

Observer hires new advertising manager

The Washington Island Observer board of directors is pleased to announce that Alex Andersen has been promoted to advertising manager for the newspaper effective immediately.

She will take over from Zuzka Krueger who has served as advertising manager for the newspaper since 2016. Krueger is credited with growing the number and scope of the newspaper's advertisers and helping the newspaper to continue to thrive during the pandemic. The Observer board of directors is grateful for Krueger's many contributions to the newspaper.

Andersen is a graduate of the University of Wisconsin-Madison with a degree in graphic design. She has lived full-time on the Island since 2018 and worked part-time for the Observer as an office assistant and social media consultant. The board and staff of the Observer look forward to working with Alex in the years ahead and continuing to provide excellent service and visibility to our advertisers.



Zuzka Krueger



Alex Anderson