

Season's Greetings
to our members!



THE Bulletin

December 21, 2015

News and information for the Wisconsin newspaper industry

Open Government

Board to revisit transitory records decision

The head of the Wisconsin Public Records Board said the agency will revisit an Aug. 24 decision to modify the definition of "transitory" records that sparked an uproar from open government advocates.

In a statement issued Thursday, Chairman Matthew Blessing said the board acted on what was "believed to be relatively routine and uncontroversial" items during the August meeting.

"However, public concern over the management of transitory records has led the board to re-evaluate the matter," Blessing wrote.

The board's action cut back on requirements to maintain some records it deemed "transitory," with the definition 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 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."

Since the definition was expanded, requests for records that include text messages related to a \$500,000 Wisconsin Economic and Development Corporation loan and visitors logs for the governor's residence

See RECORDS, Page 4

Court deadlocks on DPPA

Justices remand case to appellate court

By James Debilzen
Communications Director

A Wisconsin Supreme Court case media professionals and municipal officials hoped would settle a statewide dispute regarding access to personal information in police reports was remanded back to the appellate court level on Friday.

The case - New Richmond News v. City of New Richmond - will instead return

to the state Court of Appeals for deliberation after justices **deadlocked 3-3** on the application of the federal Driver's Privacy Protection Act (DPPA) and Wisconsin's open records law. The Supreme Court had agreed to hear the case after the New Richmond News and City of New Richmond mutually agreed to bypass the traditional appeals process in hope of receiving a speedy decision.

Justice Patrick Crooks died

in September only days after the Supreme Court heard the case. Rebecca Bradley was appointed by Gov. Scott Walker in October to fill Crooks' seat, but did not participate in the ruling because she was not on the court during the hearing, creating the potential for a tie.

The justices followed past precedent of remanding cases with evenly split rulings to the appeals court if the case had bypassed the appeals process.

"We have previously stated

that when a tie vote occurs in this court on a bypass or certification, 'justice is better served in such an instance by remanding to the court of appeals for their consideration,'" the Supreme Court ruling stated, referencing two 1995 cases with the same outcome. "Accordingly, we vacate our order granting the petition to bypass and remand to the court of appeals."

See DPPA, Page 4

Managers won't want to miss Thursday's sessions

WNA Convention registration expected to open this week

We have lined up a robust educational program for newspaper managers during the first day of the 2016 WNA/AP Convention and Trade Show, bringing in legal and business experts to address employment and advertising law, copyrights, trademarks and your business' financial performance.

The WNA/AP Convention and Trade Show will be held Thursday, Feb. 25 and Friday, Feb. 26 at the Madison Marriott West. Registration for the convention is expected to open this week (more details to come).

Thursday's sessions include:

■ Let's Talk: Business issues keeping you awake at night - Many businesses, including newspapers, often struggle to assess their financial performance, to determine how to protect the business now and in the future, and to understand the value of the business. This presentation will help answer those questions, focusing on financial statements, benchmarking, short-term and long-term financial planning, and valuation methods and

strategies. Tim Koehel, a principal with SVA Certified Public Accountants, will be the session's featured speaker.

■ Employment Law Basics for Supervisors - Many laws govern the employer-employee relationship. Some laws prohibit certain forms of discrimination and other laws affect an employee's wages and other conditions of employment. This training will assist supervisors in developing and enforcing policies that not only comply with these laws but that reflect actual day-to-day practices. The objectives of this training are to teach supervisors the following: 1. Which personal characteristics and conduct may not lawfully be considered in employment-related decisions; 2. When to seek the advice of a

human resources professional or attorney; and 3. How to make decisions that will minimize legal exposure for you and your company. The session will be presented by Rufino Gaytán, an associate member of Godfrey & Kahn's Labor & Employment Practice Group in Milwaukee and Scott LeBlanc, an associate in the firm's Labor, Employment & Immigration and Health Care Practice Groups.

■ Intellectual Property and Advertising Law Fundamentals - Copyright, trademark, and advertising law issues permeate every newspaper. To avoid unnecessary legal risks and to help frame issues for business and legal advisors, every news media professional should have a basic understanding of intellectual

WNA **AP**
2016 Convention & Trade Show

Featured Speakers >>



Scott LeBlanc



Jennifer Gregor



Rufino Gaytán



Timothy Koehel



Robert Dreps



Dustin Brown

See CONVENTION, Page 4

Member News

'Reporting on Religion' coming to Madison

One-day conference
co-sponsored by
WNA

Religious faith remains a key component of public and private life in the United States. Yet, America's religious landscape is shifting, and as a result news coverage of religion has never been more important.

The Madison chapter of the Society of Professional Journalists, the Lubar Institute for the Study of the Abrahamic Religions at UW-Madison, the UW-Madison School of Journalism and Mass Communication, and the Stephen & Laurel Brown Foundation will host a major national conference on journalism and religion in March.

"Reporting on Religion: Media, Belief and Public Life" will give journalists an opportunity to explore one of the most important, sensitive and controversial topics in contemporary America.

The one-day conference - held Monday, March 14 in Madison - will feature journalists and scholars who will help journalists and students gain a deeper understanding of the role religion plays in public life, how religion is represented - or not - in the news media today, and how to improve reporting of this important subject. The conference will culminate in a keynote address, open to the public, by television journalist

If You Go >>

What? 'Reporting on Religion: Media, Belief and Public Life'
When? Monday, March 14
Where? Upper|House, 365 E. Campus Mall, Madison
More info: <http://reporting-onreligion.wisc.edu/index.html>

David Gregory, the author of "How's Your Faith? An Unlikely Spiritual Journey" and the former moderator of Meet the Press.

Registration is now open. Click [here for the conference website](#), and to register.

The conference lineup includes sessions on:

"America's Changing Religious Landscape." Besheer Mohamed, senior researcher for the Pew Center on Religion and Public Life, will present Pew's groundbreaking research on religion in America. Cathy Lynn Grossman, senior reporter, Religion News Service, will comment.

"How the Press Covers Religion and Spirituality" with Grossman, James Davis, contributor to GetReligion.org and The Florida Catholic, Chuck Stokes, editorial/public affairs director, WXYZ-TV, Detroit, and Jaweed Kaleem, senior religion reporter, Huffington Post.

Some of the hottest issues surrounding religion and public life in the U.S., in-

cluding the conservative and liberal divide in Catholicism and other Christian faiths, fast-growing U.S. religions, and religious extremism. With Doug Erickson, religion and education reporter for the Wisconsin State Journal, Bob Smietana, news editor, Christianity Today, and Dilshad Ali, managing editor, Patheos Muslim Portal.

"A Journey Through New York City Religions" with Tony Carnes. Carnes has documented religion in the nation's largest city for the last five years.

"Religious Freedom and Freedom of Conscience," a wide-ranging discussion featuring religious advocates, with a response from David Gregory, former moderator, Meet the Press.

The conference is underwritten by the Lubar Institute and the Stephen & Laurel Brown Foundation, creators of Upper|House. It will be held at Upper|House, 365 East Campus Mall, adjacent to UW-Madison's Vilas Hall.

Patron sponsors include the Wisconsin Broadcasters Association, the Wisconsin Newspaper Association and the Wisconsin State Journal. The Wisconsin Center for Investigative Journalism is a supporting sponsor.

Registration includes lunch and is free for students, \$15 for SPJ members, and \$30 for non-SPJ members. The conference is aimed at journalists, but is open to the general public.

Free Content

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



John Hart photo | Wisconsin State Journal

Two former cabinet members under Gov. Scott Walker say they were instructed by former Administration Secretary Mike Huebsch not to conduct important state business by state email or on state telephones. Huebsch said he merely warned fellow cabinet members to be careful because such communications could be made public.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism is offering a report quoting two former cabinet members of Gov. Scott Walker who said Walker's top aide told them not to use state email or telephones to conduct important state business.

The governor's office and former Department of Administration Secretary Mike Huebsch deny such a policy, but former Department of Financial Institutions secretary Peter Bildsten and the former chief executive of the Wisconsin Economic Development Corp., Paul Jadin, both told the Wisconsin Center for Investigative Journalism that Huebsch directed them to avoid official channels.

The allegations come as the Walker administration faces criticism for cutting public access to internal text messages and other so-called transitory state records.



This week's Discover Wisconsin offering highlights eight things to do in Vilas County during winter, including places to play, eat, see and learn.

In his State Capitol Newsletter, WNA columnist **Matt Pommer** says even though Gov. Scott Walker dropped out of the race for president, his email list still wields power for the remaining candidates. 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



Wisconsin Taxpayers Alliance
www.wistax.org

WISTAX Facts takes a look at the contrasts between corporate headquarters located in Wisconsin and Minnesota.

WNA LEGAL HOTLINE >>

Keep this number handy:
(800) 362-2664

WNA-member editors, reporters and advertising staff may call toll-free to ask an attorney for immediate help when they face challenges to Freedom of Information (FOI) principles.

Ad staff may also use the Hotline when questions arise about the legality of an ad.

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

Among Friends

City Pages, Wausau

City Pages in Wausau welcomed Shereen Siewert as news editor/reporter to fill the shoes of Pat Peckham, who is retiring at the end of this month after 13 years with City Pages. Siewert's resume includes working for the Wausau Daily Herald and Gannett Wisconsin Media as an investigative reporter covering the whole state.

-30-

James W. Krostue, 69, Pel-la, formerly of New London, died Dec. 10 at Cherry Mead-



James Krostue

ows Hospice, Appleton.

Krostue graduated from New London High School in 1964 and Milton College in 1968. He worked in the newspaper business and was

the founder and owner of the Shoppers Revue, New London, and finished his career at the Seymour Buyers Guide.

A memorial service was held Dec. 14 in New London.

SHARE YOUR NEWS
IN THE BULLETIN

Staff changes, promotions
Celebrations, milestones
Your success stories

Send an email to:
James.Debilzen@wnanews.com

Member News

JS wins prestigious duPont Award

Columbia University honor typically goes to broadcasters

Columbia University's Graduate School of Journalism in New York City announced Tuesday that the Milwaukee Journal Sentinel was one of 16 winners of the 2016 Alfred I. duPont-Columbia University Awards.

The winners and one special finalist citation will be awarded at a Jan. 19, 2016 award ceremony at Columbia University's Low Memorial Library, which will be co-hosted by Tom Brokaw, special correspondent for NBC News, and ABC News Nightline Anchor Juju Chang.

The Milwaukee Journal Sentinel will be honored for the first time for its digital environmental reporting with the series "A Watershed Moment: Great Lakes at a Crossroads," a multimedia project illustrating the damage caused to the Great Lakes by invasive species.

"This deeply reported online project about the Great Lakes does just what an investigative piece of journalism should do - present a situation that has many layers and peel them back for deep-

er understanding," the judges wrote. "Individually, reporter Dan Egan's stories blend important new findings with historic, scientific and political context about invasive species and read as clearly as a novel. There are 11 stories told in four chapters with engaging videos and motion graphics accompanied by a well written and fascinating narrative that explains the damage and points to solutions. The series provides a path for policymakers whose decisions at this key point in time will determine if the Great Lakes will be restored and protected, or allowed to continue their decline."

In addition to Eagan, the award to the Journal Sentinel honors multimedia journalists Erin Caughey and Bill Schulz, graphic artist Lou

MILWAUKEE • WISCONSIN

JOURNAL SENTINEL



Dan Egan



George Stanley

Saldivar and photojournalist Mark Hoffman.

"We have so many tools now for providing news and information, and our teams work to tell each story

the best way we can," Journal Sentinel Editor George Stanley told the newspaper. "This is a great tribute to the entire team."

There are a number of other firsts for the award this year, according to the announcement. Four news organizations will garner their first duPont Award, and there will be one new winning platform: podcasting. Both the record number of entries and the chosen winners reflect the year's most critical issues - civil rights, income inequality, international crises and a growing focus on the rights of transgender adults and children.

Investigative journalism will be honored with eight awards across network and cable television, audio/radio, online, newspapers and local television stations, often in overlapping platforms. Four awards will go to local television news investigations; Cronkite News/Arizona PBS, KMOV-TV, WBAL-TV, WRAL-TV.

Public broadcasting had another robust year with six awards for network longform hours (two for FRONTLINE), series (WETA), radio (WNYC) and multimedia (Arizona PBS). One award, for WBEZ and This American Life's wildly popular "Serial," will be the first duPont Award in the burgeoning field of podcasts.

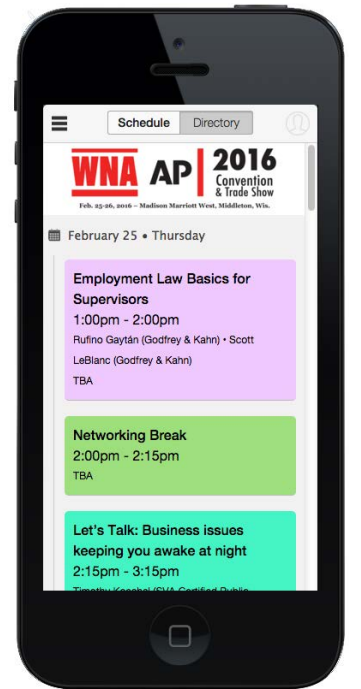
The broadcast networks will take home two duPonts; one each for ABC News and CBS News, while HBO will be honored with two awards. Al Jazeera America and VICE News will win their first duPont Awards. Cronkite News/Arizona PBS will also win its first duPont for a student-professional partnership. This year, KCBS Radio will be awarded a special finalist citation.

The duPont Awards ceremony will be livestreamed at bit.ly/cjslive.

Convention 2016

Coming soon: There's an app for that

The WNA is developing a new website and app for the 2016 Convention and Trade Show. Look for details in upcoming issues of The Bulletin.



About The Bulletin

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WNA Online

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



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

Ed Henninger is an independent newspaper consultant and director of Henninger Consulting, offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.

Visit www.henningerconsulting.com/ or email edh@henningerconsulting.com

'Felt right' is not design

"So ... why'd you put that gradient screen behind your nameplate?"

"I'm not sure. It just felt right."

Uh ... sorry ... no. "Felt right" is not design. It's just an easy out. When I do a redesign, I tell my clients that it's part of my job to defend everything I want to do with the look of their paper.

Everything.

If I can't defend it - if I can't make it clear to them what its purpose is and why I'm using it - then I need to take it out.

"Felt right" is not design because I can't argue with the way you "feel." Your "feelings" are yours and only you know how you "feel" at any given moment.

But I can argue that inconsistent design elements make readers "feel" confused. Or that text type that's too small makes them "feel" that your paper is hard to read. Or that gratuitous use of color makes

Design for Readers



ED HENNINGER



This nameplate may "feel right" to some, but there are so many things wrong with it.

them "feel" that your paper is gaudy.

Designers need to avoid the "feel" trap. We need to think - not feel - about what we're doing on a page. And we need to be able to articulate our thoughts when others ask.

To do that, we need to understand that there are some basic rules for news page design. And we need to know what those rules are.

We need to know that every page has to have an underlying grid ... a structure that holds the page together.

We need to know the value of negative space - and how to use it.

We need to understand the

importance of a dominant visual element.

We need to comprehend the value of proper color use.

We need to know how headline hierarchy works.

We need to appreciate the beauty of consistency.

And ... we need to have a plan for the page. If there's a plan, then you can do design. If you have no plan, odds are you'll just throw elements on the page and hope for the best.

Ah, but "hope" is feeling. You can "hope" it "felt right" when it's done. You can't know that it is right, but perhaps you can hope so.

Problem is: "felt right" is not design.

RECORDS

Continued from front page

have been denied because the records were deemed transitory and did not need to be maintained.

Bill Lueders, president of the Wisconsin Freedom of Information Council, filed a verified complaint on Dec. 14, alleging 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."

Blessing said the items of concern "were included in the nine page index attached to the meeting agenda."

"Given the concerns that have been expressed regarding our decisions at the Aug. 24 meeting, we believe it is in everyone's interest to revisit that discussion about transitory records with clear notice to the public of the intent to address that issue," Blessing wrote. "... We hope this will alleviate any need for the public to suffer the cost of any litigation related to the verified complaint that was filed with the Dane County District Attorney."

Blessing's statement did

Matthew Blessing

Chairman, Wisconsin Public Records Board

"Given the concerns that have been expressed regarding our decisions at the Aug. 24 meeting, we believe it is in everyone's interest to revisit that discussion about transitory records with clear notice to the public of the intent to address that issue"

not say when the board would revisit the transitory records issue. A schedule on the Public Records Board's website shows the next meeting is scheduled from 1-1:30 p.m. on March 7 at the Legislative Audit Bureau, 22 E. Mifflin St., Madison.

DPPA

Continued from front page

Justices Shirley Abrahamson, Ann Walsh Bradley and David Prosser had voted to uphold the ruling by St. Croix County Circuit Court Judge Howard Cameron, who ruled the disclosures of personal information in police reports were allowed under exemptions within DPPA. Chief Justice Pat Roggensack and Justices Annette Ziegler and Michael Gableman voted to overturn Cameron's ruling.

Attorney Bob Dreps, representing the New Richmond News, told the newspaper he was disappointed by the court's decision.

"Not much to say ... it's disappointing that there is going to be further delay," Dreps said. "The other side cooperated in trying to get a quick resolution. It's ironic because both sides thought a bypass would be the best way to get a quicker, final resolution."

During the last few years, dozens of municipalities in Wisconsin have redacted personal information about individuals named in police reports before releasing the records to the public and the press. The redaction trend began after municipal insurers and organizations became aware of a federal court ruling regarding the DPPA, a federal law enacted in 1994 that prohibits the disclosure of personal information obtained from Department of Motor Vehicle (DMV) records with few exemptions. One exemption allows police agen-

cies to use DMV records as a function of job duties, and open records advocates have argued that releasing police reports to the public is part of the job.

The Seventh Circuit Court in 2012 ruled the Village of Palatine, Ill., violated the DPPA when police left a parking ticket for driver Jason Senne on his windshield in plain sight for several hours. The ticket included Senne's name, address, driver's license number and other personal information, reportedly obtained from DMV databases.

The New Richmond News was one of dozens of newspapers affected by the redaction trend. Publisher Steven Dzubay, upon being denied access to personal information in the City of New Richmond police reports, filed a lawsuit against the city in March 2013.

A year later, Judge Cameron ruled in favor of the New Richmond News, stating, "The DPPA does not require the redaction of the information requested by (the newspaper) because such disclosure is permitted under 2721(b) and the Wisconsin Open Records Law requires the City to respond to records requests and provide such information in the performance of official duties by the City."



Steven Dzubay

Workshop announced for printers responsible for mailing

A hard-hitting educational workshop for printers and publishers that prepare periodicals newspapers has been announced by the National Newspaper Association for March 16, 2016, in Washington.

Practical and detailed, the event will focus on mail preparation techniques to help newspapers improve on-time delivery in the mail. This education program is one of many steps NNA is taking to address an outbreak of subscriber complaints about mail delivery.

NNA President Chip Hutcheson, publisher of The Times Leader in Princeton, Ky., said attendees should come prepared to dig into the

NNA

details of creating bundles and containers, targeting critical entry times so newspapers do not miss transportation opportunities and utilizing new U.S. Postal Service service hubs. They should also bring their own concerns for top USPS officials to address. NNA will also unravel some of the complexity surrounding electronic documentation and Full-Service IMb.

"We expect this workshop to be pretty specific about best practices, but it also will be general enough that publishers who have so far found postal

a somewhat inaccessible topic will get a lot out of these sessions," Hutcheson said.

The Postal Service also learns from interactions with newspaper printers and publishers, NNA Postal Committee Chair Max Heath said. The workshop will capture follow-up tasks coming from question and answer sessions for NNA or USPS to improve newspaper mail.

The event will begin with lunch at 11:30 a.m. March 16 at USPS Headquarters in Washington. Attendees must be registered before March 11, 2016, to be approved for admittance by USPS security. Cost is \$75 for NNA members, \$150 for non-members. [Register >>](#)

CONVENTION

Continued from front page

property and common issues in advertising law. This presentation will cover some of the fundamentals of intellectual property law and advertising law in both traditional news media and social media and offer practical tips for dealing with common issues. The session will be presented by Jennifer Gregor of Godfrey & Kahn's Intellectual Property and Litigation Practice Groups and co-chair of the firm's Intellectual Property Litigation Working Group.

The legal track will continue with Friday's schedule, including "Media Law: Access, Newsgathering and Liability Issues," which will explore hot topics in Wisconsin's public records and open meetings laws, as well as the circumstances under which courtrooms can lawfully be closed to the public. Attendees will learn where the lines are drawn between public and private, and strategies for addressing the gray areas between.

In addition, the session will explore the requirements of Wisconsin's shield law, which protects confidential sources from disclosure and severely

limits subpoenas to journalists. Reporters also will learn when they are and are not permitted entry onto private property in pursuit of a story, and the requirements for recording conversations with sources and news subjects.

Finally, this presentation also will consider the latest developments in defamation and privacy law, with tips for protecting journalists and their employers from liability. Dustin Brown, an associate in the Litigation Practice Group in Godfrey & Kahn's Madison office, and Robert J. Dreps, an experienced litigator whose practice emphasizes media law, will be the presenters.

Free Member Exchange

Help Wanted

REPORTER – Do you know news? The award-winning Lodi Enterprise and Poyette Press is looking for an ambitious full-time reporter to cover news, features and sports in the community. Some photography is required. Successful candidates should have previous newspaper experience writing for print and web and be able to work on tight deadlines. Knowledge of QuarkX-Press, social media, photography and layout design are a plus. Some night and weekend work is required. Hometowns New Group offers competitive pay and benefits and a chance to grow with the company. To apply, send a resume and cover letter, along with three writing samples to managing editor Rachelle Blair at rblair@hngnews.com by Monday, Jan. 4. (0104)

REPORTER INTERN – The Wisconsin State Journal is seeking a part-time reporting intern to assist the city desk during the spring semester. Under the direction of the city editor and other reporters, this person will write news stories and briefs, help other reporters gather information or conduct research, and answer phones. This position offers several opportunities to participate in major breaking news stories and develop solid A1 clips. Candidates should be enrolled in college and working toward a journalism degree. Experience on a college newspaper is desired. Qualified candidates must be able to write clearly and concisely, translate complicated information into stories of broad interest, and represent the paper with tact and professionalism. Excellent spelling and grammar skills and a demonstrated ability to communicate effectively are required. Must have access to a vehicle. Times and days of work will vary but will generally be about 20 hours per week including nights and weekends. To be considered for the position, applicants must apply directly at <https://app.jobvite.com/j?cj=odH-g2fwW&s=url>. Or go to <http://lee.net/careers/> and select Wisconsin State Journal using the location search tool. As part of your online application, please attach five samples of your work or links to five recent stories. The deadline to apply is Monday Jan. 4, 2016. Wisconsin State Journal, 1901 Fish Hatchery Road, Madison, WI 53713. Affirmative Action/Equal Opportunity Employer. Pre-employment drug testing applies. (0104)

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/j?cj=oqQJ1fwK&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@wolf-rivermedia.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

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@inaneews.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.

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)

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, mtmcloone@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.