

October 10, 2018



Volume 35
Issue #39

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Five in 24: Ideas How To
Grow Your Business
Thursday, November 8

Local newspapers exist to serve, strengthen communities

IOWA FALLS TIMES CITIZEN EDITORIAL

It's become a common refrain, but we're here to beat the drum again, telling you - our readers - that we believe journalism and newspapers are as important and needed as they've ever been.

Next week is National Newspaper Week, which means publications across the United States will write editorials and columns similar to this one. They'll print political cartoons that show you how a life without newspaper would look.

We know that newspapers are important to Iowans. Last year, Customized Newspaper Advertising (CNA) conducted surveys on newspaper readership in Iowa. The results show that more than 74 percent of Iowans read the newspapers (either the print product or online news produced by newspapers). And they're all ages. The highest readership is among Iowans age 55 and older, but the next highest readership comes from Iowans who are 18-24 years old.

Here in Iowa Falls, we rely on subscriber numbers, website analytics, and comments from the public to determine how many people we're reaching. And from what we can tell, it's a lot of you. Last month alone, our website recorded more than 39,000 visitors.

We committed a long time ago to providing our readers with as much Hardin County news as we can report. From decisions made by elected officials, to high school homecoming pictures and profiles of interesting people,

we're trying to inform as well as entertain. In September that included stories on the hospital's discussions about whether to close its obstetrics department, Friday night football from three area high schools, and coverage of a special assembly to award a Gold Apple Award at Riverbend Middle School.

Maybe you hear this too often, but it bears repeating: newspapers are essential to the survival of our communities and America's democracy. We go to the meetings, request the documents, ask the questions, tell the stories. We create a first record of history while keeping readers informed about the world around them. We take that job seriously, and we hope you'll continue to support our work by subscribing, advertising and participating in constructive community discussions around important topics. We're looking for ways to involve you in our process, and we want to be responsive to your needs. Please, if you have questions about our work or suggestions for its improvement, talk to us. We'd love to hear your thoughts.

In the meantime, celebrate National Newspaper Week. Pick up a copy of a local newspaper and read about your community. You'll be glad you did.

This editorial was written by the Iowa Falls Times Citizen staff. To read this editorial online, visit http://www.timescitizen.com/opinion/editorial-local-newspapers-exist-to-serve-strengthen-communities/article_5390c342-cc05-11e8-a814-4f9e149c7b72.html.

Find National Newspaper Week resources at <http://www.nationalnewspaperweek.com/>.



IT'S CONTEST TIME!

Entries can now be submitted online at

<https://betternewspapercontest.com/iowa2019>

meeting minutes

Iowa Newspaper Association Compensation Committee October 1, 2018 Minutes



INA Compensation Committee Meeting Minutes

The committee met via conference call at 2:00 p.m. with the following members present: Chris Edwards, Cedar Rapids Gazette; Steve Fisher, Dubuque Telegraph Herald; Mary Unga-Sogaard, Dyersville Commercial and Terry Christensen, Ft. Dodge Messenger. Susan Patterson Plank, INA, was also present.

Votes taken:

- A. On a motion by Christensen and seconded by Edwards, the Compensation Committee recommended approval by the INA Finance Committee of the proposed 2019 compensation plan. The Finance Committee will meet October 5, 2018 to preview the consolidated 2019 budget and recommend approval or modification to the INA, INF and INA Services Co. boards.

Respectfully submitted,
Susan Patterson Plank

STAFF SPOTLIGHT

GEOF FISCHER DEVELOPMENT DIRECTOR



START DATE: November 2014

HOMETOWN: Le Mars, IA

HOW DO YOU HELP OUR MEMBERS/CLIENTS? I listen, learn and help them invest in the future of journalism

WHAT DO YOU LIKE MOST ABOUT WORKING HERE?

Working towards a great cause. Strong newspapers equal strong communities.

YOU WALK OUT TO YOUR CAR AFTER WORK AND FIND A \$10 MILLION WINNING LOTTERY TICKET. WHAT DO YOU DO WITH THE MONEY?

Start a nonprofit Foundation

FAVORITE KARAOKE SONG TO SING:

La Bamba by Richie Valens, obviously.

WHAT WOULD YOU TELL YOURSELF AT 14?

Chill out.

IF YOU COULD DO ANY JOB AND NOT GET PAID FOR IT, WHAT WOULD YOU DO?

Writer or Photographer

DID YOU KNOW..? My first language is not English

LIKES...

1. Nature
2. FOOD
3. Learning
4. The Arts
5. Sports

DISLIKES...

1. Prejudice
2. Crowds
3. Dogma
4. Litter
5. Small Talk

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (*paid service*)

Staff participates in Iowa's Healthiest State Annual Walk



Staff of the Iowa Newspaper Association participated in Iowa's Healthiest State Annual Walk on October 3, 2018. The Healthiest State Initiative recorded public walks throughout all 99 counties, amounting to over 800 walks happening in one day. Staff participants were Cicely Gordon, Jana Shepherd, Erica Wipperling, Samantha Fett, Aaron Burns, Ashley Gray, Lori Strum, Michelle Phelan, Susan Patterson Plank, Autumn Phillips, Susan James, Phil Hendrickson, Lexa Boeckholt and Judy Mowery.

Reports the monthly sales activity of Customized Newspaper Advertising. Figures compare each month to the year before and 2018 sales with budgeted projections.

2018	2017	SEPTEMBER SALES	Difference	% Increase
\$732,288	\$539,417		\$192,871	36%
2018	2017	Year-to-Date Sales	Difference	% Increase
\$6,274,481	\$5,295,416		\$979,065	18.5%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$6,274,481	\$5,343,000		\$931,481	17%

Sales Summary: In the month of **September**, CNA sold **\$233,938** in display advertising into Iowa newspapers and other press associations sold **\$13,650** into Iowa newspapers.





Illustration by: Phil Hands, Wisconsin State Journal.
Find this cartoon and other National Newspaper Week
resources at www.nationalnewspaperweek.com.

? question of the week

What is a retraction statute?

A retraction statute is a law that allows a defamation plaintiff to retract, or take back, a defamatory statement. Retraction statutes vary considerably from state to state in terms of their coverage and net effect. Under many statutes, a plaintiff has to request a retraction within a certain time frame. Then, the defendant must comply in a certain time frame. In many states, if a defendant issues a proper retraction, the defendant can reduce (but not eliminate) the damages they will have to pay. For example, in Tennessee, if a defendant issues a proper retraction, the defendant cannot be held liable for punitive damages. (Punitive damages are damages designed to punish the wrongdoer; they are controversial in some circles, because they go beyond compensatory damages, which are damages designed to compensate the plaintiff for wrongdoing.)

CONTEST TIMELINE

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.

FREE MEMBER EXCHANGE

▼ HELP WANTED

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.



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.



Iowa Newspaper Association

Bulletin

www.INAnews.com

► IN THIS ISSUE...

- Five in 24: Ideas How To Grow Your Business

Visit www.nationalnewspaperweek.com
to download the 2018 International
Newspaper Carrier Day ad



NEWSPAPER CARRIERS

Continuing to play a critical role in providing Americans with the **most trusted source of news** coverage of the issues impacting our community and nation.

Thanks to our
hardworking
newspaper carriers!



Did you know?

More than **120 million** adults read a daily or Sunday print newspaper.



International Newspaper
Carrier Day

October 13, 2018

www.newsmediaalliance.org

Sources: BuzzFeed News, "Most American Adults Get News From Facebook — But They Don't Really Trust It: A New Survey Says," January 19, 2017; Nielsen Scarborough, Research R2, 2016.



An Iowa Newspaper Foundation webinar...

FIVE IN 24: IDEAS HOW TO GROW YOUR BUSINESS



Thursday, November 8 1-2 p.m.

Registration fee: \$35 · Deadline: November 5

IN THIS WEBINAR...

What can newspapers learn from a professional marketer? Join Michael Libbie from Insight Advertising, Marketing & Communications for Five in 24. Five things your business can do in twenty four hours to re-manufacture your brand and... sell more. During the webinar you will learn: Less is More -- People have the attention of a goldfish; Mobile vs Desktop -- Who is winning the battle and can your content be seen; Video -- A powerful tool if done correctly; Creative -- What works and what needs work; Email Campaigns -- Data and tracking; Know Your Consumer -- Does your message match what consumers want/need; Three Reasons -- There are only three reasons people are not buying what you are selling. Join us for a deep dive into marketing for business.

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...

Michael P. Libbie



Michael P. Libbie is a marketing expert, broadcaster, public speaker and business owner. He has helped hundreds of non-profit and for-profit corporations better market their products and services through Insight Advertising, Marketing & Communications. Libbie is the founder of Insight on Business the News Hour which can be heard daily in podcast form as well as on News/Talk 1540 KXEL each Sunday at 2pm. He also serves as the Executive Director of the Windsor Heights Chamber of Commerce, is an international public speaker on topics such as effective communication, branding and marketing. Libbie has also been the spiritual leader of the Jewish Congregation of Mason City--Adas Israel--for the past 30 years.



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 *Five in 24: Ideas how to grow your business* webinar Thursday, November 8.

☐ 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: November 5

(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:

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