will be honored in February at the WNA convention

The deadline for nominations to the prestigious Wisconsin Newspaper Hall of Fame has been extended to Friday, Dec. 4.

Since its inception in 2001, the WNA Foundation has recognized 44 individuals with this honor. The 2016 inductions will be made at WNA/AP Annual Convention and Trade Show, Feb. 25-26, 2016, at the Madison Marriott West in Middleton.

Hall of Fame nominations may include anyone, living or deceased, who has contributed above and beyond the call of duty to newspapers and newspapering in Wisconsin. This includes publishers, editors, reporters, photographers or

any other newspaper personnel who've made significant contributions to the newspaper industry. It is expected that the individual should have dedicated at least 15 years of service to newspapering. Length of service by itself, however, is not expected to be a major determinant.

With the approval of the nomination committee, Hall of Fame induction may be extended to someone outside the working industry, such as an educator, jurist, attorney or legislator. The primary criterion is exceptional service on behalf of Wisconsin newspapers. Other criteria may be established or considered by the Hall of Fame selection committee or the WNAF Board as deemed appropriate or necessary.

Read about past Wisconsin Newspaper Hall of Fame inductees [here](#).

Here's what you'll need:

1. A letter of support from the nominator
2. Basic resume of the nominee's service to the newspaper and the community
3. Two additional letters of support in addition to the nomination
4. Other materials that support the nominee's application

Nomination materials should be e-mailed to Julia.Hunter@wnanews.com.

Intern program ramping up for '16

Applications sought from students, host newspapers

The Wisconsin Newspaper Association Foundation is accepting applications from students and newspapers interested in participating in the 2016 WNAF Internship Program.

Up to eight interns will be placed at member newspapers across the state during the summer of 2016.

Schedules will vary based on the newspapers' needs, but interns will earn approximately \$3,200 for an eight-week, full-time internship.

Internships will be awarded to students enrolled in accredited colleges and universities and interested in reporting, editing, advertising, marketing, photography or other newspaper roles. Three of the eight potential internship spots will be awarded to students interested specifically in advertising and/or design. Consideration will be given to students who show professional promise and interest in a career in newspapers.

Students are asked to submit a completed application along with a short essay about their personal philosophy of journalism's role in society, published

Apply online

The WNAF will accept applications for student interns and host newspapers online. Click below to apply:

■ [Student Intern Application](#)

■ [Host Newspaper Application](#)

Public invited to 'Meet the Media'

The Milwaukee Press Club will celebrate its 130th anniversary on Thursday, Dec. 3, in style by giving southeastern Wisconsin residents the opportunity to meet and greet local media celebrities at a "Meet the Media" event.

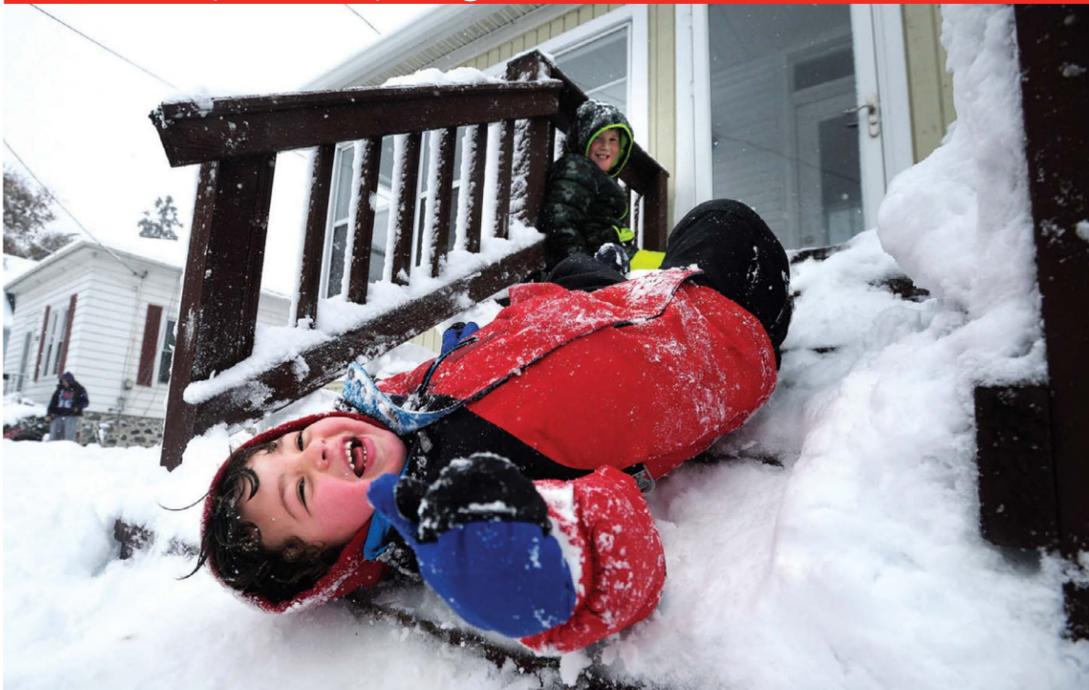
Attendees will then be entertained by more than 40 "celebrity bartenders" - professionals from nearly all of the area's media outlets, as well as various community leaders and company leaders throughout the region.

The event will take place 5-8 p.m. on Thursday, Dec. 3 at the Newsroom Pub, home to the Milwaukee Press Club located at 137 E. Wells St., in downtown Milwaukee.

The event is free and open to the public. Advanced registration is required and may be done online at www.milwaukeeclub.org. Contact Joette Richards at joette@milwaukeeclub.org with any questions or call 262-894-2224.



Member photo spotlight



Sean Krajacic photo

Luca Damato, 4, slides down packed snow on his stairs as Adam Stankus, 11, looks on. The duo was playing outside in the 5900 block of 22nd Avenue in Kenosha during the season's first snowfall. This photo appeared on the front page of Sunday's Kenosha News.

HAPPY THANKSGIVING

The staff at the Wisconsin Newspaper Association extends a heartfelt "Happy Thanksgiving" to all of our members. We are especially grateful for your friendship in newspapering and we are honored to serve you.

The WNA office will be closed for the Thanksgiving holiday beginning Wednesday at noon through Friday. We will reopen for regular business hours on Monday, Nov. 30.

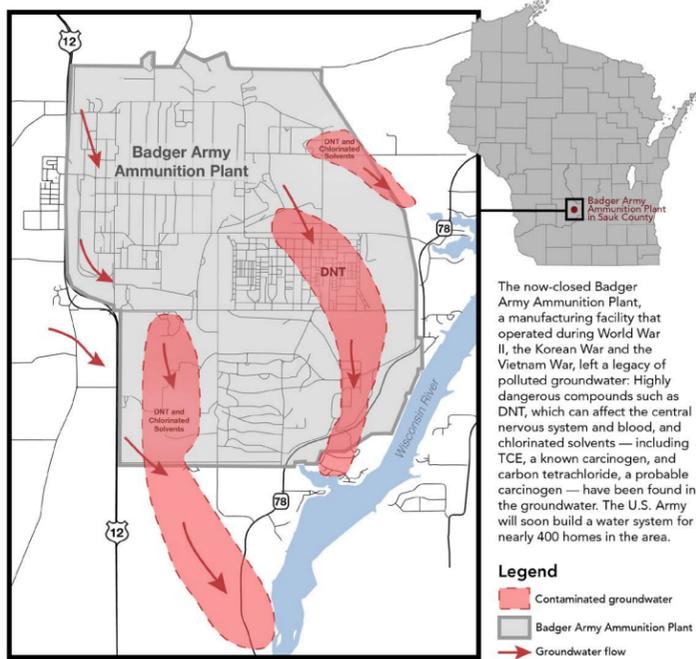
WNA members

Free content

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



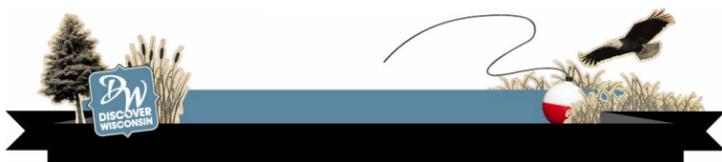
Badger Army Ammunition Plant



Credit: Katie Kowalsky/Wisconsin Center for Investigative Journalism
Source: "Alternative Feasibility Study Groundwater Remedial Strategy Badger Army Ammunition Plant," prepared for the United States Department of the Army by SpecPro, Inc., April 2011.

The Wisconsin Center for Investigative Journalism is offering the third installment in its series, Failure at the Faucet. The story examines the toxic legacy of the Badger Army Ammunition Plant that poisoned the drinking water in a scenic region northwest of Madison with industrial chemicals, some of which can cause cancer.

University of Wisconsin-Madison graduate journalism student Kathi Matthews-Risley wrote and reported this story, which recounts the history and future of drinking water for hundreds of residents around the closed manufacturing plant. Decades of toxic waste disposal have contaminated residents' drinking water and raised concerns about the long-term effects on their health.



This week's **Discover Wisconsin** offering explores the state's best holiday cheese pairings.

In his State Capitol Newsletter, **Matt Pommer** takes a look at soaring prison and correction costs and how they have pinched other budget priorities.



WISTAX Facts examines trends related to low birth weight in Wisconsin and nationwide.

Among friends

-30-

William E. Payne Jr., 77, died at Sacred Heart Hospital in Eau Claire on Thursday, Nov. 12, 2015. He was the third generation of Paynes to work at the Wausau Record Herald. Payne's wildly varied career included stints in newspaper, television and radio — he at one time owned KLEU 850 AM in Waterloo Iowa, WOKL 1050 AM and WECL 92.9 FM in Eau Claire — as well as working as a stock broker for Merrill Lynch and Robert W. Baird. [Read more >>](#)



William Payne

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.

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 - Without annoying your friends and fans

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 >>](#)

WNA online

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

WNA Wisconsin Newspaper Association
November 18 at 2:12pm · Madison, WI ·

On first reference, BYU, UCLA, LSU, UTEP, UNLV, SMU, and TCU.



AP Stylebook Declares Which College Teams Get To Go By Their Initials

I said this the last time I blogged about the Associated Press sports styles, and I'll say it again: I find this stuff fascinating, and it's my blog, so if you don't like it you...

DEADSPIN.COM | BY BARRY PETCHESKY

Like Comment Share

Doug Schneider, Kevin Hoffman and Ben Peterson like this.

Don't miss out on the conversation:

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INTERNS

Continued from front page

work samples and letters of recommendation to support their application.

HOST NEWSPAPERS

Up to eight member news-

papers will be selected to host the best and brightest internship candidates.

Selected newspapers will be provided a \$2,000 stipend and are required to contribute an additional \$1,200 toward the intern's compensation. It is suggested that interns work eight to 10 weeks on a schedule that fits

with the newspaper's temporary employment criteria.

Interested students and newspapers should submit their applications electronically by Monday, March 14.

Please contact Member Services Director Julia Hunter at Julia.Hunter@wnanews.com or 608-283-7622 with any questions.

FlashNews

Madison SPJ holiday party, raffle Dec. 17

The Madison chapter of the Society of Professional Journalists, in conjunction with the state Capitol press corps, will hold its annual Holiday Mixer and Raffle on Thursday, Dec. 17.

The event will be held from 6-9 p.m. at the Argus Bar, 123 E. Main St. All area journalists and journalism supporters are invited, and the event is free.

The party will feature a potluck meal, so please bring an appetizer, side dish, main dish or dessert to share.

Proceeds from the raffle will benefit the Simpson Street Free Press. SSFP is a Madison-based nonprofit that teaches reading, writing and critical thinking skills. Middle and high school students publish news articles on a variety of platforms.

SPJ Madison is seeking raffle items. Individuals and news organizations that wish to donate items for the raffle should contact SPJ Madison president Mark Pitsch at mpitsch@madison.com.

Industry news

Valassis postage deal goes out with a whimper

By Tonda F. Rush
Chief Executive Officer and
General Counsel | NNA

WASHINGTON—The long struggle between the newspaper industry and Valassis Inc., over the direct mail company's special postage discounts from the U.S. Postal Service appears to have ended with a whimper. In November, Valassis filed a report saying it had carried out no mailings eligible for the special discount. It announced it had paid an agreed \$100,000 penalty to USPS last September.

The tension between newspapers and its long-time insert customer began in April 2012 when the Postal Service requested a special contract rate for Valassis that was designed to pull advertising inserts out of Sunday newspapers and into a new weekend Valassis direct mail package. If the program had launched and successfully mailed 1 million qualifying mail pieces, Valassis could have earned a 22 percent

to 34 percent Standard Mail postage discount. The newspaper industry fought the proposal, even taking it to the U.S. Court of Appeals. But in the end, the market ruled.

Valassis announced it had launched programs in May 2013 in Atlanta, Phoenix and Washington. It reported mailing 2 million pieces in 2013, but that these were not qualifying pieces under the rules of the contract agreement. There were no mailings in 2014 or 2015.

NNA President Chip Hutcheson, publisher of the Princeton (KY) Times-Leader, said the \$100,000 fine was a fitting end to an unfortunate chapter.

"We want to think of this whole experience as an episode of recession fever at the Postal Service. They were facing grim markets, as we all were, and USPS was grasping at straws. The fever ignited this idea of picking winners and losers in the advertising marketplace for the sake of maybe getting in some new mail volume. We at NNA



Chip Hutcheson

didn't think it would work, and it didn't. So USPS got \$100,000, and spent unreported thousands in lawyers and analysts' time.

The newspaper industry and Valassis spent heavily to advance their various viewpoints. And in the end, there was no new mail. Newspapers were undoubtedly hurt in those test markets and Valassis couldn't come up with the advertisers.

"There is a moral to this story that every parent knows: don't play favorites in the family. No good comes of it. We are glad this chapter is over and we intend to continue to work with Valassis to develop its markets and with USPS to improve the mail. Money is tight. We need to plant our seeds where they can grow."

NAA update



DAVID CHAVERN

David Chavern is the president and CEO of the Newspaper Association of America.

Shoppers look to newspaper media for the best holiday shopping deals

The infamous day-after-Thanksgiving retail bonanza – affectionately dubbed “Black Friday” – is always a major event for newspapers. Readers look forward to the arrival of the “Thanksgiving edition” of their local newspaper, stuffed with advertisements for the best retail sales, deals and coupons. While many shoppers expanded their media consumption to embrace digital and mobile formats, the local newspaper – in print and digital form – remains unrivaled when it comes to providing discounts, coupons and information on deals being offered at retailers in local communities.

Consumer shopping and purchasing patterns have changed significantly with digital and mobile technology, increasing competition among retailers to the point that “Black Friday” deals now extend throughout November. And in fact, 40 percent of consumers report starting their holiday shopping before Halloween! (Intimidating, but true.)

“Cyber Monday” has been incredibly successful for extending Black Friday deals. Consumers are increasingly doing their holiday shopping online (46 percent of consumers plan to do their holiday shopping online this year), and online ads are a major part of the newspaper digital offering. With 24/7 access to deals for anyone with an Internet connection, the format the ad takes no longer matters, but where the consumer finds it does, and newspapers are still the most trusted source for advertising.

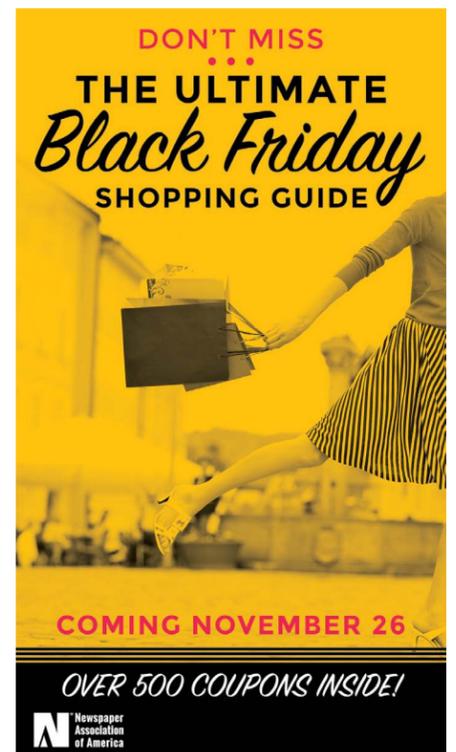
While online shopping will be strong this year, the reality is that most purchases still occur at physical stores, making the print coupon a mainstay for shoppers. Sixty-three percent of consumers rate newspapers' Black Friday editions as “The Ultimate Holiday Shopping Guide” because they focus on local offerings. These editions are often more than twice the girth of a typical paper because local businesses recognize the value of effective local media in driving traffic to stores.

Consumers want to be connected to their local retailers, especially during the holidays. Forty percent of consumers say they will seek out small businesses, just to support their community (UPS, 2015). Small Business Saturday, an annual event launched by American Express in 2010, falls on the Saturday after Thanksgiving, giving local retailers yet another opportunity to leverage the Black Friday section of local newspapers.

With industry forecasters projecting retail sales gains more modest than last year, it is critical for retailers to reach and engage interested shoppers in their communities at every opportunity. Newspaper media offer something that other media cannot; information on the places where shoppers regularly visit in-person and make purchases in their communities.

The Ultimate Holiday Shopping Guide may look different in the future as technology and consumer preferences evolve, but one thing will remain the same: local newspapers in print and digital will continue to be a trustworthy source of the best holiday deals that meet local shoppers' unique needs.

Happy Thanksgiving - may yours be filled with special family moments! And of course, on Black Friday, Small Business Saturday, Cyber Monday and all season long, happy shopping!



The Newspaper Association of America is offering its members resources for promoting newspapers as “The Ultimate Black Friday Shopping Guide.” Find this house ad, talking points and more [here](#).

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.

Member exchange

Help Wanted

Staff Photographer – The Watertown Daily Times, a five day a week publication, is seeking a full-time photographer. The position is available immediately. The work includes finding and taking just the right photo each day that can be featured on the front page, take and assign other photo opportunities as they come up, toning, cropping, formatting and placing all photos on the proper pages and more. The successful candidate will also be able to write stories illustrated with photos and cover breaking news as needed. Familiarity with Photoshop, InDesign, Mac computers, digital photography and social media options all pluses. Candidates should have a journalism degree or one closely related to journalism. Interested candidates can send a cover letter, resume and clips to: toms@wdtimes.com. They can also be sent to Managing Editor, Watertown Daily Times, P.O. Box 140, Watertown, WI 53094-0140. (1215)

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.

Candidates should submit a resume, a cover letter detailing their experience and interest in digital media, links to relevant work and experience, and (optional) written descriptions explaining the success of and experiences creating the work provided.

Apply online at www.rivervalleynewspapers.com. 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 reim-

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.

bursement

- 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@bannerjournal.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 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)

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 5 clips and references to:

Columnists/exchange

Writing Matters



JIM STASIOWSKI

Jim Stasiowski, a managing editor at the Rapid City Journal, welcomes your questions or comments. Call him at (605) 716-0981 or write to 1122 City Springs Road, Rapid City, S.D., 57702.

A scene from one of my long walks

Ahead of me 10 paces on the sidewalk was a cylinder, flesh-colored. As I got near it, I wondered: Could it be a human finger? When I got there, I realized it was a bandage, perfectly rolled, that recently fit on someone's damaged finger, but I couldn't just let that thought sit there. I wondered: If it were a finger, and I found it, what would I do? I'm a journalist, and a found finger is a story. But I'm not supposed to be part of a story. So: Would I - should I? - call the cops? Or should I knock on the door of the nearby house, show the resident the finger and ask him (her) to call 911, so I could be merely the reporter?

What if the resident answers, and it turned out he (she) was a sadist who cut off his (her) sister's (brother's) finger in a family squabble? What if a kid came running out and picked up the finger, then sprinted around, showing it off to other kids in the neighborhood?

I have a restless mind. No situation, big or small, escapes my constant mental flipping, like an eternally not-quite-ready hamburger on a grill. I see or hear or smell something, and I have to walk it forward (or backward), run it through a cornucopia of possibilities, until it makes some sense.

Every successful journalist has his or her own key practice that boosts his or her reporting from the obvious to the "Geez, I wish I had thought of that." I've always considered my restlessness my key. I don't like to see, then write; I want to take the thing, whatever it is, apart and weigh it, test it, evaluate it, even project it.

Sixty yards later, I saw a woman leave a ground-level apartment unit. She was scowling, an unusual face on a woman who was walking two small, playful, fluffy dogs. She saw me, then went back to the apartment's front door. She stuck her head inside. I heard her say something loudly, then she bounded out across my path and into a park across the street.

Turmoil had occurred inside the apartment. She had argued with her husband, boyfriend, sister, someone. When she got to the playground equipment in the park, she lifted one of the fluffy dogs into her arms. She embraced him, snuggled and smiled. She needed comforting, and the dog filled the role.

Had she been abused? Or was it just a simple quarrel, the kind friends and lovers always have?

Another few steps, and I saw three women with big hair exit a car. One was smoking a cigarette and shouting at the other two. All of them had shopping bags. It was after noon; were they sisters or friends who had shopped away the morning, then stopped for a cocktail at lunch? Now, the raw emotions that had built up in a morning together were pouring out.

I couldn't hear well enough to know the cause of the squabble, but it continued as they walked to the nearby house.

Far up the street, a black pickup pulled into the driveway of a home under construction. I wasn't paying attention at first; I assumed the two men were workers checking on the house's progress.

But then, I saw one grab a spool of something: Hose? Cable? Electrical wires?

They looked at me for a moment, then drove off. Maybe I was witnessing a crime, theft from a construction site. I memorized the license plate, in case I heard of some neighborhood crime. Not trusting my memory, I took out my cellphone and called my home phone, reciting the license plate number to my voice mail.

As I was ending my walk, I saw a woman leave her house. She walked to her car, and grabbed a gallon of milk.

Apparently, she had taken in the rest of the groceries in earlier trips. But why had she left the gallon of milk? It was a warm day for late October, and milk had to be among the most perishable of grocery items. Why was it not first?

None of that walk's encounters was important from a news standpoint. But my constant analysis, looking for patterns or meanings or motives, has become my reporting crutch. I rarely get an actual story on my daily walks, but I keep myself sharp, in practice for the next time I have to chase something of substance.

THE FINAL WORD

I am starting a collection of words that disqualify a quotation. If a new CEO says he or she is "excited" to be joining the company, that quotation won't be in my story.

Another disqualifier is "interesting." As Mr. Bishop, my favorite high school English teacher, once said, "If someone says 'interesting,' it almost always means the opposite."

And don't get me started on "awesome."

EXCHANGE

Continued from page 4

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 walker@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, mtmclone@gmail.com.

Publishing for sale

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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