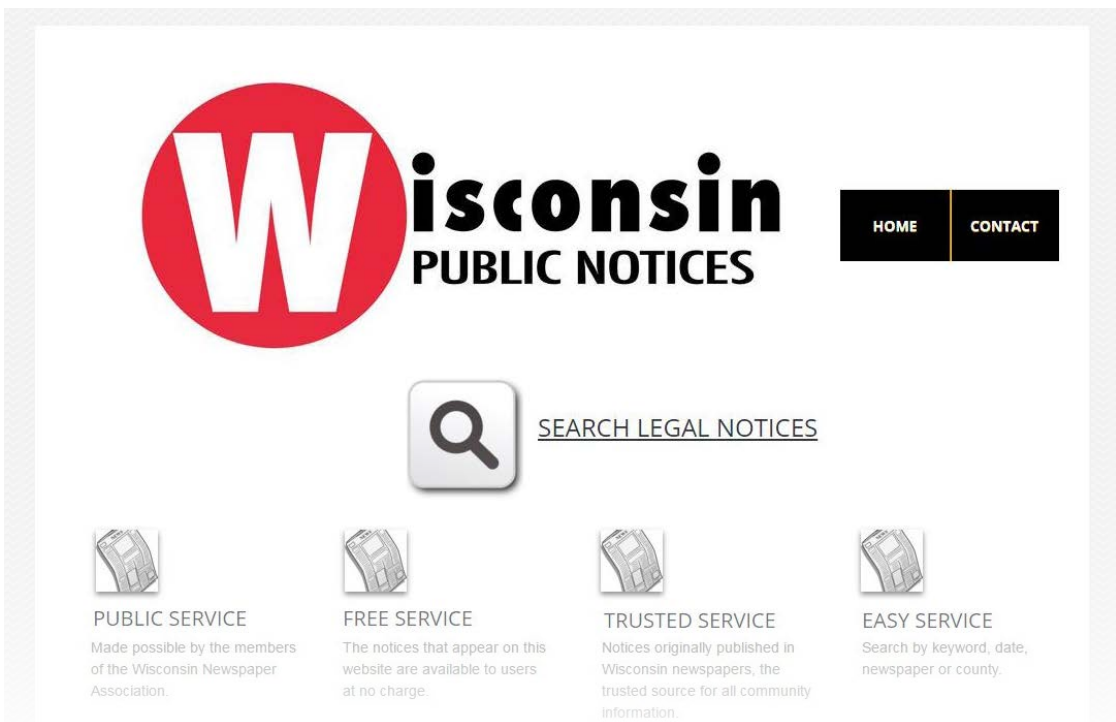


# THE Bulletin

June 16, 2016

News and information for the Wisconsin newspaper industry

## State Legislature



Wisconsin's newspaper industry has been a proactive leader in adopting new technology with regard to legal notices, including creating [WisconsinPublicNotices.org](http://WisconsinPublicNotices.org). State newspapers that publish legal notices are required to upload their notices to the website, which is searchable by the public for free. The archive dates back to 2005.

## Study committee members nominated

Three WNA board reps expected to serve on panel

BY JAMES DEBILZEN  
Communications Director

A legislative study committee that will review laws pertaining to the publication of government documents and legal notices will likely include three professionals with ties to the Wisconsin Newspaper Association. Members of the full Joint Legislative Council have until Friday to vote on committee member recommendations forwarded by co-chairs Rep. Joan Ballweg, R-Markesan, and Sen. Mary Lazich, R-New Berlin. WNA lobbyist Mark Graul reported the vote will most likely favor the recommendations. The recommended public members of the committee include:

- WNA Board Past Presi-

dent Tim Lyke, publisher of the Ripon Commonwealth Press and a current member of the WNA Foundation Board

- Heather Rogge, publisher of The Daily News in West Bend and secretary of the WNA Board
- Mark Stoddard, president of Xcential Legislative Technologies and a member of the WNA Foundation Board
- Matt Blessing, library/archives division administrator for the Wisconsin Historical Society
- Caroline Burmaster, Onalaska city clerk
- Michael Schlaak, Calumet County treasurer

■ Maribeth Witzel-Behl, Madison city clerk

Legislative study committees are created by the Joint Legislative Council with the purpose of studying "major issues and problems identified by the Legislature," according to the council's website. Study committees are appointed by the council and include members of the Legislature and citizens who are interested or knowledgeable about the topic. The committee's findings can prompt the introduction of new legislation. The goal of the "Legislative

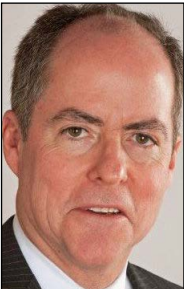
See **STUDY**, Page 2



Tim Lyke



Heather Rogge



Mark Stodder



**Save the Date:**  
**Aug. 18-19**

Planning is underway for the WNA Foundation's annual Trees for Tomorrow Retreat in beautiful Eagle River, Wis. Watch for details in upcoming issues of The Bulletin and your inbox!

## Progress reported on postal reform

Bill would provide financial relief for USPS

**Go Online >>**

The full text of the pending bill will be available at <https://oversight.house.gov>.

National Newspaper Association President Chip Hutcheson, publisher of The Times-Leader in Princeton, Ky., this week expressed cautious optimism that introduction of a new postal reform bill in the House of Representatives would lead to final legislation this year. A "discussion draft" of a bill supported by a bipartisan group on the House Oversight and Government Reform Committee was released June 15. The bill would provide financial relief for the stressed U.S. Postal Service by requiring some retirees to use an already-funded Medicare benefit instead of USPS's own plan. USPS has built up nearly \$70 billion in debt on its balance sheet because of its inability to make an annual \$5 billion prepayment for its own plan to the federal government. The bipartisan bill would dramatically reduce or eliminate the need for that annual payment by integrating Medicare into the postal retiree package.

The bill also contemplates other changes. Among them would be a one-time increase of postage rates by 2.1 percent, likely to be implemented in late 2016. It would also require classes of mail that are not currently covering costs to pay an additional 2 percent annual increase until USPS covers at

least 90 percent of the cost of that mail. Periodicals mail users are among the postal customers that would be required to pay that increase. Hutcheson said NNA is still analyzing the complex legislation but that its primary goal is to avoid further cuts in postal service. "It would be difficult for us to support a postage increase, but if we had the assurance that further massive closing of mail processing plants would be averted by a modest increase, our board would be looking very seriously at that deal. We must stop the loss of our subscribers who are disappointed in mail service," he said. "However, I want to emphasize that discussion of this legislation is not over. NNA will be actively involved in shaping the final bill. We want to thank the primary bill sponsors, including Chair Jason Chaffetz and Ranking Minority Elijah Cummings for their hard work in taking the process this far." The primary sponsors will be Chaffetz, R-Utah; Cummings, D-Maryland; Reps. Mark Meadows, R-North Carolina, Gerry Connolly, D-Virginia, and Stephen Lynch, D-Massachusetts.



Chip Hutcheson





# Member News

## WNA-Sponsored Training

### Watchdog Reporting for all Newsrooms

**Thursday, June 23 | 1-2 p.m.:** Think you don't have enough time for watchdog journalism? Stretched way too thin for investigations? Overwhelmed with keeping the daily machine running? We've all been there. Chris Coates, the watchdog and investigations editor for The News Journal in Wilmington, Del., will offer practical advice for creating a newsroom culture that values public service and accountability reporting, no matter the staff size. The discussion will focus on instilling enterprise journalism into daily routine and leveraging limited resources to create the biggest impact. We'll also examine why staying organized is critical to success and where to get ideas for high-impact content that drives audience growth. This session is intended for editors and newsroom leaders, as well as reporters looking to take their watchdog skills to the next level. Register here: <http://www.onlinemediacampus.com/2016/05/watchdog-reporting/>

### Best Practices for Digital Planning

**Friday, June 24 | 1-2 p.m.:** Do you have a digital posting

schedule? You should. We've compiled lessons, tips and best practices from three of GateHouse's top digital editors, on how they plan for web, mobile and social posting. By using analytics and maximizing use of your best content, you can drive audience and build a loyal reader following. Presented in partnership with GateHouse Media. Register here: <http://www.onlinemediacampus.com/2016/05/digital-planning/>

### Goal-Based Networking: How to Turn Your Social Life into Profitable Relationships

**Friday, July 8 | 1-2 p.m.:** Networking has never been more important, yet most professionals don't do a great job of it. The successful professionals are the ones who cut through all the noise in today's frenzied world and find ways to build trusting relationships with clients, colleagues and persons of influence. Now is the time to get out and meet new people! This session will introduce you to "goal-based networking," a technique that sharply focuses your communication efforts. You will learn what to say, when to say it and

to whom you should say it. You will also learn how to synthesize social media with traditional networking. Once you master goal-based networking, your colleagues will be left wondering just how you became so well connected both locally and within your profession. Register here: <http://www.onlinemediacampus.com/2016/05/networking/>

### The U.S. Department of Labor's New Rule on Overtime

**Thursday, July 14 | 1-2 p.m.:** On May 18, 2016, the U.S. Department of Labor finalized its proposed rule to increase the salary threshold necessary to be classified as exempt from overtime. When the final rule goes into effect on Dec. 1, 2016, the salary threshold will more than double. In this session, Michael Zinser will educate you on the new rule, as well as how your company can manage its new requirements. Zinser serves as a resource for SNPA's Legal Hotline and has recently addressed questions about potential exemptions under the new rule, which he will cover in further detail during this presentation. Register here: <http://www.onlinemediacampus.com/2016/06/new-labor-rule/>

## Among Friends

### The Country Today, Eau Claire

**Jenessa Freidhof** has joined The Country Today as a regional editor covering west-central Wisconsin.

Freidhof will succeed Karyn Eckert, who will be working for the Taylor County Land Conservation Department and spending more time on her family's dairy farm near Medford.

Freidhof grew up on a crop and cattle farm near Colby, where she developed a passion for agriculture from an early age. Freidhof was active in FFA throughout high school and as a state FFA vice president in 2013-14. She attended UW-River Falls, where she majored in agricultural business and minored in food science.

Freidhof can be reached at [jenessa.freidhof@ecpc.com](mailto:jenessa.freidhof@ecpc.com) or 715-773-1713.



Jenessa Freidhof

human services.

Horstman earned a bachelor's degree in journalism from UW-Oshkosh in 2015. She will cover courts and local government as well as write feature stories.

She can be reached by email at [vicki@monroecountyherald.com](mailto:vicki@monroecountyherald.com).

### The Daily Reporter, Milwaukee

In taking over the helm of The Daily Reporter, **David Sherman** brings with him years of experience of working with real estate and development publications, as well as familiarity with the Milwaukee area.

Sherman, who took over as president and publisher of The Daily Reporter in mid-May, comes into his new position after having worked as senior director of sales at the Law Bulletin Publishing Co. in downtown Chicago, a group that includes Midwest Real Estate Magazine, Illinois Real Estate Journal and the Chicago Industrial Properties newspaper. Before coming to The Daily Reporter, Sherman was ad director at Chicago Magazine, the largest publication of its sort in the country.

Sherman succeeds Bill Gaier, who was recently named president and publisher of the Minneapolis-based Finance & Commerce Inc. Both Finance & Commerce and The Daily Reporter are part of The Dolan Co., which is owned by New York-based New Media Investment Group's GateHouse Media division.



David Sherman

### Monroe County Herald, Sparta

**Vicki Horstman**, a 2011 Sparta High School graduate, is the newest member of the Monroe County Herald staff.

She will be a general assignment reporter, taking the place of Renae Caldwell, who is leaving to pursue a career in



Vicki Horstman

## Free Member Content

This weekly free content, accessible at <http://tinyurl.com/WNAfreecontent>, is available for use at no cost to WNA members.



**The Wisconsin Center for Investigative Journalism** has made available a story about Wisconsin's sky-high payday loan interest rates and why proposed new rules will not help borrowers lower their debt costs.

Last week, the federal Consumer Financial Protection Bureau released tentative rules that would require lenders to verify consumers' ability to pay back their loans. Not included in the rule package was relief for residents of Wisconsin and seven other states where there is no limit on how much interest such lenders can charge. The CFPB does not have the authority to set those rates. In Wisconsin, the average rate for such short-term, high-interest borrowing is 565 percent.

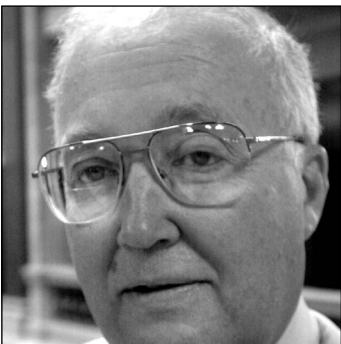
We are offering a 1,350-word story written by Bridgit Bowden, Wisconsin Public Radio's Mike Simonson Memorial Investigative Reporting Fellow, who is embedded in the Center's newsroom during her fellowship.



Wisconsinites have a close connection to the past and enjoy preserving the integrity and history of our cultural heritage. That's why we still have so many diners, drive-ins and dairy bars that keep us tied to the bygone days while enjoying the food of today. This week's **Discover Wisconsin** column highlights six of them.



**WISTAX Facts** reports that for more than 20 years, state law has imposed revenue limits on school districts that local voters can exceed by referendum. In the 2000s, as its budget problems became more frequent, the state began to slow, freeze, and even cut allowable increases in its school revenue limits. Especially in small districts where fixed costs were more significant and reductions harder to find, school boards began asking voters for some relief from the state caps.



### Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** asks "Has Donald Trump's style of personal criticism spread to Wisconsin?" A freshman suburban legislator recently assailed Milwaukee Mayor Tom Barrett for crime spreading to suburban areas. She vowed to seek cuts in state aid unless Barrett took steps to "dramatically cut crime in Milwaukee."

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.



# Free Member Exchange

## Help Wanted

**OUTSIDE SALES ACCOUNT EXECUTIVE**—Customized Newspaper Advertising, the sales affiliate of the Wisconsin Newspaper Association seeks a professional, goal-oriented and self-motivated outside sales account executive that can consult with current clients and agencies in Wisconsin and secure new clients. The sales account executive will primarily sell print and digital advertising on behalf of member newspapers and digital sites in Wisconsin and across the country, prepare presentations for clients, and provide clients and advertising agencies with the information necessary to place advertising in member newspapers and digital sites. The ideal candidate will have a minimum of five years of outside sales experience, a bachelor's degree and exceptional communication and presentation skills. The ideal candidate will have a passion for clients, be able to nurture and build relationships, provide exceptional customer service and be digitally savvy. Some travel is required, with

minimal overnight trips. Your earning potential has no limit and we provide an outstanding benefits package and work environment. Customized Newspaper Advertising (CNA) serves as a one-stop shop for national newspaper and digital planning and placement solutions. CNA facilitates multi-newspaper and digital media buys by providing current advertising rates, audience information, and demographic data in markets in a single state, regionally or nationally. CNA provides a one-buy, one-bill service from a qualified, experienced and customer-focused staff! If interested please send resume and cover letter to [bsteemken@inanews.com](mailto:bsteemken@inanews.com)

**COMMUNITY REPORTER**—The Watertown Daily Times has an immediate opening for a community reporter. This is a full-time position involving government affairs reporting, features, photography, some headline writing and page layout. The successful applicant will have opportunities in all phases of newspaper journalism and will be a strong contributor to our award winning

newspaper. The individual must also locate into our readership area. Watertown is a lively news town of 24,000 people situated midway between Milwaukee and Madison. Interested people can send resume, clips and cover letter to [toms@wdtimes.com](mailto:toms@wdtimes.com) or to Managing Editor, Watertown Daily Times, P.O. Box 140, Watertown, WI 53094-0140. (0622)

**EDITOR**—GMD Media is seeking a passionate individual to serve as editor of The Courier-Wedge. The individual must have the ability to multi-task and prioritize, pay attention to detail, have a flexible schedule, be organized, self-driven, creative, and able to work under pressure on a weekly deadline. Editorial duties include writing, layout, and photography. InDesign, Photoshop, and digital photography experience is preferred, but not required. The individual will be responsible for writing news content and feature stories, as well as covering meetings, court hearings, and athletic, academic, extracurricular, and community events. The Courier-Wedge covers Durand, Plum City, and Pepin school districts. If interested, submit a cover letter, resume, references, and two or three writing samples to: The Courier-Wedge, 103 W. Main St., Durand, WI 54736, or email to [thewedge@nelson-tel.net](mailto:thewedge@nelson-tel.net), subject line: Editor Position. (0622)

**COMMUNITY EDITOR**—Hudson Star-Observer - RiverTown Multimedia, a subsidiary of Forum Communications Co., is hiring for a community editor in Hudson, Wisconsin. The right candidate will be responsible for assigning stories and overseeing workflow in a newsroom. He or she will coordinate web posting activity and manage the content of the newspaper and website. The community editor will work in conjunction with the Regional Editors and News Director and will contribute stories to Forum News Service and collaborate with other Community Editors/Editors within FCC. Essential job duties and responsibilities:

Responsible for overseeing assignments and scheduling of stories; Upload content to the newspaper website and expertly utilize social media platforms; Write breaking news stories and create multimedia content for web and print; Write columns and/or feature stories for the newspaper and specialty publications; Review stories, cleanly edit local, wire and contributed copy for both online and print; Write headlines, proofread pages and contribute new design ideas; May coordinate newsroom's activities and staff to cover newsworthy events in the community; Review articles and photos to ensure they are appropriate for publication both online and in print; Other duties as assigned. Education and experience: Must have a journalism degree, or similar, from a four-year college; Must have at least one year of journalism experience at a newspaper. Certificates, licenses and registrations: Must possess a valid driver's license and a driving record that is insurable by the company; Must carry an acceptable level of vehicle insurance as required by the company. Apply here: <https://www.appone.com/MainInfoReq.asp?RID=1306900> (0624)

## Seeking Work

**Posted April 2016**  
[Chris Walker](#) — Opinion writer

**Posted March 2016**  
[Phillip A. Humphries](#) — General assignment reporter/investigative reporter/feature writer

**Posted December 2015**  
[Evan Halpop](#) — Reporter/photographer

## For Sale

**For Sale** — Two profitable weekly newspapers in Wisconsin. Owner financing with 10 percent down! Contact [james.debilzen@wnanews.com](mailto:james.debilzen@wnanews.com) or 608-283-7623.

## FREE FOR 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](mailto: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](mailto:jhulbert@inanews.com)

Ads from non-members are 25 cents 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.

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