



Iowa Newspaper Association Bulletin

www.INAnews.com

► president's report

CALENDAR of EVENTS

WEBINARS

Working the Sales Funnel
Thursday, February 28

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 Foundation expands programming for members!

MARY UNGS-SOGAARD

2018 IOWA NEWSPAPER FOUNDATION PRESIDENT
DYERSVILLE COMMERCIAL

The Foundation expands programming for members! The Iowa Newspaper Foundation's mission is to champion and improve the quality and future of Iowa's newspapers enterprises and the communities they serve and to raise funds to fulfill this mission. The Foundation continues its focus on providing outstanding programming to its members and to the next generation of media professionals!

Our members, as well as professionals in 40 other states, continue to expand their skills through INF-provided webinars through its signature brand, **Online Media Campus**. In 2018 we provided over 24 webinars, here is just a sample of the topics that were covered:

- Writing Amazing Sales Emails
- Making Digital Audio Part of Your Daily Routine
- How to turn Facebook's changes into big ad dollars
- Don't forget about social
- SEO: Make it Work for You
- Ten to Win Top-Ten Traits of Successful Media Consultants
- Native Advertising programs for newsrooms
- Five in 24: Ideas to Grow Business
- Mobile Photojournalism

And big news... all INF webinars will now be available to our members free of charge! We have worked this year to restructure Online Media Campus to allow the opportunity for free training to members. When registering for webinars at www.onlinemediacampus.com use discount code IAwebinars.

Also, in 2018, we relaunched the Mauck/Stoufer Professional Improvement Workshop for Newspaper Writers. It was a great success with 14 professionals and four coaches participating. This year's workshop included a more interactive format designed to provide participants with



Mary Unga-Sogaard

multiple contacts with their professional coaches. One participant said, "I really liked the dialogue opportunities. I appreciated the feedback this past month on the writing I sent to my coach for evaluation and response." Another said, I liked "having a set of experienced eyes look at my stories and give me feedback."

The Foundation also continues to focus on reaching out to the next generation of professionals. Our programs for high school students included the third annual **Leadership and Innovation in High School Media Conference** where students to learn about becoming a leader in the media industry and preparing for a future in journalism. This year over 80 students participated in multiple break-out sessions including "How to Uncover and Include Multiple Voices: Diversity in Journalism," "World of Podcasting" and "Journalist Toolbox: Apps for Media," along with the keynote address, "Building Credibility & Trust During a Time of 'Fake News.'" One participant said of the experience, "I learned a lot about some cool apps and websites that I could use in my writing and making things easier."

Another program for aspiring high school journalists is the **Business Horizons Media Track**. The INF partners with the Iowa Association of Business and Industry Foundation to offer an in-depth media experience for Iowa high school students with the goal of developing the next generation of Iowa newspaper professionals. The program is an on-campus, week-long program where students take a deep dive into the world of journalism, learning how to operate as a media company producing a newspaper, website and managing social media.

And of course, none of this would exist without the ongoing support of generous individuals and committed newspapers.

This past year, individual donors gave over \$15,000 to

INF PRESIDENT'S REPORT - cont. on page 4

INA to provide photos from State Wrestling Tournament

The Iowa High School Athletic Association and the Iowa Newspaper Association are again working together to facilitate a service for Iowa newspapers that are unable to staff the State Wrestling Tournament with a photographer.

The Iowa Newspaper Association will provide a pool of volunteers to take pictures. Revenue collected from participating newspapers will go to the photographers. The tournament dates are Thursday, February 14 through Saturday, February 19.

Newspapers wanting pictures of wrestlers from their area can obtain an order form in this edition of the Bulletin, by e-mailing the INA at ina@inanews.com or by downloading it from INAnews.com. The order form will ask for the following information:

- The name of the wrestler(s) to photograph
- The name and class of each wrestler's high school
- The weight class of each wrestler

Newspapers will also be given options for purchasing the photos of each wrestler. On the order form they will be asked to select from these options:

- Please provide one photo from each match this wrestler wrestles
- Please provide one photo of this wrestler from the tournament
- Please provide a photo of this wrestler only if still in competition on Saturday
- Please provide a photo of this wrestler standing on the podium if a medalist

The order forms must be faxed or e-mailed back to the INA by 5 p.m. on Tuesday, February 12. Any photo orders that come in after the deadline will be billed at \$16 per photo.

Photographers will shoot multiple photos of each wrestler and will select the ONE photo from each match that they believe is the best one taken. Photos will be made available on the INA's ftp site for download by participating members as soon as possible following the matches.

Newspapers opting to get just one photo of a wrestler (rather than one photo from each match he wrestles) will likely receive a photo from one of the earlier rounds in the tournament. Depending on the logistical challenges we face, it may be difficult to provide photos from the final match of several matches wrestled.

Newspapers opting to purchase one photo of a wrestler from each match will receive the photos as the tournament progresses.

Newspapers will be billed for the photos whether or not they are used. The INA will make every effort to make sure that volunteers are well-organized so that all newspapers requesting photos will receive them. However, members are asked to remember that this is a service where members are doing their best to help other members and confusion may reign at times. The photos are for the exclusive use of the newspaper ordering them. In order to be fair to the volunteers, and in order to insure the continuation of the program, members are asked not to forward the photos to other newspapers.

If you have any questions about the INA photographer pool or if a photographer from your newspaper is interested in volunteering to serve in the pool, please contact Susan James at sjames@inanews.com.

CONTACT US



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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

Making laws should not be about lawmakers' convenience

RANDY EVANS

EXECUTIVE DIRECTOR

IOWA FREEDOM OF INFORMATION COUNCIL

One of the biggest contrasts in public access to state and local governments in Iowa came into focus last week, and Iowans should be concerned by what occurred.

A bit of context: Iowans have long had the right to sit in on almost every meeting of state government policy-making and governing boards and on meetings of their local school board, city council and county board of supervisors.

That law requires a board or council to post the agenda for its meeting at least 24 hours before the meeting. This notice requirement exists to give the public time to offer their opinions on an issue and to arrange to attend the meeting.

While the law does not require government entities to allow citizens to speak at the meetings, most boards and councils, with rare exceptions, do permit public input at their meetings.

But Iowans were reminded last week the public meetings law does not apply to the Legislature. When lawmakers wrote the statute, they chose not to have it apply to themselves. Instead, the Legislature is governed by rules written by each chamber's majority party every two years.

That's how last week's events came to light.

The Republican majority in the Iowa Senate revised that chamber's rules and removed the requirement that subcommittee meetings be announced at least 24 hours in advance and that the public be allowed to speak then. (The House does not have similar guarantees in its rules.)

Yes, those subcommittee meetings might still be announced 24 hours or more in advance, and yes, those meetings might still be open for public comment. But the revised rules no longer require that --- and the change is a big deal, because lawmakers are acting on behalf of the people of Iowa, just as every state and local government board, council and commission is.

Subcommittee meetings are where Joe Citizen can speak on a proposed law, voicing support for a bill under consideration, expressing concerns or offering suggestions. When bills advance to consideration by a full committee and later when bills come up for debate in the full House and Senate, the public no longer has the right to speak.

A real-life example shows the importance of public testimony before a subcommittee. In 2017, a bill moving toward becoming a law would have cut off public access to the names of volunteers working for state and local government in Iowa.



Randy Evans

Supporters said public access to the names invaded the privacy of volunteers and might make it difficult for government to find people to work for no pay. In my role as executive director of the Iowa Freedom of Information Council, I appeared before the subcommittee handling the bill and said volunteers' names should not be kept secret.

I cited the case of a former Boy Scout leader who drove a county hospital's shuttle van that carried patients to and from its clinics. The Scout leader had been convicted of sexually abusing a Scout. I also described two other cases involving volunteers with sexual abuse records who were allowed into school classrooms to read to children.

The bill died after lawmakers digested the real price of such secrecy.

Guaranteeing public access to subcommittee meetings, providing 24 hours' notice of meetings, and ensuring the public can testify are important parts of the legislative process.

But Republicans who control the Senate and House said the changes in the Senate rules provide needed flexibility. Senator Amy Sinclair of Allerton, chairwoman of the Education Committee, said the 24-hour notice requirement unnecessarily slows the Legislature's work at times.

Senator Herman Quirnbach, an Ames Democrat, told the Bleeding Heartland blog, "Yes, it's more work to have public subcommittee meetings. Listening to people takes effort, but isn't that what the voters hired us to do?"

I'm not going to get into partisan bickering here. The issue at stake is not Republican or Democrat. The issue is fundamental: The people of Iowa should be given plenty of notice of legislative subcommittee meetings and should have the opportunity to offer their comments then on proposals under consideration.

Good government should not be reduced what is convenient vs. inconvenient.

This column was written by Randy Evans, executive director of the Iowa Freedom of Information Council. It is available for publication by any newspaper without charge at <https://inaneews.com/news-room-resources/making-laws-should-not-be-about-lawmaker/>.

Randy Evans can be contacted at IowaFOICouncil@gmail.com. The Iowa Newspaper Association and several individual newspapers are members of the Iowa FOI Council.

This column is available for publication by any newspaper without charge at <https://inaneews.com/news-room-resources/making-laws-should-not-be-about-lawmaker/>.

?question of the week

Can a newspaper get a refund from the Postal Service for fees paid for duplicate address corrections if it submitted a change-of address-order?

Yes. According to the Domestic Mail Manual, newspaper personnel may request a refund of the fees paid for duplicate address correction notices on Forms 3579 provided by USPS if the customer submitted a change-of-address order and the first and duplicate notices are provided on magnetic tape by address correction service (ACS) or on printed copy by a Computerized Forwarding System (CFS) unit. The refund request must be supported by documentation showing the number of duplicate notices received. The USPS will not process refunds for duplicate notices if both the original and duplicate notices are not provided by ACS or CFS. So, the newspaper personnel should return all of the forms received on the same address and it can expect to have the refund deposited into its account for all but one of the duplicates for the same address.

The Seattle Times: A case study in community-funded journalism

HANNAH RODRIGUEZ

RJI STUDENT INNOVATION FELLOWSHIPS 2018

It's not a secret that news organizations are struggling to pay their reporters. As employment has dropped 45 percent in the past decade, newsrooms have experimented with direct, outside funding. Through an RJI Student Innovation Fellowship at The Seattle Times, Hannah Rodriguez says she was able to observe how reporters and editors worked to thread the needle of maintaining independence while receiving outside money for various initiatives including Traffic Lab and Project Homeless.



Hannah Rodriguez

Learn more by visiting: <https://www.rjionline.org/stories/inside-the-seattle-times-a-case-study-in-community-funded-journalism>.

INF PRESIDENT'S REPORT - cont. from page 1

the INF, making possible such programs as the Internship Matching Program and the Business Horizons Media Camp. Along the way, we've added new members to the Diamond Club (\$10,000+): Chris & Bill Monroe and Mark Rhoades; and three new members to the Heritage Club (\$5,000+): Christopher Hall, Mary Unga-Sogaard, and Jeff Wagner

In 2018, we worked to grow these efforts by making them more efficient and streamlined. We want to make it easier to give; we want your gift to have more impact; and we want to show you the impact you are creating. We expanded our programming to include a new **Grant Program**, that in 2019, will give up to \$10,000 directly back to newspapers and like-minded organizations to fund important projects that couldn't be done otherwise. Thank you to all who continue to trust us with your support—after all, we exist to support your work.

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 of the largest state newspaper association conventions in the country. This year we received 3,654 entries for the INF Better Newspaper Contest!

We are always looking to find ways to better serve you. Together, we will continue to work towards a brighter future for Iowa's newspapers.

2019 Press Passes available at INAnews.com

2019 press passes are available to download from the member's only section of inaneews.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@inaneews.com or 515-422-9077.



And
Finally

I've learned... That to ignore the facts does not change the facts.

—Andy Rooney

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.

EXECUTIVE DIRECTOR. The Iowa Center for Public Affairs Journalism (IowaWatch) seeks an energetic, driven executive director to succeed Lyle Muller, who will retire this fall. The executive director will lead the news nonprofit, entering its 10th year, in overseeing journalists to create original investigative and explanatory content and work collaboratively with other news organizations. Fundraising experience is important in this role, as the executive director will be expected to diversify and increase revenue streams to continue IowaWatch's growth as a nonpartisan watchdog. The board will start reviewing applications May 1. For more information, contact Erin Jordan, IowaWatch board president, at erinfordan@gmail.com. 0213

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 manage-ment are also encouraged to apply. To find out more about this position or apply, please visit <https://lee.net/careers/>. All ap-plications 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

MANAGING EDITOR. Position at the Knoxville Journal-Express and the Pella Chronicle, award-winning weekly newspaper covering Marion County, Iowa has an immediate opening for a managing editor. We're looking for someone with a passion for community journalism and who is ready to showcase our communities with their reporting and writing. Social media skills are a plus. The successful candidate will cover a verity of topics, including business news, features, breaking news and major enterprise projects. This is an excellent opportunity for a journalist looking to gain experience in weekly newspapers. A journalism degree is preferred. The Chronicle offers a benefits package that includes medical, dental, vision, life insurance, 401(K) plan. This is a fast-paced job, requires a vehicle, and entails some evening and weekend work. Send resume and writing samples to publisher@journalexpress.net 0220

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

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@inaneews.com.

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
- 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.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

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

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/2019INACConvention



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>.



An Iowa Newspaper Foundation webinar...

WORKING THE SALES FUNNEL

Iowa Member
Benefit: **FREE!** Use
Discount Code:
IAwebinars

Thursday, February 28 1-2 p.m. CST

Registration fee: FREE · Deadline: February 25

IN THIS WEBINAR...

You are likely familiar with the Sales Funnel. But have you broken down each step of the process to understand what message and media placement have the greatest impact on an advertising campaign. In this session, we will cover the basics of the Funnel before digging into the best ad placement and message to guide customers through their decision journey. Following this session, you will better understand the role that your newspaper plays in the process and how to incorporate “new” and “old” media into a cohesive ad campaign.

Follow us:



Online Media Campus



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THE PRESENTER... Korena Keys



Korena Keys, Founder of Key Media Solutions, is best known for developing her own unique approach to media strategy and digital marketing. This quickly earned her the business and respect of companies across the United States and Canada. In just eight short years, Korena has successfully taken her digital media firm to the front lines in an over saturated industry. Keys has served as the President of the Board for South Dakota Advertising Federation, Chair of the Board for the Community Outreach, held a seat on City Council, and is active in multiple community organizations that are dedicated to helping others.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *Working the Sales Funnel* webinar Thursday, February 28.

Registration fee: free to Iowa Newspaper Association members

Find out more at www.onlinemediacampus.com or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: February 25

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309,

EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

You will receive log-in instructions 48-hours prior to the webinar you've registered for. If you have questions, please contact Erica Wipperling at ewipperling@inanews.com or 515-422-9052.