



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

**Ten to Win: Top Ten Traits of Successful Media Consultants**  
Friday, September 27

### SEMINARS

**Mauck Stoufer Professional Improvement Workshop**  
Thursday, October 4

### EVENTS

**Celebrating a Free Press & Open Government**  
Thursday, September 27



## Accepting 2019 contest entries!

The Iowa Newspaper Association is excited to begin accepting entries for the 2019 Better Newspaper Contests. These contests, held annually, were developed to foster competition and quality among Iowa's newspapers. To encourage participation, INA will again offer "coupons" for three free entries to newspapers who did not enter the 2018 contests. In addition, INA will offer incentives to newspapers who prepare their entries without error. See the contest timeline below for more information.

The deadline for entries is Friday, October 12, 2018. Entries must be submitted by Oct. 12 at 4:30 p.m. No exceptions or extensions will be made to the deadline. If your newspaper hasn't begun selecting the items you want to submit, now is the time to start.

Entries will, again, be submitted electronically using the online entry submission tool at BetterNewspaperContest.com. For the four categories that require complete sections or issues as entries, INA members may mail paper tearsheets of their entries. Entry information for hard copy entries must still be submitted to the online contest tool and entry tags created from the online site. All entries in the Total Newspaper Design category must be submitted in hard copy format.

Content published on digital platforms is eligible for entry in select categories. Eligible categories are indicated by a computer symbol throughout the Call for Entries. To enter digital content, provide a web link (URL) to the article/photo/ad, or a screenshot (in jpg format) of the material from when it was published. For categories such as Coverage of Education, Coverage of Business, etc., your entry can consist of a combination of print and digitally-published content. Instead of submitting six to ten entries, we ask they you chose

five examples per category this year.

The Call for Entries and Entry Guide found at INAnews.com contains detailed, step-by-step instructions on using the online system, BetterNewspaperContest.com.

Members of the Indianan Press Association will serve as judges of this year's contest entries. Awards will be presented during the Awards Banquet at the Annual Convention and Trade Show, February 8, 2019.

### Rule changes for 2019:

The Iowa Newspaper Foundation Board of Directors, on recommendation from the INF Contest Committee, has made a few changes to the rules for this contest year:

- Instead of submitting six to ten entries for coverage of categories, we ask they you chose five examples per category this year.
- In each advertising category, a pdf of the ad in color or black and white must be included in addition to the required full-page tearsheet.
- The weekly division class breakdown changes annually based on the current year's contest participation. For the 2019 contests, classes will be: Weekly 1- 1,001 circulation and under; Weekly 2- 1,002- 1,550; Weekly 3- 1,551 and greater. The daily division class breakdown remains unchanged: Daily 1- less than 10,000; Daily 2- 10,000 and greater. Circulations published in the 2018 Iowa Newspaper Directory are used for contest classification purposes.

If you have questions during the contest entry preparation process, please contact the INA at 515-244-2145 or [ina@inanews.com](mailto:ina@inanews.com).

## CONTEST TIMELINE

**September 5 & 19, 2018** - Distribute 2019 Call for Entries in INA Bulletin

**October 12, 2018 4:30pm** - Contest entry deadline

**November 2018** - Contest entries judged by Indiana Press Association members

**December 2018** - Winners notified by INF

**February 8, 2019** - Winners announced during Convention Awards Banquet

Entries must have been published between **Oct. 1, 2017** and **Sept. 30, 2018**, to be eligible.

### Questions?

Contact INA/INF at 515-244-2145 or [ina@inanews.com](mailto:ina@inanews.com).

# 2019

## CONTEST CORNER

**YOU  
COULD WIN  
CONVENTION  
ON US!**

## Follow entry instructions, win Convention-on-us!

Each year, starting on the Monday following the contest entry deadline, INA staff members begin the process of checking all entries to confirm they are prepared correctly. Newspapers are contacted to resolve any questions prior to the entries being judged, to ensure that all entries are judged fairly and properly.

INA newspapers submitted about 4,400 entries in the 2018 contests. As you can expect, checking all of those entries and making follow-up contacts is a lengthy, exhaustive process.

The most common submission errors are multiple entries being combined into one entry upload, missing payments, full tearsheets not being submitted and entries that were missing parts of the required examples.

In an effort to minimize errors and the time INA staff and newspapers spend making corrections, we are continuing an incentive that will offer newspapers who prepare their entries perfectly a chance to win a free 2019 convention package. Each newspaper that does not have to be contacted to fix any of its 2019 contest entries will be entered into a drawing to win a package consisting of one convention registration, one meal package and two nights of hotel stay (approximate value \$350).

When preparing your entries, please carefully read over the Call for Entries for each category's rules and requirements. If you have questions, INA staff is ready to help! Contact us at [ina@inanews.com](mailto:ina@inanews.com) or 515-244-2145.

### REMINDER: Statement of ownership filing for October deadline

October 1 is the filing deadline for your periodical class Statement of Ownership, Form 3526, with the post office.

Publications issued more frequently than weekly should publish the Statement of Ownership no later than October 10. This applies to dailies, semi- and tri-weeklies.

Publications issued weekly or less frequently but more often than monthly should publish the Statement by October 31. This applies to weeklies.

All other publications should publish the Statement in the first issue after October 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc. All periodical-class authorized publications must publish such a statement. A reproduction of the Form 3526 submitted to the Postal Service may be used for publication.

## Contact Us



Phone 515-244-2145

Fax 515-244-4855

Website [www.INAnews.com](http://www.INAnews.com)

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

Susan Patterson Plank

ext. 125 [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com)

#### Sales and Marketing Director

Samantha Fett

ext. 140 [sfett@cnaads.com](mailto:sfett@cnaads.com)

#### Communications Director

Cicely Gordon

ext. 133 [cgordon@inanews.com](mailto:cgordon@inanews.com)

#### Development Director

Geof Fischer

ext. 132 [gfischer@inanews.com](mailto:gfischer@inanews.com)

#### Media Director

Autumn Phillips

ext. 136 [aphillips@cnaads.com](mailto:aphillips@cnaads.com)

#### Network Sales Manager

Rachelle Kjellberg

ext. 126 [rkjellberg@cnaads.com](mailto:rkjellberg@cnaads.com)

#### Program Director

Jana Shepherd

ext. 159 [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

#### Technology & Digital Development Manager

Susan James

ext. 129 [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

#### Iowa Newspaper Association

Steve Fisher, Dubuque Telegraph Herald

563-588-5611

[steve.fisher@thmedia.com](mailto:steve.fisher@thmedia.com)

#### INA Services Company

Chris Edwards, Cedar Rapids Gazette

319-398-8222

[Chris.Edwards@gazcomm.com](mailto:Chris.Edwards@gazcomm.com)

#### 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*)

# ?question of the week

## What disclaimers need to be on political ads in Iowa?

1. If the sponsor is an individual (or individuals), the attribution must provide the full name and complete mailing address of each person who is responsible for or is paying for the ad. The name(s) shall be preceded by the Phrase "Paid for by."
2. If the sponsor is an organization, the full name and complete mailing address of the organization responsible for the ad must be shown, again preceded by the phrase "Paid for by." In addition, the name of at least one officer of the organization must be shown.
3. If the sponsor is a registered political committee (one which has filed a Statement of Organization with either a County Auditor or the Iowa Ethics and Campaign Disclosure Board), only the name of the committee must be shown, again preceded by the words "Paid for by."

In the case of a newspaper ad bearing many names or signatures of supporters where including addresses would be difficult and expensive, the addresses may be placed on file with the Board or County Auditor and this fact noted in the ad.

If a sponsor is donating labor or materials rather than paying for the advertising, the disclaimer statement should begin "Labor (or materials) donated by." In instances of joint sponsorship, both a "donated by" and a "Paid for by" may be necessary.

## Don't miss out on the Celebrating a Free Press and Open Government Banquet!

The sixth annual celebration of democracy, bringing together Iowa's leading advocates for open government and the rights of a free press, will be held Thursday, September 27, 2018 at the Des Moines Marriott Downtown. Dozens of people will attend the various events, shining a light on open meetings and open records issues and opportunities.

Details of the 2018 event include:

### IOWAWATCH BANQUET

5:30 p.m. - 8:30 p.m.

Des Moines Marriott Downtown

700 Grand Ave., Des Moines, IA 50309

Reception starting at 5:30 p.m. Dinner at 6 p.m.

\$55 per plate

Join the Iowa Center for Public Affairs Journalism as it brings attention to the importance of open government and a news media free of government restriction in a thriving democracy.

- IFOIC presents annual Harrison "Skip" Weber Friend of the First Amendment
- IowaWatch presents Steve Berry Free Press Champion
- IowaWatch presents Randy Brubaker Free Press Champion
- Guest Speaker Steve Berry, Pulitzer Prize-winning journalist, author and IowaWatch co-founder

Registration is required for evening banquet. Please register by Thursday, September 20 at [inanews.com](http://inanews.com).

### PRESENTING SPONSORS

Iowa Newspaper Foundation and the Iowa Freedom of Information Council

### PROGRAM SPONSOR

Associated Press





# The INF is now accepting 2019-2020 scholarship applications!



Apply online by  
visiting [https://  
inanews.com/  
foundation/  
scholarships/](https://inanews.com/foundation/scholarships/)

**T**he INF is now accepting applications for 2019-2020 scholarships. Apply online by visiting <https://inanews.com/foundation/scholarships/>. Scholarships given annually include:

## **ROBERT K. AND EVELYN M. REISTE MEMORIAL SCHOLARSHIP**

Funded by the Reiste family, this scholarship is awarded to an Iowa student attending a two or four-year Iowa college or university. The student must be majoring in photojournalism or journalism/mass communications. Preference will be given to students who have special interest in small town newspapers via family business or work. One \$1,000 scholarship will be awarded.

## **CARTER PITTS SCHOLARSHIPS**

The Le Mars Daily Sentinel funds an annual Carter Pitts scholarship in the amount of \$500. The scholarship is named for the Daily Sentinel's longtime publisher/owner. The late Carter Pitts was also the first president of the Iowa Newspaper Foundation and the organization's first professional fundraiser.

In addition, the Carter Pitts Scholarship Endowment Fund generates an annual scholarship. The amount of the award will be determined in early 2019.

## **INF SCHOLARSHIPS**

The Iowa Newspaper Foundation will award scholarships to Iowa students preparing for an Iowa newspaper career at in-state colleges or universities.

## **WOODWARD SCHOLARSHIP**

Funded by a contribution from Woodward Communications, Inc. An annual scholarship award will go to a student studying journalism, communications, mass communications, photojournalism, graphic design, marketing or public relations at a college or university in Iowa, Illinois, or Wisconsin. The amount of each Woodward scholarship will be based on fund earnings and will be determined in early 2019.

## **SHAW SCHOLARSHIP**

Funded by a contribution from Shaw Newspapers. An annual scholarship award will go to an incoming college freshman preparing for a journalism or communications career at an accredited two or four-year college or university in the United States.

This scholarship is awarded to students who are dependents of men or women who work for Iowa newspapers. The amount of each Shaw scholarship will

**SCHOLARSHIPS** - cont. on page 6



And  
**Finally**

A pangram sentence is one that contains every letter in the language.

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**CONSUMER MARKETING DIRECTOR.** The Times-Republican, a seven-day 7,000 circulation newspaper in Marshalltown, Iowa, has an opportunity for a business professional to join our management team. We are searching for someone who excels in a fast-paced environment and who has a strong background in all aspects of newspaper circulation - innovative marketing ideas, excellent customer service and strong organization. The candidate must be a leader with great communications skills, work effectively across department lines and build on our print and online growing trend. Qualified candidates should submit a cover letter and resume to Times-Republican Publisher Abigail Pelzer. [apelzer@timesrepublican.com](mailto:apelzer@timesrepublican.com)  
Times-Republican  
Attn: Abigail Pelzer  
P.O. Box 1300  
Marshalltown, Iowa 50158 0912

**CREATIVE ASSOCIATE/DESIGNER.** This is a full-time position that requires a love for print design and knowledge in electronic media. We are looking for a designer with outstanding attention to detail and the ability to work collaboratively with a team as well as independently on a variety of projects. This position will be involved with multiple projects on a regular basis working with several departments. Projects range from assisting with layout of the weekly paper, designing special magazines and producing daily e-newsletters and marketing materials in a deadline-oriented, fast-paced environment. In addition, this position will work closely with our event coordinator to support, market and grow our events. Candidates must be creative, self-managed professionals looking to join a company with a rich history in Greater Des Moines and strong reputation for quality. How to apply: Please submit a resume and electronic design samples via the Business Record hiring portal at [www.businessrecord.com/hiring](http://www.businessrecord.com/hiring). Creative director Joe Crimmings will be the hiring manager. Questions can be directed to [joeccrimmings@bpcdm.com](mailto:joeccrimmings@bpcdm.com). 1003

## ▼ 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.

News Brokerage of Iowa has a client interested in purchasing a weekly newspaper that grosses \$100K-300K a year. Contact Dave at 319-350-2770. County seat newspaper for sale; strong reader and advertising base; cozy office and friendly, progressive community. \$10,000 down, the rest on contract. SE Iowa weekly shopper, \$75k, has lot of potential, will sell on contract, call for details. We have buyers for all price ranges.

**NEW LISTINGS NEEDED.** This could be the right time to sell! \*Appraisals-Consultations-Brokerage services\* Your full service broker, News Brokerage of Iowa, [dtappnews-brokerageofiowa@gmail.com](mailto:dtappnews-brokerageofiowa@gmail.com), 319-350-2770. Looking for part or full-time salespeople. Paid by commission or salary. Also, 30-year news editor looking for job in eastern Iowa. Experienced graphic designer looking for freelance projects. Give us a call today!

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...

- Ten To Win-Top Ten Traits of Successful Media Consultants
- Celebrating a Free Press & Open Government Registration
- Mauck Stoufer Professional Improvement Workshop

#### **SCHOLARSHIPS** - cont. from page 4

be based on fund earnings and will be determined in early 2019.

#### **IOWA JOURNALISM INSTITUTE SCHOLARSHIPS**

Funded by a contribution from Michael Gartner and Gary Gerlach of Des Moines, the IJI will award scholarships to up to two students enrolled in Iowa State University's Greenlee School of Journalism and Communication. These scholarships will be given in the name of the late David W. Belin, longtime business partner of Gerlach and Gartner.

The balance of available IJI funds will be used to provide scholarships to students interested in Iowa community newspaper careers and who are enrolled in an accredited undergraduate or graduate program in newspaper journalism (or a closely related field) at any college or university in the nation.

The amount of each scholarship is based on IJI endowment fund earnings and will be determined in early 2019.

#### **MORLAN SCHOLARSHIP**

The Morlan Scholarship is funded by long-time newspaper publishers and owners, Frank and Sally Morlan. The scholarship will award an Iowa high school senior, from a city or community of fewer than 10,000, enrolling in a two-year or four-year journalism program at an Iowa institution of higher learning or a student already enrolled in an Iowa institution of higher learning.

Iowa College Media Association(ICMA) Scholarship

#### **APPLICATION NOTES**

- The INF Scholarship Committee, when reviewing applications, will consider all applications that qualify for each of the scholarships offered. It is not necessary to apply for a specific scholarship award.

- Application materials are sent to all high school guidance offices in Iowa and can also be obtained from the Iowa Newspaper Foundation.

- The deadline for applications is February 15, 2019. Awards will be announced by May 1, 2019. All applicants will be notified by mail.

- Proceeds for all scholarships awarded by the Iowa Newspaper Foundation will be paid directly to the college or university. Each scholarship granted will be for the upcoming academic year and not on an ongoing basis. Students, however, may apply for and may qualify for scholarships in subsequent years.

For more information, see your guidance counselor or contact the Iowa Newspaper Foundation at (515) 244-2145 ext. 159.



*An Iowa Newspaper Foundation webinar...*



# TEN TO WIN: TOP TEN TRAITS OF SUCCESSFUL MEDIA CONSULTANTS

**Thursday, September 27 1-2 p.m.**

**Registration fee: \$35 · Deadline: September 25**

## IN THIS WEBINAR...

Do you have what it takes to be a marketing adviser and top performer in today's competitive, complex and ever-changing environment? This session will describe the 10 attributes and activities that leading Advertising Executives possess and perform on a consistent basis. Before the session, take the challenge! Prepare a list of your top 10 and compare them to the shared traits.

*Group discounts are available. Visit our website for more information. Registrations submitted after the deadline will be subject to a \$10 late fee. Registrations are accepted up until the day of the webinar.*

## Follow us:



OnlineMediaCamp



Online Media Campus

**CANCELLATION POLICY:** Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

## THE PRESENTER...

### Kelly Wirges



For over 25 years, Kelly Wirges has helped companies increase sales and revenue in all facets of business. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies. She has authored over 50 training programs, has customized materials for hundreds of companies, and has helped over 200,000 ProMax alumni increase their success. Wirges understands the challenges and opportunities that exist in today's competitive and complex environment. With this knowledge she prepares and shares practical techniques that can be put-to-work immediately for increased success.



**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 *Ten To Win-Top Ten Traits of Successful Media Consultants* webinar Thursday, September 27.

☐ I am a Wisconsin journalism advisor or student, please waive my registration fee (*online registration not available*)

### Registration fee: \$35 per webinar; free to SNPA members

Discounts are available for groups of 10 or more from the same newspaper or company.

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: September 25

(Registrations submitted after the deadline will incur a \$10 late fee. *No discounts apply after the registration deadline*).

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Corporate Affiliation (*for group discount tracking*) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

☐ Payment enclosed ☐ Bill my newspaper ☐ Charge my credit card (see below)

Credit card # \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_  
VISA/Mastercard only

Address \_\_\_\_\_ Zip \_\_\_\_\_  
must be address/zip where billing is sent

Amount to be charged \$ \_\_\_\_\_ Date \_\_\_\_\_

Authorized signature \_\_\_\_\_

Please send a separate registration form for each registrant. This form may be photocopied as many times as necessary.

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

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309, FAX to INF at 866-593-7406,  
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.

### CANCELLATION POLICY:

Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.



# CELEBRATING A **FREE PRESS** AND **OPEN** **GOVERNMENT**

THURSDAY, SEPTEMBER 27 • DES MOINES

The sixth annual celebration of democracy, bringing together Iowa's leading advocates for open government and the rights of a free press.

Featuring a banquet presentation:

Steve Berry, Pulitzer Prize-winning journalist, author and IowaWatch co-founder



## IOWA WATCH **BANQUET**

**5:30 p.m. - 8:30 p.m.**

Des Moines Marriott Downtown  
700 Grand Ave., Des Moines, IA

**Presenting Sponsors:** Iowa Newspaper Foundation  
and the Iowa Freedom of Information Council

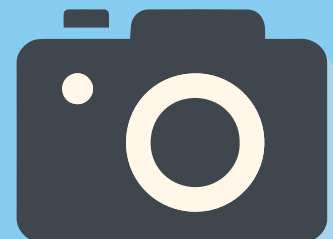
**Program Sponsor:** Associated Press

Join the Iowa Center for Public Affairs Journalism as it brings attention to the importance of open government and a news media free of government restriction in a thriving democracy.

Registration is required for evening banquet. To register for any of the day's events please visit [www.inanews.com](http://www.inanews.com)

Banquet: **\$55 per plate** • Register by **Thursday, September 20**

- Reception at 5:30 p.m. with dinner at 6:00 p.m.
- IFOIC presents annual Harrison "Skip" Weber Friend of the First Amendment
- IowaWatch presents Steve Berry Free Press Champion
- IowaWatch presents Randy Brubaker Free Press Champion
- Guest Speaker Steve Berry, Pulitzer Prize-winning journalist, author and IowaWatch co-founder



## PRESENTING **SPONSORS**



IOWA NEWSPAPER  
FOUNDATION



## 2 WAYS TO REGISTER

# 1

Sign up online at  
[www.inanews.com](http://www.inanews.com)

# 2

Complete the  
registration form at right

Send completed registration  
form and fee to:

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

OR FAX to  
1-866-593-7406,

OR EMAIL to  
[inf@inanews.com](mailto:inf@inanews.com)

## PARKING AND REGISTRATION

Parking is available in the 9th and Locust Garage  
and the Greater Des Moines Partnership Garage.

Valet Parking is also available at the Marriott.

Registration is required for evening banquet.

To register for any of the day's events please visit  
[www.inanews.com](http://www.inanews.com)

Banquet: \$55 per plate

Please register by Thursday, September 20

# REGISTRATION

## CELEBRATING A **FREE PRESS** AND **OPEN GOVERNMENT**

THURSDAY, SEPTEMBER 27 • DES MOINES

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Please list the name(s) of attendee(s) below:

Name \_\_\_\_\_ E-mail \_\_\_\_\_

☐ Roundtable (free)

☐ Banquet (\$55)

Name \_\_\_\_\_ E-mail \_\_\_\_\_

☐ Roundtable (free)

☐ Banquet (\$55)

Name \_\_\_\_\_ E-mail \_\_\_\_\_

☐ Roundtable (free)

☐ Banquet (\$55)

Registration deadline: Thursday, September 20

Total amount enclosed: \$ \_\_\_\_\_

\_\_\_ Payment enclosed \_\_\_ Bill my newspaper \_\_\_ Pay with credit card

Credit card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_  
VISA/Mastercard only

Address \_\_\_\_\_ Zip \_\_\_\_\_  
must be address/zip where billing is sent

Amount to be charged \$ \_\_\_\_\_ Date \_\_\_\_\_

Authorized signature \_\_\_\_\_

**CANCELLATION POLICY:** Registration fees cannot be refunded if a  
cancellation is made less than one week prior to the session.

## EVENT SPONSORS

**The Des Moines Register**  
PART OF THE USA TODAY NETWORK

**IOWA STATE UNIVERSITY**  
Greenlee School of Journalism and Communication

**FAEGRE BAKER  
DANIELS**



**SCHOOL OF JOURNALISM  
& MASS COMMUNICATION**

**IBA**  
IOWA BROADCASTERS ASSOCIATION

RETURNING FOR 2018...

# Mauck/Stoufer PROFESSIONAL IMPROVEMENT WORKSHOP for Newspaper Writers



## WHO IS HARRY MAUCK JR.?



*A professional journalist, and a great guy*

The Mauck/Stoufer Workshop is named for the late Harry Mauck, Jr., and his wife, Genevieve Mauck Stoufer. A native of Hubbard, Iowa, Harry Mauck, Jr., was the longtime editor of the Council Bluffs Daily Nonpareil.

Harry mentored many young journalists during his long and distinguished career. After his death in 1973, his widow contributed \$10,000 to establish the Harry Mauck, Jr., Professional Improvement program to provide ongoing training opportunities for journalists.

The program is administered by the Iowa Newspaper Foundation in cooperation with Iowa's three journalism schools and with Harry and Genevieve's daughter, Fredrika "Ricky" Herrick, of Grand Rapids, Michigan.

Decades after his passing, Harry Mauck's influence on Iowa journalists continues.

This year's Mauck/Stoufer Workshop includes a more interactive format designed to provide participants with multiple contacts with their professional coaches.

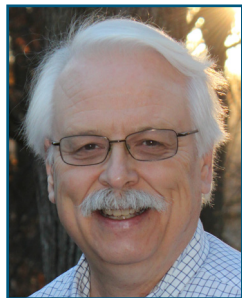
- The program will build your interviewing, writing and story development skills!
- We continue the Mauck/Stoufer Workshop tradition of one-on-one conferences with a writing coach!
- It is your chance to build relationships with experienced professionals and journalists facing similar challenges!

**Registration fee:** \$125

**Deadline:** Thursday, September 27



MEET YOUR MAUCK/STOUFER PRESENTERS...



RANDY EVANS

Randy Evans took over the role as executive director of the Iowa Freedom of Information Council in October 2015 after a 40-year career with The Des Moines Register. He joined the Register in 1974 as a news reporter after working for two years as the editor of the Albia Union-Republican and Monroe County News, weekly newspapers in Albia, Ia. During his time with the Register, Evans served in a variety of editing roles, including state editor, city editor, news editor and assistant managing editor, supervising at one time or another every department in the newsroom except for sports. He spent his final four years as the editor of the Register’s opinion pages.



RICK MORAIN

A 4th generation Greene County resident, Rick Morain attended Graceland University (A.A. 1961), University of Iowa (B.A. 1963), and Yale University (M.A. 1965 and Ph.D. 1970), graduating with degrees in American Studies. Morain returned to Jefferson in 1967 and joined father Fred Morain at the Bee and Herald newspapers as news editor and assistant publisher - when he retired in 1976. He then became editor-publisher until he sold the Bee and Herald Publishing Co. to Ann Wilson, Doug Burns and Tom Burns of the Carroll Daily Times Herald in 2012 and retired, but continues to write a weekly column for the Jefferson Herald. An INA Master Editor-Publisher and recipient of the INA Distinguished Service Award, Morain is a former INA President, and longtime member and former co-chair of the INA Government Relations Committee, on which he continues to serve.



JARED STRONG

Jared Strong is a crime and courts reporter for the Daily Times Herald in Carroll and a trustee of the Iowa Freedom of Information Council. He is a 2005 Iowa State University graduate who started his career at the Des Moines Register and has been working in Carroll since 2010. Strong’s investigative work has earned him state and national awards. He was sued for libel last year by a former police officer but prevailed. He lives on an acreage down by the river with his wife and three young children.



KURT HELLAND

Kurt Helland is the copy editor for Business Publications Corp. in Des Moines, which produces the Business Record, dsm magazine and several other niche and custom publications. He was an editor at The Des Moines Register for almost 30 years, with most of that time spent on the copy desk. He was the keeper of the Register’s own stylebook and kept the newsroom informed of Register and AP style rules with periodic staff messages. He can get rather defensive about style, grammar and the English language.



ROX LAIRD

Prior to his retirement in 2015, Rox Laird had been an editorial writer at the Des Moines Register for more than 30 years. He specialized in writing about law and courts, the First Amendment, government, architecture and historic preservation. Laird began his career at the Des Moines Tribune in 1972, and worked a range of beats, although most of his reporting focused on government in Des Moines and the suburbs. After the Tribune closed, he moved to the Register and joined the editorial page staff. Since then, he wrote editorials and served several tours of duty as editor of the letters to the editor. Laird is a native of Kearney, Neb., and earned a bachelor’s degree in journalism at Iowa State University.

2018 KICK-OFF DAY PROGRAM

- 9:30 a.m. .... **Welcome and introductions**
- 9:45 a.m. .... **Remembering to KISS when you write**  
(KISS, as in Keep it Simple Stupid)  
*Presented by Randy Evans*  
Too many writers make their writing too complicated. Their sentences are too complicated. Their stories, rather than being straight forward, have too many twists and turns.
- 10:45 a.m. .... **Break**
- 11:00 a.m. .... **Accessing open records and utilizing EDMS**  
*Presented by Rox Laird and Jared Strong*  
The Electronic Document Management System is one of the nation’s first court systems to provide complete online access to court records at the district level. More than 6.5 million documents are filed online through EDMS and is a valuable tool to journalists.
- Noon ..... **Lunch and Challenges of covering your community**  
*Presented by Rick Morain*  
Being a journalist means writing stories that occasionally step on toes of people you know and meet in your community. How do you maintain good relationships with those you cover? What’s the secret? Being fair? Being available to listen to their complaints/ criticism after the story appears? We’ll discuss these ideas over lunch.
- 12:45 p.m. .... **AP Stylebook: It's not just for once-a-year publication anymore**  
*Presented by Kurt Helland, Des Moines Business Record*  
What are the latest changes to the AP Stylebook? The online version provides a quick, easy way to check your work and is filled with additional helpful tools.
- 1:45 p.m. .... **Break**
- 2:00 p.m. .... **Meet with coaches to discuss next steps**

2018 FOLLOW-UP DATES

- **October 4** – First session to be held in Des Moines. Students and coaches both attend. This kick-off session includes breakouts and time for the coaches to get to know their students.
- **By Friday, October 12** – Students send 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.
- **Week of October 15** – Coaches hold sessions with their students (either remotely via Skype, google hangouts, etc. or in person)
- **By Friday, October 26** - Students send second batch of 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.
- **Week of October 29** - Coaches hold second sessions with their students (either remotely via Skype, google hangouts, etc. or in person)
- **Program is completed by November 5.** Participants to be awarded certificate of completion and recognized in the INA Bulletin.

## 2 EASY WAYS TO REGISTER

# 1

Sign up online at  
[www.INAnews.com](http://www.INAnews.com)

# 2

Complete the  
registration form at right

Mail completed registration  
form and fee to:

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

Or email completed  
registration form to  
[ewipperling@inanews.com](mailto:ewipperling@inanews.com).

## RECEIPT OF REGISTRATION

To assure you that we have received  
this registration, we will send a  
confirmation e-mail to you. If you do  
not receive this acknowledgement  
of receipt within five working days  
after you sent it, please contact  
[ewipperling@inanews.com](mailto:ewipperling@inanews.com).



# REGISTRATION

Mauck/Stoufer Professional Improvement  
Workshop for Newspaper Writers

**KICK-OFF THURSDAY, OCTOBER 4**  
9:30 a.m. to 2:30 p.m. • INF offices, Des Moines

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Please list the name(s) of attendee(s) below:

Name \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ E-mail \_\_\_\_\_

Registration deadline: Thursday, September 27

Registration fee: \$125

Total registration fee: \$\_\_\_\_\_

☐ Payment enclosed ☐ Bill my newspaper

☐ Charge my credit card (see below)

Credit card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_  
VISA/Mastercard only

Address \_\_\_\_\_ Zip \_\_\_\_\_  
must be address/zip where billing is sent

Amount to be charged \$ \_\_\_\_\_ Date \_\_\_\_\_

Authorized signature \_\_\_\_\_

**CANCELLATION POLICY:** Registration fees cannot be refunded if a cancellation is made less than  
72 hours prior to the session.