



See you in Madison!

Mark your calendars. 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. We look forward to seeing you there!



Pumarlo: Stay relevant by being accessible

A newspaper's credibility is directly linked to its ability to identify, collect and report the relevant community news. Then why do so many newspapers make it so difficult for readers to connect with reporters? **Page 3**

THE Bulletin

December 14, 2015

News and information for the Wisconsin newspaper industry

More sessions, big names for annual convention

Plan to learn and network in Madison Feb. 25-26, 2016



The 2016 Wisconsin Newspaper Association/Associated Press Convention and Trade Show returns to Madison in February with a renewed emphasis on educational sessions and top-notch speakers.

We've listened to your feedback and made several adjustments to the convention program this year, including an expanded training lineup, a shorter awards ceremony, a career fair, the return of the "Wall of Wine" and much, much more.

The convention will be held Thursday and Friday, Feb. 25-26, 2016 at the Madison Marriott West in Middleton with sessions intended to appeal to all parts of the newspaper industry. There will also be a learning track geared for college students, hosted in conjunction with the new Wisconsin College Media Association (WCMA).

SPEAKERS

Our keynote speaker will be **Terry Anderson**, the former AP chief Middle East correspondent who was held hostage in Beirut from 1985-91, who will speak during Friday's opening session.

Anderson had just finished a tennis game in 1985 when he was abducted from the street in Beirut and taken in the trunk of a car to a secret location where he was imprisoned. He was held captive by a group of Hezbollah militants until his release in 1991, being moved

Featured Speakers >>



Terry Anderson



Michael Koval



Jaimi Dowdell



Val Hoepfner



Gail Johnson



Mizell Stewart III

periodically to new sites. He chronicled his days of captivity in "Den of Lions: A Startling Memoir of Survival and Triumph."

Anderson began his professional career as a reporter for KRNT radio and KCCI TV in Des Moines after graduating from Iowa State University. He later served as news editor for

the Ypsilanti Post in Michigan and as a combat correspondent for the U.S. Marines.

Anderson joined the AP in 1974 and held the posts of state editor, foreign desk editor, broadcast editor, Tokyo correspondent, Middle East news

See **2016**, Page 4

Workers' comp. change sought

Old provision runs contrary to current practice

By **James Debilzen**
Communications Director

A proposal to eliminate outdated language that applies solely to the newspaper industry in the state's workers' compensation law is being considered by the State of Wisconsin's Workers' Compensation Advisory Committee (WCAC).

The Wisconsin Newspaper Association is lobbying for the

repeal of Section 102.07 (6), which defines the employment status of newspaper carriers when it applies to workers' compensation claims. Repealing the section would bring the statute in line with industry practices and existing unemployment insurance law.

"We'd like our industry to be treated like any other business for the purpose of workers' compensation coverage when working with independent

contractors," WNA Executive Director Beth Bennett said while testifying before the WCAC on Tuesday.

In a memorandum to the council, WNA attorney James Friedman stated the language defining an employee for the purposes of workers' compensation was enacted in 1937. Identical language was enacted at the same time for the state's unemployment insurance law; however, the

See **WORKERS**, Page 3

Open Government

'An overreach of their authority'

WNA, member newspapers call out Public Records Board over changes

In the wake of uproar by open government advocates, Gov. Scott Walker says there may be changes to how a board overseeing state public records operates, [according to a Journal Sentinel report](#).

In August, the Public Records Board cut back on requirements to maintain some records it deemed "transitory." Since the change, which appears to have been done during a meeting that [violated the Open Meetings Law](#), requests for records including text messages related to a \$500,000 WEDC loan and visitors logs for the governor's private residence [have been denied](#) based on the claim they didn't have to be maintained because they are transitory.

On Monday morning, the [Journal Sentinel reported](#) the Wisconsin Freedom of Information Council [filed a verified complaint](#) with Dane County District Attorney Ismael Ozanne against the Public Records Board.

The complaint alleges the Public Records Board violated the open meetings law on Aug. 24 by "meeting with insufficient notice of the subject matter of the meeting" and "by failing to record motions and roll call votes."

"Specifically, the Public Records Board approved changes to the 'General Records Schedule' (GRS) which sets retention periods for government records, without notice reasonably apprising the public and news media of the board's actions that day, and without recording motions and roll call votes relating to the GRS changes," the complaint states.

The complaint was signed by Bill Lueders, president of the Wisconsin Freedom of Information Council.

The [definition](#) of transitory records was expanded to "records of temporary usefulness that have no ongoing value beyond an immediate and minor transaction or the preparation of subsequent (final) record. Transitory records and correspondence are of such

What our Members Are Saying >>

■ [Want open government? You need to make your voice heard](#)

- George Stanley, Milwaukee Journal Sentinel

■ [Love of secrecy rears up again](#)

- Beloit Daily News

■ [Text messages are public records, too](#)

- Wisconsin State Journal

■ [Keep them honest: Demand open government](#)

- Milwaukee Journal Sentinel

short-term value that they are not required to meet legal or fiscal obligations, initiate, sustain, evaluate or provide evidence of decision-making, administrative or operational activities and are often maintained as informational by offices or individuals who do not have primary responsibility for them."

Examples included of transitory records were "emails to schedule or confirm meetings or events, committee agendas and minutes received by members on a distribution list, interim files, tracking and control files, recordings used for training purposes and ad hoc reports for individual use."

"We're really bothered by and concerned about what was done. We believe it was an overreach of their authority," [said Beth Bennett, executive director of the Wisconsin Newspaper Association](#). "I don't believe that this board can take records that are currently available under the state records law and make them exempt. There's case law that says it's public record."

Member News

Among Friends

KENOSHA NEWS

Kenosha News Editor **Jon Losness** is leaving the company at year's end for a management position in Minnesota.

Losness is joining Families First Minnesota as executive director. The organization, based in Rochester, serves 20 counties in southern Minnesota. Families First offers early Head Start, Head Start and school readiness programs. Its mission also includes helping families find childcare, offering assistance to those who can't afford it and providing crisis nursery services. Losness, 57, came to



Jon Losness

the News in 2009 following a 24-year career at the Post-Bulletin in Rochester, Minn. At the News, he led the newsroom to a first-place award in the Inland Press association national contest for an 8-day series, "Getting By: Making a Life on Less Than a Living" that ran in summer 2014.

He also was instrumental in the launch of the company's smartphone app in 2014 and in executing a move to two, 1-minute weekday online video newscasts.

"I've enjoyed my time in Kenosha immensely, working with a talented staff that has passion for covering the news of Kenosha County," said Losness. "The newsroom team is well-positioned to meet the changing needs of today's news consumers."

Kenosha News Publisher **Ken Dowdell** said a search will begin for an editor to succeed Losness.

News Brief

Lawsuit dropped against Stevens Point City Times

Two members of the Stevens Point school board have agreed to drop a defamation lawsuit against the Stevens Point City Times.

The lawsuit was filed in March by school board members Kim Shirek and Lisa Totten. The two alleged the City Times, along with Editor-in-Chief Brandi Makuski, knowingly reported inaccurate information regarding the behavior of Shirek and Totten both in and out of the board room.

Attorneys for both sides signed a stipulation for dismissal. The document awaits the judge's final approval.

Shirek and Totten's decision to agree to the dismissal of the case comes after the Stevens Point City Times filed a motion for sanctions and motion for summary judgment requesting, not only that the judge dismiss the case, but also award the City Times its expenses and attorneys' fees, as argued in that motion by Kurt Goehre, the attorney for the newspaper.

[Read more >>](#)

Free Content

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



Abigail Becker photo | Wisconsin Center for Investigative Journalism

Wisconsin ranks the worst in the nation for the difference between how well black and white students perform, the likelihood that black students will be suspended from school and the difference between black and white student graduation rates.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism is offering a package of stories examining Wisconsin's entrenched gap in academic achievement between white and black students. This is the first installment in a series, Children Left Behind: Inside Wisconsin's Achievement Gap, that in coming weeks will explore reasons for faltering performance and ways to improve the state of education for Wisconsin's poor children and students of color.

Please note: We are making this available to media in advance — **embargoed for release on Wednesday, Dec. 16, or thereafter** — to allow news organizations time to add their own reporting if they want and to make best use of the package of graphics and photos. For data on student performance in your area, see <http://dpi.wi.gov/wisedash/help>.



This week's **Discover Wisconsin** offering highlights seven must-see places in Hudson, a sophisticated little Wisconsin town located on the banks of the St. Croix River just 18 miles from Minneapolis-St. Paul. In the summer, you can sit on the patios at a number of wonderful restaurants offering unique ambience, fabulous food and wine as well as scenic views.

In his State Capitol Newsletter, WNA columnist **Matt Pommer** explores the data and politics behind current job numbers and the per capita income of Wisconsin residents. 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 the rise of e-commerce, which accounted for just 2.5 percent of total U.S. retail sales in 2015, but has surged to more than 7 percent through the third quarter of 2015.

SHARE YOUR NEWS IN THE BULLETIN

Staff changes, milestones celebrations, Send an email to: James.Debilzen@wnanews.com

About The Bulletin

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

Industry News

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

Newsroom Success Strategies



JIM PUMARLO

You want to stay relevant? Be accessible

A newspaper's credibility is directly linked to its ability to identify, collect and report the relevant community news. Then why do so many newspapers make it so difficult for readers to connect with reporters?

Let me explain. I'm passionate in my belief that community newspapers still can claim a stronghold in today's fractured media landscape - if they stick to the basics. That means owning the franchise for aggressive reporting of local news. That will occur only if readers have a direct pipeline to editors and reporters.

Yes, I understand the important and necessary role of social media both in collecting and reporting the news - in connecting with readers. Social media is integral in my day job directing communi-

cations and media relations for a statewide business advocacy organization.

But nothing replaces direct, one-on-one conversation. It's truly amazing the barriers that so many newspapers place between themselves and their readers - their news sources.

A few tips from someone who has sat on both sides of the editor's desk:

- Post your contact information - prominently - on the home page of your website. Include phone numbers as well as e-mail addresses.

- Provide the direct phone numbers and individual e-mail addresses for staff, if available. Readers have no assurance that a general voice mail or e-mail boxes are regularly monitored and messages forwarded to appropriate staff.

- Keep contact information current. If you have voice mail, change your

recording daily so readers know whether you are in the office and whether you are monitoring messages. Ditto for e-mail; use your "out of office" message when applicable.

- Avoid using automated phone answering services during regular business hours. If you must, callers still should have an opportunity to connect to a "live voice."

- Be responsive to customers. Be prompt in returning phone or e-mail inquiries.

I recently tried to submit a news item about a former resident to his hometown newspaper - the type of "people" items that remain the lifeblood of community newspapers. I searched the newspaper's website for at least 10 minutes for a list of reporters and contact information. I finally called the 800 number; the recording only gave me options to

reach someone in the circulation department. I turned to Google, matching the newspaper's name with "e-mail addresses." It didn't surprise me, but it should concern the newspaper, when the search produced a website with the declaration that this newspaper "does not offer e-mail support." Among the reasons: "few readers have wanted it." Not exactly a ringing endorsement for the newspaper's community connections.

I also vividly recall an instance years ago when telephones were the primary - the only - way to communicate. I called a fellow editor to ask a question. The receptionist politely responded that he did not accept any phone calls until after noon - not just that day, but any day - because he was on deadline in the morning. I always wondered: What if I had been a reader calling in with a breaking news tip?

I appreciate the frenzied pace of newspapers, no matter your department. Punching your DND button on the phone or deferring to e-mail communication certainly minimizes your interruptions. Be careful though; it can backfire.

Remember, those interruptions can translate opportunities - to resolve a delivery issue, to accept an ad, to explore a potential news story. Those are the connections that keep you relevant to your communities.

WORKERS

Continued from front page

Legislature later removed the provision from the unemployment insurance statute.

Friedman said removing the section from the state's workers' compensation law would give newspapers the option to consider carriers independent contractors if the carriers meet a nine-point test already outlined in the same statute. Many WNA members have historically assumed the nine-point test and the employee definition were interchangeable, meaning a carrier was considered an employee but could qualify as an independent contractor if they met the nine-point test.

The Wisconsin Compensation Rating Bureau (WCRB), however, recently interpreted the law as prohibiting anyone who delivers newspapers from being classified as an independent contractor, mandating instead that carriers be employees of the newspaper, its publisher or a related entity.

"People who deliver newspapers would still be presumed to be employees of the newspaper or publisher, for purposes of workers' compensation, but the news organization could consider them independent contractors if they satisfy the nine-point test..." Friedman wrote regarding the proposed legislation. "In practice, only those people delivering newspapers who run a relatively sophisticated business will qualify as independent contractors. Minors who deliver newspapers on a part-time basis will not be able to satisfy the nine-point test."

Friedman noted the vast majority of people delivering newspapers at the time the legislation was enacted were minors working on a "very part-time basis."

"Today, most people delivering newspapers are adults who run their own businesses and deliver newspapers on many routes, sometimes for several different news organizations," Friedman wrote. "They have a very limited relationship with any given newspaper or publisher, and they have a much more sophisticated understanding of how to run a business, including insurance needs."

WCAC Member James Buchan agreed with Friedman's assessment and appeared ready to move forward with adopting the measure.

"It seems the language is inconsistent with the way of the world today," said Buchan.

Council member Stephanie Bloomingdale, secretary-treasurer of the Wisconsin State AFL-CIO, said she believed the issue required more study, however.

"We're not prepared to comment," she said.

Bennett said her preference for the legislation - and she's optimistic about the outcome - would be to include the measure in the council's omnibus bill, which will go before the state Legislature in January. The other option to address the issue would be to seek standalone legislation.

IRS Tax Tip

Health care tax considerations for small businesses

The following tax tip was updated on Dec. 2 to clarify that the W-2 relief for small employers, which was announced on March 29, 2011, remains in effect.

Some of the tax provisions of the Affordable Care Act apply only to employers with fewer than 50 full-time or full-time equivalent employees.

Employers with fewer than 50 employees should take note of these tax considerations:

More than 95 percent of employers have fewer than 50 full-time employees or equivalents and are not subject to the employer shared responsibility provision.

Calculating the number of employees is especially important for employers that have close to 50 employees or whose workforce fluctuates throughout the year.

If an employer has 50 or fewer employees, it can purchase health insurance coverage for its employees through the Small Business Health Options Program.

Employers that have fewer than 25 full-time equivalent employees with average

annual wages of less than \$50,000 may be eligible for the small business health care tax credit. These employers are eligible for this credit if they cover at least 50 percent of their full-time employees' premium costs, and the coverage is purchased through the SHOP.

All employers, regardless of size, that provide self-insured health coverage must annually file information returns for individuals they cover. The first returns are due to be filed in 2016 for the year 2015.

The cost of these health care benefits will be reported in box 12 of the Form W-2, with Code DD to identify the amount. In general, the amount reported should include both the portion paid by the employer and the portion paid by the employee. In the case of a health FSA, the amount reported should not include the amount of any salary reduction contributions. However, the IRS provided relief for smaller employers - those filing fewer than 250 W-2 forms - by making this requirement optional for them until further guidance is issued.

For more information, see the Affordable Care Act Tax Provisions for Small Employers page on IRS.gov/aca.

WNA Online

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

WNA @WNA_news · 44m
Scott Walker says there may be changes to how records board operates - ow.ly/VMqHN #opengov @jsonline

WNA @WNA_news · 8h
"We believe it was an overreach of their authority." - Beth Bennett, executive director of @WNA_news. ow.ly/3yxGrD

WNA @WNA_news · Dec 10
The Public Records Board change appears to have violated the Open Meetings Law - ow.ly/VIWfy

WNA @WNA_news · Dec 10
A policy change by the Public Records Board has cut back on the requirement to maintain certain records - ow.ly/VIULL

Don't miss out on the conversation:

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



Industry News

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.

Generating Revenue with a Local Business Honor Roll

Thursday, Jan. 7 - 10 a.m.

For the past 15 years the Crosby (ND) Journal has continually had success running a special section celebrating milestone anniversaries of local businesses. The section includes feature stories and ads highlighting the number of years businesses have been serving the community. In this session, learn how the paper utilizes the section to generate revenue and guarantee a return on investment. [Register >>](#)

2016 and Beyond: The Future is Present

Thursday, Jan. 7 - 2-2:30 p.m.

Marketers have seen the future of digital advertising coming for years - a time when digital advertising will dominate. That time is now. In 2016, 50 percent of local ad spend will be SOME sort of digital advertising. We have crunched the numbers, added more data to the model, and will share the latest on how much money is out there in local markets in 2016 and beyond - and what this all means for traditional media, promotions, and digital services. [Register >>](#)

Transforming a Local Media Company

Tuesday, Jan. 12 - 2-2:30 p.m.

We asked The Victoria (Texas) Advocate Publisher Dan Easton, who we first met on the 2011 Innovation Mission, to present about the culture, success stories, lessons learned and plan for his company. Easton was new to the industry when we met him four years ago. Armed with a background in technology, he set out to "do things differently" and boy has he. It has been impressive to watch. Their digital revenue percentage is among the highest in their peer group. They are selling over six figures in native advertising. Don't miss this webinar that is sure to inspire and provide great ideas. [Register >>](#)

Instant Sales: Six-Step Proven Process

Thursday, Jan. 14 - 1-2 p.m.

During this webinar, Steve Kloyda will show you how to: Create a prospecting calendar that keeps you focused and on track; Develop a prospecting gold list that keeps your sales pipeline full; Strengthen your prospecting message that gets the prospect's attention; Implement a proven six-step process to get in the door and close more sales. [Register >>](#)

A Crash Course to Fact-Checking Journalism

Friday, Jan. 15 - 1-2 p.m.

Join Jane Elizabeth of the American Press Institute for an introduction on accountability and fact-checking journalism. During this webinar, you'll learn how fact-checking journalism is different than "regular" reporting and how to identify factual deception, especially in campaign ads and speeches. [Register >>](#)

What You Need to Know About Ad Blocking

Tuesday, Jan. 19 - 2-2:30 p.m.

In mobile, every millisecond counts. With users firing up their ad blockers, and tech companies like Google and Facebook fragmenting the market with new content platforms, how should web publishers respond? We'll examine the state-of-the-art in ad blocking, share insights from TownNews.com's internal analytics and discuss the options publishers have when confronting these looming challenges. [Register >>](#)

How to Attract and Retain Quality Sales People

Tuesday, Jan. 26 - 2-2:30 p.m.

Today's professional sales person has more choices than ever when selecting a new job. What do today's top performers look for when exploring a new opportunity? What can your organization do to best position itself to attract top talent? Of course, you want to know the answers to these burning questions. Our expert in the field will address these hiring issues and more. [Register >>](#)

2016

Continued from front page

editor, and chief Middle East correspondent.

In the years following his release from captivity, Anderson has served as a journalism professor at Syracuse University, Ohio University, the University of Kentucky, the University of Florida and the Columbia School of Journalism. Anderson focuses his teaching on international issues and diversity in journalism.

Speaking at Thursday night's dinner will be Madison Police Chief **Michael Koval**, a University of Wisconsin journalism school graduate who was thrust into the national media spotlight earlier this year following a controversial officer-involved shooting.

Koval began his career with the Madison Police Department in 1983. His educational background includes graduating from UW-Madison with a journalism degree and obtaining his law degree from William Mitchell College of Law.

Before becoming the chief of police in April 2014, Koval was a special agent for the FBI and subsequently returned to MPD and served in patrol services. Koval then became the sergeant of recruitment and training for 17 years.

During Koval's tenure, he has served in a variety of roles, including police officer, field training officer, field training supervisor, SWAT hostage negotiator, critical response team supervisor, primary legal instructor and sergeant.

Other speakers the WNA has secured for the convention include:

■ **Jaimi Dowdell**, senior training director for Investigative Editors and Reporters, Inc. She previously served as a computer-assisted reporting editor at the St. Louis Post-Dispatch for more than three years.

■ **Val Hoepfner**, a digital journalist, trainer and media strategist. She has worked in digital, mobile and multi-platform journalism for more than 15 years and was multimedia

director at the Indianapolis Star.

■ **Mizell Stewart III**, chief content officer of Journal Media Group. He leads news content strategy and journalistic excellence with a team of more than 700 journalists in 14 communities throughout the United States. He has been an editor, managing editor, local news editor and award-winning reporter at the Evansville Courier & Press, the Akron Beacon Journal, the Tallahassee Democrat, the Dayton Daily News and the Springfield News-Sun.

■ **Gail Johnson**, corporate relocation manager for Restaino & Associates, Realtors. Johnson brings more than 19 years of sales and marketing experience in newspaper, magazine and television and is well-known for the ADviser, a quarterly newsletter highlighting the best in Wisconsin newspaper advertising. Johnson will lead a refreshed version of her popular "Advertising Ideas Exchange" session at the convention.

AWARDS

The convention will conclude Friday night with the annual Better Newspaper Contest awards banquet, recognizing the leaders in Wisconsin newspaper industry innovation through powerful storytelling, effective advertising ideas, successful circulation promotions and more.

By popular demand, we have shortened the awards ceremony. There will also be a new photo booth area where you can proudly pose with your staff and their awards.

Award-winning entries will be on display in the trade show area throughout the convention. Winners will be notified by the WNA before Christmas.

REGISTRATION

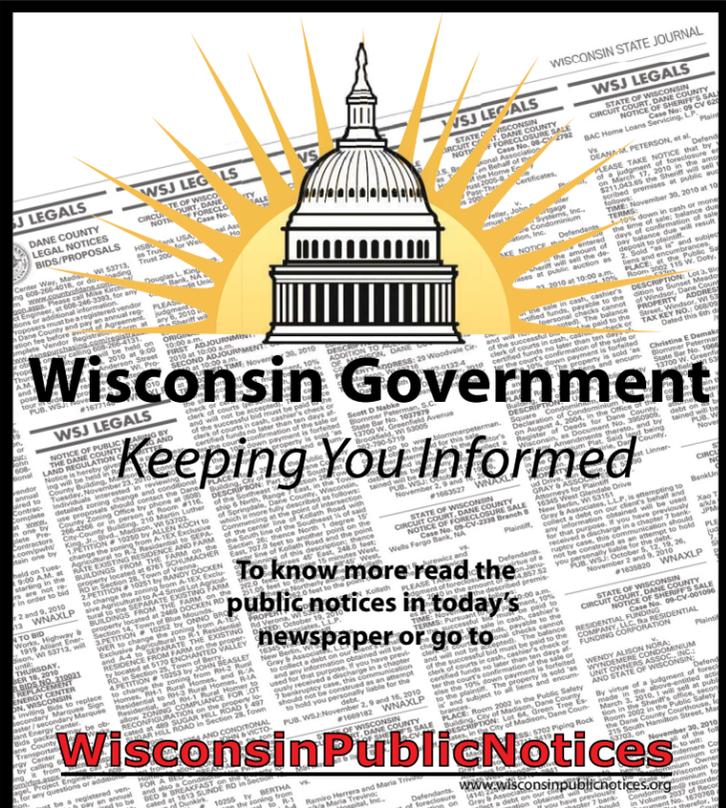
WNA staff is busy building the online registration website for the convention, which is expected to be completed soon. Look for a follow-up email in the coming week with a complete schedule and instructions to register for the convention.



- Helps you manage and analyze the endless flow of news and information
- Monitors state and national newspapers, broadcasts, the Web and social media for mentions of your business, organization or any combination of key words
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YourNewsTracker.com info@yournewstracker.com 800.861.4242

NEWS TRACKER: WE'LL GET THE NEWS.



Wisconsin Government Keeping You Informed

To know more read the public notices in today's newspaper or go to www.wisconsinpublicnotices.org

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 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 position. 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=ooQJ1fwk&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

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.

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)

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 shop-

per/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 2015. 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.