



# 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

## CNA has an exceptional year

### BECKY MAXWELL

2018 INA SERVICES COMPANY PRESIDENT  
CENTERVILLE DAILY IOWEGIAN

**T**he mission of the INA Services Company is to advance the economic well-being of Iowa newspaper enterprises primarily through, research, promotion and advertising sales. INA Services Company does business under the branded name Customized Newspaper Advertising, CNA. The team at CNA, is driven to increase sales, manage expenses and provide excellent customer service to members and clients. The team works as an extension of your sales staff as a member newspaper of the Iowa Newspaper Association.

**In 2018, Customized Newspaper Advertising ended the year with total gross sales of \$10,824,814, which was 23 percent ahead of 2018 budget and 18 percent over 2017!** This number includes sales into Iowa, Wisconsin, and other states' newspapers, digital advertising, classified and small space display network advertising.

Display advertising which is advertising that is placed by CNA staff into print or digital newspaper products across the state or country totaled \$9,558,446 in 2018. That is 30 percent over budget and 20 percent over 2017 sales. **This includes more than \$3.8 million sent specifically to Iowa newspapers.**

In addition, 2018 was a big year for political advertising. Iowa newspapers received more than \$790,000 in sales this year during the primary and state election from various candidates and advocacy groups. National political advertising totaled more than \$940,000 and was placed in several states across the country.

In addition to the success in political advertising, the Iowa Department of Public Health continued to be the number one advertiser in Iowa newspapers. This account spent more than \$1.6 million in print, online, network and special



Becky Maxwell

section advertising statewide! This will continue to be a big advertiser in 2019. CNA also secured spending from 25 new display advertisers into Iowa, Wisconsin and other states totaling more than \$2.5 million in gross sales.

CNA continues to be a leader nationwide in newspaper print and digital sales sending more than \$2.4 million to other states. CNA also continued its partnership with Wisconsin Newspaper Association and works as their sales arm increasing overall gross



#### VISION STATEMENT:

Customized Newspaper Advertising (CNA) is your smart source for **Print + Digital** media planning and placement. We specialize in trusted media options that reach your target.

sales and commission for CNA.

With all the activity this year, it's also important to mention the support staff at CNA known as the media team. This team is made up of four media buyers including a media director. The media staff collectively placed more than 15,600 orders in 2018 which includes placements for digital, inserts, and print!

This year also brought changes to the CNA logo and vision statement. The INA Marketing Committee approved the new logo and vision statement late 2018 with the official launch to members at the 2019 INA Convention. This change makes CNA more relevant to advertisers and clients on a national scale. Look for the new logo on insertion orders and communications from INA staff.

Gross sales into the classified and small space

INA SERVICES COMPANY PRESIDENT'S REPORT - cont. on page 3

# Here's what you can do about fake news before the 2020 election

**MICHAEL BUGEJA**

DES MOINES REGISTER, IOWA VIEW CONTRIBUTOR



Michael Bugeja

In 2019, Iowans will hear the phrase “fake news” whenever a report sullies a political party or presidential hopeful. We may support or scorn candidates without knowing fact from factoid.

This column explains what you can do about it.

People typically do not differentiate between journalism and media. Journalists report and edit news. Media mostly disseminate news (i.e. tweets, posts, blogs, websites, android apps, etc.). Journalists adhere to ethical standards. Social media does not.

Many voters no longer believe what they read, view or hear. We have a choice: Embrace lies and half-truths or subscribe (actually pay something) to access fact-based reports.

In 2005, I noted how journalism was metamorphosing into fake news: “Downsizing reporting staffs is dangerous in a republic founded on the principle that truth, not profit, should rise to the top.” I added that disseminating opinion is cheaper than gathering fact because the former can be aligned to a target market.

Something else has arisen, prompting me to write in advance of 2020 political visits to Iowa.

Two psychologists, Gordon Pennycook and David Rand, just published an opinion piece titled “Why Do People Fall for Fake News?” They claim this happens for two reasons. One group’s ability to reason is “hijacked” by partisan convictions. The other group is “mentally lazy.”

A recent study published in Science Advances noted that those aged 65 and older were more responsible than any other age group in disseminating false news on Facebook during the 2016 election. This was true regardless of ideology, education level or political affiliation.

I offer a third possibility about why this happens.

Media have de-evolved into an indistinguishable entity in the digital cloud. All it takes is one virally distributed inaccurate report to taint the cloud so that it rains falsehood on everyone doing journalism.

There is a flood of fake news on Facebook. This month, the BBC reported that Facebook has removed 500 pages and accounts of Russian fabricators targeting Central and Eastern Europe.

Get ready for the Russian assault on Iowa in advance of the Feb. 3, 2020 caucuses.

Fake news is a distinctly American creation perpetuated by the likes of Benjamin Franklin. In 1782, he fabricated a supplement to the Boston Independent Chronicle recounting wartime atrocities and gave that to British editors hoping they would reprint it and help secure reparations for U.S. citizens.

That model — dubious content disseminated by others — remains the primary facet of fake news.

A prime example is the recent BuzzFeed report that alleged special counsel Robert Mueller possessed evidence that President Trump instructed former lawyer Michael Cohen to lie to Congress.

*This column is available for publication by any newspaper without charge at <https://inanews.com/newsroom-resources/heres-what-you-can-do-about-fake-news-be/>.*

## CONTACT US



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##### Iowa Newspaper Foundation

Mary Ungs-Sogaard, Dyersville Commercial  
563-875-7131  
[mungs-sogaard@wcinet.com](mailto: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)

FAKE NEWS - cont. on page 3

networks in 2018 totaled \$1,266,368, generating \$954,184 in revenue. This is a 11 percent increase over 2017 sales! Revenue from these sales primarily supports the association and its sales efforts into Iowa newspapers. Two full-time inside account executives, a sales manager make-up the team that produced more than 15,600 sales calls in 2018, over 2017 numbers by 2,500! In addition, more than 65 new accounts were generated by the inside sales staff which brought in more than \$120,000 in revenue!

CNA also continues its partnership with the Michigan Press Association in selling and administering the statewide networks of Michigan. Hoosier (IN) State Press Association and Ohio Press Association also

provide higher commission for any network sales. These opportunities continue to drive sales up and keep CNA a national leader in network sales.

More than 250 Iowa newspapers participate in either the classified or small space display networks. Participating newspapers have an opportunity to sell this unique product in their markets and make 50 percent commission on any sale. Sales into the newspaper networks from member newspapers totaled more than \$87,000 in 2018. If your newspaper is interested in joining your colleagues in these programs, visit [www.cnaads.com/inadownloads](http://www.cnaads.com/inadownloads).

Also remember that CNA provides statewide research to use in your local markets, access the research results at [www.inanews.com/research](http://www.inanews.com/research).

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## FAKE NEWS - cont. from page 2

When other outlets went with the report without sufficient fact-checking, a spokesperson for Mueller issued a statement calling the BuzzFeed article inaccurate.

By now the damage had been done.

As media columnist Jim Rutenberg writes, each mistake of this magnitude feeds the notion that all of journalism is “fake news” because of the “insatiable appetite” of social media and cable for fresh material.

Organizations like CNN and Fox News not only tell us the news — often relying on newspapers that still do it; they hire pundits to shape our opinions.

The average salary of broadcast news commentators was \$56,680 in 2016, with the highest 10 percent paid \$163,490. The average salary for reporters is \$43,960. In Iowa, salaries range from \$19,340-\$50,720 and higher, with the average yearly pay of \$36,870.

In an ideal world, untold millions spent on pundits would go to reporters who actually do news.

Fake news has a devastating effect on journalism and democracy.

Reporters have a calling. They hold government accountable so that we can make intelligent decisions in the voting booth. Journalists typically sacrifice time with loved ones, working ungodly hours — often involving travel — and live frugally for decades.

The general public doesn't witness the deep psychic pain of a reporter who gets a pink slip because people expect news for free.

The Pew Research Center reports that newsrooms

continue to cut positions because of “dwindling print subscriptions.” In a Jan. 28 article titled “Does Journalism Have Future?”, staff writer Jill Lepore states, “Good reporting is expensive, but people do not want to pay for it.”

Pay while you can.

Forbes published a list of trustworthy news organizations based on ethics and policies about corrections. They include The New York Times, Wall Street Journal, and Washington Post, among others.

Don't overlook local newspapers, the lifeblood of communities.

Yes, subscribe. Go further. Buy gift subscriptions for relatives and friends. Discuss the news face to face at the dinner table instead of on Facebook. If you have children, let them see you pore over the newsprint, pointing out stories about their school, hobby or upcoming events you might attend, including visits by presidential hopefuls.

It takes a village to save the village newspaper. A free press is worth the price of subscription.

*This column was written by Michael Bugeja and originally published in the Des Moines Register on January 23, 2019. It is available for publication by any newspaper without charge at <https://inanews.com/news-room-resources/heres-what-you-can-do-about-fake-news-bel>.*

*Michael Bugeja is author of Living Media Ethics (Routledge, 2019) and Interpersonal Divide in the Age of the Machine (Oxford Univ. Press, 2018).*

## 2019 Press Passes available at INAnews.com

2019 press passes are available to download from the member's only section of [inanews.com](http://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](mailto:cgordon@inanews.com) or 515-422-9077.

## MARRIOTT DETAILS:

*Do you have questions on how to get to the Marriott Hotel for Convention, when to arrive, or what to do when you get there? This should clear it all up.*



*Find all the details  
you need for a  
smooth trip to next  
week's convention*

### **PARKING**

Valet parking at the hotel is a flat rate of \$25 (plus tax) per night per vehicle. Unlimited in and out privileges are available for overnight guests. For those guests not spending the night, an hourly rate is available.

#### **Current parking charges are:**

0-8 hours - \$12 (plus tax)

8+ hours - \$25 maximum

Oversized vehicles: \$35 (all vehicles 6'3" or higher, these vehicles include but no limited to any work van or passenger van. Chevy 2500 model and up, Ford F-250 (super duty and up), GMC Sierra 2500 and up, Ram 1500 (all except base model), any vehicles with custom lifts.

Des Moines has recently launched a new parking strategy for downtown to manage parking to support area businesses and a changing 24-7 downtown with a mix of uses.

The purpose is to increase available parking in downtown by adding more on-street parking spaces, creating FREE parking areas, and changing rates and expanding times at the parking meters and parking ramps to create a system that is simple and fair for residents, business owners, employees, and visitors. Visit <http://www.parkdowntowndesmoines.org/> for rates, locations and additional information on city parking.

### **DRIVING DIRECTIONS:**

(The Marriott is on the corner of 7th and Grand Ave.)

#### **From the North**

Take I35 South to I235 West. Take the 3rd Street exit. Follow 3rd Street until Grand Ave and take a right. Go down Grand Ave just past 7th Street and take a left into the hotel.

#### **From the South**

Take I35 North to I235 East. Take the 3rd Street Exit and turn right. Follow 3rd Street until you come to Grand Ave. Go down Grand Ave just past 7th Street and take a left into the hotel.

#### **From the East**

Take I80 West to I235 West. Take the 3rd Street exit. Follow 3rd Street until Grand Ave and take a right. Go down Grand Ave just past 7th Street and take a left into the hotel.

#### **From the West**

Take I80 East to I235 East. Take the 3rd Street exit and turn right. Follow 3rd Street until you come to Grand Avenue. Go down Grand Ave just past 7th Street and take a left into the hotel.

Check in at the Marriott is 4 p.m. (If you arrive earlier, ask at the first floor bell stand to have your luggage stored.) Check out time is noon.

### **HOTEL FACILITIES:**

Indoor pool, exercise room, whirlpool, gift shop, hair salon/barber shop (by appt only), room service, Rock River Grill and Tavern, City Center Lounge, skywalk access to many downtown locations.

## ? question of the week

### **What do I need to know about contracting with carriers as independent contractors?**

INA Legal Hotline Attorney Joe Quinn has this advice: "I would recommend that the newspaper have a solid contract clearly identifying the relationship as that of independent contractor. More importantly, they need to actually operate as an independent contractor relationship.

The paper shouldn't control anything but the outcome. The carrier should be responsible for all tools of the trade. If possible the carrier should be responsible for his profit or loss. There are many different entities that may have a stake in whether the carrier is an employee or a contractor such as the IRS or the Department of Labor. This would also include a work comp carrier as it wants to make sure they are charging a premium for a person who may make a claim alleging to be an employee.

One thing the paper might want to do is be sure they are offering insurance coverage as required by Iowa Code sec 92.23. This should help support the position that they are truly treating it as an independent contractor relationship.



And  
**Finally**

Do not believe in miracles - rely on them.



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**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 [erinjfjordan@gmail.com](mailto:erinjfjordan@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 NEWS EDITOR.** Mid-America Publishing and Printing is seeking a full-time news editor for The Ogden Reporter weekly based in Ogden, Iowa. Successful candidate will possess creative writing skills, be able to shoot photos and video and be able to manage social media platforms. Must have a passion for feature stories and ability to interview plus investigate news of all types in and around Boone County. Column writing proficiency a huge plus. Above average communication skills, the ability to meet deadlines and flexibility in scheduling also required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Great opportunity to network with professionals from 23 similar publications. Call Pam at 641-456-2585 ext. 119 for more details today! 0227

**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](mailto: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](mailto: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 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

*View and submit ads on the Internet at [www.INAnews.com](http://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](mailto:cgordon@inanews.com).*

- 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.



Iowa Newspaper Association

## Bulletin

www.INAnews.com

### ▶ IN THIS ISSUE...

- Working the Sales Funnel
- 2019 INA Convention & Trade Show Brochure



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



OnlineMediaCamp

## 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](http://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](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inanews.com](mailto: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](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://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](mailto:ewipperling@inanews.com) or 515-422-9052.



## 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](http://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](http://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.