

September 19, 2018



Volume 35
Issue #36

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

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

Sound & Storytelling
Thursday, October 11

SEMINARS

Mauck Stoufer Professional Improvement Workshop
Thursday, October 4

EVENTS

Celebrating a Free Press & Open Government
Thursday, September 27



IT'S CONTEST TIME!

Entries can now be submitted online at

<https://betternewspapercontest.com/iowa2019>

JOURNALISM MATTERS

NOW MORE THAN EVER

National Newspaper Week • Oct. 7-13

NEWSPAPER MEDIA HAS THE POWER TO INFORM, ENTERTAIN AND CONNECT.

When you hold your local newspaper in your hands — whether in print or on a mobile device — you hold a powerful tool to inform and inspire.

For centuries in towns and cities across North America, local newspapers have served as the voice for the public good and as a powerful connection between citizens and the communities around them.

Oct. 7-13 is National Newspaper Week, a time to salute the dedicated professionals who work hard to bring you the news.

In this digital age, the newspaper audience has never been greater, with millions reading in print, online or via mobile. No matter the medium, those millions of readers rely on their local newspaper.

Journalism matters. **NOW** more than ever.

NATIONAL NEWSPAPER WEEK
Oct. 7-13, 2018

2018 National Newspaper Week materials available for download

This 78th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.

The content kit contains editorials, editorial cartoons, promotional ads and more; all available for download at no charge to daily and non-daily newspapers across North America. NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

Additional materials for use by newspapers promoting NNW will be posted as they become available.

This year's theme is "Journalism matters. NOW more than ever."

DOWNLOAD THE NNW 2018 HOUSE AD: Newspapers are encouraged to replace the "National Newspaper Week" line at the bottom of the house ad with their own flags or logos.

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.

Question of the week

Do cities have to publish employees' salaries?

Cities are not required by the Iowa Code to publish employee salaries. However, an Iowa Attorney General's opinion (#78-4-7) says that city council minutes need not reflect the monthly salaries paid to each employee so long as the salaries are published at least once annually.

Don't miss out on the Mauck Stoufer Professional Improvement Workshop for Newspaper Writers!



Look for the
registration form
in this Bulletin or
register online at
www.INAnews.com

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

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.

Look for the registration form in this Bulletin or register online at <https://www.regonline.com/registration/login.aspx?eventID=2533960&MethodId=0&EventSessionId=&EmailAddress=&membershipID=>

Contact Us



Phone 515-244-2145

Fax 515-244-4855

Website www.INAnews.com

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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)

How do I know what judges are looking for?

The Better Newspaper Contests are judged by members of other state press associations. Judging is a reciprocal arrangement; each year INA “trades” with another state press association. For the 2018 contests, judges will be members of the Indiana Press Association; in turn, INA members judged IPA’s contest entries.

Because those judging INA members’ contest entries are also newspaper reporters, videographers, designers, etc., it’s somewhat easy to “put yourself in their shoes” and get an idea of what they are looking for when selecting winning entries.

Janine Kock is publisher of the Westside Observer and Manilla Times. The Westside Observer has taken home several first place honors over the years. She encourages INA members to make the contests fun. “The judges are newspaper people just like you and me, so don’t be intimidated that you’re being judged.”

“When I judge entries from another state’s contests, I sit back and think, ‘What type of effect does this have on me as a reader?’ When selecting our contest entries each year, I keep that in mind and try to select pieces that will pop out at judges and that will elicit emotion.”

Kock reminds other members to pay close attention to the Call for Entries. “When I judge, I first closely read over the rules and guidelines. If some entries don’t meet the criteria, they are automatically eliminated. When entering, make sure you are following the rules as stated in the Call for Entries. If you’re not, that is one quick way for judges to put your entries aside and not consider them. Also, make sure the entry you’re submitting fits well into the category you’re entering. Is it really breaking news, is it

really a feature story?”

Other tips Kock recommends include focusing on local content and submitting a wide variety of entries and examples. “Enter things that demonstrate your connection to your community and that show you’re serving your community. If you’re entering the ‘Coverage of...’ categories (Coverage of Business, Coverage of Education, etc.), always enter the maximum ten examples so you can show a variety of coverage.”

In the end, it all comes down to each judge’s opinions and preferences. As Kock points out, “Remember, it is a very subjective process. Even if you don’t win, it doesn’t mean your work wasn’t good, so don’t shy away from entering something just because it’s not perfect. The whole idea of the contests is to make your newspaper better. I encourage all papers of all sizes to get involved. The contests are a good learning experience. If you have a good feeling about a story, enter it. It’s not rocket science and the judges are just like you and me.”

“I encourage everyone to serve as a judge. It’s a great way to get ideas, plus it helps you see both sides of the process,” Kock said.

Akron Hometown publisher Dodie Hook, who has led her newspaper to numerous General Excellence awards in the past decade, agrees that serving as a judge provides an excellent way to improve your newspaper. “You get wonderful ideas from judging other papers! I’ve even “borrowed” a few ideas from newspapers I’ve judged! It works for anything - advertising, editorial, etc., and even works on ideas for photos.”

CONTEST CORNER

“The whole idea of the contests is to make your newspaper better. I encourage all papers of all sizes to get involved.”

--JANINE KOCK,
WESTSIDE OBSERVER

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.

PRESS RELEASE

September 5, 2018

RE: Advisory Opinion IPIB AO 2018-06



View the press
release online by
visiting [https://](https://ipib.iowa.gov/faq/can-government-body-withhold-email-addresses-members-board-or-commission-use-conduct-government)

[ipib.iowa.gov/faq/
can-government-
body-withhold-
email-addresses-
members-board-
or-commission-
use-conduct-
government](https://ipib.iowa.gov/faq/can-government-body-withhold-email-addresses-members-board-or-commission-use-conduct-government)

Can a government body withhold the email addresses that members of a board or commission use to conduct government business?

The Iowa Public Information Board (IPIB) issued an advisory opinion on this issue on July 19, 2018 (IPIB AO 2018-06).

The IPIB reviewed the statutory language of Iowa Code section 22.11 (a), which allows for certain personal information in personnel records to be considered a confidential record. The section also outlines information that is not considered confidential. Email addresses are not specifically listed as information that must be released.

The Iowa Supreme Court provided some guidance on the definition of 'personal information' in *Clymer v. City of Cedar Rapids*, 601 N.W.2d 42 (Iowa 1999). In allowing the personal addresses of public employees to be withheld, the Court reasoned:

"... the basic theme emerging from the few cases dealing with disclosure of public employees' addresses is that such information does not serve the core purpose of the freedom of information statutes - to enlighten the public about the operation or activities of the government. Put another way, a public employee has a substantial privacy interest in his or her address that outweighs the public interest in disclosure, unless the information is necessary to open the government's actions to the light of public scrutiny." (at 47)

Applying the *Clymer* decision, personal email



IPIB
Iowa Public Information Board

addresses of government officials and employees, like home addresses, are personal information that would not become public records upon appointment of the person to a board or other government body. But, should personal email addresses be regularly used for public business, the email addresses may lose their "personal" nature and become public records. The IPIB cautions government bodies not to withhold personal email addresses as confidential while continuing to use the personal email addresses regularly to conduct public business.

The IPIB encourages government bodies to release email addresses that are used regularly as a point of communication of government business. To the extent that government bodies object to the release of email addresses that they additionally use for unrelated personal communications, the IPIB notes that a separate email account can be created solely for the purpose of conducting government business.

Whether government bodies use personal email or the government email system, it is clear that the communication itself may be a public record as determined by the content.

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.



And
Finally

If you were to write out every number name in full (one, two, three, four...), you wouldn't use a single letter B until you reached one billion.

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
Times-Republican
Attn: Abigail Pelzer
P.O. Box 1300
Marshalltown, Iowa 50158 0919

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. Creative director Joe Crimmings will be the hiring manager. Questions can be directed to joecrimmings@bpcdm.com. 1003

MANAGING EDITOR. Managing Editor sought for a family of three locally-owned community weekly newspapers. Candidate will be responsible for news collection, newspaper layout, and photography. Must be willing to roll-up your sleeves and dig in. Competitive pay. Applicant must be willing to live in the community. Please email resume/cover letter/clip sample or link to portfolio to kris@armstrongjournal.com. 1010

▼ FOR SALE

Considering a sale of your newspaper but not sure where to start? Iowa's newest media broker, Scenic Trail Media Brokers, LLC, is here to help you. Scenic Trail Media Brokers will work with you in every step of the process to properly market your newspaper to help you attract the right buyer for your property. We'll work with you until the final closing to make sure you get top dollar. Call Ryan Harvey today at 515-689-1151 or reach him by email at scenictrailmediabrokers@gmail.com for more information.

Iowa weekly newspaper for sale; excellent community; city, school, county legals, gross around \$200K. 40 year owner seeking to slow down. Contact Northeast Iowa, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa 50309. Contact: Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Two weekly newspapers, including one in county seat community. Progressive communities. City, county, school legals. Located in southwest Iowa. Contact: Weekly Newspapers, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Profitable group of three small weekly newspapers for sale in South Dakota, two in Black Hills. If interested write to: S.D. Newspapers c/o Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309.

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, 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. 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.



Iowa Newspaper Association Bulletin

www.INAnews.com

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- Ten To Win-Top Ten Traits of Successful Media Consultants
- Sound & Storytelling
- Celebrating a Free Press & Open Government Registration
- 2019 Iowa Better Newspaper Contests Call for Entries
- 2019 Iowa Better Newspaper Contests Entry Guide

local & personal

The **Iowa Public Information Board** filled its open staff attorney position with the hiring of **Amanda T. Adams**. Ms. Adams has been licensed in Iowa and Illinois since 2008. She completed her undergraduate education with a journalism degree from **Northwestern University** and her law degree at **Northern Illinois University**. Her prior legal experience includes running a solo practice in DeKalb, Illinois, for the past ten years. Ms. Adams has also been employed as a journalist including time at **WHO News** radio in Des Moines.

Three **Des Moines Register** visual journalists were awarded four nominations in the **2018 Upper Midwest Emmy** competition.

- **Kelsey Kremer** and former Iowa Columnist Kyle Munson were nominated in the documentary topical category.
- **Brian Powers** was awarded two nominations, one in the historical/cultural/nostalgic category and one in the sports - news story/series category.
- **Michael Zamora** earned a nomination in the sports - program story category.

**YOU DON'T KNOW WHAT
YOU DON'T KNOW...**
**WITHOUT PUBLIC NOTICE,
YOU ARE LEFT GUESSING.**

iowanotices.org

*All Iowa public notices
in one place... free,
searchable and online*



**IOWA NEWSPAPER
ASSOCIATION**



Help your readers realize the importance of public notices



Download the
ads at: [https://
inanews.com/
resources/
public-notice-
resources/public-
notice-ads/](https://inanews.com/resources/public-notice-resources/public-notice-ads/)

The INA has released a series of public service ads for members to run in their newspapers, promoting public notices in newspapers and the iowanotices.org website!

By running these ads, you can help your readers realize the importance of public notices and help make the public aware that Iowa newspapers have taken the initiative to develop a website allowing everyone to view notices of public interest archived for easy reference. There is no cost to access the information and local governments have not been charged any fees to have their notices posted.

The ads are available in several sizes and members are asked to use them to fill space when available. Ads can be downloaded at <https://inanews.com/resources/public-notice-resources/public-notice-ads/>.

There are two versions of each ad available. One version includes the INA's logo, the other version can be customized with your newspaper's logo.

If you have any questions about these ads, please contact INA Communications Director Cicely Gordon at cgordon@inanews.com or 515-422-9077.



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

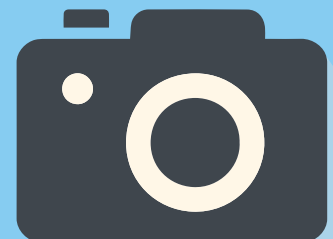
Program Sponsor: Associated Press

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

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

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

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

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



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:



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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

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 or contact Erica Wipperling at 515-422-9052 or 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 or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

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

CANCELLATION POLICY:

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



An Iowa Newspaper Foundation webinar...

SOUND & STORYTELLING

Thursday, October 11 1-2 p.m.

Registration fee: \$35 · Deadline: October 8

IN THIS WEBINAR...

Video, podcasts and radio stories all require consistent, compelling sound. In this session you will learn both technical and creative best practices that allow you to capture audio that enhances your story and engages your listeners and viewers.

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

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THE PRESENTER...

Val Hoepner



Val Hoepner is a digital journalist, teacher, trainer and media strategist. Hoepner spent 20 years in newsrooms as a photojournalist, newsroom leader and multimedia director. She also spent five years working with journalism professionals, educators and students in her role as director of education for the Freedom Forum Diversity Institute. As CEO of Val Hoepner Media and Consulting, LLC, Hoepner travels to newsrooms, universities and media conferences to train journalists in mobile, social, video and multi-platform storytelling. She is also the Professional Journalist-in-Residence at Middle Tennessee State University.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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



ONLINEMEDIACAMPUS



Webinar Registration

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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 or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: October 9

(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 _____

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

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

CANCELLATION POLICY:

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



2019 IOWA BETTER NEWSPAPER CONTESTS

SPONSORED BY THE IOWA NEWSPAPER FOUNDATION

CALL FOR ENTRIES

DEADLINE - OCTOBER 12, 2018

All contest entry materials must be:

Uploaded to the contest entry website by October 12, 2018 at 4:30 p.m. **OR**

Postmarked (for hard-copy entries) by October 12, 2018 **OR**

Hand delivered to the INF (for hard-copy entries) by October 12, 2018 at 4:30 p.m.

All material must have been published between October 1, 2017 and September 30, 2018.

STATEMENT OF INTENT

It is the intent of the INA's Better Newspaper Contests to recognize and reward Iowa newspaper enterprises for content of a local nature, that content which is unique to the communities the newspapers serve. However, the INA Contest Committee and its boards of directors also recognize that the contests must reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before. To better reflect how newspaper enterprises operate today, changes have been made in the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is the INA's hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the Better Newspaper Contests is maintained.

All entries should be submitted online unless otherwise noted.

See the Entry Guide for instructions on using the online entry tool. Payments can be made online using a credit card or by mailing a check to the Iowa Newspaper Foundation.

Categories that allow mailed hard-copy entries:

- Best Special Section (Editorial)
- Best Headline Writing
- Best Special Section (Advertising)
- Total Newspaper Design *Entries in the Total Newspaper Design category must be submitted by hard copy*

For mailed entries, entry tags must be produced and printed through the BetterNewspaperContest.com online system. Each entry should be placed in its own separate envelope, and then all entry envelopes should be gathered together in one box or package.

Send contest fee payments (if not paying online) and hard-copy entries to:
Iowa Newspaper Foundation
319 East 5th Street
Des Moines, Iowa 50309

Judging. Judging for the 2019 Better Newspaper Contests will be provided by members of the *Indiana Press Association*.

Awards. First-place plaques will be awarded in each class. Certificates will be awarded for second and third place. There will be no honorable mention awards. Judges will be instructed to award a first, second and third place winner in all contest classes for which at least six entries were submitted; if a contest has five or fewer entries, it will be at the judge's discretion whether first, second and third place winners are selected. Awards will be presented during the Awards Banquet at the Annual Convention February 8, 2019.

Entry Fees. There will be an entry fee of \$6.25 for each contest entry.

The entry fee must be paid online when submitting entries or mailed to the INF with mailed contest entries.



CONTEST ENTRY PROCEDURES

Eligibility

Any INA Active (newspaper) member in good standing may enter the contests. Eligible publications must meet the definition of an active INA member as outlined in section 3.2 of INA by-laws, including but not limited to having a paid circulation of at least 50 percent of total circulation, publishing 50 times per year and having completed one year of publication with a Periodicals mailing permit.

Entries not produced by a member(s) of the newspaper staff must meet **all of** the following criteria to be eligible:

- The newspaper paid to have the content created;
- The content was created as the result of a contract directly between the newspaper and the freelancer (no third party was involved in the transaction);
- The newspaper had substantial editorial and content control (syndicated or wire service material is not eligible for submission).

Entry Classes

There will be two daily entry classes and three weekly entry classes. Weekly classes will be determined by dividing weekly newspapers in thirds based on newspaper participation of the previous year. The 2018 Iowa Newspaper Directory will be used as the determinant of each paper's circulation. A newspaper that combines or changes class will be judged in the class in which it published the majority of the year. The newspaper will be responsible for submitting documentation to INA staff.

Dailies and weeklies must compete in their respective divisions and class sizes.

Twin weeklies, semi-weeklies and tri-weeklies should be considered one newspaper for contest purposes. For these newspapers, the issue with the largest circulation published in the 2018 Iowa Newspaper Directory will determine the newspaper's circulation entry class.


See the box below for a breakdown of classes by circulation.

ENTRY CLASSES	
DAILY division	WEEKLY division
CLASS I - Under 10,000	CLASS I - 1,001 and under
CLASS II - 10,000 and greater	CLASS II - 1,002-1,550
	CLASS III - 1,551 and greater

Collaborative entries appearing in more than one paid or unpaid editorial publication must be entered in what would be the contest class of the larger (or largest) publication.

However, a **non-collaborative** photo or story produced by a staff member(s) of one newspaper may be entered in that newspaper's class, even if it is also published in another newspaper. Advertising-only publications are not to be included in the determination of contest class. Entries from auxiliary publications of an active member — shopper, total market coverage product, special sections labeled as part of the newspaper, niche publications — will be accepted if the auxiliary publication is distributed with the member newspaper on a full run or zoned basis.



Entry Submission

All entries should be submitted online at BetterNewspaperContest.com unless noted with  symbol. For entries that can be submitted by mail, entry labels must be created through the online entry site. It is important that you use the required entry tags as they contain specific codes that judges will use to enter their results online.

For mailed entries, each entry must be placed in a separate envelope, with entry tags attached to each entry AND to each envelope.

Entries may be submitted as full-page (PDF) tearsheets or whole issues. Where noted with  symbol, **digital content may be entered as a URL or screenshot.** See page 6 for additional details.

Digital Entry Submission

Content published on digital platforms is eligible for entry in select categories. The complete list of eligible categories is below and is indicated by a  symbol throughout the Call for Entries. For these categories, your entry submissions may have been published in printed form, digital form or a combination of the two. Categories without a  symbol must have been published in printed form. All print entries must be full page tearsheets.

When submitting entries that have been published on digital platforms, provide a URL or a screenshot of the content as it originally appeared.

OVERALL RECOGNITION AWARDS

Newspaper of the Year

All newspapers entered in any contest will automatically be considered for this award.

The award will be presented to the newspaper which has accumulated the highest point totals from placing first, second or third in the following contests. ***There is no entry fee for this contest.***

The points will be awarded as follows:

FIRST PLACE: 6 POINTS · SECOND PLACE: 4 POINTS · THIRD PLACE: 2 POINTS

Best Editorial Page(s)	Coverage of Business
Best Front Page	Coverage of Courts and Crime
Best Sports Section	Best Special Section (Editorial Content)
Best Feature Page(s)	Total Newspaper Design
Coverage of Govt. and Politics	Community Leadership
Coverage of Education	Best Newspaper Website
Coverage of Agriculture	Best of Class Advertising

FIRST PLACE: 3 POINTS · SECOND PLACE: 2 POINTS · THIRD PLACE: 1 POINTS

Best Headline Writing	Best Sports Feature Story	Best Ad Featuring Grocery
Best Use of Graphics	Best Series	Best Ad Featuring Financial
Best News Photo	Excellence in Editorial Writing	Best Ad Featuring Furniture
Best Breaking News Photo	Master Columnist	Best Ad Featuring Automotive
Best Sports Photo	Best Sports Columnist	Best Ad Featuring Miscellaneous
Best Feature Photo	Best Newspaper Marketing	Best Special Section (Advertising)
Best Photo Story	Best Video	Best Ad Series or Campaign
Best News Story	Best Slideshow	Best Ad Idea for Community Promotion
Best Breaking News Story	Best Blog	Best Ad Featuring Agriculture
Best News Feature Story	Best Podcast	Best Web Ad
Best Personality Feature Story	Best Use of Social Media	Best Ad Designer
Best Sports Story		

In the event of a tie, co-newspapers of the year will be awarded.

General Excellence

Winners will be determined by the same point accrual system used to name Newspaper of the Year.

The three newspapers in each class that accrue the most overall points will be named first-, second- and third-place

General Excellence winners. There is no entry fee for this contest.

All participating newspapers are automatically eligible for General Excellence.

Questions?

Having a hard time with contest preparation? Questions about uploading to the online entry system? Don't hesitate to ask! We are prepared to answer your questions. Call (515) 244-2145 or e-mail ina@inanews.com. You can also view an online tutorial at INAnews.com featuring information on submitting entries, what judges are looking for when selecting winners and tips for producing and selecting successful contest submissions.

EDITORIAL CONTESTS

E1. Best Editorial Page(s)

Judges will be looking for overall excellence in editorials and commentary, layout and design, **with emphasis on local content**.

Newspapers should submit the best editorial page(s) from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending Feb. 24, 2018 - **Issue date must be 2/18/18 - 2/24/18**

Week ending June 16, 2018 - **Issue date must be 6/10/18 - 6/16/18**

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E2. Best Front Page

Judges will be looking for overall excellence in news, photography, layout and design **with emphasis on local content**.

Newspapers should submit the best front page from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending Oct. 14 2017 - **Issue date must be 10/8/17 - 10/14/17**

Week ending March 10, 2018 - **Issue date must be 3/4/18-3/10/18**

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E3. Best Sports Section

Judges will be looking for overall excellence in news, photography, and layout and design **with emphasis on local content**. Submissions can be one page or multiple pages depending on the length of the newspaper's sports section.

Newspapers should submit the best sports page/section from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending Jan. 20, 2018 - **Issue date must be 1/14/18-1/20/18**

Week ending April 14, 2018 - **Issue date must be 4/8/18-4/14/18**

***Alt. week ending May 5, 2018 - Issue date must be 4/29/18-5/5/18**

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E4. Best Feature Page(s)

Judges will be looking for overall excellence in layout and design, writing, photography and graphics **with an emphasis on local content**. The page may or may not contain advertising, but the advertising content will not be considered by judges.

Newspapers should submit the best feature page(s) from **three issues of their choosing**.

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E5. Coverage of Government and Politics

Judges will consider the quality of coverage of municipal, public school, county, state and national government and reporting and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of local, state and national governmental units. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand local, state and national government issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. ***The 5 examples to be submitted will constitute your newspaper's entry in this contest.***

1 entry per newspaper | 5 samples

E6. Coverage of Education

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of education. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand education issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. ***The 5 examples to be submitted will constitute your newspaper's entry in this contest.***

1 entry per newspaper | 5 samples

E7. Coverage of Agriculture

Judges will consider the significance, quality and depth of locally initiated news and feature stories and editorials which illuminate challenges and changes in Iowa agriculture. Entries that deal with social, economic, political, ecological or technological problems or innovations will be given more consideration than routine coverage of special agriculture editions or county fairs. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand agricultural issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. ***The 5 examples to be submitted will constitute your newspaper's entry in this contest.***

1 entry per newspaper | 5 samples

EDITORIAL CONTESTS

E8. Coverage of Business

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to help readers understand business issues. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand business issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The 5 examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

E9. Coverage of Court and Crime

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to inform readers about court and crime activity. Judges will focus on the quality of the reporting, not the nature or severity of the crime(s). Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The 5 examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

E10. Best Special Section - Editorial

Submit **up to three entries per newspaper**; *each special section constitutes one entry*. Judges will be looking for sections that are locally prepared, contain quality news content and are graphically pleasing. Judges will consider graphics and graphic design of the section. Advertising content shall not be considered.

3 entries per newspaper

E11. Total Newspaper Design

Entries in this category must be submitted in hard-copy format.

Submit one issue from the week ending **December 2, 2017 (Issue date must be 11/26/17-12/2/17)**, and any two other consecutive issues (total of 3 issues). Judges will consider the design of advertising and news elements and how they blend to create a total newspaper design.

Scoring will be on a 100-point basis as follows:

Head & body dress, selection and effective use of type faces.....	15
General makeup.....	30
Use of photos	20
Advertising typography, selection and effective use of faces, illustrations, borders, ornaments, flags, mastheads and other units.....	20
Press work	10
Use of color	5

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E12. Community Leadership

This award will recognize overall outstanding contributions to community leadership. The category is intended to be broad and allow newspapers the flexibility to demonstrate their leadership in the community. Judges will give special consideration to promotion and activities that benefit the community outside of regular news coverage and commentary. Among materials that may be submitted, include: testimonials, news stories, editorials, etc., and description of public leadership projects. One entry per newspaper.

1 entry per newspaper

E13. Best Headline Writing

Submit the best overall issue demonstrating an effective use of **non-advertising** headlines from each of the following two weeks and one issue of choice (total of 3 issues):

Week ending May 12, 2018 - **Issue date must be 5/6/18-5/12/18**
Week ending July 28, 2018 - **Issue date must be 7/22/18-7/28/18**

Judges will consider whether headlines throughout the issues attract readers' attention and accurately reflect the stories.

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E14. Best Use of Graphics

Submit **up to six examples** of information graphics and/or illustrations. Entries will be judged on design, with emphasis on usefulness to the reader.

Up to six examples submitted will constitute your newspaper's entry in this contest.

1 entry per newspaper | 1 - 6 samples

PHOTOGRAPHY CONTESTS

Photos must be submitted as a full-page PDF tearsheet or screenshot showing proof of publication. A jpeg of the photo may be included in addition to the required full-page tearsheet if a newspaper chooses. Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.

The same photo may not be entered in more than one category P1-P5.

Daily newspapers may submit up to six entries for each of these contests. Weekly newspapers may submit up to four entries for each of these contests. Submit an entry fee for each entry.

P1. Best News Photo

A single image of a news event. Judges will consider news value, timeliness, story-telling impact, composition and overall quality.

P2. Best Breaking News Photo

A single image of a news event for which no advance planning was possible. Examples include, but are not limited to, fires, traffic accidents, police standoffs and some natural disasters. Unexpected occurrences at scheduled events and weather-related events that could have been anticipated (such as predicted snowstorms or floods) should be entered in Best News Photo. Judges will consider news value, timeliness, difficulty or danger in capturing the image, composition and overall quality. Entrants are encouraged to include brief written details about how the image was captured.

P3. Best Sports Photo

A single image of competitors during competition. Images of fans, cheerleaders and coaches, as well as athletes before and after competition, should be entered in Best Sports Feature Photo. Judges will consider news value, timeliness, story-telling impact, composition and overall quality.

P4. Best Sports Feature Photo

A single sports-related image taken outside of actual competition. Examples include reaction shots (celebration, dejection, etc.) as well as portraits of athletes and coaches. Judges will consider news value, story-telling impact, composition and overall quality.

P5. Best News Feature Photo

A single image not eligible for the News, Breaking News, Sports or Sports Feature categories. Examples include but are not limited to portraits or other posed images; "slice-of-life" scenes; humorous, tender or light-hearted moments at scheduled and unscheduled events; and landscapes. Judges will consider impact, composition and overall quality.

P6. Best Photo Story

Multiple images that tell one story about an event, person, scene or issue on any subject, including those covered in the other Photo Contest categories. The entry will consist of up to seven images. If the originally published or posted package consisted of more than seven images, only the images to be considered for judging should be submitted. Entrants are encouraged to include brief written details about their entry. Judges will consider news value, story-telling impact, composition and overall quality.

FOR CATEGORIES P1 THROUGH P6

Daily Newspapers: **Up to 6 entries per newspaper**

Weekly Newspapers: **Up to 4 entries per newspaper**

FRANK NYE NEWSWRITING CONTESTS

W1. Best News Story

Judges will consider community-wide importance of the story and quality of writing. No consideration will be given to headlines, photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W2. Best Breaking News Story

A Breaking News Story is defined as one in which no advance planning is possible (examples: natural disasters, fires, accidents, etc.). Judges will consider community-wide importance of the story, **timeliness** and quality of writing. No consideration will be given to photos or artwork. Breaking News reporting emphasizes entries that, as quickly as possible, capture events accurately as they occur, and, as time passes, illuminate, provide context, and expand upon the initial coverage. Judges will take into consideration not only the quality of the work but the amount of time writer(s) had to prepare it before publication. Newspapers are encouraged to use the comments section of the entry website to briefly detail the timing of the event and publication of the article(s) being entered.

W3. Best News Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W4. Best Personality Feature Story

A Personality Feature Story is defined as one in which the writer explores the characteristics of a person and presents his/her unique story. Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W5. Best Sports Story

Entries will be judged on the basis of subject and quality of writing. Game coverage or sports-related news coverage that does not include features may be entered. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W6. Best Sports Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W7. Best Series

Entries **must be clearly marked as a series when published**. Entries will be judged on topic, with emphasis on local content or impact, depth of reporting, quality of writing, graphics, photography and page design.

FOR CATEGORIES W1 THROUGH W7

Daily Newspapers: **Up to 6 entries per newspaper**

Weekly Newspapers: **Up to 4 entries per newspaper**

W8. Excellence In Editorial Writing

Submit three editorials written by the same writer or writers. Entries to be judged on logic, persuasiveness, originality and manner of presentation with emphasis on local issues. **Three editorials constitute one full entry.**

The same entry may not be submitted in both (W8) Excellence in Editorial Writing and (W9) Master Columnist.

W9. Master Columnist

Submit three columns written by the same writer. **Journalists will be limited to one entry per person in this category. Three columns constitute one full entry.**

The same entry may not be submitted in both (W8) Excellence in Editorial Writing and (W9) Master Columnist.

W10. Best Sports Columnist

Submit three columns written by the same columnist. Entries are limited to columns written by sports writers.

Journalists will be limited to one entry per person in this category. Three columns constitute one full entry.

FOR CATEGORIES W8 THROUGH W10

Daily Newspapers: **6 entries per newspaper** | **3 samples per entry**

Weekly Newspapers: **4 entries per newspaper** | **3 samples per entry**

DIGITAL CONTESTS

I1. Best Newspaper Website

The Best Newspaper Website contest is open to any member newspaper with an active website. Your website will be randomly visited by our judges on multiple occasions.

The contest will be judged on the following criteria:

- Content - Quality of news and editorial matter
- Navigation - Ease of finding and retrieving information from the website
- Visual/Design - Layout, use of graphics, photographs, animation, color and other visuals
- Advertising - Innovative strategies and/or evidence of revenue generation
- Community - Demonstration that the website fulfills a “community gatekeeper” role

Entries should be submitted as a URL.

1 entry per newspaper

I2. Best Video

Recognizes a video to tell a story and serve a community. Emphasis will be placed on visitor experience, quality of the story and use of the technology. It may be part of a larger project or stand on its own. The entry should include a description of the video and any information on the print story that it accompanied, if there was one. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

Entries should be submitted as a URL.

I3. Best Slideshow

Recognizes an audio slideshow or narrated online photo gallery to tell a story. Emphasis will be placed on quality of the photos and visitor experience as well as on creative use of technology. It may be part of a larger project or stand on its own. The entry should include a description of the slideshow and any information on the print story that it accompanied, if there was one. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

Entries should be submitted as a URL.

FOR CATEGORIES I2 AND I3

Daily Newspapers: **Up to 6 entries per newspaper**
Weekly Newspapers: **Up to 4 entries per newspaper**

I4. Best Blog

The Best Blog contest is open to member newspapers and their staff members with active blogs. The blogs will be randomly visited by judges. The contest will be judged on the quality, frequency and originality of information, news and editorial matter. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

Entries should be submitted as a URL.

Up to 3 entries per newspaper

I5. Best Use of Social Media

This contest recognizes the most effective use of social media by a news organization overall, or a for a specific news event. Judges will consider your use of social media to increase readership, drive revenue or engage with your community. They will look for new and novel uses of social media, better than expected response rates or even praise from readers received via social media. The judges also want to know if you have grown your followers or likes dramatically – and how. Judges will visit your social media pages/feeds on multiple occasions.

Entries should be submitted as a URL. Include links to all of your organization's social media offerings that you would like judges to consider (Facebook page, Twitter feed, LinkedIn profile, etc.).

1 entry per newspaper

I6. Best Podcast

This contest recognizes an outstanding digital presentation. Each paper is allowed one entry consisting of no more than three podcast episode.

Emphasis will be placed on the listener experience and relevance to the community. The podcast may be part of a larger series or stand on its own. Entries may be on the entrant's website or on a hosted channel, but must be recorded, edited and produced by the newspaper's staff. Entrants are encouraged to include a description of the podcast's mission.

Entries should be submitted as a URL.

1 entry per newspaper

MARKETING CONTEST

M1. Best Newspaper Marketing

This contest recognizes the newspaper's initiatives to promote the newspaper and its various products. Entries may include materials to promote digital, readership, advertising, circulation, etc. Submit up to three entries per newspaper; each promotion or campaign constitutes an entry.

Up to 3 entries per newspaper

ADVERTISING CONTESTS

Entries must have been published in a paid circulation newspaper. This does not include stand-alone shoppers. General advertising run as part of a national schedule will not be judged. General advertising created for a specific market will be accepted for competition (example: Auto Dealer Association ad).

CRITERIA:

Originality	30
Headline and body copy	25
Design, layout, illustrations and photography	25
Adaptability	10
Explanatory material	10

Each newspaper may enter up to three entries in each category.

The entries must conform to the categories that follow. Each entry will require a separate entry fee. A pdf of the ad in color or black/white must be included in addition to the required full-page tearsheet (**except for A6, A8 and A10**). Editing should maintain the integrity of the images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects. **The categories are:**

A1. Best ad featuring grocery/food/entertainment

Example: live music events, bake sale, cook off, haunted house

A2. Best ad featuring financial, insurance or other professional service

Example: clinics, banks, retirement communities, chiropractors

A3. Best ad featuring furniture, furnishings, appliances or hardware

Example: carpet stores, antique shops, mattress stores, lumber company

A4. Best ad featuring automotive, boats, aircraft, tires, gasoline, etc.

Example: car sales, tire shops, repair services, airports

A5. Best ad featuring miscellaneous

(not covered in categories 1-4)

A6. Best special section advertising

(judges will consider quality of advertising with no regard to editorial content)

A7. Best advertising series or campaign featuring any service or merchandise category

Example: golf course, retail, coops, dentist (a series constitutes more than one related ad)

A8. Best advertising idea for a community promotion or event

Example: sidewalk sales, visitor guides, homecoming features, elected official candidate features

A9. Best ad featuring agriculture

(ads that feature local agriculture from any business)

FOR CATEGORIES A1 THROUGH A9

3 entries per newspaper

STATEMENT OF INTENT

It is the intent of the INA's Better Newspaper Contests to recognize and reward Iowa newspaper enterprises for content of a local nature, that content which is unique to the communities the newspapers serve. However, the INA Contest Committee and its boards of directors also recognize that the contests must reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before. To better reflect how newspaper enterprises operate today, changes have been made in the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is the INA's hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the Better Newspaper Contests is maintained.

A10. Best Web Advertisement

Recognizes visual appeal and creativity in design and content of a single static or animated ad appearing online at the newspaper's website.

Up to 3 entries per newspaper

A11. Ad Designer

Individual graphic designers may submit a "portfolio" of 6-10 examples of their published ad design work. Entries will be judged on overall design, typography and effectiveness. Explanatory material is welcome but not required. One entry fee per designer required. Designers will be limited to one entry per designer, regardless of the number of newspapers the individual designs for. Portfolio submissions are to be from one newspaper.

Unlimited entries per newspaper

Best of Class Advertising

All newspapers that enter advertising contests A1 through A10 will automatically be considered for these awards. Judges will choose the Best of Class winners from the first place ads in each class. No entry fee is required.

SPECIALITY REPORTING CONTESTS

R1. Harrison “Skip” Weber Investigative Reporting Awards

For each entry, newspapers shall submit tearsheet(s) with story or related stories. Entry may include a series. Investigative stories are defined as those which demand (a) research into documents and public records; (b) multiple interviews, which may include background sources never mentioned in the story; (c) documentation of time and depth of research on story; (d) planning for the articles. Judges will take into consideration such points as community-wide interest; effect of the story on the community; staff time spent on the story; depth of research; commitment of the newspaper to the project and risks involved in publishing the information. Entrants are asked to submit an explanation responding to points (a) through (d) and closing with a statement explaining the necessity of the entry and its impact on the community. The explanation is to be no more than two pages, double-spaced. Judges will award one winner in each circulation class.

R2. Genevieve Mauck Stoufer Outstanding Young Iowa Journalists Awards

To qualify for consideration, the nominee must be under 30 years of age as of December 31, 2018, and have worked at least one year for his or her current employer. A statement attesting to the nominee's qualifications is to be submitted by his or her editor or publisher and must be accompanied by six examples of the nominee's work within the past two years and a statement of not less than 150 words written by the nominee telling of his or her journalistic goals. This contest includes the work of all journalists, including but not limited to, reporters, photographers, graphic designers, production and advertising professionals. Judges shall name three winners for the Young Iowa Journalists Award. One winner must be from a daily and one winner must be from a weekly.

R3. Bill Monroe INA Innovation Award

The Bill Monroe INA Innovation Award encourages INA newspapers to develop cutting-edge products and services (outside the confines of established newspaper products). It inspires newspapers to meet the challenges facing the traditional media. Bill Monroe, INA's Executive Director for 29 years and a champion for the newspaper industry, was an “early adopter” for technology related to positioning newspapers for long-term success. The Bill Monroe INA Innovation Award is presented to the individual member newspaper(s) which, in the opinion of the judges, best meet(s) the following criteria: (a) The idea or concept for the innovation must be scalable and unique in its nature in order to be adopted, enhanced, monetized, and implemented by other INA newspapers; (b) The submission must be a new product, service or nontraditional business model outside the confines of the traditional newspaper business model (i.e. special sections for example would not qualify) that increases revenue, identifies new business models, or diversifies the newspaper operation into new markets and/or revenue segments. Examples include, but are not limited to, web-based initiatives, niche publications (not distributed via the newspaper), diverse non-newspaper business initiatives and new, forward-thinking diversification business models and strategies; (c) nominations must be accompanied by a supportive ‘white paper’ not to exceed three (3) 8 1/2” x 11” pages. Samples, photos, web links, etc. are encouraged to support the nomination; (d) The judges have no requirement or mandate to bestow an annual award. One winner will be selected.

Jay P. Wagner Prize for Young Journalists

The Jay P. Wagner Prize for Young Journalists was created to honor the memory of Wagner, a lifelong Iowa newspaper reporter and editor whose passions included encouraging young reporters and promoting great community journalism. The contest is open to any reporter, columnist, editorial writer or blogger working on a newspaper in Iowa who is 30 years old or younger as of Dec. 31, 2018. There is no entry fee for this award.

Additional details on this award can be found in the inserted flyer or at INAnews.com.

Appeals

Any contest appeals of rules violations relating to contest entry procedures must be submitted in writing to the INF board within 30 days after the INA Annual Convention to be reviewed and resolved by the INF executive committee, and resulting communications will be handled by the INF board president or another member of the INF executive committee.



2019 IOWA BETTER NEWSPAPER CONTESTS

ENTRY GUIDE



The Iowa Newspaper Foundation Better Newspaper Contests

The INF sponsors these annual contests for one reason: to foster competition and quality among Iowa's newspapers. Last year, nearly 4,400 entries poured into our office. It's an annual opportunity for newspapers and journalists to receive recognition for their talent and hard work.

Inside, you'll find complete instructions on uploading entries to the BetterNewspaperContest.com contest administration site.

*For detailed descriptions and rules for each contest category, see the **2019 Call for Entries**.*

Contact INA/INF at 515-244-2145 or
ina@inanews.com with any questions.

You can also view an online tutorial at INAnews.com.

Good luck in the 2019 Better Newspaper Contests!

PREPARING ELECTRONIC ENTRIES

PLEASE SUBMIT ALL ENTRIES ONLINE UNLESS OTHERWISE NOTED.

Categories that can be mailed as hard copy include:

Best Special Section (Editorial)

Best Headline Writing

Best Special Section (Advertising)

Total Newspaper Design ****Entries for Total Newspaper Design must be submitted hard copy**

How will electronic files be submitted?

You'll submit electronic entries by uploading the files from within the online contest registration system at BetterNewspaperContest.com. The online contest registration system for INF's contests is hosted on the web servers of SmallTownPapers.

Entries may be submitted as full-page (PDF) tearsheets or whole issues. For categories listed below, digital content may also be entered. When submitting entries that have been published on digital platforms, provide a URL or a screenshot of the content as it originally appeared.

See the Call for Entries for additional details.

All entries must be unaltered in any way. The date each entry was published must appear on the tearsheet or be noted on the screenshot.

Requirements:

1. Only submit pages that contain entry-related content. If your entry is on just one page, there is no need to submit an entire section or entire issue. But, if your submission appears on multiple pages (for example, the story jumps to another page) be sure to include all necessary pages.
2. Many categories require more than one item per entry. For example, a single entry in the "Coverage of Business" category may include five examples. For each example, the entire page(s) each example appears on must be included for judging.
3. Make PDF files as small as possible. (See below for specific instructions.) Because the contest judges will access these PDFs over the Internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more impatient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

What file formats are accepted for uploading?

File types are PDF, JPG, GIF, PNG - so, if for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a high-resolution photo and submit the resulting photo file.

How can I make my PDF files smaller?

Most newspaper PDFs include high-resolution (200-300dpi) grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color. Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. **Resolution.** In PDFs, text is always clear regardless of resolution. Resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.
2. **Color mode.** Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings. If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor or use the native profiling/editing tools in Acrobat 6 or later, **YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE** unless you redistill the PDF afterward.

PREPARING ELECTRONIC ENTRIES

What is the most efficient way to collect entry files?

Collect copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below. Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

How do I extract pages from a full-issue or full section PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

How do I combine PDF pages or files into a single entry?

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You'll need to redistill the final PDFs.

How will INF prevent fraud?

We prefer to trust our member publishers not to submit embellished or edited entries. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and INA members on the INA website.

If fraud is suspected with any entries, a full investigation will follow.

How do I submit payment?

INF accepts payment by check or credit card. Credit card payments can be made online through the BetterNewspaperContest.com contest administration site when submitting your entries.

Checks should be made payable to "Iowa Newspaper Foundation" and sent along with a copy of your Entry Fee Calculation page and any mailed entries by October 12 to:

Iowa Newspaper Foundation
319 E. 5th St.
Des Moines, IA 50309

What if my info is wrong or my paper is not listed!?

We have worked very hard to make sure the classes for each member are as accurate as possible, however if you note that your division is listed incorrectly, please contact INA at ina@inanews.com or 515-244-2145 and it will be fixed A.S.A.P!

Where can I get more help for anything I can't find here?

Call INF at 515-244-2145 or email ina@inanews.com.

NOTE: The BetterNewspaperContest.com website is best viewed using the following browsers: For newer computers- Google Chrome; For older Macintosh computers- Firefox, Chrome or Safari; For older PCs- Chrome or Internet Explorer.

2019 IOWA BETTER NEWSPAPER CONTESTS

UPLOAD INSTRUCTIONS

Below are detailed, step-by-step instructions for uploading contest entries to the BetterNewspaperContest.com online administration site. If you have any questions during the process, please contact us at 515-244-2145 or ina@inanews.com. We're here to help!

1. Go to <https://inanews.com/foundation/contests/entries/>

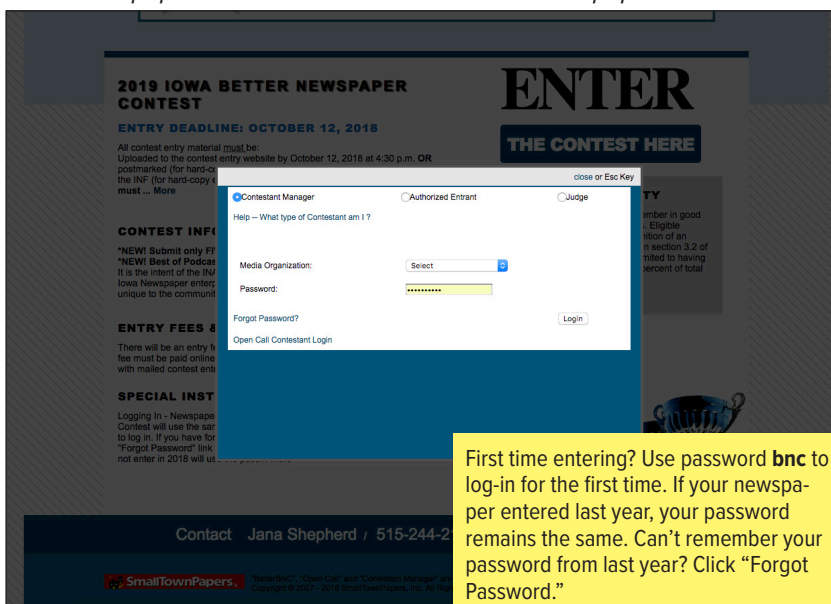
Click on the link that says “Submit entries here”



2. Log in

You will first select “Contestant Manager” or “Authorized Entrant” (see information below). Choose your newspaper from the dropdown list (all newspapers are listed alphabetically by city name), enter your password and click “Login.”

*Note: Newspapers that entered the 2018 Better Newspaper Contests will use the same password as the newspaper used last year to log in. If you have forgotten the password used in 2018, use the “Forgot Password” link to reset your password. Newspapers that did not enter in 2018 will use the password **bnc** to log in for the first time for the 2019 contests. After your first log-in, you will be prompted to enter a new password.*



You can choose to log in as the Contestant Manager or an Authorized Entrant. The Contestant Manager maintains overall control of the newspaper's entries. As Contestant Manager, you can make entries on behalf of your organization and authorize other people to make entries as well. **Most users will log in as Contestant Manager.**

3. Change password and update information

Your first successful login will take you to the “Change Password” screen, where you are required to change your password before you proceed. Change it to something you can remember easily. *Password must be a minimum of 6 characters long, have at least one capital letter, one lower case letter, and have at least one number.*

You must also update your name and email address on this page. This will ensure that you can retrieve your password if you forget it, and that INF can contact you if we have questions about your entries.

Check the box next to “I agree to the Better BNC Terms of Use” and click “Submit” when you’re done.

If you are the Contestant Manager, once you have logged in and submitted two entries, you will see a pop-up window with instructions to validate your account’s email address. Follow the on-screen directions to validate your account. You will then be able to grant access to the contest site to others in your organization.

4. Manage your entries

This is the main entry page, the one you’ll see each time you log in. From here you’ll submit, edit, and manage your contest entries. At the upper right side of this page, you will see your circulation group designation and your total number of entries.

You’ll also see a link that says, “Calculate Entry Fee.” That link will take you to the summary of entries form to calculate your entries and contest fees. You will use that link AFTER you have submitted all your entries. (See #9 below.)

Of course, when you first visit the “Manage Entries” page, the entry list will be empty. What you will see on that page are three links: “My account,” “Submit entry” and “Logout.”

If you haven’t already, be sure to click “My account” and update your contact information to ensure that you can retrieve your password and be contacted with any questions about your entries.

5. Submit an entry

Click “Submit entry” on the Manage Entries page to go to the entry submission form.

Account details have been saved.

Welcome to the BNC

INA News is a member of circulation **Weekly Class 2**.
You have a total of **0** entries.

[My Account](#)
[Submit Entry](#)
[Logout](#)

[Calculate Entry Fee](#)

2016 Iowa Better Newspaper Contests
Manage Entries -- **Entry Deadline 10/16/2015**

Submit each entry by filling in the information requested, working from top to bottom. The division you choose will determine the list of categories, and the category you choose will reveal other form fields.

BetterBNC[®]

Home My Contest Contest Info Judges Login Find Contests

INA News is a member of the **Weekly Class 2** circulation group.
You have a total of **0** entry.

Create New Entry

All entries subject to rules and eligibility requirements.

Division: Editorial

Category (When a category's entry limit has been reached, the category will no longer appear in the list.): Choose

Headline or Title of Entry

Comments, Credits & Other Info

Who should be credited for this entry? Enter the
Note: If more than 4 people, please enter Staff.

First Name

Choose
E1 Best Editorial Page(s)
E10 Best Special Section-Editorial
E11 Total Newspaper Design
E12 Community Leadership
E13 Best Headline Writing
E14 Best Use of Graphics
E2 Best Front Page
E3 Best Sports Section
E4 Best Feature Page(s)
E5 Coverage of Government and Politics
E6 Coverage of Education
E7 Coverage of Agriculture
E8 Coverage of Business
E9 Coverage of Court and Crime

a. Select the division

b. Select the contest category

BetterBNC[®]

Home My Contest Contest Info Judges Login Find Contests

INA News is a member of the **Weekly Class 2** circulation group.
You have a total of **0** entry.

Create New Entry

All entries subject to rules and eligibility requirements.

Division: Editorial

Category (When a category's entry limit has been reached, the category will no longer appear in the list.): E1 Best Editorial Page(s)

Best Editorial Page(s) -- Category Note
Your entry consists of three issues: One from week ending February 28, 2015 (2/22-2/28); One from week ending July 18, 2015 (Issue date 7/12-7/18); One issue of choice

Headline or Title of Entry: Best Editorial Page

Upload Attachments & Links **Need Help?**

Get File(s) to Attach to this Entry
The number of file attachments allowed is determined by your contest rules.

Browse... contest 1.pdf
Browse... contest 2.pdf
Browse... contest 3.pdf

Browse & Attach More Files

Browse my Scrapbooks

Upload files and URL/Links from scrapbooks [More Info](#)

Get Links to Attach to this Entry
The number of URL/Link attachments allowed is determined by your contest rules.

Paste URL/Link here

Publish large PDF files.
Third party vendors -- offers vary.

RealView
Issuu
Yudu

What's this?

c. Complete the “Headline or Title of Entry” field.

Note: If the category entry consists of only one example, please include the photo caption, ad caption or article headline in this field. For categories in which your entry consists of multiple examples, include a generic headline here, and list the headlines/titles and issue dates in the Comments field below.

d. Upload the example(s).

For PDF categories, click “Browse” to select the file you wish to upload. Repeat this process for each example needed for this entry, selecting “Browse & Attach More Files” for additional examples. To submit entries as URL links, simply enter the URL(s) in the “Get Links to Attach to This Entry” fields.

Comments, Credits & Other Info

Comments

2/23/15, 7/13/15, 11/4/14

Who should be credited for this entry? Enter the names of up to 4 people.
Note: If more than 4 people, please enter Staff.

First Name	Last Name
<input type="text" value="Staff"/>	<input type="text"/>
First Name	Last Name
<input type="text"/>	<input type="text"/>
First Name	Last Name
<input type="text"/>	<input type="text"/>
First Name	Last Name
<input type="text"/>	<input type="text"/>

Submit Entry

Attachments are uploaded when you click "Submit Entry".

e. In the Comments field, include any special notes to the judges or, if your entry consists of multiple examples, enter the titles and dates of each of the examples here. For advertising entries, enter the advertiser name here.

f. Enter the name of the staff writer(s), photographer or ad designer.

For entries that are the work of an entire department or staff, list "Staff."

g. Answer "reCAPTCHA" and "Submit Entry."

Answer the "reCAPTCHA" to verify that you are not a machine and select "Submit Entry." Once you select "Submit Entry," an entry label will be created. For entries being submitted electronically, your entry is complete and you may Submit Another Entry, Manage Entries or Logout.

Final Step: Answer reCAPTCHA and Submit Entry

Answer the reCAPTCHA

Privacy & Terms

Submit Entry

Attachments are uploaded when you click "Submit Entry".

Note: There is a size limit (5 megabytes) on uploaded PDF files. If your PDF file is larger than that you will not be able to upload it successfully.

Judges may not be able to view files that are larger than 5MB. For detailed information on how to make your PDFs as small as possible, see page 2.

6. Entry labels for mailed entries (see Call for Entries for list of categories eligible for mailed entries)

If your entry will be mailed to the INF (available only in certain categories -- see #11 below for applicable categories), you still must complete the online form for each entry, as described above. Complete all of the entry information but do not upload an attachment or URL. You will simply select "Submit Entry" and a label will be created. Print this label and attach it to the entry you will be mailing.

Note: Make enough copies of the label to allow for one for the entry envelope and one for each example/issue (see page 7 for more instructions on mailed entries).

Labels must be created through the online administration tool; the judges will enter their responses online according to the label you've affixed to the tearsheets.

The Entry has been saved.

This Page is Your Official Entry Form.

Entry Details:
 Media Organization: **INA News (inn)**
 Title or Headline: **Best Editorial Page**
 Division: **Editorial**
 Category: **E1 Best Editorial Page(s)**
 Entry Code: **inn01**
 Credits: **Staff**
 Entry made by **INA News, Contestant** on **2015-08-26 12:07:12**
 Comment: **2/23/15, 7/13/15, 11/4/14**

DO NOT HIT YOUR BACK BUTTON

Submit Another Entry
 or [Manage Entries](#) | [Logout](#)

7. Continue this process until all entries have been submitted. Then select “Manage Entries.”

8. Review your entry list

In the list of entries on the “Manage Entries” page, the Actions column at the far right contains four links: “Label,” “Edit,” “Disable” and “Delete.”

Home My Contest Contest Info Judges Login Find Contests

Welcome to the BNC INA News is a member of circulation Weekly Class 2. You have a total of 4 entries. [Calculate Entry Fee](#)

2016 Iowa Better Newspaper Contests
Manage Entries -- [Entry Deadline 10/16/2015](#)

Entries

Entrant	Category	Title	Pages	Files/URLs	Created	Actions
Contestant Manager	A2 Best ad featuring financial, insurance or other professional service	We've got great rates	1		2015-08-26 12:11:54	Label Edit Disable Delete
Contestant Manager	E1 Best Editorial Page(s)	Best Editorial Page	1		2015-08-26 12:07:12	Label

“Label” displays the entry label associated with that entry. You won’t need the label for an electronic entry, but you can use this link to update the label if you edit an entry that is being mailed to the INF, or if you need to reprint the label.

“Edit” lets you view and change information in the entry form. If you change an entry in a mailed category, you’ll need to display and reprint the label for that entry. You will not be able to edit an entry after the entry deadline has passed.

“Disable” essentially removes that entry from the contest, although you’ll still see it in a separate “Disabled Entries” list. Use this function if you want to make an entry inactive without deleting it completely.

“Delete” removes that entry completely; this action cannot be undone.

“Enable” will appear in place of “Disable” once you’ve disabled an entry. By clicking “Enable,” you can restore a previously disabled entry, if desired.

9. Calculate Entry Fees

You are managing content for 2016 Iowa Better Newspaper Contests
INA News Circulation Group Weekly Class 2.
As of 08/26/2015 12:18 pm
Disabled entries are not in fee calculation.

When you click on the PayPal button you will be taken off BetterBNC to the sanctioning organization payment cart. Carefully follow the on screen instructions to ensure proper handling of your entry fees. All financial transactions are directly with the sanctioning organization, not BetterBNC. For help with PayPal transactions, contact your contest administrator.

How to pay:
* Use the check boxes to select the entries you want to pay
* Click the "Pay By Card" button to pay using a credit card, debit card or via PayPal.
* Click the "Pay by Check" button if sending payment by mail.
* When done, print a copy for your records, after the entry deadline, you will not be able to access this page.

[Print](#)

Entrant	Division	Category	Title	Entry Fee	Select Entries to Pay	Payment Status
Contestant Manager	Editorial	E1 Best Editorial Page(s)	Best Editorial Page	\$6.25	<input checked="" type="checkbox"/>	Not received
			Editorial subtotal	\$6.25		
Contestant Manager	Internet	I1 Best Newspaper Website	Newspaper Website	\$6.25	<input checked="" type="checkbox"/>	Not received
			Internet subtotal	\$6.25		
Contestant Manager	Advertising	A2 Best ad featuring financial, insurance or other professional service	We've got great rates	\$6.25	<input checked="" type="checkbox"/>	Not received
			Advertising subtotal	\$6.25		
Contestant Manager	Marketing	M1 Best Newspaper Marketing	Your Source	\$6.25	<input checked="" type="checkbox"/>	Not received
			Marketing subtotal	\$6.25		
			Total Entry Fee Due	\$25.00		
			Base Contest Fee	\$0.00		
			Total Entry Fee Paid	\$0.00		
			Total Outstanding Entry Fee	\$25.00		

Secured by 2015-08-26 ABOUT SSL CERTIFICATES

Payment Amount 25.00 [Pay By Check Mailed-in only](#) [Pay Now With Card](#)

Once you’ve submitted and uploaded all of your entries, you will need to complete the entry process by tallying your entries and the total entry fee due. From the “Manage Entries” page, select “Calculate Entry Fee.”

On the Entry Fee Calculation page, you will see a breakdown of all of the entries that are being submitted for your newspaper. The total entry fee will be displayed here.

Please print this page and submit to INF. If you are sending any hard copy entries or a check payment to the INF, include this page with your shipment. Otherwise, fax to 1-866-593-7406 or email to inf@inanews.com.

Check the “Select Entries to Pay” box for each entry you are submitting. If you would like to pay your contest entry fee online, click on the “Pay Now with Card” button. If you will be mailing payment to the INF, click the “Pay by Check” button.

10. Submit online payment

The screenshot shows a payment interface with two main sections. The top section is titled 'Pay with PayPal - The faster, safer way to pay'. It has two options: 'Pay now' with a 'CHECK OUT WITH PayPal' button, and 'Pay later' with a 'PayPal CREDIT' button. Below these is a note: 'No Payments + No Interest if paid in full in 6 months on purchases of \$99+ Subject to credit approval. See terms'. The bottom section is titled 'Pay with credit or debit card'. It has a 'Card number' input field, a row of logos for Discover, Visa, MasterCard, and American Express, and an 'Expiration date' field with 'mm' and 'yy' sub-fields. At the bottom of this section is a 'Pay Now' button.

If you chose to submit your entry fee payment online, you will have the option of entering credit card information directly through the contest website or through PayPal.

Complete the payment process.

To pay by check, mail your check payment along with a printed copy of the Entry Fee Calculation Page to:

Iowa Newspaper Foundation
319 East 5th Street
Des Moines, IA 50309

11. Preparing mailed entries

If you are submitting hard copy entries (for applicable categories only - see list below), labels must be printed from the online administration tool (see #6 above).

Make enough copies of each label so there is one label for the envelope and one label for each example/issue.



For categories that allow hard copy entries, examples/issues must be individually tagged and placed in one envelope. The envelope must also have an entry tag. Only entry tags printed through the BetterNewspaperContest.com online administration site will be accepted.

Categories for which hard copy entries may be submitted:

Best Special Section (Editorial)

Best Headline Writing

Best Special Section (Advertising)

Total Newspaper Design ****Entries for Total Newspaper Design must be submitted hard copy**

Call for Entries 2019

JAY P. WAGNER PRIZE FOR YOUNG JOURNALISTS

To honor the memory of Jay P. Wagner, a lifelong Iowa newspaper reporter and editor whose passions included encouraging young reporters and promoting great community journalism.

ABOUT THE AWARD



When Jay P. Wagner died in 2009 at the age of 45, his family and friends wanted to honor his commitment to young journalists and community newspapering.

Jay worked for several

Iowa publications, including the Sheldon N'West Iowa REVIEW, which his family owns, The Des Moines Register, the Iowan magazine and the Des Moines Business Record. He loved telling the stories of Iowa and Iowans, and was a friend and mentor to countless young journalists.

Winners of the Jay P. Wagner Prize for Young Journalists will receive \$500 and a plaque and be recognized at the 2019 INA Convention in February.

The INF Scholarship Committee will review applicants for the award and select the final recipients. Nominations not selected for 2019 will also be considered in 2020.

CRITERIA

The contest is open to any reporter, columnist, editorial writer or blogger working on a newspaper in Iowa.

All entrants must be 30 years old or younger as of Dec. 31, 2018.

TO ENTER

Submissions may include up to five examples of the journalist's best work, published between Oct. 1, 2017 and Sept. 30, 2018.

The entry can be varied – for example, three news stories, an editorial and a blog posting – but special emphasis will be given to entries that demonstrate keen story-telling ability and a deep appreciation for Iowa and its people, qualities that Jay Wagner exemplified.

Entries can be submitted electronically or by hard copy. Please submit original full-page tearsheets or PDFs of newspaper stories and copies of blog postings. Each individual submission should be dated. A letter of nomination should be included with entry.

Entry Deadline: October 12, 2018



PLEASE SUBMIT ENTRIES TO:

Iowa Newspaper Association,
Jay P. Wagner Prize for Young Journalists,
319 E. 5th Street, Des Moines, IA 50309
or email to jshepherd@inanews.com