

February 13, 2019



Volume 36  
Issue #06

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

Building Lasting  
Relationships Through  
Engagement  
Thursday, February 21

Working the Sales Funnel  
Thursday, February 28

### MEETINGS

INA, INF & INA Services  
Co. Boards  
Friday, April 26



Newspaper professionals gathered for the 2019 Iowa Newspaper Association awards banquet. (photo by Michael Watson)

## *Newspaper professionals gathered for annual* **INA CONVENTION & TRADE SHOW**

The presentation of awards culminated two days of educational sessions, social gatherings and trade show exhibitions that made up the 2019 INA Convention and Trade Show, Feb. 7-8 at the Des Moines Marriott Downtown.

Hundreds of newspaper staffers and students turned out to learn new ways to grow and develop their professional skills. A total of 582 people registered for the convention, representing 56 weekly newspapers and 30 daily newspapers.

INA, again, partnered with the Iowa College Media Association to allow interaction between college students interested in journalism careers and journalism professionals. A total of 104 ICMA students and advisors took part in the activities. Students were invited to attend all INA Convention sessions and were able to meet and mingle with publishers, advertising and editorial professionals from across the state. Convention events got started Wednesday evening with the third annual legislative reception at Peace Tree Brewing Company. All Iowa

state Senators and Representatives were invited to join INA members for drinks, hors d'oeuvres and conversation.

The Convention formally kicked-off on Friday morning with a highly-anticipated presentation given by Free Speech Center president, Ken Paulson. Paulson is widely known for developing creative approaches to teaching the First Amendment, including a musical stage show called "Freedom Sings," the social media campaign called "Free to Tweet," the Emmy-honored national television show "Speaking Freely" and the highly engaging presentation you're about to experience. He's also the host of "The Songwriters," seen in more than 100 cities on PBS stations nationwide.

Those who attended the Past Presidents' Awards Luncheon heard a presentation by Michelle Johnson of the National Basketball Association. She discussed growing up in Iowa and the lasting impact her "deep roots" had on her professional career.

*The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.*

# meeting minutes



## INA Services Company Board of Directors Meeting Minutes

### INA Services Company Board of Directors February 6, 2019

The INA Services Co. Board met at the Des Moines Marriott at 3:21 p.m. with the following members present:

Kris Grabinoski, Armstrong Journal; Karen Spurgeon; Bloomfield Democrat; Becky Maxwell, Centerville Daily Iowegian; Chris Hall, Charles City Press; Steve Fisher, Dubuque Telegraph-Herald; Ron Gutierrez, Clinton Herald and Tony Baranowski, Iowa Falls Times-Citizen. Also present were Samantha Fett, INA Services Co; Jana Shepard, INF; Geof Fischer, INF; Susan Patterson Plank, INA.

#### Votes Taken:

- A. On a motion by Hall, seconded by Fisher, the minutes of the October 26, 2018 board meeting were approved.

#### Action Agreed Upon:

- A. The board set its next meeting dates in 2019: April 26th, July 19th and October 25th.

#### Other Items Discussed:

- A. The board heard a 2018 sales update and 2019 preview from Fett.  
B. Chris Hall will attend the new board orientation on March 1.  
C. The board received a board attendance report.

The meeting was adjourned at 3:31 p.m.

### Annual Meeting February 6, 2019

The meeting was reconvened on Thursday at 5:45 p.m. for the election of officers, with a quorum present.

Also present were Susan Patterson Plank, INA and Samantha Fett, INA Services Co.

#### Votes Taken:

- A. On a motion by Baranowski, seconded by Fisher the following slate of officers was elected:
- Becky Maxwell, Centerville Daily Iowegian, President
  - Christopher Hall, Charles City Press, Vice President
  - Ron Gutierrez, Clinton Herald, Secretary/Treasurer

The meeting was adjourned at 5:47 p.m.

Respectfully submitted,

Samantha Fett

## CONTACT US



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### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

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### BOARD PRESIDENTS

#### Iowa Newspaper Association

Kristin Grabinoski, Armstrong Journal  
712-868-3460  
[krisg@armstrongjournal.com](mailto:krisg@armstrongjournal.com)

#### INA Services Company

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#### Iowa Newspaper Foundation

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### U.S. MAIL

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

### INA LEGAL HOTLINE

515-283-3100 (paid service)

# 19 SPECIAL RECOGNITION

## 2019 NEWSPAPER OF THE YEAR

Des Moines Register

## BILL MONROE INA INNOVATION AWARD

Cedar Rapids Gazette

## BEST OF CLASS (ADS)

Spencer Daily Reporter  
Des Moines Register  
New Sharon Sun  
Parkersburg Eclipse-News-Review  
Sheldon N'West Iowa Review

## MASTER EDITOR-PUBLISHER



**MARLYS BARKER**  
Nevada Journal



**MARK SPENSLEY**  
Monticello Express



**MIKE HODGES**  
Wapello Republican

## DISTINGUISHED SERVICE



**DORINE PETERSON**  
Creston News



**PERRY BELL**  
Knoxville Journal Express



**NICK WORKMAN** (Kurt Workman pictured)  
Ottumwa Courier

## GENERAL EXCELLENCE

Carroll Daily Times Herald  
Des Moines Register  
Ackley World Journal  
Spirit Lake Dickinson  
County News  
Sheldon N'West Iowa Review

## JAY P. WAGNER PRIZE FOR YOUNG JOURNALISTS

**ADAM SODDERS**  
Marshalltown Times Republican  
**ANNIE MEHL**  
Carroll Daily Times Herald  
**IAN RICHARDSON**  
Des Moines Register

## OUTSTANDING YOUNG IOWA JOURNALIST

**ANNIE MEHL**  
Carroll Daily Times Herald  
**LINH TA**  
Des Moines Register  
**BRANDON HURLEY**  
Jefferson Herald

## HARRISON "SKIP" WEBER INVESTIGATIVE REPORTING AWARD

**JARED STRONG**  
Carroll Daily Times Herald

**BENNET GOLDSTEIN & ALICIA YAGER**  
Dubuque Telegraph Herald

**ROBERT MAHARRY**  
Eldora Hardin Co. Index

**SARA KONRAD BARANOWSKI**  
Iowa Falls Times-Citizen



## question of the week

### Can advertisers run a “March Madness” promotion in my newspaper?

The words “Final Four” and “March Madness” are among the National Collegiate Athletic Association’s list of registered trademarks. The unauthorized use of these and other words registered by the NCAA could lead to legal action.

In conjunction with its championships, the NCAA has developed licensing and marketing programs that make use of its trademarks and championships marks. Such programs are carefully controlled and aggressively protected to be consistent with the purposes and objectives of the NCAA. Any direct or indirect usage of the NCAA’s championships, tickets or marks/logos (including references to the name of the NCAA championship) requires prior written consent of the NCAA and its corporate marketing staff.

Federal regulations support the NCAA’s efforts to prohibit the unauthorized use of the NCAA’s name and trademarks, or any use of NCAA championship tickets in sweepstakes, promotions or contests or any other unfair attempt to associate with or exploit the goodwill of the NCAA championship event.

A merchant selling products that have already been licensed by the NCAA to official corporate partners or merchandise licensees can promote the sale of these items in advertising, provided the appropriate wording is used, and the advertising is submitted by the NCAA corporate partner to the NCAA corporate marketing staff for approval.

## 2019 brings new leadership to INA, INF and INA Services Co. boards

**T**he INA Board of Directors elected new officers and directors during Thursday’s annual meetings. INA Board officers elected were Kristin Grabinoski, Armstrong Journal, president; Karen Spurgeon, Bloomfield Democrat, vice president; Terry Christensen, Fort Dodge Messenger, secretary/treasurer; and Trevis Mayfield, Maquoketa Sentinel Press, member at large. Elected to a new three-year term on the INA board was Jason Brummond, Iowa City Daily Iowan; Roy Biondi, Waterloo Courier; and Abigail Pelzer, Mashalltown Times-Republican (*to complete the unexpired term of Dan Goetz, Newton Daily News, which will expire in 2020*). Deb Anslem, Davenport Quad -City Times and Trevis Mayfield, Maquoketa Sentinel Press were re-elected to a second three-year terms.

The INA Services board elected new directors during its annual meeting. They are Sarah Lefeber, Ames Iowa State Daily; Kristin Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Becky Maxwell, Centerville Iowegian; Christopher Hall, Charles City Press; Ron Gutierrez, Clinton Herald; Terry Christensen,

Fort Dodge Messenger and Tony Baranowski, Iowa Falls Times-Citizen. The INA Services Co. board elected the following officers during its annual meeting: Becky Maxwell, Centerville Iowegian, president; Chris Hall, Charles City Press, vice president; and Ron Gutierrez, Clinton Herald, secretary/treasurer.

The Iowa Newspaper Foundation board also elected new officers during its annual meeting. They are Mark Rhoades, Missouri Valley Times-News, president; Scott Anderson, Ames Tribune, vice president; Mark Spensley, Monticello Express, secretary-treasurer; and Alan Mores, Harlan Newspapers, member at large. Elected to a first three-year term on the INF board was Dave Paxton, Albia Union-Republican; Kendra Breitsprecher, Dayton Leader; Randy Evans, Iowa Freedom of Information Council; and Mark Spensley, Monticello Express. Elected to a second three-year term was Brian Steffen, Simpson College.

Visit [www.INAnews.com](http://www.INAnews.com) for more contest results and convention information.



And  
Finally

Did you ever walk in a room and forget why you walked in? I think that’s how dogs spend their lives.

# 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.** 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

**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

## ▼ 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](mailto: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](mailto: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](mailto: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](mailto:dtappnewsbrokerageofiowa@gmail.com) or by phone at 319-350-2770.

*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).*



Iowa Newspaper Association

## Bulletin

www.INAnews.com

### IN THIS ISSUE...

- Building Lasting Relationships Through Engagement
- Working the Sales Funnel

# Nominations are Now Open for IPSWA Basketball All-State

IPSWA has announced that nominations are now open for basketball all-state. They have also announced 2019 girls and boys basketball all-state meeting dates/times.



### NOMINATIONS

Nominations can be entered here: <https://form.jotform.com/90407524915154>

The access key is: ipswa19

Revisit the form as many times as you need to in order to nominate your players. The form is being used for both girls and boys basketball.

The deadline for nominations for both girls and boys basketball will be Feb. 26 at 5 p.m. Due to time constraints, there will be no exceptions.

### MEETINGS

- **GIRLS BASKETBALL**  
Saturday, March 2 at 9:15 a.m.
- **BOYS BASKETBALL**  
Saturday, March 9 at 9:15 a.m.

Sports writers must be a paid IPSWA member to attend the meeting. The meetings will be held at the same site as they have been in recent years: The Comfort Inn near Wells Fargo Arena, address 929 3rd St, Des Moines, IA 50309.

### FORMAT

As was the case last year, IPSWA is no longer selecting position-based teams for basketball. There will be three teams of eight players in each class. We will be selecting a Mr. and Mrs. Basketball during the selection meetings, with nominations sought from the floor. Coaches will cast votes for Mr. and Mrs. Basketball, as they did last year.



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# BUILDING LASTING RELATIONSHIPS THROUGH ENGAGEMENT

Presented by:



GateHouse Media™

Thursday, February 21  
1:00-2:00 p.m.

Registration Deadline: February 18  
Registration Fee: FREE

## In this webinar....

Engagement is becoming more important than ever for newsrooms. GateHouse Media's Summer Moore offers some clear steps to build relationships with your readers, including in-person, social and online. Before taking a role with GateHouse, Moore was the digital and audience engagement editor at the NW Indiana Times, playing a key role in the Community Civility Counts campaign in conjunction with the Gary Chamber of Commerce.

## The presenter...

### Summer Moore



Summer Moore is a digital project manager for GateHouse Media based in Austin, Texas. Moore works closely with GateHouse newspapers on digital training and growth, and everything that goes into that. She also runs newsletter strategy for the company, and works closely with the app development team. Before GateHouse, Moore was the digital and audience engagement editor for The Times of Northwest Indiana, and before that the lifestyles editor for The Repository in Canton, Ohio. She has been in journalism professionally for about a decade.

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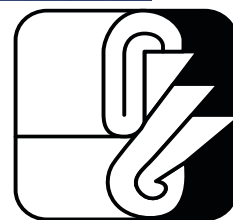


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# Webinar Registration

**YES!** Sign me up for the *Building Lasting Relationships Through Engagement* webinar  
**Thursday, February 21.**

**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 18**

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.





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:



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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.



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# 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 \_\_\_\_\_

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EMAIL to [ewipperling@inanews.com](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://ONLINEMEDIACAMPUS.COM)

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