

May 1, 2019



Volume 36  
Issue 17

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

Selling Response  
Thursday, May 9

### MEETINGS

INA, INF & INA Services  
Co. Boards  
Friday, July 19

## FREE SPEECH

— sometimes is uncomfortable —

BY RANDY EVANS

EXECUTIVE DIRECTOR

IOWA FREEDOM OF INFORMATION COUNCIL

**T**he First Amendment isn't long, but it certainly packs a lot of angst into those few words:

*"Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."*

Most Americans embrace these concepts that are important foundations for democracy in the United States --- although there are times when these freedoms make us uncomfortable.

One of those times was in 1978 when the American Civil Liberties Union defended the right of neo-Nazis to march in the streets of Skokie, Ill. The march wasn't planned for just any Chicago suburb. Skokie's population was mostly Jewish, and many residents had survived the Nazi Holocaust during World War II.

There was discomfort in Iowa in 1965 when Mary Beth Tinker, John Tinker and Chris Eckhardt, wore black armbands to school to protest the war in Vietnam. They were told they could not return until they agreed to leave their armbands at home.

With ACLU lawyers representing them, the Tinker siblings and Eckhardt sued the Des Moines school district for violating their First Amendment rights. In a landmark decision in 1969, the U.S. Supreme Court ruled that students do not "shed their constitutional rights to freedom of speech or expression at the schoolhouse gate."

The ACLU is back in court fighting another challenge to First Amendment rights --- this time, to the continuing efforts by Iowa's governor and the Legislature to make it a crime to gather and publicize accurate



Randy Evans

information about conditions inside meatpacking plants, livestock production facilities and puppy mills.

Earlier this year, a federal judge struck down Iowa's first law that attempted to do this. The judge said the statute was an unconstitutional intrusion on the First Amendment rights of undercover activists and

journalists.

Three weeks later, the Legislature wrote a new version of the law and Gov. Kim Reynolds signed it. Last week, the ACLU sued Reynolds and Attorney General Tom Miller again on behalf of a coalition of food safety and animal welfare activists.

The new law makes it a crime for anyone to use deception to gain access to agricultural production facilities with the intent of causing physical or economic harm or other injury.

The nonprofit organization I lead, the Iowa Freedom of Information Council, and the Iowa Center for Public Affairs Journalism filed a friend-of-the-court brief in support of the ACLU's first lawsuit.

In that brief, we wrote, "Denying the government the authority to punish undercover investigations into matters of public concern is essential to freedom of speech and press. ... Undercover investigative techniques criminalized by the statute are an essential tool in revealing the kind of evidence of serious farm abuses that fuels the uninhibited marketplace of ideas the First Amendment was designed to foster."

Paul Shapiro, a former official of the Humane Society of the United States, said there really isn't another way to find out what's happening inside slaughterhouses and farm facilities, absent these undercover investigations.

"When abuses become public through the results of an undercover investigation, they spark public debate

**FREE SPEECH** - cont. on page 6

# ? question of the week

The INA Bulletin over the next several weeks will feature a Question of the Week series on Federal Fair Housing laws in advertising and how to protect your newspaper from any litigation resulting from these laws. At least one newspaper in Iowa has been sued over violations of the laws. The INA encourages your newspaper to consider subscribing to the INA Legal Hotline. While the INA does not employ any attorneys, it does contract with the Des Moines law firm of Nyemaster Goode to provide experienced media attorneys to answer newspapers' legal questions. Subscribers pay a small annual fee based on circulation. The investments for this invaluable service are listed below.

## Should my newspaper adopt a Fair Housing policy?

Each newspaper should adopt a policy statement. The statement should be approved by the highest ranking officer (usually the publisher) of the newspaper. A copy of the statement along with a cover letter explaining the newspaper's commitment to adherence of the Fair Housing Act should be distributed to the newspaper's employees. A sample policy statement follows: FAIR HOUSING LAWS: The Federal Fair Housing Act prohibits discrimination in the sale, rental, leasing and financing of housing, as well as discriminatory advertising, on the basis of RACE, SEX, COLOR, RELIGION, NATIONAL ORIGIN, MENTAL or PHYSICAL HANDICAP, or FAMILIAL STATUS. (Our local jurisdictions also have specific applicable regulations.) These laws cover any potential or actual sale, lease, rental, eviction, price, terms, privileges or any service in relation to the sale of or use of housing. They not only prohibit advertisements which clearly restrict access to housing based on the protected categories, but also prohibit advertisements which indicate a preference for or against a person based on a protected category. In particular circumstances, use of colloquialisms, symbols or directions to real estate for sale or rent may indicate a discriminatory preference. It is the intent and goal of this newspaper to have each advertiser who wishes to place a covered advertisement in the newspaper comply with the Fair Housing laws. Any advertisement which is perceived to contain language contrary to these laws will be rejected or changed to remove the offending reference. There may be situations where it is not clear whether particular language is objectionable. Such advertisements should be referred to a supervisor for consideration and determination. Under certain circumstances, advertisers may claim that because of the nature of the housing being advertised, they are not subject to the Fair Housing laws. Such claims are irrelevant for purposes of considering advertisements for publication in this newspaper. Every housing advertisement published in this newspaper is subject to the Fair Housing laws.

## LEGAL HOTLINE ANNUAL RATES

### Daily Papers

Circulation	Rate
0-5,000 .....	\$575
5,001-10,500 .....	\$975
10,501-20,000 ...	\$1,500
20,001 and up ..	\$2,000

### Weekly Papers

Circulation	Rate
0-2,000 .....	\$275
2,001-4,000 .....	\$415
4,000 and up .....	\$575

### Discount

2 <sup>nd</sup> Newspaper .....	20%
3 <sup>rd</sup> Newspaper .....	30%



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#### Iowa Newspaper Foundation

Mark Rhoades, Missouri Valley Times-News  
712-642-2791  
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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)

# Science Essentials for Political Reporters

*A practical primer for campaign coverage*

**T**he Drake School of Journalism and Mass Communication is co-hosting a free “boot camp” for journalists with SciLine and the American Association for the Advancement of Science. “Science Essentials for Political Reporters” will be Aug. 4-6 at Drake, and will cover the basics of science- and fact-related issues likely to be on the agenda for the Iowa Caucuses and the presidential campaign. Topics include agriculture, water and the environment; immigration and trade; energy and climate, and public opinion surveys and polling.

**WHAT:** On August 4 - 6, 2019, SciLine will host Science Essentials for Political Reporters, an all-expenses-paid, 2½-day workshop designed to arm journalists—including those without deep backgrounds in science—with the knowledge and context they need to incorporate research-based evidence and data into their 2020 campaign coverage.

**WHY:** Issues are often debated during political campaigns as though they were solely matters of ideology or opinion. Yet behind many of these issues is a wealth of research findings that can add rigor to public discussion and ultimately inform the choices people make.

This non-partisan boot camp will include faculty presentations, networking opportunities, a field trip, and a special evening event. Academic experts from around the country will summarize the latest research and data relevant to key topics for the 2020 election cycle:

- **Energy and climate:** Participants will learn about the current U.S. energy profile and trends, and what research says it would realistically take to meet variously proposed targets aimed at preventing the worst impacts of climate change.
- **Agriculture, water, and the environment:** Experts will describe today’s precarious balance of agriculture, water-quality, and land-use issues—a deepening concern in rural communities where farming provides critical employment but is facing strains related to water usage, waste production, and pressure to maximize efficiency.

- **Immigration and trade:** Social scientists and economic researchers will clarify what the data show about how immigration policies and trade rules influence local economies, jobs, and the health and resilience of U.S. communities.
- The course will also highlight what’s new in the art and science of public opinion surveys and polling.

**WHEN & WHERE:** The workshop will be held at the Drake University School of Journalism & Mass Communication in Des Moines, Iowa, from the evening of Sunday August 4 through the afternoon of Tuesday August 6. This is a no-cost event; all travel, accommodation, and program costs will be covered by SciLine’s philanthropic grants.

An optional add-on activity may be available on Wed. August 7 for those who wish to stay and participate. Note that the Iowa State Fair begins Thursday, August 8.

**WHO SHOULD APPLY:** This workshop is designed to be useful to political journalists without backgrounds in science and will feature clear, research-based presentations without preference for specific political or policy perspectives. Reporters on other beats who cover campaign-relevant issues are also welcome to apply.

**BROUGHT TO YOU BY:** Science Essentials for Political Reporters is offered by SciLine, a philanthropically supported, free service for journalists, based at the nonprofit American Association for the Advancement of Science. SciLine’s mission is to strengthen news stories by facilitating the inclusion of research-derived evidence.

The course is hosted by the Drake University School of Journalism & Mass Communication. Drake educates strategic, global thinkers with diverse media and communication skills and a solid ethical underpinning who are prepared to respond to a rapidly changing media culture.

The workshop is all-expenses-paid and non-partisan. For more information and to apply, see: <https://www.sciline.org/iowa>.

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## Chris (Mudge) Monroe remembered

**C**hris (Mudge) Monroe, former Iowa Newspaper Association Executive Director passed away March 7 following an inspiring battle with metastatic breast cancer.

Chris spent her entire 34-year career with the Iowa Newspaper Association, working to help Iowa newspapers make a difference in their communities.

Chris left a legacy of hard work, foresight and humility that still resonates today and her courageous

battle with cancer continues to inspire all of us.

Services were held Tuesday, March 12 at the Log Church in Crosslake, Minnesota, at 11 a.m. A Celebration of Life will be held in Des Moines on Friday, May 10 at 11:00 a.m. at the Central Presbyterian Church located at 3829 Grand Avenue.

The family requests that memorials in Chris’s honor be directed to the Iowa Newspaper Foundation and earmarked for the Chris Mudge Next Generation Fund.

# meeting minutes

## Iowa Newspaper Association Board of Directors April 26, 2019 Minutes



### INA Board of Directors Meeting Minutes

The INA Board met at the Iowa Newspaper Association in Des Moines at 10:00 a.m. with the following members present: Kristen Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Deb Anselm, Davenport Quad-City Times; Steve Fisher, Dubuque Telegraph Herald; Bill Tubbs, Eldridge North Scott Press; Jason Brummond, Iowa City Daily Iowan; Jim Johnson, Kalona News; Abigail Pelzer, Marshalltown Times-Republican; Trevis Mayfield, Maquoketa Sentinel-Press; Tom Hawley, Mount Ayr Record-News; Jeff Wagner, Sheldon N'West Iowa REVIEW; and Roy Biondi, Waterloo Courier. Also present were Susan Patterson Plank, INA; Geof Fischer, INF; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

#### Votes Taken:

- A. On a motion by Mayfield, seconded by Wagner, the minutes of the February 6 and 7, 2019 board meetings were approved.
- B. On a motion by Hawley, seconded by Johnson, the board approved the application for membership from the Earlham Echo.
- C. On a motion by Fisher, seconded by Biondi, the board approved the 2020 membership dues.
- D. On a motion by Tubbs, seconded by Johnson, the board approved the INA Executive Committee's recommendation and budget amendment for an amicus brief in Marcus News, Inc. (Plaintiff) vs. The O'Brien County Board of Supervisors (Defendant) and Iowa Information, Inc. (Intervenor).

#### Action Agreed Upon:

- A. An Ad Hoc Committee of Anselm, Fisher, Tubbs, and Wagner was formed to review the INA membership dues structure.
- B. The board set its next meeting date as Friday, July 19 in Grinnell.

#### Other items discussed:

- A. The board heard an update from Patterson Plank on the 2018 audit and financials.
- B. The board heard an update from Fischer on the member survey.
- C. The board heard an update from Patterson Plank on the 2019 legislative session.
- D. The board received a board attendance report.

There being no further business the meeting was adjourned at 12:30 p.m.

Respectively submitted,  
Susan Patterson Plank

**SOLD!** THE WINTERSET MADISONIAN AND SHOPPER  
Previously owned by Ted Gorman Acquired by "Madco Media Group"

*"I want to thank Ed Anderson of National Media Associates for his professional work on this transaction. Anderson has decades of experience in this area; he really understands the publishing business and was very helpful in effecting a smooth transition right up to the date of closing."*

**Ted Gorman, former Publisher  
4th Generation owner**

We look forward to speaking with you about the potential of representing you in the sale of your company. **Call my office anytime.**

**NATIONAL MEDIA ASSOCIATES**

**Brokers • Consultants • Appraisers**

Edward M. Anderson  
417.338.6397 Fax: 417.338.6510  
P.O. Box 2001 Branson, MO 65615

Thomas C. Bolitho  
580.421.9600 Fax: 580.332.3949  
P.O. Box 849 Ada, OK 74821



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**ACCOUNT EXECUTIVE.** The Newton Daily News located in Newton, IA has a sales opening in the Advertising Department. This is an exciting opportunity for those that like to get out and meet people! About This Opportunity: This position is responsible for selling advertising in a variety of print and online products, including but not limited to newspapers, magazines, websites and much more in an established territory. Some sales experience is desired, but we look for a person with personality, drive, and ambition more than just past sales experience. We are always willing to train a person with a great attitude and shows the desire to grow and learn. If you are looking for a career change or new to the workforce and want to join an established but growing company, then we'd like to meet you! The successful candidate must have and maintain a valid drivers license, dependable transportation, and proof of insurance. This position is Monday - Friday and offers base pay along with a generous commission program, making this an excellent opportunity! 0626

**ADVERTISING SALES REPRESENTATIVE.** The Diocese of Sioux City is seeking an experienced advertising sales representative for its weekly newspaper, The Catholic Globe. High-energy individual responsible for identifying new marketing opportunities and further expansions of existing clients. Duties include writing ad copy and designing layout of ads. Successful candidate must have strong communication skills with 2-4 years previous experience in ad sales and graphic arts, preferably with a newspaper or magazine publisher. Experience with QuarkXpress, Word & Excel preferred, with an understanding of current issues within the church. Benefits package including 401(k) and half-paid Catholic school tuition. Position open until filled. Please send resume, cover letter with salary requirements, and three professional references to: Margaret Fuentes, Director of Human Resources, Diocese of Sioux City, PO Box 3379, Sioux City, IA 51102-3379 Or E-mail: margaretf@scdiocese.org 0522

**COMMUNITY JOURNALIST.** The Newton Daily News is seeking a community journalist to join its award-winning news staff. This reporter will be responsible for coverage of public safety in Newton and the surrounding area, including the Newton Police Department, Jasper County Sheriff's office and Iowa Department of Corrections. We're looking for a creative writer, comfortable covering crime and courts as well breaking down wider trends in criminal justice impacting Newton. This reporter will split their time between the daily paper and our two weekly newspapers - The Jasper County Tribune and PCM Explorer - and will have the opportunity for general assignment reporting as needed. About This Opportunity: This position is ideal for an entry-level reporter wanting to cover a growing market not far from the Des Moines metro area and is passionate about community journalism. Must be disciplined with meeting short and long-term deadlines, proficient in AP Style, able to shoot their own photos and video. Experience with Adobe InDesign and Photoshop is a plus. The position requires occasional night and weekend assignments. The preferred candidate will have a bachelor's degree in journalism or related field and at least 1 year of deadline-driven reporting experience in a daily newsroom. Must possess and maintain a valid drivers license, dependable transportation and proof of insurance. 0626

**EDITOR.** The Fort Dodge Messenger, a 7 day a week, morning newspaper in a thriving northcentral Iowa community of 25,000+ is looking for an editor to lead our award-winning newsroom staff. The ideal candidate will be a positive, detailed, hands-on leader who will be involved in communities throughout our region. The successful candidate will have superior news judgment and be deadline oriented. Knowledge of municipal, state, federal workings is necessary. The successful applicant will have superior editing and writing skills, excellent page design skills with knowledge of Quark, InDesign, Excel, Word all crucial. Digitally savvy, including all online platforms, is a must. First Amendment, FOIA and libel knowledge is a plus. Full benefits package including matching 401k. Contact Terry Christensen by phone at 515-573-2141 ext. 211 or by email at tchristensen@messengernews.net . 0529

**NEWS REPORTER.** Plymouth County's official newspaper, The Le Mars Daily Sentinel, is in search of a news reporter to join our news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well-organized stories, and work well with our newsroom staff. Responsibilities include: covering everything from hard news, business and government, to personality features. The ideal candidate should be comfortable with digital photography. Page design abilities and experience with InDesign and Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefits package. Please forward resumé, cover letter and clips to Kim Fickett, Editor at senteditor@gmail.com or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, Iowa 51031. No phone calls please. 0821

**NEWS REPORTER.** The Daily lowegian in Centerville is seeking a full-time news reporter to join its award-winning staff. This reporter will compliment the Daily lowegian's watchdog focus, reporting on local education, businesses and more.

We seek someone who is curious, a strong writer and learner, and determined to produce important journalism. A recent college graduate or someone with a few years of experience would be well-suited for this position. The Daily lowegian offers great opportunity for reporters to grow in a variety of subjects and mediums. This reporter will go from reporting feature stories on local people to producing important watchdog packages that either hold governments accountable or further educate readers on trends and happenings in their community. The Daily lowegian publishes a print edition on Tuesday, Thursday and Friday and operates a seven-day website. This position comes with a competitive salary and benefits.

The lowegian has a marked history in creating important, award-winning journalism despite its status as a small southern Iowa newspaper. In the last year, the newspaper has reported on news that took honors on a statewide and national scale, facing outlets more than 100 times its size. The lowegian's watchdog reporting on local government consistently earns honors. A college-degree is not required. On-the-job experience preferred but we'll train the person who is eager to learn and succeed in the field. Interested candidates should email their resume and writing samples to Daily lowegian editor Kyle Ocker by email at kocker@dailyiowegian.com. 0529

*View and submit ads on the Internet at [www.INAnews.com](http://www.INAnews.com). Students and professionals may also submit their resúmes 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).*

MEMBER EXCHANGE - cont. on page 6



And  
Finally

I thought I wanted a career. Turns out I just wanted paychecks.



## Iowa Newspaper Association Bulletin

www.INAnews.com

### IN THIS ISSUE...

- Selling Response

#### FREE SPEECH - cont. from page 1

necessary to spur reforms and hold industry accountable,” Shapiro said.

Some of my farming friends are ready to wring my neck for the Iowa FOI Council’s position on the old and new versions of the “ag gag” laws. But here are some key points I cite to them:

These undercover investigations are not conducted by people who break into the facilities. These investigators apply for and then are hired and trained to work there. And they do perform their jobs while watching for abusive practices.

Undercover investigators who go to puppy mills typically pose as customers wanting to buy a dog for themselves or as brokers who purchase puppies for pet stores.

The inhumane and unsanitary practices that are captured on undercover videos reflect poorly on the countless farmers, dog breeders and food processing companies that are good stewards who do not engage in such offensive practices.

But the solution isn’t to suppress unflattering attention from journalists or activists. Instead, with consumers increasingly concerned about how their food is produced and processed, lawmakers should focus on ways the government can weed out abuses by producers.

Consumers are concerned --- and lawmakers should be, too --- when undercover investigations produce evidence of hens with gaping, untreated wounds laying eggs among decaying corpses of chickens. Consumers and lawmakers should be angered when they see video of farm workers slamming baby piglets against concrete floors and sows being hit with metal rods. Consumers and lawmakers should be troubled when these see video of forklifts being used to carry cows to slaughter, violating federal regulations designed to protect against “mad cow” disease.

The Legislature has created an economic contradiction. When undercover investigations find no evidence of abuses or unsanitary practices, there is no publicity and no economic harm. But when videos show truthful information about abuses and problems, it’s not surprising such exposure generates boycotts, food safety recalls, citations for environmental, labor and health code violations, and, sometimes, criminal charges against the perpetrators.

Rita Bettis Austen, the legal director for the ACLU of Iowa, summarized the issue: “An especially grievous harm to our democracy occurs when the government uses the power of the criminal laws to target unpopular speech to protect those with power --- which is exactly what this law is about. Free speech means the government is not allowed to put the PR interests of one industry above the constitutional rights of its critics.”

She is correct. The First Amendment isn’t just for people you agree with.

*Download this column to run in your local newspaper by visiting: <https://innews.com/news-room-resources/free-speech-sometimes-is-uncomfortable/>.*

*Randy Evans is the executive director of the Iowa Freedom of Information Council. If your newspaper has questions about the open meetings or open records laws, contact Randy Evans at [IowaFOICouncil@gmail.com](mailto:IowaFOICouncil@gmail.com).*

#### MEMBER EXCHANGE - cont. from page 5

##### ▼ 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, 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.

**Profitable weekly newspaper** for sale in Winfield, IA. Covers 4 communities/3 school districts. If interested contact: [robin.therme@gmail.com](mailto:robin.therme@gmail.com).

**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.

**Two Weekly Newspapers:** Great opportunity for first-time owner or company seeking to expand to West Central Iowa. Can be purchased individually or as a pair. Great community support; city, county, school legals. Contact WCIA, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.



An Iowa Newspaper Foundation webinar...

# SELLING RESPONSE

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

**Thursday, May 9 1-2 p.m. CDT**

**Registration fee: FREE · Deadline: May 6**

## IN THIS WEBINAR...

Don't have the highest circulation in your market or the lowest rates? Are your prospects claiming they have no money and that your print and digital publications no longer work? Are they turning to "free" social media instead?

Don't let that prevent you or your ad staff from bringing in serious ad revenue. You just need to make the shift to selling response.

This webinar will explain how your department can make that shift including:

- The philosophy of selling response
- The differences between it and traditional approaches
- How the approach overcomes most media-related objections
- Why so many newspapers think they're doing it already when they're not
- The architecture of a response-oriented sales process
- Examples of selling response in action
- And much more!

## Follow us:



Online Media Campus



OnlineMediaCamp

## THE PRESENTER...

### Bob McInnis



Bob McInnis is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group.

He eventually served as ad director there and at a larger group of 10 community newspapers before being hired by 750,000 circulation Newsday/New York Newsday as major accounts supervisor and training manager.

In 1993, he launched a consulting practice and has spent the years since working with community newspapers and newspaper associations throughout the world. While the variety of products have evolved over the years to include digital, the motivations behind why local businesses buy advertising has not, making the integration of paid digital—and even selling against social media—seamless.



**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 *Selling Response* webinar Thursday, May 9.

**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:** May 6

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.