



Iowa Newspaper Association Bulletin

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CALENDAR of EVENTS

WEBINARS

Five in 24: Ideas to grow
your business
Thursday, November 8

What happens when Facebook goes down? PEOPLE READ THE NEWS

BY JOSH SCHWARTZ

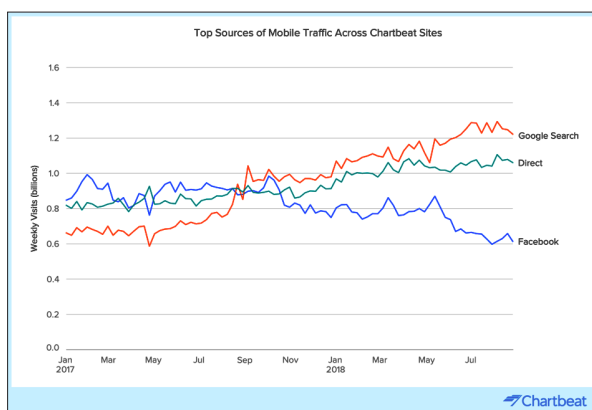
CHIEF OF PRODUCT ENGINEERING AND DATA, CHARTBEAT

What would the world look like without Facebook? At Chartbeat, we got a glimpse into that on August 3, 2018, when Facebook went down for 45 minutes and traffic patterns across the web changed in an instant. What did people do? According to our data, they went directly to publishers' mobile apps and sites (as well as to search engines) to get their information fix. This window into consumer behavior reflects broader changes we see taking hold this year around content discovery, particularly on mobile.

This is good news for publishers.

TRAFFIC TRENDS REVERSE

Despite volatility driven by algorithm shifts and intense news cycles, user demand for content (represented by traffic across the web) is quite stable. But the sources of that traffic are anything but static. In fact, we've seen a major reversal in the specific sources driving traffic to publisher sites in the past year.



KEY SHIFTS:

- Mobile traffic has seen double-digit growth and surpassed desktop, which saw double-digit declines.
- On mobile, Facebook is down nearly 40 percent since January 2017, while Google search has seen a 2x growth in that same time period. That means increases in Google search referral traffic have more than offset any declines in Facebook referral traffic.
- Additionally — and of significant importance — mobile direct traffic to publishers is now greater than traffic sent by Facebook to publishers' sites. This means consumers are now more likely to get their news by typing in a publisher URL or opening an app than by being referred through Facebook.

MOBILE CONTENT DISCOVERY APPS BROADEN

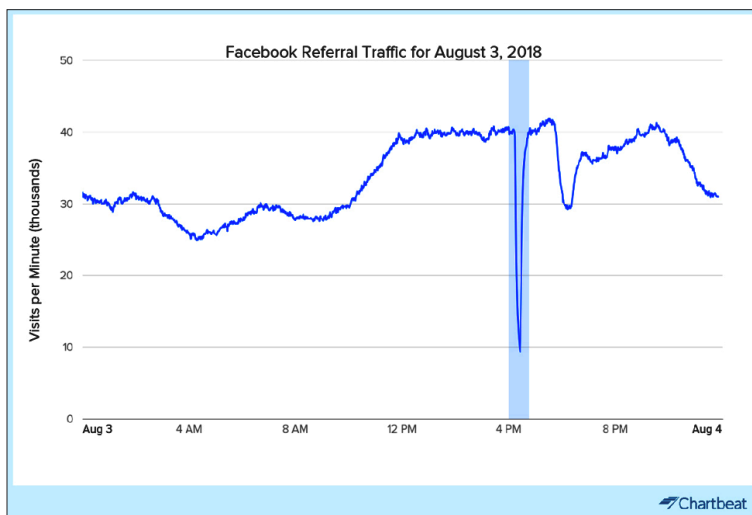
We've also observed content discovery habits changing, as "built-in" mobile aggregators emerge as meaningful referrers. While traffic driven by more traditional referrers like Yahoo, Twitter, and Outbrain has stayed roughly constant for the last 18 months, news aggregator apps that are built directly into the mobile phone or browser experience are now driving significant traffic to publishers. These apps have seen incredible growth:

- Google Chrome Suggestions, a personalized news feed built into Chrome's mobile browser, is up 20x.
- News aggregator Flipboard is up 2x in the past year.
- The new Google News app, which is pre-installed on Android devices, is up roughly 3x since it relaunched in May.

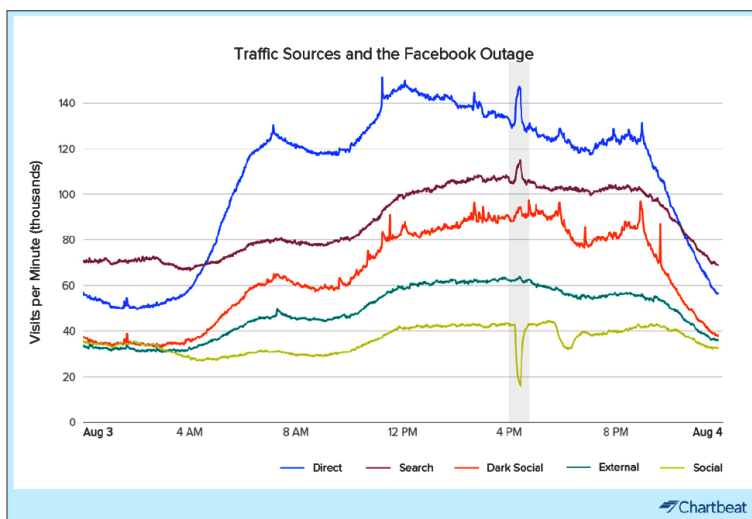
Built-in portal apps aren't the only apps to watch; publisher-owned news apps are also making a comeback. According to the Digital News Report 2017 from the Reuters Institute, weekly use of news apps in the U.S. was up roughly 40 percent in 2017. And Chartbeat data shows that app users are not just consuming more content, but they are also an incredibly loyal audience — 5.7x more loyal on average than visitors who arrive from platforms like Facebook and Google.

All of which makes the August 3 Facebook incident even more interesting to observe.

FACEBOOK - cont. on page 2



- while traffic to publishers' mobile apps soared 22 percent.
- Search referral traffic to publishers was also up 8 percent.
- Surprisingly, there was a net total traffic increase of 2.3 percent — meaning that the number of pages consumed across the web spiked upward in this timeframe.



traffic to publishers — but at the same time, it also competes in terms of consumer time and attention. It's heartening to see that when Facebook is temporarily out of the picture, consumers still seek out the stories they want — which is good news for publishers.

Josh Schwartz is head of product, engineering, and data at Chartbeat, the content intelligence platform for publishers that empowers media companies to build loyal audiences with real-time and historical editorial analytics across desktop, social, and mobile platforms. Follow him on Twitter at @joshuadschwartz.

This article was originally published by NiemanLab.org. Read it online by visiting http://www.niemanlab.org/2018/10/what-happens-when-facebook-goes-down-people-read-the-news/?utm_source=Daily+Lab+email+list&utm_campaign=b051cf0807-dailylabemail3&utm_medium=email&utm_term=0_d68264fd5e-b051cf0807-396117097

THE FACEBOOK OUTAGE

Chartbeat analyzed the Facebook outage using global traffic data across a sample of more than 4,000 sites, and presented a summary of what happened at the ONA conference. Key data points show that when Facebook went down, referrals to news sites fell, as expected — but other activity more than made up for it.

- Direct traffic to publishers' websites increased 11 percent,

One of the fascinating things we noticed in the data was just how instantaneous the reaction was: When Facebook went down, it took only seconds for users to break the habit. Habitual Facebook usage is so intertwined with mobile usage, however, that it's hard to say what would really happen in a Facebook-absent world. Would mobile consumption be the same without it?

Facebook drives a tremendous amount of

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515-283-3100 (paid service)

FREE MEMBER EXCHANGE

▼ HELP WANTED

FULL-TIME REPORTER. Missouri Valley Times-News is seeking a full-time reporter for its twice-weekly Missouri Valley Times-News and weekly The Dunlap Reporter newspapers. The successful candidate will be a self-starter who loves to write, talk to people, and take photographs. The coverage area for our two newspapers is Harrison County, southern Crawford County, and northern Pottawattamie County and includes five school districts. Since news never sleeps, this position will include some evenings and weekends. Missouri Valley Times-News and The Dunlap Reporter are part of a privately-owned media company with community newspapers in western Iowa and eastern and central Nebraska. Compensation package includes health insurance, 401k with match, and paid mileage. Candidates should possess good writing and photography skills, good typing skills, and be familiar basic computer operations. Send cover letter, resume, and writing and photography samples to Brad Swenson, Publisher, mvtimesnews@gmail.com, Missouri Valley Times-News, P.O. Box 159, Missouri Valley, IA 51555. 1114

▼ 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.

CONTEST TIMELINE

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.



And
Finally

The word "girl" was not initially used to refer to a specific gender. It used to mean "child" or "young person" regardless of the gender.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Five in 24: Ideas to grow your business

local & personal

The publishers of **The North Scott Press** of Eldridge and the **Advocate News** of Wilton-Durant, announce the acquisition of the 151-year-old **West Liberty Index** and **westlibertyindex.com** from **Woodward Communications, Inc.** of Dubuque.

The sale closed on Oct. 18 with operations transitioning on Oct. 29. The Index will continue to operate from its current location at 219 N. Calhoun St., West Liberty, and maintain its existing publication cycle.

? 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.

Launching a Native Advertising Program in Your Newsroom

Presented by:



Thursday, October 25

1:00-2:00 p.m. CDT · 2:00-3:00 p.m. EDT

Registration Deadline: October 22

Registration Fee: \$35



An Iowa Newspaper Foundation webinar...

FIVE IN 24: IDEAS 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. He'll share five things your business can do in 24 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 how your content can 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?); plus, Three Reasons (why 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 2 p.m. 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.



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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.

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