



Denmark News

# Nelson Media officially takes over The Denmark News

July 1st signifies a renewed vision for The Denmark News.

On that day, Nelson Media Company will officially own and oversee operations of the small Wisconsin-town newspaper.

New owner Chris Nelson, who is Owner/Founder of Nelson Media Company, has a vision for the long-standing communication. As a Denmark native, Chris remains committed to providing dependable local content for a town he loves.

“Our goals remain very simple: we want a hyper-local newspaper, employees who live in the Denmark area and understand the culture, and a partnership with the community and the business owners.”

The staff remains committed. That includes J.C.



Marquez, Pam Watzka, and Kelly Fenton. And while the team will stay in the Radue building for now, there’s a good chance they’ll be in a more permanent spot by the end of the year.

“I see the importance of small-town newspapers. My goal is to maintain what we currently have and then grow

that concept. Newspapers are an important staple for a city; that includes the businesses, schools, and the people. I want to own this newspaper for this generation, and make sure it serves the community in which I saw it growing up.”

While Nelson is thrilled about the conventional role of his hometown newspaper,

he’s also excited about the potential. He believes innovation and media are integral in shaping the sustainable future of local news publications. Nelson is already eyeing how to incorporate various digital platforms into the traditional Denmark News.

Nelson is set to announce another newspaper acquisition very soon.

NMC is headquartered in St. Ansgar, Iowa and was founded as a marketing company two years ago.

To date, NMC serves many different clients across the United States.

He’s a 2003 Denmark High School graduate. The former television meteorologist-turned media entrepreneur- owns media entities in Wisconsin, Iowa, and Arizona.