



Your Right to Know

Wisconsin Freedom of Information Council Co-Vice President April Barker explains "open data" the practice of releasing huge quantities of information in electronic form for other public purposes. **Page 3**

Volunteer to educate seniors about healthcare fraud. Call (800) 488-2596, ext. 342 or email jsteinke@cwag.org.



New PSAs available

The Wisconsin Newspaper Association has partnered with Wisconsin Senior Medicare Patrol to assist in outreach efforts to detect Medicare fraud. A new set of public service advertisements are available. **Page 3**

THE Bulletin

December 7, 2015

News and information for the Wisconsin newspaper industry

Open Government

AG: Office fulfilling more records requests in less time

DOJ mum on potential suggestions to modify records, meetings law

The average response time to requests for public records in the Department of Justice has fallen from 59 days to 20 days since 2014, Attorney General Brad Schimel reported on Tuesday.

The attorney general noted the statistic in a press release marking six months since the opening of the Office of Open Government, when the DOJ reorganized its open records personnel and streamlined the process for responding to requests.

"I am pleased to tell you we have made great strides in the last six months to ensure that open and transparent government exists in our state," Schimel stated in the press release. "We have a team dedicated to maintaining open and transparent government for the benefit of all Wisconsin citizens."

In addition, the DOJ noted the average response time

has dropped further to 16 days since the Office of Open Government opened in June. Meanwhile, the number of open records requests has increased from 486 through all of 2014 to 701 requests so far in 2015. It also marks an increase from 289 annual open records requests since 2010.

According to the DOJ, the Office of Open Government is responsible for:

- Interpretation and application of open meetings law, public records law and other statutes and rules related to open government
- Development of open government policies and protocols
- Custodial services for DOJ records and responses to records requests
- Expert legal counsel to DOJ executive leaders and



Brad Schimel

clients on open government issues and citizens complaints. Schimel also touted the Open Government Summit his office hosted in July, a day-long event dedicated to discussing the state's public records and open meetings laws. Since the summit, "Schimel and his team have continued the dialogue on updating Wisconsin's open meetings and public records laws and remain optimistic that they will have suggestions ready to forward on to the Legislature in the near future," according to the press release.

Anne Schwartz, a spokesperson for the attorney general, declined to outline the possible recommendations. "After the Attorney General's Open Government Summit, we asked participants to get back to us with suggestions for legislation, fixes, etc.," Schwartz said. "We received a few responses, but we're not prepared right now to discuss specifics. We're hoping to get a smaller group of the summit participants together to home in on legislative issues."

By the Numbers

Average time to close a DOJ public records request:

89 days
2010

94 days
2011

64 days
2012

44 days
2013

59 days
2014

20 days
2015

Source: Wisconsin Department of Justice

Senators support iPOST Act

Bill would measure rural delivery, stop USPS plant closings

Legislation to provide the U.S. Postal Service with the ability to continue to restructure without diminishing mail service is critical in the 114th Congress, as a slow economy and electronic diversion change the mail. That is why the National Newspaper Association welcomed the support of Sens. Jerry Moran, R-Kansas; Roy Blunt, R-Missouri and Claire McCaskill, D-Missouri, as they signed onto S. 2051, the iPOST Act introduced this year by Sen. Tom Carper, D-Delaware.

The bill gives USPS financial relief without a taxpayer bailout by enabling postal retirees to tap into the already-funded Medicare benefits; offers mailers rate relief by freezing postage rates until 2018; requires USPS to measure on-time delivery of rural mail and protects rural communities from more closings of mail processing plants for two years while experts determine how to right-size USPS for the mail stream of the future.

NNA Government Relations Chair Andrew Johnson, publisher of the Wisconsin Free Press Group in Mayville, Wis., said he sees hopeful indications that Congress will finally pass a postal reform bill this year.

"We are witnessing that rarest of occurrences in Washington. Everyone is coming together to do something for the good of the nation, particularly rural America," Johnson said. "... Adding Moran, Blunt and McCaskill to the list of supporters demonstrates that this issue is a bipartisan one and that Congress can avoid the usual snarls on Capitol Hill to get the job done. We would like to see all senators recognize the common sense in the essential provisions of Carper's proposal."



Andrew Johnson

Nominations being accepted for Shadid Award for Journalism Ethics

The University of Wisconsin-Madison's Center for Journalism Ethics seeks nominations for the 2016 Anthony Shadid Award for Journalism Ethics.

Nominations are now being accepted for ethical decisions in reporting stories in any journalistic medium, including, print, broadcast and digital, by those working for established news organizations or publishing individually. Individuals or news organizations may nominate themselves or others.

The award includes a \$1,000 prize and travel expenses to accept the award and discuss the reporting at the center's annual conference in Madison on April 29, 2016.

The award focuses on current journalism and does not

Previous Winners >>

- 2015 award: [David Jackson](#), [Gary Marx](#) and [Duaa Eldeib](#), [Chicago Tribune](#)
- 2014 award: [Adam Goldman](#), [Matt Apuzzo](#) and [Ted Bridis](#), [Associated Press](#), [Washington, D.C.](#)

include books, documentaries and other long-term projects. Entries should involve reporting done for stories that were published or broadcast in 2015. Judging committee chair

Jack Mitchell said this award differs from other journalism prizes in its emphasis on ethical decision-making.

"We seek outstanding reporting, of course, but will make our selection on how thoughtfully reporters and editors dealt with the ethical dilemmas they encountered in doing that reporting," Mitchell said.

A graduate of UW-Madison, Shadid died in 2012 while crossing the Syrian border on a reporting assignment for The New York Times. He won two Pulitzer Prizes for his courageous and insightful foreign correspondence. Shadid sat on the center's advisory board and strongly supported its efforts to promote public interest journalism and to stimulate discussion about

journalism ethics.

For more information on the nomination process, visit the Center for Journalism Ethics [website](#). Nominations are due Feb. 1.

For information about the annual conference, which will focus on race, ethnicity and journalism ethics this year, visit the [conference website](#).

Founded in 2008, the mission of the Center for Journalism Ethics is to encourage the highest standards in journalism ethics worldwide. We foster vigorous debate about ethical practices in journalism, and provide a resource for producers, consumers and students of journalism. We honor the best in ethical journalistic practice and will not hesitate to call attention to journalistic failings.

Member News

Among Friends

Banner Journal, Black River Falls

The Banner Journal in Black River Falls bid farewell to reporter Ryan Spoehr at the end



Ryan Spoehr

of November. Spoehr is returning to his hometown area where he will be assuming a senior reporter position with the Dodge County

Pionier, a weekly newspaper based in Mayville.

Spoehr joined the Banner Journal staff in March 2014.

Washington Island Observer

The Washington Island Observer launched an e-edition version of the newspaper on Nov. 12. The e-edition is being made available to all subscribers at no additional cost.

The newspaper, circulation 1,200, reports 30 subscribers have obtained access to the e-edition, which can be

viewed on desktop and laptop computers, tablets and smartphones.

The Highlander, Mequon

Rachel Rauch, a teacher at Homestead High School in Mequon, has been named a 2015 "Distinguished Adviser" by the Dow Jones News Fund.

Rauch has been teaching for 19 years and is in her fifth year as adviser to the Highlander student newspaper. She was also honored with the 2015 Kettle Moraine Press Association Newspaper Adviser of the Year Award.

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SPJ holiday party Dec. 17

Nearly \$800 in prizes for raffle to benefit Simpson Street Press

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., just a block off the Capitol Square in Madison. All area journalists and journalism supporters are invited, and the event is free.

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

Prizes include:

- \$130 in gift certificates for Madison Originals restaurants, courtesy SPJ Madison
- Two UW-Madison hockey tickets with access to a suite, Madison in Focus photography book, and a Phil Hands cartoon 2016 calendar



(\$150 value) courtesy

- Wisconsin State Journal
- Two tickets to an American Players Theatre production and Book of Lore (minimum \$110 value), courtesy, American Players Theatre
- Two Isthmus Beer and Cheese festival tickets (\$100 value), courtesy Isthmus
- WKOW gift package, including Bucky Book and Chula Vista gift certificate (\$80 value), courtesy WKOW
- \$50 Brocach gift certificate, courtesy WORT
- Wisconsin Public Television DVD package (\$40 value), courtesy WPT
- Karben4 variety pack-

age, including growler, growler fill, t-shirt, pint glass (\$40 value), courtesy Karben4

- 6-pack of craft beer curated by Beer Baron Chris Drosner (\$40 value), courtesy Chris Drosner
- Signed copy, "Once in a Great City: A Detroit Story" by Madison author David Maraniss (\$35 value), courtesy SPJ Madison and David Maraniss
- Coffee and mugs (\$20 value), courtesy Dee J. Hall

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.

NAA fighting for tax deductions

The IRS is proposing a change to its rules to determine who the taxpayer is under Section 199 of the Tax Code for the purpose of claiming a deduction for printing and other manufacturing costs. NAA has long argued for the manufacturing deduction and successfully fought to have advertising revenue included as an integral part of the income that would qualify for the deduction, as it is "inextricably linked" to the newspaper product.

On Nov. 25, NAA filed comments with the IRS urging the agency to recognize the newspaper as the "owner" of the product - and the beneficiary of the deduction - even if the printing of the newspaper or advertising inserts are done by a third-party contractor.

Importantly, NAA also raised with the IRS the need for an extension of this deduction to the digital display and distribution of newspaper media. As the newspaper industry moves forward with

digital and mobile products to provide news and information to consumers, the Tax Code should follow. Nearly all of the 1,331 daily newspapers offer digital subscriptions that generates revenue to fund journalism in local communities. NAA believes this revenue, as well as revenue from digital advertisements, should be treated as qualified production income under current law.

To read NAA's filing, [click here](#).

Free Content

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



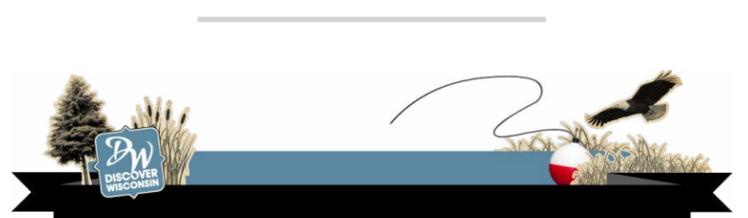
Mike De Sisti | Milwaukee Journal Sentinel

Claudiare Motley still has scars on his neck after a teen shot him on June 21, 2014, during an attempted carjacking. Motley estimates the resulting medical bills, lost wages and travel costs for medical appointments and court hearings have cost him about \$80,000 out-of-pocket. Motley is pictured here in downtown Milwaukee on Oct. 14.



The Wisconsin Center for Investigative Journalism has made available, for free use, a story examining the high cost of gun violence to victims and Wisconsin taxpayers, a tally that Mother Jones magazine has pegged at \$29 billion each year in direct and indirect costs, including incarceration, medical bills and lost income.

The story by Center reporter Sean Kirkby tallies the cost of gun violence to Wisconsin and its residents through the lens of a single 2014 shooting in Milwaukee that will cost the victim and state taxpayers at least half a million dollars.



This week's **Discover Wisconsin** offering features 11 unique gifts with a Wisconsin theme, ranging from gift baskets and coffee to T-shirts and books.

In his State Capitol Newsletter, WNA columnist **Matt Pommer** explores the issues behind our pothole problems on Wisconsin roads, including who should be held accountable. 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.



Matt Pommer



WISTAX Facts tracks participation in Wisconsin's open enrollment program, which allows public school students to attend the public school district of their choice.

Member News

Your Right to Know is a monthly column distributed by the Wisconsin Freedom of Information Council, a non-profit group dedicated to open government. April Barker, the Council's co-vice president, is an attorney with Schott, Bublitz & Engel of Brookfield.

Your Right to Know



APRIL BARKER

Open the door to open data

Scott Resnick, a former Madison alderperson, is proud of the work he's done to advance the cause of open data. In 2012, the city enacted what he says was only the second open data ordinance in the country.

Open data is the practice of releasing huge quantities of public information in electronic form so it can be put to other public purposes. Governments, citizens, companies or others may then discover ways to use the data to create technological applications or to identify public issues that should be addressed.

While the concept sounds tech-heavy, the potential applications of open data span any number of real-world applications. For example, in Madison, Resnick says, a "bus radar" application designed by a university student allows would-be riders to track the location of a bus in real time, making it easier to avoid missing the bus.

The city of Madison's open data initiative also led to de-

velopment of an "adopt a fire hydrant" app that encourages citizens to locate and shovel out fire hydrants nearest them, Resnick says.

Nationally, the open data movement has increased access to geographic and weather data. Another "hot topic" in open data, Resnick says, is tracking police-related shootings and ensuring that data is standardized so that meaningful comparisons can be made.

Open data is popular among a new generation of virtual volunteers, including what Resnick refers to as "civic hacking groups." Businesses are also prolific users. Resnick, who serves as chief operating officer of a private company, sees both as "a worthy use of government resources."

Some companies use the data to improve public health, Resnick adds, noting that a private California-based company has developed an application that works with local fire departments to locate the nearest

hospital for individuals in need of CPR. While the company is for-profit, Resnick notes, "their goal is to save lives."

And while some companies may offer services derived from open data for a charge, Resnick says that when those companies compete with others who offer the services for free, "almost always, the free one has won out."

Critics complain that open data only showcases data that government agencies choose to share, not more controversial records and information. But Resnick calls open data a "first step" that reinforces positive attitudes within government toward publicly releasing data. (He stresses that government should be careful to consider individuals' privacy when releasing data.)

With so much broad-based support for open data, those who seek to promote transparency in government need to be part of the conversation as it moves forward.

New Medicare Patrol ads available

The Wisconsin Newspaper Association has partnered with Wisconsin Senior Medicare Patrol (SMP) to assist its outreach efforts to detect Medicare fraud in the state.

WNA is distributing news releases and public service advertisements, requesting members run the releases and place the ads as space is available. A new set of ads is now available for download ([color version](#)) ([black and white version](#)).

Thank you to the newspaper editors who have chosen to run the releases and public service advertisements.

Please consider printing and posting this and future SMP releases to inform your readers about the programming available to seniors and caregivers.

Never give out your Medicare number over the phone or at the door.

Medicare doesn't make sales calls. Don't give your information to strangers.



Paid for in part by funding from the U.S. Administration for Community Living.

WNA Online

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

Wisconsin Newspaper Association
December 4 at 2:11pm · Madison, WI · Edited ·

"Journalists should feel free to investigate stories when and where possible. They need to minimize harm in their reporting, however. Walking into a building and live broadcasting the pictures, addresses and other identifying information of children or other people who may have no involvement in the story does not represent best and ethical practices." - Society of Professional Journalists



Statement from SPJ Ethics chair regarding journalists entering San Bernardino shooters'...

The Society of Professional Journalists is the nation's most broad-based journalism organization,...

SPJ.ORG

Like Comment Share

Wisconsin Newspaper Association
December 2 at 9:51am ·

What a great idea! Tell us why you #LoveMyNewspaper. <http://twitter.com/Poynter/status/672105515879694336>



Poynter on Twitter

"A PR guy got sick of people complaining about journalism <https://t.co/gwkuh30C9N> so he started #LoveMyNewspaper"

TWITTER.COM | BY POYNTER

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Don't miss out on the conversation:

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



About The Bulletin

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

Contact

Visit us at: 34 Schroeder Court #220, Madison, WI 53711

Phone: 608-283-7620 or 800-261-4242

Fax: (608) 283-7631

Office Hours: 8 a.m. - 4:30 p.m.

WNA Staff

Executive Director

Beth Bennett
608-283-7621

Beth.Bennett@wnanews.com

Member Services Director

Julia Hunter
608-283-7622

Julia.Hunter@wnanews.com

Communications Director

James Debilzen
608-283-7623

James.Debilzen@wnanews.com

Media Services Director

Denise Guttery
608-283-7630

Denise.Guttery@wnanews.com

News Tracker Team Leader

Dianne Campbell
608-283-7625

Dianne.Campbell@wnanews.com

Search Technician

Ruzica Dzanic
608-283-7626

Ruzica.Dzanic@wnanews.com

WNA Office Coordinator

Daryl Blumer
608-283-7620

Daryl.Blumer@wnanews.com

Sales and Marketing Director

Susan Patterson Plank
800-227-7636 ext. 140

spattersonplank@cnaads.com

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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.

Columnists

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.

Get Your Classified Revenue Above Budget

Wednesday, Dec. 9 – 2 p.m.

Where will the growth in classified ads be in 2016. Where will the challenges come from? This webinar will take a look at what's ahead in the coming year for all the major categories: Employment, real estate, auto, obits and legals. Learn what your newspaper has to do to maximize revenue from these categories in the 2016 economy. With Janet DeGeorge, President, Classified Executive Training & Consulting. [Register >>](#)

Unleashing the Power of Data

Thursday, Dec. 10 – 10:30 a.m.

This session will provide a roadmap for implementing data-driven operations at your organization. How to get started with data. How to use demographic data. How using data can save marketing money for your organization. It will also include ways to avoid veering off the data road by getting lost in reports or overwhelmed with the information you unleash. With Kerry Turner, Audience Development Director, Hearst Connecticut Media Group. [Register >>](#)

Using Alternative Story Formats

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 >>](#)

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

Who gets it right? In 2015, I visited a lot of successful papers

I've been training and advising newspapers for 21 years, every since Larry Smith asked me to come look over his operation in LaFollette, Tennessee back in 1994. I worked with more than 100 papers in my travels this year, not counting the thousands of papers that attended conferences and training events I led.

That's a lot of years and a lot of papers, and in that time I've come to recognize the traits that correlate with success. I don't have to spend very long at a newspaper office to tell you how they're doing in terms of circulation, readership, ad sales and profits. No one has to tell me. There are qualities that lead to successful newspapers, and without them it's a good bet that there are some problems in one or more of those four areas.

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.

Is that comma necessary?

As I sit here writing this, I wonder what other people are doing, on Thanksgiving Eve.

You ... you noticed, didn't you? That time element at the end is ambiguous.

What does it mean? And is that comma necessary?

Depends.

Am I "writing this ... on Thanksgiving Eve"? Or am I wondering "what people will do on Thanksgiving Eve"?

Ah, Thanksgiving, that most American of holidays (if we ignore the 4th of July, Presidents Day, Martin Luther King Day, Veterans Day, Memorial Day, Labor Day, Columbus Day, VE Day, VJ Day and my birthday) also is the topic of Today's Stretched Metaphor: the sentence as Thanksgiving Day dinner.

When we put words together in what we call a sentence – subject, verb, object, et al. – we are arranging the dinner seating arrangement of the large family. Subject and verb (mom and dad) are side-by-side, but what about the others?

Well, if we just kind of mash them all together (like the potatoes), yeah, that'll work, but it also may place Uncle Mort right next to Aunt Millie, and the two of them haven't spoken since the 1954 World Series.

So we're more careful than that. The best move is to place Uncle Mort next to your nephew's cute blond girlfriend

Tech News



KEVIN SLIMP

I could have listed fifty newspapers in this column, because I ran into a lot of papers that are doing things right in 2015. And it's showing in their numbers. Due to space limitations, here are a few that stood out in my memory:

The Community News & The Wellington Advertiser

Fergus, Ontario

I spent two days with the staff of this community paper located 45 minutes from Toronto. It didn't take me long to realize that this group does a lot right.

Dave Adsett is one of my heros. Cutting isn't in his vocabulary, and while other papers in his area have cut pages and staff, leading to decreas-

ing circulation, Dave's papers have done the opposite, with the opposite results.

Here's what Dave told me: "We make a good living and are interested in the long game, rather than managing by a month or quarter. We have also continued to hire staff and grow our business, as opposed to making cuts to achieve bottom line results."

The Standard Banner

Jefferson City, Tenn.

"The work ethic of our staff and their dedication to excellence are the two keys to our success," Dale Gentry told me, as we discussed the secrets to his newspaper's success. "We work hard to cover, and serve, our community well – whether it's in the quality of our writing and photography, the effectiveness of our ads,

the excellence of our final printed product, or the service we provide to readers and customers."

The Piedmont Shopper

Danville, Va.

I got to know the folks in Danville after receiving a frantic call about ads printing wrong. It took a little geographic magic, but I made the six-hour journey to Danville on my way to Minneapolis, where I was speaking the next day at a convention.

Kathy Crumpton is the publishers of The Piedmont Shopper. She explains their success like this: "Over the past 15 years, we've been blessed to establish relationships with our readers and advertisers that go beyond newsprint. That relationship with our community led us to see the need for our other publications: a monthly paper delivered to all public and private schools, free to the students and staff, and Red Bird Times, which serves the other end of our readership spectrum, and is enjoyed by seniors 50 and "wiser." No matter which of our publications you pick up, you'll find the same commitment to serving our community."

See **SLIMP**, Page 5

Writing Matters



JIM STASIOWSKI

(Morty loves to flirt, and the frightened, overwhelmed girlfriend is nice to everyone), and Aunt Millie next to cousin Rick, who can listen endlessly to anyone, provided he can reach the wine bottle.

Sentences should not be mere collections of words that pass along information; they should be painstakingly composed so as to be both clear and thought-provoking.

Here's one I saw recently: "The students were in Paris to study art when the terrorists attacked."

Almost certainly, readers will know what that sentence means. But just as my lead sentence has that pesky comma, the "students were ..." sentence has a flaw of placement.

"... (T)o study art when the terrorists attacked" can be interpreted to mean that the students timed their art-study trip to coincide with the terrorists' attacks. Of course, every reader with any logical awareness will dismiss that possibility as folly and grasp the sentence's intended meaning.

But why should we accept a flawed sentence when simply moving one element – "Um, excuse me, Uncle Mort, would you mind changing places?" – solves the problem and makes us look at least competent?

"When the terrorists attacked, the students were in Paris to study art."

The guideline: A time element ("When the terrorists attacked ...") almost always modifies a verb. By placing a verb, "to study," between "were" and "When the terrorists attacked," we remove the intended direct connection between the time element and "were."

When the time element is placed sloppily, we writers show we're not really paying attention. Whenever possible, place the time element directly before or after the verb or subject-verb combination.

Here's another Mort-Millie faux pas: "He is accused of beating two playmates up."

Again, the meaning is clear. No reader is going to think that "He" so pummeled the playmates that they went "up," as in ascended into mid-air.

But "beat up," like "hold on," is a combination known as a verb ("beat") and its tail ("up.")

Whenever possible, we unite verb and tail, so "... of beating up two playmates" is preferable.

Here's a Mort-Millie that has become epidemic: separating an antecedent and its pronoun. A simple example: "The City Council passed the law in

Detroit that eliminates stop-and-frisk by police."

The pronoun "that" takes the antecedent "law," but a careless reader could read: "... Detroit that eliminates ..."

So, no harm, no foul there; again, readers understand. But why not merely rearrange: "The Detroit City Council passed the law that eliminates ..."?

But the misplacement gets a lot worse when several words intervene, as in: "Malone's foundation donated money to the beleaguered museum that allowed the doors to stay open when the payroll cash ran out."

See the ambiguity? Was it the "money ... that allowed the doors to stay open," or the "... museum that allowed the doors to stay open"? Considering how the sentence ended, it seems the former was intended, but the placement of "that" in front of "museum" creates an ambiguity.

Better: "... foundation donated money that allowed the beleaguered museum's doors to stay open ..."

There is always a way to rearrange a sentence's elements.

So let's do that with this column's opening sentence: As I sit here writing this on Thanksgiving eve, I wonder what other people are doing. It's slightly clearer, which is a worthwhile goal.

THE FINAL WORD

If I told you the past tense of "pay" was "payed," you'd assume I had abandoned all principles of literacy.

Not so fast. Yes, "They paid their rent on time" still is correct, but when we're writing about gradually letting out rope or cable, we would write, "They carefully payed out the rescue line."

Free Member Exchange

Help Wanted

SPORTS ASSISTANT – The Wisconsin State Journal is seeking a reliable, motivated, outgoing person to take scores, statistics and highlights over the phone, fax and email on high school, college and recreational sports. Sports knowledge is a requirement. Hours are generally in the evening, in shifts of up to four hours, three or four days per week. Expect to work every Friday night during the fall and winter seasons; there will be regular Saturday work, too. No shifts will run later than midnight; most will end at 11 or 11:30 p.m. Hours will decrease quite a bit in the summer. Typing, grammar and spelling skills are absolutely vital. This entry-level position also requires Web-based data entry and, in time, might lead to writing and editing opportunities in the sports department. We offer a strong team environment and emphasize growth and training opportunities whenever possible. Sports Assistants gain experience using PointsLocal, TownNews CMS, Twitter, the Microsoft Office suite and other practical newspaper and Internet applications. Applicants with a valid driver's license, a good driving record and their own personal vehicle are preferred. Compensation is \$9.00/hr. To apply go to lee.net/careers/ and search for Wisconsin State Journal using the location search menu. Applications will be accepted until December 15, 2015. This is a part-time hourly position. Wisconsin State Journal, 1901 Fish Hatchery Road, Madison, WI 53713. Affirmative Action/Equal Opportunity Employer. Pre-employment drug testing applies. (1215)

NEWSPAPER PAGE DESIGNER – Lee Enterprises is seeking a designer to work at its remote design center in Madison, Wis. to produce designs and products for publications in a 365 day-a-year environment with an emphasis on meeting tight deadlines, following process efficiencies and troubleshooting issues. This position will produce pages for newspapers throughout the United States. You will produce assigned pages from provided plans and budgets, manage work and plate flow to meet assigned deadlines for multiple

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@inanews.com

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

Submit your resume

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

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

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

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

editions and publications. You will work with outside editors to ensure pages meet their expectations. Knowledge of Adobe InDesign CS5 or comparable skill is required. Must be able to effectively communicate with internal and external customers as well as coworkers and management. In this position you must be willing to work a varied schedule with night hours. This is a full-time hourly po-

sition. To apply go to lee.net/careers/ and use the location search menu and select Capital Newspapers. You can also apply directly at <https://app.jobvite.com/?cj=ogQJ1fwK&s=url>. 2001 Fish Hatchery Road, Madison, WI 53713. Equal Employment Opportunity/Affirmative Action Employer. Pre-employment drug testing applies. (0101)

PROOFER/COPY EDITOR – Come join our fun-loving team of over-achievers at COLE Publishing as a proofer/copy editor and you'll learn that reading about water and wastewater every day can be extremely rewarding. If not for the content, at least the company you'll keep while doing it. Absolutely no telecommuters will be considered – if we have to be here, so do you. This position is a full-time opportunity in our Three Lakes, Wisconsin office. This job requires tremendous attention to detail while maintaining a certain level of flexibility. Must be able to function in a deadline-driven, detail-oriented environment. Ability to prioritize and multitask is a must. Knowledge of AP Style is required. Degree in either English or Journalism is preferred, but relative work experience will be considered in place of 4 year degree. Ideal candidate has a BA in Journalism or English and 1-3 years experience as a copy writer, editor or proofer. E-mail Ann Richmond with your cover letter and resume: ann.richmond@colepublishing.com with "Proofer/Copy Editor – BSM" in the subject line. (1229)

DIGITAL AND NICHE PRODUCTS ADVERTISING SALES SPECIALIST – Wolf River Media, L.L.C. has an opening for a digital and niche products advertising sales specialist. The successful candidate will have one to two years of sales experience, demonstrating the ability to develop strategies and sales plans which lead to the attainment of sales goals. Experience in ad sales preferred. This individual must also possess good communication and presentation skills, a valid driver's license, and proof of insurance. Compensation includes a base salary and a performance-based bonus opportunity. Additional benefits include 401k, vacation, dental, and life insurance. Wolf River Media, L.L.C. is committed to diversity and proud to be an EO employer. Email resume to rbakeberg@wolfrivermedia.com or mail to Human Resources 1464 E. Green Bay St. Shawano, WI 54166. (1229)

EDITOR – The Fennimore Times is seeking an editor. The successful candidate must be self-motivated, resourceful, enjoy both reporting

and writing and be able to perform different aspects of the newspaper business, including, but not limited to photography and page design. Experience in Mac computers, InDesign and SLR digital cameras preferred. Communication and organizational skills a must. Some evening and weekend work is required including municipal meeting coverage, sports and other events. A college degree in journalism is required. Candidate must have a valid driver's license with a good driving record and proof of insurance and own transportation. Competitive salary and benefits offered. Please send resume to: Fennimore Times, P. O. Box 177, Fennimore, WI 53809 or email jinge@tds.net. (1228)

ASSOCIATE EDITOR – The Portage County Gazette has an opening for an Associate Editor. Coverage includes local government, events and features. Evenings and some weekends may be required. Candidate must know how to conduct interviews and have some photography skills. Previous experience preferred. No health insurance. Send resume to: Nate Enwald, Portage County Gazette, PO Box 146, Stevens Point, WI 54481 or email nenwald@pcgazette.com (1228)

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)

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SLIMP

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Hmm. I'm starting to notice a trend among successful newspapers with that "serving community" thing.

Sauk Centre Herald

Sauk Centre, Minn.

I considered several newspapers in Minnesota for this column, but limited myself to two. One is the Sauk Centre Herald. You might remember the column I wrote about my experience with Dave's staff while visiting in November.

Dave had this to say about the Herald: "Respect is a key word for us: Respect for readers, advertisers, staff and competitors. We've always embraced technology and innovation. We try to tell the human drama which can be many things from tragic deaths to losing the state high school basketball game to funny stories from an old timer or a hog that escaped the meat packing plant and ran down Main Street.

Dave's staff is larger than many daily papers I visit, and the payoff is in seen in their success. Large readership base, quality journalism and success in the bottom line.

That seems to be another quality that correlates with success at newspapers: Rather than cutting staff to the bone, they seem to maintain their staffs, leading to greater readership and ad sales.

Hood County News

Granbury, Texas

Every so often, I'm invited to visit Granbury, Texas, a town of roughly 10,000 folks located just southwest of Fort Worth. It was in Granbury that I trained the first newspapers outside of Tennessee to use the PDF method to print their pages 20 years ago.

It's no surprise that newspapers like Hood County News are successful. As you walk throughout the building, you sense the pride the staff takes in putting out a good newspaper. It's local. All local.

Publisher Jerry Tidwell has always believed in quality, and brings in

trainers and experts on a regular basis. It shows. Unlike some papers, the building isn't near-empty. There's a lot going on. And it all starts with the publisher.

Interesting. That's another quality that seems to correlate with successful papers: An engaged publisher who knows and cares about his/her community and staff.

Kanabec County Times

Mora, Minn.

I've liked Wade Weber, publisher, since I first met him years ago, when he invited me to train the staffs of his papers in Central Minnesota. Since then, his papers have grown, and so have his staffs. In addition to his paper in Mora, Wade has publications in Pine City, Cambridge, White Bear Lake and Grantsburg, as well as the Amery Free Press in Northwestern Wisconsin.

There's no feel of "centralization" in Wade's papers. He told me, "Even though we are a group of newspapers, each location focuses on its own community. We are very focused on being local, in both advertising and in news

content."

Hmm. There's that "local" thing again. I'm starting to believe that really does make a difference.

I could have mentioned so many other papers. The Akron (Iowa) Hometown-er, for example, or the Cresco (Iowa) Shopper. I wouldn't normally mention a pure shopper in my list, but Peggy and John Loveless keep a real community focus to their publication. As John told me about a major national newspaper group that offered him a tidy sum for his paper, I was so inspired when he said, "I didn't want it to lose the community feel."

I was also inspired in 2015 by a new generation of publishers and newspapers. Mark Fortune comes to mind, starting a successful new weekly in Ohio. There's Michelle Van Hee, who publishes the newspaper in Madelia, Minnesota. The list could go on.

There are a lot of newspapers out there doing things right. Due to space limitations, I'll stop there. But believe me, this list could go on for several pages.

Free Member Exchange

EXCHANGE

Continued from page 5

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 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@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. (1228)

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 (1228)

Seeking Work

Posted November 2015

Phillip A. Humphries – General assignment reporter, multi-media journalist, columnist

Posted July 2015

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

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.

Wisconsin's Business is Your Business

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www.wisconsinpublicnotices.org

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