



Iowa Newspaper Association Bulletin

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CALENDAR of EVENTS

WEBINARS

Sound & Storytelling
Thursday, October 11

Community journalism matters because communities matter

MATT GEIGER, EXECUTIVE EDITOR
NEWS PUBLISHING CO., BLACK EARTH, WI

“Everything in this newspaper is important to someone.”
It’s become something of a mantra for me, in recent years.

Weekly community newspapers are eclectic, to say the least. We publish photos of ribbons being cut at bakeries, and donations being dropped off at local food pantries. We print the school honor roll, the court report, and in-depth stories on decisions made by planning commissions and town boards. Sometimes we cover murders, abuse, and horrific car crashes, and when we do our community journalists often experience these tragedies as both reporters and neighbors — as both professionals and human beings. We cover the referendum that will determine whether a new school is built and our readers’ taxes will rise. We publish birth announcements, obituaries, and the various things that, when wedged between those two book ends, make up the lives that make up our communities.

I’ve learned more than I ever wanted to know about sewage, in order to cover the approval and construction of a new treatment plant. I interviewed a survivor of the Iran hostage crisis about what it’s like to be held prisoner in a foreign land while the world looks on. I’ve interviewed grandmothers about their favorite holiday recipes. Perhaps most importantly, I’ve interviewed little kids about what they want to be when they grow up, and what type of world they hope to inhabit.

I’ve even eaten lutefisk — a type of gelatinous Scandinavian fish that is usually only consumed as part of a dare — in the warm hum of a local church’s kitchen. (I even liked it, which I think qualifies as a kind of small-town gonzo journalism.)

People sometimes ask me why community newspapers are important. My reply is always the same. It’s because everything in those pages is important to someone. Maybe the ribbon cutting isn’t flashy enough to go viral, and the Thanksgiving turkey recipe is not going to change culinary



Matt Geiger

trends across the nation. But these things, these small things in communities across the county and across the world, are what give meaning and purpose to all of our lives.

The ribbon cutting is the culmination of a childhood dream. The donations at the food pantry will allow a family to gather around their table without worrying if there is enough to fill each plate. The honor roll goes on the fridge, of course, because it’s a reminder to a young student that she can flourish when she applies herself. The birth announcement marks the proudest, greatest moment of a mother and father’s life together. The face looking out from the obituary is one that a wife, and children, and grandchildren, will never kiss again. The new school being paid for with the referendum is where a young student might develop an interest in science, growing up and developing a treatment for cancer or Alzheimer’s, allowing millions of people to live a little longer, and have their faces kissed by those who love them a few more times.

Journalism matters, now more than ever, because people matter. Community journalism matters, now more than ever, because roughly half the world’s population lives in small communities, and in the pages of their newspapers, they see themselves and the ones they love.

Matt Geiger is an executive editor with News Publishing Co. He is the winner of numerous journalism awards, and his debut book, a collection of humorous newspaper columns, won a Midwest Book Award and was named as a finalist in the Next Generation Indie Book Awards and the American Book Fest. He lives in Mount Horeb, Wisconsin.

You can find this column and other resources at <http://www.nationalnewspaperweek.com/>.

2019

CONTEST CORNER

The deadline to submit entries for the 2018 Better Newspaper Contests is Friday, October 12 at 4:30 p.m.!

Resources available for your last-minute questions!

We're getting down to the wire. The deadline to submit entries for the 2018 Better Newspaper Contests is Friday, October 12. All entries must be submitted and uploaded to the betternewspapercontest.com website by 4:30 p.m.; hard-copy examples must be dropped off at INA's office by 4:30 p.m. or be postmarked on or before October 12. In past years, many entries were submitted in the 1-2 hours prior to the deadline, sometimes resulting in system slowness. To prevent any frustrations, which could be caused by internet speed, it is in your best interest to submit your entries as early as possible.

To view an online tutorial that was created to assist INA members in preparing and selecting contest entries, go to INAnews.com. Under the "Foundation" tab select Contests and Entry Information along the right-hand side.

The contest entry guide contains detailed instructions on how to prepare and upload your entries. The call for entries contains all of the entry categories and specific details for each. Both of these can be found in the Contest section of INAnews.com.

If you have additional questions as you submit entries call the INA between the hours of 8 a.m.-5 p.m. at 515-244-2145 or email ina@inanews.com.

CONTEST TIMELINE

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

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

November 2018 - Contest entries judged by Indiana Press Association members

December 2018 - Winners notified by INF

February 8, 2019 - Winners announced during Convention Awards Banquet

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

Questions?

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

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INA LEGAL HOTLINE
515-283-3100 (*paid service*)

FREE MEMBER EXCHANGE

▼ HELP WANTED

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 joeccrimmings@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, 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

IN THIS ISSUE...

- Sound & Storytelling

local & personal

Ann Wilson, Doug Burns and Jared Strong were honored for their strong, unwavering commitment to the First Amendment at the **Celebrating a Free Press and Open Government Banquet** on September 27. Ann is the publisher of the **Carroll Daily Times Herald**; Doug is its editor, and Jared is the reporter whose skillful use of the open meetings and open records laws has led to many exclusive reports. This year, for example, the newspaper successfully defended itself against a lawsuit that challenged Strong's authoritative account of a Carroll police officer who had been accused of preying on teenage girls while on duty. The Daily Times Herald's defense of the case came at a significant financial cost to the newspaper. But Ann and Doug never hesitated to bear that expense and stand up for the excellent reporting that Jared had done in shining the spotlight on an officer who was forced to resign after the newspaper's article.

? question of the week

If a two-newspaper company consolidates its operations from preparing two separate papers in two towns to preparing the same two separate papers in one location (and mailing each in the two separate towns), would its legal notice status be put in jeopardy for city, school or county notices if it did not maintain a physical location in one of the two towns?

INA Legal Hotline Attorney Joe Quinn says the place of publication is not where the paper is put together but where it enters the mail. As long as the paper will have a sufficient presence to keep its postal permit at both post offices it should qualify as a newspaper for public notice publication.

Survey on Audience Engagement

Deadline to respond is: October 10, 2018

This survey is part of a research project being conducted at the Hubbard School of Journalism and Mass Communication, University of Minnesota, by Dr. Valerie Belair-Gagnon and Dr. Matthew Weber. Participation in this survey is voluntary; if you do participate, your identity will not be connected to your survey responses. At the end of the survey you will have a chance to enter in a drawing for a \$100 gift card (two will be given away).

This survey examines the ways in which journalists working in small- and medium-sized towns work to engage with their audiences, and to understand the needs of their audiences. The questions in this survey ask about your technology use, about the way in which you perceive your audience (readers and otherwise), and the ways in which you use technology to engage with your audience.

Visit https://umn.qualtrics.com/jfe/form/SV_eQhW8kyXG8vCOBT to participate in the survey.

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.

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

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.



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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.

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