



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Classified 2019: Your Biggest Challenges & Freshest Opportunities
Thursday, January 10

Newsroom Safety & Security
Thursday, January 17

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

Five nominated to INF and INA Boards

The Iowa Newspaper Association and Foundation Nominating Committees have nominated five individuals for new board terms beginning in February 2019. Board elections will be conducted during the INA's Annual Meeting on February 6 during the INA Convention. Each individual nominated will be featured in an upcoming edition of the Bulletin.

KENDRA BREITSPRECHER - Iowa Newspaper Foundation Nominee



Kendra Breitsprecher

TITLE: Owner/Editor/Publisher: Dayton Leader newspaper, Dayton, Iowa

PROFESSIONAL BACKGROUND: Graduated from Coe College with a BA in 1987 and then ISU with a MA in 2011. Started the Dayton Leader from scratch 6 years ago and is now one of the official papers of Webster County. Recently opened a new downtown office.

FAMILY: Husband, Dean; Children - Cody (25), Josie (21), and Patrick (19) -- All spend time working at the Leader.

OFF THE JOB INTERESTS: Reading, theatre, and gardening

OTHER TIDBITS: Member of the Dayton City Council, taught high school and college for 25+ years

RANDY EVANS - Iowa Newspaper Foundation Nominee



Randy Evans

TITLE: Executive Director of the Iowa Freedom of Information Council

PROFESSIONAL BACKGROUND: Began leading Iowa FOI Council in October 2015 after a 40-year career with The Des Moines Register. Served in a variety of editing roles at the Register, 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. Last role was four years as editor of the Register's opinion pages. Before joining the Register, spent two years as the editor of the Albia Union-Republican and Monroe County News, twin weeklies in Albia. Began working in the newspaper business at the Bloomfield Democrat 51 years ago while still in high school. Also spent 25 years on the board of trustees of the nonprofit corporation that owns and publishes The Daily Iowan, the student newspaper at the University of Iowa.

FAMILY: Wife Sue and two grown daughters, Sara of Chicago and Katie of West Des Moines.

OFF THE JOB INTERESTS: Entertaining Quentin, the family cocker spaniel, and writing a weekly column that appears in a half-dozen Iowa newspapers

AREAS OF MOST INTERESTED RELATED TO INA: Government relations, First Amendment freedoms, training/education

DAVE PAXTON - Iowa Newspaper Foundation Nominee



Dave Paxton

TITLE: Publisher and Editor of the Albia and Chariton Newspapers and manages the Moravia Union.

PROFESSIONAL BACKGROUND: Dave is nearing his 45th year in newspaper business, having worked at the Cedar Falls Record, Waterloo Courier, Charles City Press and Hampton Chronicle and Times before joining the Albia Newspaper in 1982. Received the INA Distinguished Service Award in 1996 and was named Master Editor Publisher in 2003.

FAMILY: Wife Jan, three children, two grandchildren.

OFF THE JOB INTERESTS: Avid racquetball player, hunter and wilderness backpacker, plays guitar and bass in 50's and 60's rock band, Bluegrass and Christian bands, restores old pick-up trucks, President of 1903 King Opera House in Albia.

? question of the week

What constitutes a “claim” for public notice purposes?

When cities, schools or counties are required to publish a list of claims, each claim must contain three elements:

- The name of the person or company receiving the money;
- The amount of money received by the claimant and
- The purpose or reason the claimant is being paid.

RJI seeks 2019-2020 fellows



*RJI offers
residential and
nonresidential
fellowships*

The Reynolds Journalism Institute is looking for its next class of fellows (individuals or news outlets) to partner with on innovative projects that strengthen democracy through better journalism. Successful projects often include devising new strategies to take advantage of an opportunity or solve a problem, building new tools for news organizations, transforming an idea into a market-tested prototype or advancing a prototype so it's ready for investment or a full product launch. Whatever the idea, its benefits should extend to other news organizations and the people who depend on them. RJI offers three types of fellowships. Residential fellows earn \$80,000 and spend eight months at the Missouri School of Journalism. Want to work from your home base? We offer \$20,000 non-residential fellowships. Newsrooms and civil society organizations can apply for institutional fellowships that offer \$20,000 stipends. All three options include additional funds for travel, technical development and marketing. The application deadline is Jan. 31, 2019.

The Donald W. Reynolds Journalism Institute invites proposals from people and institutions to collaborate with RJI on ideas and projects that will help RJI understand and meet the information needs of individuals in their roles as citizens.

Some areas of particular interest include:

- Projects focused on inclusivity and engaging communities.
- Applied research that helps in the understanding of the business and practice of journalism.
- New techniques, tools and technologies.
- Prototypes that need further development and market testing.
- Ideas for new revenue streams or business models that many news organizations could adopt.

For more information and to apply visit <https://www.rjionline.org/stories/take-journalism-to-the-next-level>.

CONVENTION BRIEFS

HOTEL RESERVATIONS

The deadline to reserve a hotel room at the Marriott Hotel and receive the INA's discounted rate of \$118 is Jan. 23. Make your reservations online today at <http://tinyurl.com/2019INAConvention> or by phone at (800) 514-4681.

50 YEAR CLUB NOMINEES

If you know an Iowa newspaper veteran who should be honored for at least 50 years of service to the newspaper industry, be sure to complete the nomination form included in this issue of the Bulletin. Inductees will be recognized at the Past Presidents' Awards Luncheon on Friday, February 8, 2019, during the Annual INA Convention.

CONTACT US



Phone 515-244-2145

Fax 515-244-4855

Website www.INAnews.com

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (*paid service*)

Register today for the Greenlee School's Feb. 26, 2019, Jump-Start Internship and Networking Fair!

Employer registration is now open for the Greenlee School of Journalism and Communication's Jump-Start Internship and Networking Fair at Iowa State University. Mark your calendar for Tuesday, Feb. 26, from noon-4 p.m. in the Great Hall at the Iowa State University Memorial Union, and sign up today to participate in this FREE opportunity to find your next intern or employee.

4 REASONS WHY EMPLOYERS SHOULD ATTEND:

1. **Meet students who have the skills you're looking for.**

Connect with dozens of Iowa State students majoring in advertising, journalism and mass communication, public relations, communications and other related fields. The Jump-Start Fair is open to all ISU students. Hear for yourself how their class work, involvement in clubs and student media and previous work experiences have prepared them for internships or full-time positions at your company or organization. You'll walk away with handfuls of resumes from promising candidates.

2. **Greenlee students value internships.**

All Greenlee majors are required to complete a 400-hour internship as part of their 499A capstone course requirement. They are also strongly encouraged to complete more than one internship before they graduate, so they're eager to learn about and actively searching for potential opportunities.

3. **Did I mention it's FREE?**

There are 55 spaces – and mid-afternoon snacks – available to the first employers who register. While there is no fee for participation,

we appreciate a strong commitment when you register. Registrants will receive a pre-fair instructional email a week prior to the event.

4. **Get the word out about your company or organization.**

We'll distribute a list of registered employers to students prior to the fair. You're welcome to bring freestanding banners or signage identifying your company. (If you have a large display, you may request an extra table during the registration process.)

HOW TO REGISTER

If you have registered for the fair in past semesters: Please log into CyHire and register under "Attend Events" on your CyHire homepage.

If you are a new attendee: First register with Iowa State's CyHire System.

- Once the initial sign-in to CyHire is approved, which may take up to an hour, you will receive a confirmation email.
- After you receive the confirmation email, sign in to CyHire again and register for the fair under "Attend Events" on your homepage.
- If you do not receive a confirmation email, or are unsure whether you were able to register, please call the College of Liberal Arts and Sciences Career Services at (515) 294-8691.

This opportunity is first come, first served. Registration closes at noon on Feb. 18. Late registrations will be considered.

Questions about the fair? Please call Juli Probasco-Sowers at (515) 294-9957 or email julip@iastate.edu.



GENOMICS FOR JOURNALISTS

March 24-26, 2019

ALL-EXPENSES-PAID WORKSHOP FOR JOURNALISTS

APPLY BY FEB. 1

SCILINE.ORG/G4J

ILLINOIS
Carl R. Woese Institute
for Genomic Biology

SciLine | **AAAS**



From your friends at CNA, INA & INF

CONTEST TIMELINE

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

Iowa got its name from the loway people, one of the region's native tribes. According to an early pioneer, Native Americans saw the land and started saying: "Iowa, Iowa, Iowa," which meant "beautiful, beautiful, beautiful."

FREE MEMBER EXCHANGE

▼ HELP WANTED

ADVERTISING REPRESENTATIVE. Business Publications is adding to our advertising team. We are looking for two goal-oriented self-starters who have strong marketing, communication and relationship-building skills. Those filling the positions will be charged with skillfully representing our products by developing strategic advertising campaigns tailored to Des Moines' most influential audiences. Responsibilities include: prospecting and developing new advertising relationships; listening to and understanding their needs to best help them reach their goals; maintaining and strengthening existing client relationships; and meeting goals, deadlines and quality standards.

How to apply:

Please submit a resume via the Business Record hiring portal at www.businessrecord.com/hiring. Ashley Bohnenkamp will be the main point of contact for dsm Magazine. Sara Brown will be the main point of contact for the Business Record. Questions can be directed to ashleybohenkamp@bpcdm.com or sarabrown@bpcdm.com.

DIRECTOR OF PRINTING & PACKAGING. Woodward Printing Services (WPS) is looking for a Director of Printing & Packaging Operations in Platteville, Wisconsin. WPS provides a wide variety of services from pre-press & press to bindery, mailing & delivery, and guarantees customer satisfaction. The Director of Printing & Packaging Operations is a key leadership role who will oversee pre-press, printing, packaging, mailing and delivery operations. The director will ensure a culture of safety, ownership, innovation, teamwork and open-book management as well as drive strategies that result in efficiencies, cost savings and optimal performance. The director will champion the organization's efforts to achieve company objectives, strategic plans and customer satisfaction. To be successful in this leadership role, the director will possess a high level of "people skills", problem solving and analytical skills, the ability to think strategically, a drive to succeed and a keen focus on employee development and customer satisfaction. Above average ability to communicate at all levels and knowledge of leadership, participatory management, team dynamics and group process techniques are essential. The qualified candidate will have ten years of combined experience in manufacturing or production, management, leadership, facilitation, team building and creating a positive work-environment. A record of continuous learning is required. The ability to read, write and speak Spanish is a plus. To learn more about our employee-owned organization and to apply online, visit our website at www.wcnet.com/careers. The deadline to apply for this new career opportunity is December 28, 2018. Woodward Printing Services is a part of the Woodward Community Media division whose parent company is employee-owned Woodward Communications, Incorporated (WCI), headquartered in Dubuque, Iowa. WCI is an equal opportunity employer. 0102

DIRECTOR OF SALES. Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue that growth. Find out more about our products and services at enterprisepub.biz. Our Director of Sales will be responsible for team sales, planning, budgeting, community relations and be an

integral part of our management team. Compensation includes base salary, bonus opportunities, health insurance, 401K retirement, vacation, personal days and more. This is a great opportunity to come and be part of our fun, adaptable, dedicated and positive team. Apply to Chris Rhoades, crhoades@enterprisepub.com, Enterprise Media Group, Blair, NE 1212

ENTERPRISING EDUCATION REPORTER. Seeking enterprising education reporter: The Newton Daily News is seeking an education join its award-winning community news staff.

This reporter will be responsible for coverage of the Newton Community School District, attend bi-weekly school board meetings and cover trends in education in relation to Newton schools and school-related events.

We're looking for a creative writer, comfortable covering the programs in the classroom as well as wider trends in education impacting local community school districts.

The education reporter will also have the opportunity for general assignment reporting as their schedule allows.

The preferred candidate will have a bachelor's degree in journalism or related field and at least 1 year of deadline-driven reporting experience in a daily newsroom. Recent college graduates with solid internship experience are encouraged to apply.

This position is ideal for a young reporter wanting to cover a growing market not far from the Des Moines metro area and is passionate about community journalism. Must be disciplined with meeting short and long-term deadlines, proficient in AP Style, able to shoot their own photos and video. Experience with Adobe InDesign and Photoshop is a plus. The position requires occasional night and weekend assignments. Must have a valid drivers license, dependable transportation and proof of insurance.

Enjoy the Rewards of Working Among the Best:

In return for your contributions to our success, Shaw Media offers a competitive benefits package, including medical, dental, vision and 401(k) with company match.

Apply Today.

Qualified candidates should submit a cover letter explaining your journalism credentials and philosophy, along with a resume and clips or link to online portfolio.

Online: www.shawmedia.com/careers

Or mail it to us at:

Newton Daily News - Weeklies Editor

PO Box 967

Newton, IA 50208

Shaw Media is a Drug-Free Employer. Pre-employment background check and drug screen required. This posting may not include all duties of the position. Equal Opportunity Employer 0109

GENERAL ASSIGNMENT REPORTER. The Daily Freeman-Journal is seeking a general assignment reporter. Must have strong interviewing and writing skills. The right candidate will be detail and deadline oriented with solid people skills. Knowledge and experience with social media platforms a must. Experience with both Mac and PC preferred, digital photography skills and knowledge of Quark Express helpful. Willing to train the right enthusiastic self-starter who is looking for entry into the world of journalism. Send a cover letter, resume and writing samples to: ablankenship@freemanjournal.net. 1212

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.



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IN THIS ISSUE...

- Classified 2019: Your Biggest Challenges & Freshest Opportunities
- Newsroom Safety & Security
- 50 Year Club Nomination Form
- 2019 INA Convention & Trade Show Registration Form

local & personal

Business Publications Corporation has named **Suzanna de Baca** as the company's new president and group publisher as a continuation and enhancement of the company's multi-year succession plan. The move is effective Jan. 7, 2019. De Baca will replace current BPC President **Janette Larkin**, who announced in 2017 she would be retiring in 2019. Larkin will retire at the end of March.

MEMBER EXCHANGE - cont. from page 5

REPORTER. The Pella Chronicle and the Knoxville Journal Express seek a reporter to help produce thorough community coverage in print and online. This position is a shared reporter for both locations. Our reporter must be passionate about local news and demonstrate strong reporting and writing skills. The reporter is a key member of our news team and requires clear communication to work collaboratively with two editors. The Pella Chronicle and the Knoxville Journal Express are both weekly publications and seven-day website, www.pellachronicle.com, and www.journalexpress.net. Interested candidates should email their resume, work examples and a cover letter explaining why they believe they are qualified for the reporter's position to Pat Finan at pfinan@journalexpress.net. 1212

SALES MANAGER. The Newton Daily News is seeking a dynamic professional, innovative and results-oriented leader, to join our multi-media sales effort. The chosen candidate will lead the local sales team in creating, developing, and implementing strategies that will fulfill our customer's needs. This exciting role calls for an individual who enjoys working with their team and local businesses to assess needs and present a solution-based product mix including print, digital, social and mobile platforms. As the sales manager you will handle key accounts, spend a significant amount of your time with your team on sales calls, developing proposals, and making presentations. You will implement training in the field and in the office, and facilitate communication across all departments. Qualified candidates will possess a minimum of three years sales leadership experience, along with an established and successful work history. A valid driver's license, proof of insurance, reliable transportation, and acceptable motor vehicle record are required. Shaw Media publishes over 150 titles in Illinois and Iowa. Its holdings include websites, newspapers, magazines, Pro Football Weekly, a video production unit and a digital marketing services division. Founded in Dixon, Illinois, Shaw Media has been privately owned by the Shaw family since its inception in 1851. In return for your contributions, Shaw Media offers a competitive salary and a comprehensive benefits package, including medical, dental, vision, and 401(k) with company match. Please send resume to:
Newton Daily News, Brenda Lamb, HR Coordinator, P.O. Box 967, Newton, IA 50208
or email to: bjlamb@newtondailynews.com. 1219

▼ 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.

Equipment for sale: An extensive selection of printing equipment, including a five-unit Harris V-15A newspaper press, will be on sale online until Nov. 28, 2018, at bclauction.com. The press equipment must be sold during the liquidation of Printcraft Inc., a newspaper plant located in Lamoni, Iowa, which printed several publications in northern Missouri and southern Iowa. The BCL Auction website has a full description of the equipment. Click on current auctions with listing under Bethany Printing Company.

50 *Year Club* **Nomination Form**

*“I submit the name of the following person,
certifying that to the best of my knowledge
he or she has completed 50 years of service
to the newspaper industry.”*

Name: *(Please print)*

Entered Newspaper Service At: *(Location)*

Now Living At:

This Nomination Submitted By:

Newspaper:

Please complete and return to
Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309 or
fax to 1-866-593-7406 by Jan. 4, 2019



IOWA
NEWSPAPER
ASSOCIATION



An Iowa Newspaper Foundation webinar...

Iowa New Member
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IAwebinars

CLASSIFIED 2019: YOUR BIGGEST CHALLENGES & FRESHEST OPPORTUNITIES

Thursday, January 10 1-2 p.m. CST

Registration fee: \$35 · Deadline: January 7

IN THIS WEBINAR...

Do you know why many newspapers are seeing their Classified revenues start to go UP instead of DOWN? It's because they are letting go of the old and letting in the new brilliant ideas and efficiencies that is making Classifieds a key revenue builder again. Both print and online managers, please join me in seeing for yourself how you can turn it all around and make 2019 a much easier year to reach budget!

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...

Janet DeGeorge



Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She is a graduate of San Jose State University with a degree in Advertising and Marketing and has completed all course work towards a masters of science in mass communications.

She spent 13 years at the Mercury News much of it as a manager in their state of the art classified advertising department. She then relocated to southern California as recruitment advertising manager before moving to Arizona where she was the classified advertising director of the Scottsdale and Mesa Tribune for seven years.

DeGeorge is a former Vice President of the Western Classified Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising.

DeGeorge has been the president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.



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 *Classified 2019: Your Biggest Challenges & Freshest Opportunities* webinar Thursday, January 10.

☐ 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: January 7

(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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An Iowa Newspaper Foundation webinar...

NEWSROOM SAFETY & SECURITY

New Iowa Member
Benefit: **FREE!**
Use Discount Code:
IAwebinars

Safety Procedures

Work Safety

Thursday, January 17
1:00-2:00 p.m.

Registration Deadline: January 14
Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

Since the Capital Gazette shooting in June 2018, newsroom employees have wondered if they are safe in their workplace. We'll go over personal safety tips and security information to ensure you're informed.

The presenter...

Jean Hodges



Jean Hodges is the senior director of content for GateHouse Newsroom. Hodges develops strategy and works with newsroom leaders on digital transformation, from newsroom structure to using analytics to inform news decisions.

As journalists face myriad challenges, the best are experimenting with new ways to draw readers in, while fearlessly tackling watchdog reporting and sticking up for the underdog.

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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 *Newsroom Safety & Security* webinar **Thursday, January 17.**

Registration fee: free to Iowa Newspaper Association members

Find out more at www.onlinemediacampus.com or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: January 14

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:

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

2019 IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

DES MOINES MARRIOTT DOWNTOWN | FEBRUARY 6-8, 2019

WEDNESDAY, FEBRUARY 6

5:30 to 7:30 p.m. **Legislative Reception**
Offsite Location: Peace Tree Brewing Co.
Share drinks and hors d'oeuvres with legislators from your district.

THURSDAY, FEBRUARY 7

11 a.m. to 1:30 p.m. **Student/Professional Networking Luncheon** - pre registration required
12 minute roundtable recruitment opportunity to network with students eager to learn about starting a career in journalism. Roundtables followed by pizza lunch.

1:30 to 1:45 p.m. **Break**

1:45 to 2:45 p.m. **CONCURRENT SESSIONS**

What's the Grocery Game?
Dennis Host, Coborn's, Inc.

Understanding Motivation on the Job
Celina Peerman,
The Peerman Group

2:45 to 3:15 p.m. **Break**

3:15 to 4:15 p.m. **CONCURRENT SESSIONS**

Healthy Communities, Healthy Newspapers
Bethany Wilcoxon, McClure Engineering; Bill Menner, Iowa Rural Development Council; David Peters, Iowa State University

Managing Constant Change & Transition
Celina Peerman,
The Peerman Group

4:15 to 4:30 p.m. **Break**

4:30 to 5:30 p.m. **Annual Meeting & Publishers' Idea Exchange**

5:30 to 7:30 p.m. **Convention Reception**

8:30 to 10:30 p.m. **INA President's Celebration**

FRIDAY, FEBRUARY 8

8 to 9 a.m. **Registration & Trade show Open**

***Free continental breakfast in Trade Show served until 9 a.m.*

9 to 10:10 a.m. **Kick-off "Rights, Revolution and Rock 'n' Roll"**
Ken Paulson, First Amendment Center

10:10 to 10:30 a.m. **Refreshments in Trade Show**

10:30 to 11:45 a.m. **CONCURRENT SESSIONS**

Writing Better Ledes
Tim Schmitt, Gatehouse Media

60 Media Sales Tips in 60 Minutes
Ryan Dorhn, 360 Ad Sales

Telling Great Visual Stories - ICMA
Kelsey Kremer, Des Moines Register; KC McGinnis, freelance photographer; David Ekstrom, Meredith AgriMedia

Adobe: InDesign Secrets
Russell Viers, Adobe Certified Trainer

How to Lead Civic Discussions in Your Community - ICMA
Scott Raecker, The Robert D. and Billie Ray Center; Zack Kucharski, Cedar Rapids Gazette; Emily Schettler, The Harkin Institute; Seth Anderson, Culver Center at Simpson College

11:45 a.m. to 12 p.m. **Break**

12 to 1:30 p.m. **Past Presidents' Awards Luncheon "Deep Roots, Long Reach"**
Michelle Johnson, National Basketball Association
Distinguished Service Awards, 50-Year Club Awards, Jay P. Wagner Prize for Young Journalists

1:30 to 1:45 p.m. **Refreshments in Trade Show**

1:45 to 2:45 p.m. **CONCURRENT SESSIONS**

Editing and Altering PDF's
Russell Viers, Adobe Certified Trainer

Journalism Toolbox: Better Journalism Through Technology
Tim Schmitt, Gatehouse Media

Crash Course in Decoding Your Readers - ICMA
Lisa Rossi, Bonfire Media Strategy

Women in Journalism - ICMA
Abigail Pelzer, Marshalltown Times Republican; Emily Barske, Marshalltown Times Republican; Linh Ta, Des Moines Register

Turning "I Have No Budget" Into a Closed Deal
Ryan Dorhn, 360 Ad Sales

2:45 to 3:30 p.m. **Ice Cream Break in Trade Show**

3:30 to 4:30 p.m. **CONCURRENT SESSIONS**

Suds and Sodas Roundtables

Preparing Graphics for Web and Print
Russell Viers, Adobe Certified Trainer

6 Ways to Sell Web and Digital
Ryan Dorhn, 360 Ad Sales

5 to 6 p.m. **Awards Reception**

6 p.m. **Awards Banquet**

Master Editor-Publisher Awards, Heritage Club Presentations, Young Iowa Journalists Awards, Iowa Better Newspaper Contests winners, Newspaper of the Year

For additional information about each session and presenter as well as hotel accommodations, visit www.INAnews.com/convention.



19 REGISTRATION

Complete the form below or register online at www.INAnews.com/convention

REGISTRATION FEES

Early Bird Discount: Registrations postmarked by January 31 or delivered to INA by 4:30 p.m., January 31 will receive reduced rates on convention registration.

- \$85 for 1st Registrant by January 31 (\$95 after January 31)
- \$20 for Additional Registrants from same newspaper

Corporate registration rates are now available. Find out more at INAnews.com.

Name of Newspaper _____

Mailing Address _____

City, State, ZIP _____

() _____

Telephone Number _____

Email _____

Please check the following, if applicable: ☐ New publisher ☐ Guest of INA/INF ☐ Past President (Friday Lunch fee waived)

Cancellation Policy: Refund requests will be honored if received in the INA office by 4:30 p.m. February 1.

The INA has purchased event cancellation insurance for this event. In cases where inclement weather causes this insurance to go into effect, advance registration fees will be refunded.

Circle the dollar amount in each column marked by symbols for each event.

👤..... 1st Registrant | **\$85** (+\$10 if postmarked after Jan. 31, 2019)

★..... Friday Luncheon | **\$25**

⚡..... Each additional person from the same newspaper | **\$20**

♥..... Friday Night Banquet | **\$30**

✳..... Wednesday Legislative reception | **free**

★♥..... Mealpackage-(includes Friday Luncheon & Friday Night Banquet) | **\$52**

☁..... Thursday luncheon -(registration required) | **free**

NAME & EMAIL ADDRESS (print)	👤	⚡	✳	☁	★	♥	★♥	TOTAL
	\$85		free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
IS THIS FORM POSTMARKED ON OR BEFORE JANUARY 31, 2019?								YES NO +\$10
TOTAL								

Anyone attending any convention function is required to pay the registration fee (for the first registrant) or additional person fee, even if attending the luncheon or banquet only.

☐ Payment enclosed

☐ Please bill the company

☐ Charge my credit card →

Credit card # _____ Exp. ____ / ____

Address: _____ Zip _____

Amount to be charged: _____ Visa or Mastercard

Authorized signature: _____ Date: _____

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Room Rate: \$118 (up to 4 guests per room) → Rate includes free wi-fi | Discounted reservation rate until **Jan. 23, 2019**

Make reservations by calling 1-800-514-4681 or online at <http://tinyurl.com/2019INAConvention>.