



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

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>

45 Ways To Avoid Using The Word 'Very'

Three Telling Quotes About 'Very'

Substitute 'damn' every time you're inclined to write 'very'; your editor will delete it and the writing will be just as it should be.

- Mark Twain

'Very' is the most useless word in the English language and can always come out. More than useless, it is treacherous because it invariably weakens what it is intended to strengthen.

- Florence King

So avoid using the word 'very' because it's lazy. A man is not very tired, he is exhausted. Don't use very sad, use morose. Language was invented for one reason, boys – to woo women – and, in that endeavour, laziness will not do. It also won't do in your essays.

- N.H. Kleinbaum

Cut along the dotted line to create desktop cheat-sheet. ➡

Visit <https://writerswrite.co.za/45-ways-to-avoid-using-the-word-very/> to read the full article.

Avoid saying very:	Rather say:	Avoid saying very:	Rather say:
afraid	terrified	neat	immaculate
angry	furious	old	ancient
bad	atrocious	poor	destitute
beautiful	exquisite	pretty	beautiful
big	immense	quiet	silent
bright	dazzling	risky	perilous
capable	accomplished	roomy	spacious
clean	spotless	rude	vulgar
clever	brilliant	serious	solemn
cold	freezing	small	tiny
conventional	conservative	strong	unyielding
dirty	squalid	stupid	idiotic
dry	parched	tasty	delicious
eager	keen	thin	gaunt
fast	quick	tired	exhausted
fierce	ferocious	ugly	hideous
good	superb	valuable	precious
happy	jubilant	weak	feeble
hot	scalding	wet	soaked
hungry	ravenous	wicked	villainous
large	colossal	wise	sagacious
lively	vivacious	worried	anxious
loved	adored	www.writerswrite.co.za	

2019

CONTEST CORNER

Each newspaper that does not have to be contacted to fix any of its 2019 contest entries will be entered into a drawing to win a package consisting of one convention registration, one meal package and two nights of hotel stay (approximate value \$350).

Win Convention-on-us!

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

INA newspapers submitted about 4,400 entries in the 2018 contests. As you can expect, checking all of those entries and then making follow-up contacts is a lengthy, exhaustive process. The most common submission errors are multiple entries being combined into one entry upload, missing payments, full tearsheets not being submitted and entries that were missing parts of the required examples.

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

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

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.

Contact Us



Phone 515-244-2145

Fax 515-244-4855

Website www.INAnews.com

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INA LEGAL HOTLINE

515-283-3100 (paid service)

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

NEWS STAFF WRITER. The Clinton (Iowa) Herald, a six-day-a-week newspaper, is seeking applications for a News Staff Writer in the newsroom. Clinton sits on the Mississippi River and features many outdoor activities. Subscriptions continue to circulate in Iowa and Illinois. The Clinton Herald has won several state, regional and national awards in the past four years. The position is responsible for covering local beats, such as area city councils and school boards. In addition, we're looking for a journalist who can construct local enterprise stories that involve research and quality writing. The Clinton Herald has won investigative reporting awards through the Iowa Newspaper Association in two of the previous three years. Some responsibilities will go beyond reporting. Videography, editing and reporting are required skills. The Clinton Herald staffs a full-time photographer. However, some photography also will be required. The qualified candidate must be a proficient writer, typer,

be a self-starter and possess excellent people skills. The Clinton Herald publishes in the morning Monday through Saturday. Submit resume, cover letter and examples of your work to Associate Editor Scott Levine at scottlevine@clintonherald.com. Resumes will be reviewed right away. All skill levels are encouraged to apply. The Clinton Herald is an equal opportunity employer. 1017

▼ 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, dtappnewsbrokerageofiowa@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 cgon@inanews.com.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Sound & Storytelling
- Mauck Stoufer Professional Improvement Workshop Registration

local & personal

Iowa Information Inc. Publishers and Printers of Sheldon has acquired the **Hawarden Independent/Ireton Examiner** newspaper.

Jeff Wagner, president of Iowa Information, announced the completion of the deal on Wednesday, Sept. 19, after meeting with **Bruce and Susan Odson**, the owners of the Independent/Examiner.

The sale is effective Oct. 1 and terms of the transaction were not disclosed.

? question of the week

What do we charge for publishing sample ballots?

Iowa Code Chapter 49.54 (page 13C, INA Publishers' Handbook) says the cost of publishing the sample ballot shall be determined by the director of the state Department of General Services or his or her designee.

The current rule is that the facsimile portion of the ballot, which must be photographed, shall be charged at not more than the newspaper's regular display rate by the column inch. The reader or straight matter portion may be charged at the public notice rate by the line. The candidates' names must be published in at least nine-point type.

In any city where no newspaper is published and where the population is 2,000 or less, the total cost of the ballot shall not exceed \$250 for a quarter-page or \$350 for a half-page.

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

A full moon always rises at sunset.



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

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

THE PRESENTER...

Val Hoepfner



Val Hoepfner is a digital journalist, teacher, trainer and media strategist. Hoepfner 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 Hoepfner Media and Consulting, LLC, Hoepfner 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

YES! Sign me up for the *Sound and Storytelling* webinar Thursday, October 11.

☐ 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: 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 _____

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.

RETURNING FOR 2018...

Mauck/Stoufer PROFESSIONAL IMPROVEMENT WORKSHOP for Newspaper Writers



WHO IS HARRY MAUCK JR.?



A professional journalist, and a great guy

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

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

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

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

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

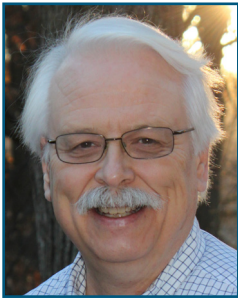
- The program will build your interviewing, writing and story development skills!
- We continue the Mauck/Stoufer Workshop tradition of one-on-one conferences with a writing coach!
- It is your chance to build relationships with experienced professionals and journalists facing similar challenges!

Registration fee: \$125

Deadline: Thursday, September 27



MEET YOUR MAUCK/STOUFER PRESENTERS...



RANDY EVANS

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



RICK MORAIN

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



JARED STRONG

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



KURT HELLAND

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



ROX LAIRD

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

2018 KICK-OFF DAY PROGRAM

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

2018 FOLLOW-UP DATES

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

2 EASY WAYS TO REGISTER

1

Sign up online at
www.INAnews.com

2

Complete the
registration form at right

Mail completed registration
form and fee to:

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

Or email completed
registration form to
ewipperling@inanews.com.

RECEIPT OF REGISTRATION

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



REGISTRATION

Mauck/Stoufer Professional Improvement
Workshop for Newspaper Writers

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

Newspaper _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

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

Name _____ E-mail _____

Name _____ E-mail _____

Registration deadline: Thursday, September 27

Registration fee: \$125

Total registration fee: \$ _____

☐ Payment enclosed ☐ Bill my newspaper

☐ Charge my credit card (see below)

Credit card # _____ Exp. ____/____
VISA/Mastercard only

Address _____ Zip _____
must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

Authorized signature _____

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