

November 7, 2018



Volume 35  
Issue #43

# Iowa Newspaper Association Bulletin

www.INAnews.com

## IOWA NEWSPAPER READERSHIP

Customized Newspaper Advertising regularly commissions statewide surveys to gauge consumers' media usage habits as a tool for sales staff to continue the mission of advancing the economic well-being of newspapers. In 2017, CNA commissioned Scarborough, now a Nielsen service, to conduct

a market research study in the state of Iowa.

The graphs below were compiled with the information gathered from this market research study and are available for you to download and use at <https://inanews.com/research/>.

### CALENDAR of EVENTS

#### WEBINARS

Mobile Photojournalism 201  
Thursday, December 6

#### EVENTS

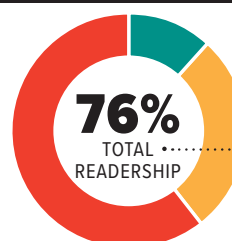
2019 INA Legislative  
Reception  
Wednesday, February 6

2019 INA Convention and  
Trade Show  
February 7-8

#### MEETINGS

INA, INF & INA Services  
Co. Boards  
Wednesday, February 6

### ENGAGEMENT ON MULTIPLE PLATFORMS



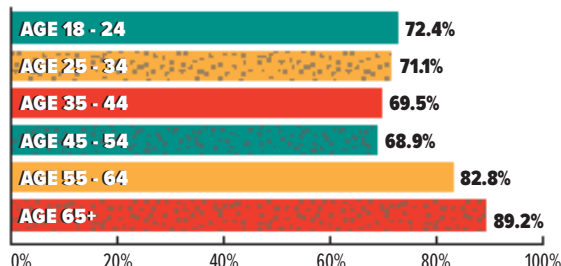
PRINT EXCLUSIVELY  
PRINT / DIGITAL  
DIGITAL

of Iowans read their local  
newspaper in print along  
with other platforms

### IOWA NEWSPAPER READER AGE



NEWSPAPER  
WEEKLY  
READERSHIP  
IN PRINT  
AND DIGITAL  
IS HIGH  
AMONG ALL  
AGE GROUPS



### IOWA POLITICS

80%

OF IOWANS WHO  
ARE CIVICALLY  
ENGAGED READ  
NEWSPAPERS IN  
PRINT OR DIGITAL!

MORE THAN  
1.1 MILLION IOWANS  
HAVE CONTACTED  
AN OFFICIAL IN THE  
LAST 12 MONTHS

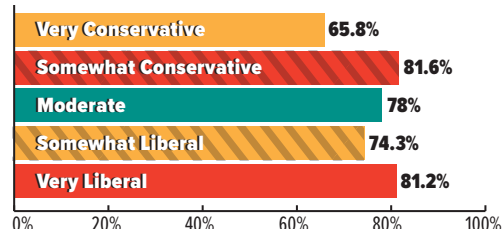
REACH 90% OF THEM BY  
UTILIZING NEWSPAPER  
& DIGITAL PLATFORMS



AMONG THE IOWANS  
THAT SAID THEY  
VOTED MOST OF  
THE TIME IN LOCAL,  
SCHOOL BOARD AND  
COUNTY ELECTIONS,  
87% READ NEWSPAPERS  
IN PRINT OR DIGITAL.

### OUTLOOK ON ECONOMIC & FISCAL ISSUES

READERSHIP IS HIGH AMONG ALL LEVELS OF OUTLOOK  
ON ECONOMIC AND FISCAL ISSUES IN THE STATE



### TARGET VOTERS

280

IOWA HAS 280 WEEKLY  
AND DAILY NEWSPAPERS  
ADVERTISE WITH  
THESE NEWSPAPERS &  
NEWSPAPER WEBSITES  
TO REACH THE RIGHT  
PEOPLE!

23%

OF IOWANS BELIEVE  
NEWSPAPERS ARE THE  
MOST IMPORTANT  
SOURCE OF VOTING  
INFORMATION, AHEAD  
OF DIRECT MAIL AT 9%  
& TELEPHONE CALLS  
FROM CANDIDATES  
AT 3%

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.

# meeting minutes

## INA Services Company Board of Directors October 26, 2018 Minutes



### INA Services Company Board of Directors Meeting Minutes

The INA Services Co. Board met at the Cub Club at Principal Park in Des Moines at 12:16 p.m. with the following members present: Sarah Lefeber, Ames Iowa State Daily; Kris Grabinoski, Armstrong Journal; Karen Spurgeon; Bloomfield Democrat; Chris Edwards, Cedar Rapids Gazette; Becky Maxwell, Centerville Daily Iowegian; Chris Hall, Charles City Press; Steve Fisher, Dubuque Telegraph-Herald; Ron Gutierrez, Clinton Herald and Tony Baranowski, Iowa Falls Times-Citizen. Also present were Samantha Fett, INA Services Co; Jana Shepard, INF; Geof Fischer, INF; Susan Patterson Plank, INA.

#### Votes taken:

- A. On a motion by Fisher, seconded by Baranowski, the minutes of the July 20, 2018 board meeting were approved.
- B. On a motion by Hall, seconded by Maxwell, the board approved the INA Finance Committee's recommendation to approve the 2019 consolidate budget as presented.
- C. On a motion by Fisher, seconded by Hall, the board approved the Deposit Resolution—Banking and Treasury Management Authorization Certificate.
- D. On a motion by Edwards, seconded by Lefeber, the board approved a recommendation that authorizes the INA Services Co. Board President to approve the use of the Iowa small space display network in trade to benefit the INA Foundation.

#### Action agreed upon:

- A. The board set its next meeting date as Wednesday, February 6 in Des Moines.

#### Other items discussed:

- A. The board heard a 2018 quarterly sales update from Fett.
- B. The board heard an updated from the Marketing Committee making a recommendation of a refreshed CNA logo and vision statement.
- C. The board heard an update on the NAM: Relevance Initiative.
- D. The board received a board term report.
- E. The board received a board attendance report

The meeting was adjourned at 12:37 p.m.

Respectfully submitted,  
Samantha Fett

## CONTACT US



Phone 515-244-2145

Fax 515-244-4855

Website [www.INAnews.com](http://www.INAnews.com)

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

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ext. 125 [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com)

#### Sales and Marketing Director

Samantha Fett  
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#### Communications Director

Cicely Gordon  
ext. 133 [cgordon@inanews.com](mailto:cgordon@inanews.com)

#### Development Director

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ext. 132 [gfischer@inanews.com](mailto:gfischer@inanews.com)

#### Media Director

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#### Network Sales Manager

Rachelle Kjellberg  
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#### Program Director

Jana Shepherd  
ext. 159 [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

#### Technology & Digital Development Manager

Susan James  
ext. 129 [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

#### Iowa Newspaper Association

Steve Fisher, Dubuque Telegraph Herald  
563-588-5611  
[steve.fisher@thmedia.com](mailto:steve.fisher@thmedia.com)

#### INA Services Company

Chris Edwards, Cedar Rapids Gazette  
319-398-8222  
[Chris.Edwards@gazcomm.com](mailto:Chris.Edwards@gazcomm.com)

#### Iowa Newspaper Foundation

Mary Unga-Sogaard, Dyersville Commercial  
563-875-7131  
[munga-sogaard@wcinet.com](mailto:munga-sogaard@wcinet.com)

### U.S. MAIL

Iowa Newspaper Association  
319 East 5th St.  
Des Moines, IA 50309

### INA LEGAL HOTLINE

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 with 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

**FULL-TIME SALESPERSON.** The New Hampton Tribune and The Nashua Reporter seeks a community-oriented, results-driven professional to service an existing account list and to grow new business. The Tribune publishes twice a week; The Reporter is weekly. We also have a once a week shopper — The Advertiser. The successful candidate will be a self-starter who enjoys people and creating value for their clients. We are part of Enterprise Media, an established privately-held newspaper holding company based in Charles City. The compensation package includes health, dental and vision insurance, a competitive 401k plan, and mileage reimbursement. We will train the right candidate to grow into a sales manager roll here. Email short cover letter, resume and three references to Kevin Brown, Publisher, at publisher@nhtrib.com, or mail to: New Hampton Tribune, 10 N. Chestnut Ave., New Hampton, IA 50659 or FAX to (641) 394-2113. 1205

## ▼ 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.

**IN NEED OF NEW LISTINGS.** 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.

**FOR SALE!** Fifteen outside newspaper stands (good for shoppers or free newspapers) for sale, \$20 each. Interested buyers contact Dave Tapp by email at dtappnewsbrokerageofiowa@gmail.com or by phone at 319-350-2770.

View and submit ads on the Internet at [www.INAnews.com](http://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](mailto: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](mailto:ina@inanews.com).



## Iowa Newspaper Association Bulletin

www.INAnews.com

### IN THIS ISSUE...

- Mobile Photojournalism 201
- NNA Letter
- Board Nomination Form
- Committee Nomination Form

## ? question of the week

### What aspects of INAnews.com will be most useful to members?

While we hope the entire site is extremely useful to INA members, there are some areas that provide particularly quick, helpful information.

Timely news and event information can always be found on the homepage, either in the “Latest News” block or in the “Featured Events” and “Online Media Campus” blocks.

The “Members Only” section, accessible from the top of the homepage, is a password-protected area containing materials intended only for members. These include the weekly Bulletin, Publisher’s Handbook, Grassroots Lobbying Kit, legislative information, and a form which can be used to submit help wanted ads to appear in the Bulletin and at INAnews.com. You can find answers to your public notice publication questions by searching the Publisher’s Handbook online; just click on the magnifying glass in the upper left of the page and enter your search word(s). The password to enter the member area is “news.”

The “Resources” section contains a wealth of helpful information and usable content. In the “Newsroom Resources” section here, you’ll find the materials for the Gone Cold series, current PSAs, house ads and filler, and a list of websites that can be mined for data and content. The Resources section also contains newspaper job openings, FOI and public notice resources, and a Frequently Asked Questions (FAQ) page. The FAQ page includes questions/answers that have been featured as “Questions of the Week” in the weekly Bulletin.

Finally, the Research section contains tools to produce and localize a sales presentation that will cater to your advertising prospects.

### The Network Honor Roll



Algona Kossuth Co. Advance – 1  
Centerville Daily Iowegian – 21  
Guttenberg Press – 1

Hamburg Reporter – 1  
Jesup Citizen Herald – 3  
Maquoketa Sentinel Press – 9



Guttenberg Press – 1  
Jesup Citizen Herald – 1  
Spencer Daily Reporter – 1



During the month of October, Iowa newspaper advertising network participants placed **36** ads in the 2x2/2x4 network a, **three** ads in the INCN network plus **four** ads in other state 2x2/2x4 networks. TOTAL commission earned by newspapers this month was **\$7,222**. We would like to especially congratulate Centerville Daily Iowegian, Hamburg Reporter and Maquoketa Sentinel Press for selling **Statewide 2x2/2x4** ads in October. Did you know we can help you, help your client, advertise in other state networks?

Thank you and congratulations to all newspapers listed for earning additional revenue for their papers!

**INA will pay you a 50% commission on ANY ad you sell in the network!**  
Check out [www.cnaads.com/inadownloads](http://www.cnaads.com/inadownloads) for selling materials.



And  
Finally

Unkempt is an adjective that means “not well-combed.” It is usually used to describe a person’s appearance, although it can also be applied to objects.



# Board of Directors NOMINATION FORM



We submit the name of the following publisher for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

NAME OF SUGGESTED NOMINEE:

NEWSPAPER:

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NOMINATED BY:

OF THE FOLLOWING NEWSPAPER:

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Please return this form by November 9, 2018 to:  
**Susan Patterson Plank, INA Executive Director**  
319 E. 5th Street, Des Moines, IA 50309 or fax to 1-866-801-6702.



# INA & INF Committee NOMINATION FORM

INA members are encouraged to nominate one or more people to serve on an INA or INF Committee in 2019. People nominated will be recruited to serve and will be told their name was placed into nomination by a member. Please complete and return this form to the INA by December 7, 2018. (Feel free to make extra copies for additional nominations if you wish.)

I nominate \_\_\_\_\_ of the \_\_\_\_\_ to serve on the following committee(s):  
(Name) (Newspaper)

\_\_\_\_\_ **Contest Committee** (INF) - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.

\_\_\_\_\_ **Continuing Education Committee** (INF) - plans all educational events other than the convention program. Meets approximately one time per year.

\_\_\_\_\_ **Convention Program Committee** (INF) - plans the annual convention, with committee members serving as moderators for convention sessions. Meets approximately one time per year.

\_\_\_\_\_ **Finance Committee** - reviews the INA financial statements and annual budget. Meets approximately one time per year.

\_\_\_\_\_ **Government Relations Committee** - monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.

\_\_\_\_\_ **Marketing Committee** - oversees activities of CNA. Committee's emphasis is on efforts to bring new advertising dollars to newspapers and identify research and promotional opportunities. Meets approximately two times per year.

\_\_\_\_\_ **Nominating Committee** - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.

\_\_\_\_\_ **Scholarship Committee** (INF) – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

Please fax completed form to 1-866-801-6702 or mail to INA, 319 E. Fifth St., Des Moines, IA 50309





An Iowa Newspaper Foundation webinar...



# MOBILE PHOTOJOURNALISM 201

Thursday, December 6 1-2 p.m.

Registration fee: \$35 · Deadline: December 3

## IN THIS WEBINAR...

In today's newsrooms everyone is a photographer, videographer and reporter. Most of us use an iPhone to take and send pictures and video from the field. In this session you will learn to tell better visual stories with just a few tips, apps, patience and practice.

*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 Hoepner



Val Hoepner is a digital journalist, training and media strategist. She has worked in digital, mobile and multi-platform journalism for more than 15 years. As CEO of Val Hoepner Media and Consulting, LLC, Hoepner travels to newsrooms, universities and media conferences where she creates and leads training for journalist in engagement, change management and developing digital and mobile workflow. Hoepner is a member of the Native American Journalist Association, Online News Association, Association Press Photo Managers, American Society of News Editors, the Recording Academy and Public Radio in Mid America.



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://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 *Mobile Photojournalism 201* webinar Thursday, December 6.

☐ 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](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inanews.com](mailto:ewipperling@inanews.com).

### Registration deadline: December 3

(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](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://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](mailto: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.





# Community newspapers are **STRONGER** together

The National Newspaper Association is the only national organization dedicated to the interests of community newspapers.

Never has your membership been more important than now.

We believe your community would be blind without its local newspaper, just as community newspapers would be blind without **NNA**.

**NNA** is a cooperatively owned organization made up of community newspaper people just like you. Our members share ideas on how to run their newspapers; ideas that really work from a source that can be trusted, your peers.

Our mission is your mission: To inform. The informed individual is the most elemental building block of our democracy.

Without **NNA**, newspapers would have to fight for themselves. Renew today, and help us fight **FOR** you.

A handwritten signature in black ink, appearing to read "Andrew Johnson".

**Andrew Johnson**

*President, National Newspaper Association*

*Publisher, Dodge County Pionier, Mayville, WI*

A photograph of Andrew Johnson, President of the National Newspaper Association, speaking at a wooden podium. He is wearing a red suit jacket and a white shirt with a tie. A microphone is in front of him, and he is holding a piece of paper. The podium has the NNA logo on it.

Protection from threats requires strength in numbers. **NNA** is the industry leader in addressing problems in distribution, having preserved the privileges of local mail rates, guarding against advertising taxes, helping the industry with public notice defenses, and opposing unfair trade sanctions against the newsprint supply. These are all battles that we fight together. **NNA** is the industry's voice and advocate in Washington, D.C., working to protect our industry and our First Amendment rights as a free press.