



Iowa Newspaper Association Bulletin

www.INAnews.com

▶ president's report

CALENDAR of EVENTS

EVENTS

2019 INA Legislative
Reception
Wednesday, February 6

2019 INA Convention and
Trade Show
February 7-8

MEETINGS

INA, INF & INA Services
Co. Boards
Wednesday, February 6

The INA works diligently to protect members

STEVE FISHER

2018 IOWA NEWSPAPER ASSOCIATION PRESIDENT
DUBUQUE TELEGRAPH HERALD

The Iowa Newspaper Association's mission is to "protect, promote, foster and advance the interests of the members of the Iowa newspaper industry and to provide direction to the Association's two related boards."

During the 2018 Iowa legislative session, the INA and our lobbyists monitored 1,344 bills and study bills, 260 resolutions, 808 amendments and 176 bills and resolutions that passed both chambers.

Two Freedom of Information bills passed limiting access. The first provides for any transcripts or recordings of a 911 call made to voluntarily release custody of a newborn infant be held as confidential. The second bill requires schools to develop building emergency plans which would not be subject to open records. One Public Notice bill was passed. It requires county auditors to either include a summary of all resolutions or the complete text of resolutions adopted by the board. This bill made the publication language consistent for counties and cities and provided additional clarity on what is sufficient for a summary.

But perhaps more important to our members are when bills that do not pass, including a bill that would have made 911 calls involving a minor and portions of calls with medical information confidential.

Another bill that did not pass was for an interim workgroup for body cameras. Although the Association had hoped initially for this bill to pass, a significant number of stakeholders were added that would have made the process cumbersome. The Iowa Newspaper Association made a commitment to continue this important discussion and in October and November hosted a series of three meetings on the topic with stakeholders. The process proved valuable, the meetings were insightful, and common ground was found. Additionally, INA Executive Director Susan Patterson Plank has worked closely with the Iowa Public Information



Steve Fisher

Board and its Legislative Committee as it drafted and proposed potential body camera legislation that has now been file for consideration during the 2019 Legislative session.

Although as an organization we are not always in agreement with the Iowa Public Information Board we continue to advocate for its funding and for the important work it does throughout the state. The Board received an appropriation of \$339,343 for FY 2018-2019 providing for three full-time staffers.

In November, the Government Relations Committee met and developed the following legislative priorities for 2019:

1. To support transparency in government through strong open meetings and open records laws and to resist any effort to weaken these laws.
2. To preserve publication of public notice advertising in newspapers where it is seen by the greatest number of Iowans.
3. To support the funding request of the Iowa Public Information Board.
4. To support and assist the National Newspaper Association and the News Media Alliance in their efforts to work with the postal service to provide efficient and timely mail delivery of newspapers and to protect newspapers from further expense and regulation by the USPS.
5. To encourage the Iowa Public Information Board and others' efforts to support legislation to...
 - a. Broaden the law regarding advisory committees and their adherence to the open meetings laws.
 - b. Clarify the notice requirement for open meetings to be 24 continuous hours.
 - c. Clarify that a peace officer investigative

INA PRESIDENT'S REPORT - cont. on page 4

meeting minutes

Iowa Newspaper Foundation Nominating Committee Minutes November 8, 2018



INF Nominating Committee

The committee met at 2:00 p.m. via teleconference with the following members present: Dodie Hook, Akron Hometown; Mary Ungs-Sogaard, Dyersville Commercial; Alan Mores, Harlan Newspapers; and John Goossen, Iowa Falls Times-Citizen. Also, in attendance was Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Goossen, seconded by Ungs-Sogaard, the committee made the following nomination to the INF board:
- Dave Paxton, Albia Union-Republican to a first three-year term.
 - Kendra Breitsprecher, Dayton Leader to a first three-year term.
 - Randy Evans, Iowa Freedom of Information Council to a first three-year term.
 - Mark Spensley, Monticello Express to a first three-year term.
 - Brian Steffen, Simpson College to a second three-year term.

The meeting was adjourned at 2:45 p.m.

Respectfully submitted,
Susan Patterson Plank

Iowa Newspaper Association Nominating Committee Minutes November 16, 2018



INA Nominating Committee

The committee met at 1:00 p.m. via conference call with the following members present: Karen Spurgeon, Bloomfield Democrat; Ann Wilson, Carroll Daily Times Herald; Steve Fisher, Dubuque Telegraph Herald; Rich Paulsen, Creston News Advertiser; Mary Ungs-Sogaard, Dyersville Commercial; Tom Hawley, Mount Ayr Record-News; and Ron Peterson, Sioux City. Susan Patterson Plank, INA, was also present. Chris Rhoades, Missouri Valley Times-News and Janine Kock, Westside Observer voted via email.

Votes taken:

- A. On a motion by Fisher, seconded by Wilson, the committee nominated the following newspaper representatives to second three-year terms on the INA board:
- Deb Anslem, Davenport Quad-City Times
 - Trevis Mayfield, Maquoketa Sentinel Press
- B. On a motion by Paulsen, seconded by Peterson, the committee nominated the following newspaper representatives to a first three-year term on the INA board:
- Chris Edwards, Cedar Rapids Gazette
 - Jason Brummond, Iowa City Daily Iowan
 - Matt Grohe, Clear Lake Mirror Reporter
- C. On a motion by Peterson, seconded by Rhoades, the committee nominated Abigail Pelzer, Marshalltown Times-Republican to complete the unexpired term of Dan Goetz, Newton Daily News, which will expire in 2020.

The meeting was adjourned at 1:30 p.m.

Respectfully submitted,
Susan Patterson Plank

CONTACT US



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BOARD PRESIDENTS

Iowa Newspaper Association

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steve.fisher@thmedia.com

INA Services Company

Becky Maxwell, Centerville Daily Iowegian
641-856-6336
bmaxwell@dailyiowegian.com

Iowa Newspaper Foundation

Mary Ungs-Sogaard, Dyersville Commercial
563-875-7131
mungs-sogaard@wcinet.com

U.S. MAIL

Iowa Newspaper Association
319 East 5th St.
Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (*paid service*)

Five nominated to INF and INA Boards

The Iowa Newspaper Association and Foundation Nominating Committees have nominated five individuals for new board terms beginning in February 2019. Board elections will be conducted during the INA's Annual Meeting on February 6 during the INA Convention.



Board elections
will be held
February 6

MATT GROHE - Iowa Newspaper Association Nominee



Matt Grohe

TITLE: CEO, Mid-America Publishing Corp., which publishes 25 community newspapers and 6 shoppers across Iowa.

PROFESSIONAL BACKGROUND: Joined the board of Mid-America Publishing as Chair in 2003. Became the corporate Vice President in November 2015 and CEO in July of 2018.

FAMILY: Married to Jeanette, who is a Des Moines native and majority shareholder of Mid-America. Three children, Esden who attends Roosevelt High, Lena who attends Callanan Middle School, and Nolden who attends Greenwood Elementary, all in Des Moines.

OFF THE JOB INTERESTS: Fitness, traveling, cooking, reading, biking.

AREAS OF MOST INTERESTED RELATED TO INA: Networking, public notices, revenue generating opportunities, best practices, editorial excellence, talent development, transformative technology.

Reports the monthly sales activity of Customized Newspaper Advertising. Figures compare each month to the year before and 2018 sales with budgeted projections.

2018	2017	DECEMBER SALES	Difference	% Increase
\$622,069	\$960,887		-\$338,818	-35%
2018	2017	Year-to-Date Sales	Difference	% Increase
\$9,558,446	\$7,525,445		\$2,033,001	27%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$9,558,446	\$7,019,900		\$2,538,546	31%

Sales Summary: In 2018, CNA sold **\$3,797,894** in display advertising into Iowa newspapers and other press associations sold **\$189,915** into Iowa Newspapers.



The Network Honor Roll



Centerville Daily Iowegian - 15
Charles City Press - 1



Hamburg Reporter - 1



During the month of December, Iowa newspaper advertising network participants placed **16** ads in the 2x2/2x4 network, **one** ad in the INCN network plus **five** ads in other state 2x2/2x4 networks. TOTAL commission earned by newspapers for the month was **\$2,205**.

Did you know . . . we can help you, help your client, advertise in other state networks? If you have clients with Statewide or Regional needs, give us a call to discuss how to make the networks work for both you and your client. Questions can be directed to rkjellberg@cnaads.com or 1-800-227-7636 ext 126.

Thank you and congratulations to all newspapers listed for earning additional revenue for their papers!

INA will pay you a 50% commission on ANY ad you sell in the network!
Check out www.cnaads.com/indownloads for selling materials.

question of the week

What restrictions are there on the use of the words “Super Bowl” in an ad?

The NFL controls all marketing and proprietary rights with respect to the Super Bowl. According to federal law the NFL retains the exclusive right to control marketing of the Super Bowl and all of its associated trademarks. These trademarks include the phrases “Super Bowl,” “Super Sunday,” “National Football League,” “NFL,” and the NFL shield and all Super Bowl logos.

The NFL also owns the trademarks for “National Football Conference” and “NFC” as well as “American Football Conference” and “AFC.” Without the express permission of the NFL, marketers and advertisers may not use these terms in their promotions.

Running promotions or advertisements designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal.

ADS CANNOT CONTAIN:

- "Super Bowl"
- "Super Sunday"
- "NFL," "NFC" or "AFC"
- Any specific team name or nickname
- Any NFL logo or uniform

ADS CAN CONTAIN:

- "The Big Game"
- "The Football Championship Game"
- The date of the game
- The names of the teams' home cities
- A generic football picture or graphic

INA PRESIDENT'S REPORT - cont. from page 1

report is no longer confidential once the case is closed or the statute of limitations has run out, except in situations where there would be danger to an individual including disclosure of a domestic/sexual assault victim's personal identifiers.

- d. Clarify in Iowa Code section 22.7 that the IPIB can order the release of records under the statute just as a court can and that lawful custodians have full discretion to voluntarily release what is otherwise a confidential record under the statute unless an injunction to prevent release/examination has been ordered by a court or IPIB.
6. To encourage and support legislation to establish a reasonable and consistent fees structure statewide for examining and copying public records.
7. To encourage and support legislation providing consistency, transparency and public accountability regarding public release of law enforcement body camera videos.

In 2018 the Association actively lobbied on a national issue. Our Executive Director traveled to DC to represent Iowa newspapers at the News Media Alliance “fly-in” day to fight newsprint tariffs. Concerned newspaper executives from 18 states and press association executives from nine states held 72 meetings including meetings with Sen. Joni Ernst, the staff of Sen. Chuck Grassley and Rep. David Young.

Soon, we’ll be gathering for the 2019 INA Annual Convention and Trade Show. Last year’s Convention drew 661 people including 139 students and advisors, making it one the largest state newspaper association conventions in the country. This year we received 3,654 entries for the INF Better Newspaper Contest!

I look forward to seeing you!



And
Finally

It’s okay to be slightly cracked, so long as you are basically a good egg.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ADVERTISING REPRESENTATIVE. Business Publications is adding to our advertising team. We are looking for two goal-oriented self-starters who have strong marketing, communication and relationship-building skills. Those filling the positions will be charged with skillfully representing our products by developing strategic advertising campaigns tailored to Des Moines' most influential audiences. Responsibilities include: prospecting and developing new advertising relationships; listening to and understanding their needs to best help them reach their goals; maintaining and strengthening existing client relationships; and meeting goals, deadlines and quality standards.

How to apply:

Please submit a resume via the Business Record hiring portal at www.businessrecord.com/hiring. Ashley Bohnenkamp will be the main point of contact for dsm Magazine. Sara Brown will be the main point of contact for the Business Record. Questions can be directed to ashleybohenkamp@bpcdm.com or sarabrown@bpcdm.com.

FULL-TIME NEWS EDITOR. North Iowa Media Group, anchored by the Globe Gazette in Mason City, is seeking a talented and experienced journalist to fill the No. 2 position in the editorial department. The right person will have an unmet career ceiling and organizational skills that easily navigate short- and long-term change. This front line editor will also have a demonstrated history of solid news judgement, an eye for enter-prise and analytical reporting, and superior CMS and SEO skills. Our next colleague will understand industry habits and trends, and help our reporting staff connect with readers through a range of storytelling methods and tools. If you're only expert in run-of-the-mill meeting, event and crime coverage, this is not the job for you. We offer a full benefits package including PTO, medical, dental and vision plans, flexible spending and health savings accounts, life insurance and short/long term disability. Editor-level experience is a plus, but seasoned reporters looking to move into management are also encouraged to apply. To find out more about this position or apply, please visit <https://lee.net/careers/>. All applications must be submitted online. 0130

FULL-TIME SPORTS/NEWS WRITER. The New Hampton Tribune and Nashua Reporter, a pair of progressive community newspapers in Northeast Iowa, seeks a sports/news writer. Position provides the opportunity to cover both local high school and collegiate-level athletics. It also offers the flexibility to report on local and community activities. We are open to new graduates or community members looking for a new challenge. The job can be tailored to your personal skill sets and interests. Must be able to take professional quality photos and video. An ability to engage with readers on social media is a plus. Experience with InDesign is preferred, but not required. Our family-owned community newspaper offers a complete benefit package, including health/vision/dental insurance, optional 401K and other perks. Pay is negotiable. We are near Rochester, MN; Cedar Falls/Waterloo; and Clear Lake. Please direct resumes, three writing/photography samples to: Kevin Brown, Publisher, New Hampton Tribune, 10 N. Chestnut Ave., New Hampton, IA 50659, or via email at publisher@nhtrib.com. 0130

SR. WRITER, IOWA SOYBEAN ASSOCIATION. The Iowa Soybean Association (ISA), led by a 22-farmer board of directors and recognized as a Top Iowa Workplace by the Des Moines Register, is seeking a talented journalist with experience in the agricultural field for the position of Sr. Writer. Located in the Ankeny Prairie Trail District, the ISA is a dynamic and highly respected organization dedicated to improving the competitiveness of Iowa's 40,000-plus soybean farmers and leading on issues important to agriculture and all Iowans. ISA's Sr. Writer is empowered to produce and deliver timely information about issues impacting soybean production and agriculture enabling soybean farmers to make more informed decisions benefiting their farms and industry. As ISA's Sr. Writer, you will:

- Author hard news and investigative reports for publication across a variety of ISA communications channels including the Iowa Soybean Review, ISA e-Weekly and ISA Monthly (print newsletter) and for distribution to local, state and national and international reporters and farm media
- Manage assignments for the timely reporting of breaking news impacting the competitiveness of Iowa soybean farmers to assist in their long-term well being
- Assist Sr. Communications Manager, Public Relations Manager and Iowa Soybean Review editor in the development and execution of ISA editorial calendar
- Provide in-depth coverage of ISA programs and activities including the association's work in transportation, domestic and international market development, production and environmental research, renewable fuels and public affairs
- Closely monitor and report on market reports impacting soybean prices and local, state and national policy and regulatory matters using non-checkoff funding; surface and share unique perspectives on how these issues impact soybean production
- Participate in all Iowa Soybean Review editorial meetings and assist with editing copy for publication
- Strengthen association's relationship with Iowa State University faculty and Extension staff by providing timely coverage of agronomic research, plant science, weed management and other soybean-focused activity
- Serve as communications lead for the Iowa Soybean Research Center at Iowa State University
- Author timely responses to U.S. Department of Agriculture and Iowa Department of Agriculture crop production, supply/demand and crop progress reports

The ideal candidate to successfully manage these responsibilities possesses:

- Four-year or advanced degree in journalism, communications
- 7-10 years proven experience in journalism, public relations or related field
- Exceptionally strong writing skills with demonstrated excellence in hard news writing, investigative reporting and editorial development
- Strong interpersonal/relationship building skills
- Ability to analyze and interpret information quickly and accurately
- Knowledge of local and federal agricultural departments and market reporting

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumes for online viewing.

There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.

If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.

Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.

Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.

Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.

For more information, contact Cicely Gordon at cgordon@inanews.com.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- 2019 INA Convention & Trade Show Brochure
- 2019 INA Convention & Trade Show Registration Form

2019 Press Passes available at INAnews.com

2019 press passes are available to download from the member's only section of inanews.com. Remember, you will be required to enter a password to access the member's only section of the site. The password is "news." If you have trouble downloading them electronically, please contact Cicely Gordon at cgordon@inanews.com or 515-422-9077.

MEMBER EXCHANGE - cont. from page 5

- Fluent editor with strong comprehension of AP style
 - Demonstrated history of managing multiple story assignments on tight deadlines
 - Proven knowledge of agricultural and environmental issues, with an understanding of soybean production and soy-related issues a plus
 - Strong photography skills
 - Ability to readily relate to farmers, farm leaders, staff, media, agribusiness and the public
 - Extensive contacts in agriculture and related fields
 - Enthusiasm for editorial development and implementation
 - Proven team-player who works well with others and is a strong problem solver
 - Open to continuously improving skills and helping other team members do the same
- A great place to work! The Iowa Soybean Association is recognized as a Top Iowa Workplace by the Des Moines Register. We provide competitive salaries, a superb work environment and so much more...
- Comprehensive and no- to low-cost health care, dental, vision and disability insurance (including family options)
 - 401(k) savings plan featuring generous company match
 - Defined Benefit Retirement Plan
 - Generous paid holidays, sick and vacation time
 - Tuition and cell phone reimbursement
 - On-site wellness facility and wellness incentives
 - Team-focused, modern and spacious work environment located adjacent the new and expanding Ankeny Prairie Trail development (restaurants, shopping and trails within walking distance)
 - Professional growth and development opportunities to help advance your career
 - Organizational culture emphasizing teamwork, flexibility, ideas and respect

How to apply:

Submit your cover letter and resume and at least three writing samples to:

Emily McMahon, Director of Human Resources and Administration

Iowa Soybean Association

emcmahon@iasoybeans.com. 0130

▼ FOR SALE

Considering a sale of your newspaper but not sure where to start? Iowa's newest media broker, Scenic Trail Media Brokers, LLC, is here to help you. Scenic Trail Media Brokers will work with you in every step of the process to properly market your newspaper to help you attract the right buyer for your property. We'll work with you until the final closing to make sure you get top dollar. Call Ryan Harvey today at 515-689-1151 or reach him by email at scenictrailmediabrokers@gmail.com for more information.

Iowa weekly newspaper for sale; excellent community; city, school, county legals, gross around \$200K. 40 year owner seeking to slow down. Contact Northeast Iowa, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa 50309. Contact: Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Two weekly newspapers, including one in county seat community. Progressive communities. City, county, school legals. Located in southwest Iowa. Contact: Weekly Newspapers, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Profitable group of three small weekly newspapers for sale in South Dakota, two in Black Hills. If interested write to: S.D. Newspapers c/o Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309.

IN NEED OF NEW LISTINGS. This could be the right time to sell! *Appraisals-Consultations-Brokerage services* Your full service broker, News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

FOR SALE! Fifteen outside newspaper stands (good for shoppers or free newspapers) for sale, \$20 each. Interested buyers contact Dave Tapp by email at dtappnewsbrokerageofiowa@gmail.com or by phone at 319-350-2770.

Equipment for sale: An extensive selection of printing equipment, including a five-unit Harris V-15A newspaper press, will be on sale online until Nov. 28, 2018, at bclauction.com. The press equipment must be sold during the liquidation of Printcraft Inc., a newspaper plant located in Lamoni, Iowa, which printed several publications in northern Missouri and southern Iowa. The BCL Auction website has a full description of the equipment. Click on current auctions with listing under Bethany Printing Company.

SPEAKERS



RYAN DOHRN, BRAIN SWELL MEDIA

Ryan Dohrn is the founder of media sales strategy firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 6,000 ad sales reps in 7 countries. Dohrn works with over 50 newspapers per year and has a deep passion for the newspaper business.



DENNIS HOST, COBORN'S, INC.

Dennis Host oversees all marketing functions for Coborn's, Inc. including advertising, loyalty programs, brand strategy, strategic planning, social media, digital marketing, graphic design, event marketing, print services, store design, guest relations and e-commerce marketing efforts for the company.



MICHELLE JOHNSON, NATIONAL BASKETBALL ASSOCIATION

Lieutenant General, USAF (Retired) Michelle D. Johnson is the NBA senior vice president and head of referee operations overseeing recruitment, training, and evaluation of NBA referees. During her distinguished Air Force career, Johnson was a command pilot with more than 3,600 flying hours, deployed several times overseas, served as Air Force Aide to Presidents Bush '41 and Clinton. As a brigadier general, she led a team on the Pentagon's Joint Staff that created the policy foundation for US Cyber Command and spent two years as NATO's deputy chief of staff for operations and intelligence.



KEN PAULSON, FREE SPEECH CENTER

Ken Paulson is a journalist, lawyer and educator who has combined these roles as an advocate and expert on the First Amendment. He's the president of the Free Speech Center, dean of the College of Media and Entertainment at Middle Tennessee State University and the former editor of USA Today, where he remains a columnist writing about First Amendment issues.



DR. CELINA PEERMAN, THE PEERMAN GROUP

Dr. Celina Peerman serves as an organizational behavior specialist with more than 24 years' experience in a wide range of industries and organizations. She is passionate about engaging our human resources in innovative ways to achieve even better organizational results.



LISA ROSSI, BONFIRE MEDIA STRATEGY

Lisa Rossi is the founder of Bonfire Media Strategy, a Des Moines-based firm that helps organizations and communities uncover creative solutions by better understanding and emphasizing with their customers and constituents. Rossi has nearly 20 years of experience in the news industry, holding leadership roles at The Des Moines Register, Patch.com and American Journalism Review.



TIM SCHMITT, GATEHOUSE MEDIA

Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda News in New York, where he led an award-winning editorial page. He has worked as an editor, staffer and longtime contributor with the Arizona Daily Sun, the Mesa Tribune, the Arizona Republic, the Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.



RUSSELL VIERS, ADOBE

Russell Viers is an international speaker who, since 1997 has presented in 23 countries for publishing events including AdobeMAX, where he was honored as an AdobeMAX Master. In addition to speaking, he has helped many major publications and designers learn techniques to work faster and improve quality including

Better Homes and Gardens, Ladies Home Journal, American Greetings, and many others.



HOTEL INFORMATION:

700 Grand Avenue, Des Moines, IA 50309
(515) 245-5500 Fax: (515) 245-5567

Room Rate: \$118 (up to 4 guests per room, includes free Wi-Fi)
Reservations accepted at the discounted rate until Jan. 23, 2019

Make reservations by calling 1-800-514-4681
or online at tinyurl.com/2019INAConvention



2019

CONVENTION & TRADE SHOW

FEBRUARY 6-8, 2019 • DES MOINES, IA



SPECIAL RECOGNITION

Master Editor-Publisher, Distinguished Service, Young Iowa Journalists, Investigative Reporters and 50 Year Club

TRADE SHOW

Featuring dozens of exhibitors with the latest and greatest products and services as well as the chance to win fantastic prizes!

EXCITING KICK-OFF PRESENTATION

Former USA Today editor Ken Paulson shares the hidden history of the First Amendment.

LEGISLATIVE RECEPTION

Join your peers and legislators from across Iowa for an informal reception Wednesday evening. This is a great opportunity to share drinks, hors d'oeuvres and ideas with the lawmakers that represent your district.

STUDENT/PROFESSIONAL NETWORKING LUNCHEON

12 minute roundtable recruitment opportunity to network with students eager to learn about starting a career in journalism.

PUBLISHERS SESSION & IDEA EXCHANGE

Free drinks to help get the ideas flowing!

WALL OF WINE & BEER

Attendees have an opportunity to win wine and craft beer while fundraising for the Iowa Newspaper Foundation.

PRESIDENTIAL RECEPTION

Socialize and snack with your peers from newspapers across the state.

2019 IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

DES MOINES MARRIOTT DOWNTOWN | FEBRUARY 6-8, 2019

PROGRAM Register and learn more at www.INAnews.com!

Make sure your newspaper is ready to face industry challenges by taking advantage of this terrific programming line-up!

WHAT'S THE GROCERY GAME?

Dennis Host, Coborn's, Inc

How are grocery industry changes impacting your local grocery store, its role in the community and its expectations of its local media partners? Get an insider's point of view on grocery industry marketing strategies and your newspaper role with this critical partner.

UNDERSTANDING MOTIVATION ON THE JOB

Dr. Celina Peerman, The Peerman Group

Motivation is critical to performance and yet often hard to understand and implement. This interactive session will include how to minimize de-motivators and ways to improve team engagement. Come renew your own motivation for leading others and making an even bigger impact for those around you.

MANAGING CONSTANT CHANGE AND TRANSITION

Dr. Celina Peerman, The Peerman Group

Change is constant, and today's leaders must be able to manage the transitions that follow, including how to help employees adapt. This session will offer tools to focus on helping employees adapt quickly and ensure continued operational excellence.

HEALTHY COMMUNITIES, HEALTHY NEWSPAPERS— PARTNERS IN ECONOMIC DEVELOPMENT

Community Panel

Iowa's community newspapers have been in their towns from the beginning. Now, many communities are aging and getting smaller in an era of intense economic and communication changes. Join us for a panel discussion about community leadership and how newspapers can help shape vibrant Iowa communities.

KICK-OFF SPEAKER

REVOLUTION, RIGHTS AND ROCK 'N' ROLL

Ken Paulson, Free Speech Center

Former USA Today editor Ken Paulson shares the hidden history of the First Amendment in an interactive presentation that will challenge and inspire. You'll never look at the First Amendment in the same way again.

WRITING BETTER LEDES

Tim Schmitt, GateHouse Media

This is a comprehensive look at ledes and what makes them jump. And while we're at it, how can we take your story, and start preparing for a follow-up or bigger story? Tim Schmitt of GateHouse Media gives a hands-on session that will help writers improve their copy immediately.

60 MEDIA SALES TIPS IN 60 MINUTES

Ryan Dorhn, 360 Ad Sales

This is 60 minutes of fun where Dorhn shares 60 ideas from his global adventures working with over 400 media companies and over 5,000 media sales reps. Every idea is working today in media companies large and small. All ideas are proven and proving revenue results!

ADOBE: INDESIGN SECRETS

Russell Viers, Adobe Certified Trainer

With each release of InDesign there are new tools to speed production and improve quality, and CC 2019 is no different. But even if we go all the way back to InDesign 1.0 in 1999, there are hidden goodies that help do our jobs better, if we only knew they existed and how to use them.

KEYNOTE PRESENTATION

DEEP ROOTS, LONG REACH

Michelle Johnson, Lieutenant General, USAF (Retired); NBA senior vice president

Iowa has a long reach- Michelle Johnson's experiences have taught her that we have a lot to be proud of. She shares why she feels it is important for Iowans to see the footprint those in their community are making whether it's in the service or other ways. It truly is great to be an Iowan.

JOURNALISM TOOLBOX: BETTER JOURNALISM THROUGH TECHNOLOGY

Tim Schmitt, GateHouse Media

Using all the tools available, you can ramp up the stories and packages you're writing. Can you get easier access public records? Are you using Google to your full advantage? And how are you nurturing sources?

TURNING "I HAVE NO BUDGET" INTO A CLOSED DEAL

Ryan Dorhn, 360 Ad Sales

If you sell newspaper advertising, you hear this objection every day! So, how do you flip this objection and turn it into a meeting and then a closed deal? There are FIVE ways to take this objection from red light to green light fast. In this interactive workshop, Dorhn will show you his sales strategies live!

EDITING AND ALTERING PDF'S

Russell Viers, Adobe Certified Trainer

Do you get PDFs that aren't exactly ready for production? Perhaps ads that don't fit, or have errors, or need changes? What what options are open? Learn how Acrobat, Illustrator, and Photoshop can work together to help you fix PDFs to meet your needs.

6 WAYS TO SELL WEB AND DIGITAL

Ryan Dorhn, 360 Ad Sales

Ryan Dohrn will share his six best tips for selling your newspapers digital assets. He will focus on understanding proper digital promotion strategies and explain why you need to adopt a print-plus mentality. If you are looking for new ways to sell web and digital, this is a workshop you will love!

PREPARING GRAPHICS FOR WEB AND PRINT

Russell Viers, Adobe Certified Trainer

Graphics for print don't work for the web and vice versa. Learn the differences between the two and how you can NOT duplicate your work. What is the value of RGB for print and web is just one important lesson, but also resolution, file format, vector vs raster, finding the smallest file size for web, and more.

SCHEDULE

WEDNESDAY, FEBRUARY 6

5:30 p.m. - Legislative Reception
@ Peace Tree Brewing Company
317 E Court Avenue, Des Moines

THURSDAY, FEBRUARY 7

11 a.m. - Student/Professional Networking Luncheon
pre registration required

1:45 - 4:15 p.m. - Concurrent Educational Sessions

4:30 p.m. - Annual Meeting & Publishers' Idea Exchange

5:30 p.m. - Convention Reception

8:30 p.m. - INA President's Celebration

FRIDAY, FEBRUARY 8

8 a.m. - Convention And Trade Show Open
free continental breakfast

9 a.m. - "Rights, Revolution & Rock 'n' Roll" with
Ken Paulson, Free Speech Center

10:30 a.m. - Concurrent Educational Sessions

12 p.m. - Past Presidents' Luncheon

1:45 - 4:30 p.m. - Concurrent Educational Sessions

5 p.m. - Awards Reception

6 p.m. - Awards Banquet

ICMA SESSIONS

These outstanding sessions designed with college students in mind are also open to all INA members:

TELLING GREAT VISUAL STORIES

Photojournalist Panel

The key to these award-winning individuals' success is that they harness all of the journalistic skills. This session will focus on how professional photographers and videographers tell important stories that resonate with audiences in a single frame or multiple images.

HOW TO LEAD CIVIC DISCUSSIONS IN YOUR COMMUNITY

Community Panel

Today's climate filled with hate speech makes it more important than ever for news organizations to lead discussions in various ways that helps solve problems in their communities. Come hear how to lead your community in civil discussions that succeed in getting things done.

CRASH COURSE IN DECODING YOUR READERS

Lisa Rossi, Bonfire Media Strategy

Rossi will lead journalists and aspiring journalists through a series of interactive exercises designed to better empathize with team members and readers. We will also work on fast experimentation, failing fast, along with other methods.

WOMEN IN JOURNALISM

Newspaper Panel

Hear from a panel of journalists on how women can and do change the dynamics in a newsroom including what and how stories are covered.

FREE SPEECH & FREE PRESS FOR EVERYONE

Julie Roosa, Greenlee School of Journalism and Communication

Journalists can recite the five freedoms of the First Amendment with little trouble, but polling shows much of the public is indifferent and sometimes even hostile to our basic civic guarantees. How can we build a better understanding of and respect for freedom of religion, speech, press, assembly and petition in our communities and on our campuses? The Greenlee School's First Amendment specialist shares her ways of spreading the First Amendment's values beyond the professional and college newsroom.

2019 IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

DES MOINES MARRIOTT DOWNTOWN | FEBRUARY 6-8, 2019

WEDNESDAY, FEBRUARY 6

5:30 to 7:30 p.m. **Legislative Reception**
Offsite Location: Peace Tree Brewing Co.
Share drinks and hors d'oeuvres with legislators from your district.

THURSDAY, FEBRUARY 7

11 a.m. to 1:30 p.m. **Student/Professional Networking Luncheon** - pre registration required
12 minute roundtable recruitment opportunity to network with students eager to learn about starting a career in journalism. Roundtables followed by pizza lunch.

1:30 to 1:45 p.m. **Break**

1:45 to 2:45 p.m. ... CONCURRENT SESSIONS

What's the Grocery Game?
Dennis Host, Coborn's, Inc.

Understanding Motivation on the Job
Celina Peerman,
The Peerman Group

2:45 to 3:15 p.m. **Break**

3:15 to 4:15 p.m. ... CONCURRENT SESSIONS

Healthy Communities, Healthy Newspapers
Bethany Wilcoxon, McClure Engineering; Bill Menner, Iowa Rural Development Council; David Peters, Iowa State University

Managing Constant Change & Transition
Celina Peerman,
The Peerman Group

4:15 to 4:30 p.m. **Break**

4:30 to 5:30 p.m. **Annual Meeting & Publishers' Idea Exchange**

5:30 to 7:30 p.m. **Convention Reception**

8:30 to 10:30 p.m. **INA President's Celebration**

FRIDAY, FEBRUARY 8

8 to 9 a.m. **Registration & Trade show Open**

***Free continental breakfast in Trade Show served until 9 a.m.*

9 to 10:10 a.m. **Kick-off "Rights, Revolution and Rock 'n' Roll"**
Ken Paulson, First Amendment Center

10:10 to 10:30 a.m. **Refreshments in Trade Show**

10:30 to 11:45 a.m. CONCURRENT SESSIONS

Writing Better Ledes
Tim Schmitt, Gatehouse Media

60 Media Sales Tips in 60 Minutes
Ryan Dorhn, 360 Ad Sales

Telling Great Visual Stories - ICMA
Kelsey Kremer, Des Moines Register; KC McGinnis, freelance photographer; David Ekstrom, Meredith AgriMedia

Adobe: InDesign Secrets
Russell Viers, Adobe Certified Trainer

How to Lead Civic Discussions in Your Community - ICMA
Scott Raecker, The Robert D. and Billie Ray Center; Zack Kucharski, Cedar Rapids Gazette; Emily Schettler, The Harkin Institute; Seth Anderson, Culver Center at Simpson College

11:45 a.m. to 12 p.m. **Break**

12 to 1:30 p.m. **Past Presidents' Awards Luncheon "Deep Roots, Long Reach"**
Michelle Johnson, National Basketball Association
Distinguished Service Awards, 50-Year Club Awards, Jay P. Wagner Prize for Young Journalists

1:30 to 1:45 p.m. **Refreshments in Trade Show**

1:45 to 2:45 p.m. CONCURRENT SESSIONS

Editing and Altering PDF's
Russell Viers, Adobe Certified Trainer

Journalism Toolbox: Better Journalism Through Technology
Tim Schmitt, Gatehouse Media

Crash Course in Decoding Your Readers - ICMA
Lisa Rossi, Bonfire Media Strategy

Women in Journalism - ICMA
Abigail Pelzer, Marshalltown Times Republican; Emily Barske, Marshalltown Times Republican; Linh Ta, Des Moines Register

Turning "I Have No Budget" Into a Closed Deal
Ryan Dorhn, 360 Ad Sales

2:45 to 3:30 p.m. **Ice Cream Break in Trade Show**

3:30 to 4:30 p.m. CONCURRENT SESSIONS

Suds and Sodas Roundtables

Preparing Graphics for Web and Print
Russell Viers, Adobe Certified Trainer

6 Ways to Sell Web and Digital
Ryan Dorhn, 360 Ad Sales

5 to 6 p.m. **Awards Reception**

6 p.m. **Awards Banquet**

Master Editor-Publisher Awards, Heritage Club Presentations, Young Iowa Journalists Awards, Iowa Better Newspaper Contests winners, Newspaper of the Year

For additional information about each session and presenter as well as hotel accommodations, visit www.INAnews.com/convention.



19 REGISTRATION

Complete the form below or register online at www.INAnews.com/convention

REGISTRATION FEES

Early Bird Discount: Registrations postmarked by January 31 or delivered to INA by 4:30 p.m., January 31 will receive reduced rates on convention registration.

- \$85 for 1st Registrant by January 31 (\$95 after January 31)
- \$20 for Additional Registrants from same newspaper

Corporate registration rates are now available. Find out more at INAnews.com.

Name of Newspaper _____

Mailing Address _____

City, State, ZIP _____

() _____

Telephone Number _____

Email _____

Please check the following, if applicable: ☐ New publisher ☐ Guest of INA/INF ☐ Past President (Friday Lunch fee waived)

Cancellation Policy: Refund requests will be honored if received in the INA office by 4:30 p.m. February 1.

The INA has purchased event cancellation insurance for this event. In cases where inclement weather causes this insurance to go into effect, advance registration fees will be refunded.

Circle the dollar amount in each column marked by symbols for each event.

🔥..... 1st Registrant | \$85 (+\$10 if postmarked after Jan. 31, 2019)

★..... Friday Luncheon | \$25

⚡..... Each additional person from the same newspaper | \$20

♥..... Friday Night Banquet | \$30

✳..... Wednesday Legislative reception | free

★♥..... Mealpackage-(includes Friday Luncheon & Friday Night Banquet) | \$52

☁..... Thursday luncheon -(registration required) | free

NAME & EMAIL ADDRESS (print)	🔥	⚡	✳	☁	★	♥	★♥	TOTAL
	\$85		free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
IS THIS FORM POSTMARKED ON OR BEFORE JANUARY 31, 2019?								YES NO +\$10
TOTAL								

Anyone attending any convention function is required to pay the registration fee (for the first registrant) or additional person fee, even if attending the luncheon or banquet only.

☐ Payment enclosed

☐ Please bill the company

☐ Charge my credit card →

Credit card # _____ Exp. ____ / ____

Address: _____ Zip _____

Amount to be charged: _____ Visa or Mastercard

Authorized signature: _____ Date: _____

**RETURN FORM AND MAKE
CHECKS PAYABLE TO:
IOWA NEWSPAPER FOUNDATION**
319 E. 5th Street
Des Moines, IA 50309

ACCOMMODATIONS:

Des Moines Marriott Downtown, 700 Grand Avenue, Des Moines, IA 50309 | (515) 245-5500 | Fax: (515) 245-5567

Room Rate: \$118 (up to 4 guests per room) → Rate includes free wi-fi | Discounted reservation rate until **Jan. 23, 2019**

Make reservations by calling 1-800-514-4681 or online at <http://tinyurl.com/2019INAConvention>.