

February 20, 2019



Volume 36  
Issue #07

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

Working the Sales Funnel  
Thursday, February 28

50 MORE Ideas in 50  
Minutes  
Thursday, March 14

Money Beyond Money  
Thursday, March 28

### EVENTS

Stand Up, Speak Up! Tinker  
v. Des Moines Turns 50  
Drake University Cowles  
Library Reading Room  
Wednesday, February 27

### MEETINGS

INA, INF & INA Services  
Co. Boards  
Friday, April 26



# STAND UP, SPEAK UP!

## *Tinker v. Des Moines Turns 50*

Drake University will mark the 50th anniversary of Tinker v. Des Moines, the landmark legal case that established the free speech rights of students in public schools, on Wednesday, Feb. 27, at 7 p.m. in the Cowles Library Reading Room. Mary Beth and John Tinker, plaintiffs in the case, along with Drake students, will lead a conversation on the values and challenges of freedom of expression. The event is co-sponsored by the Drake School of Journalism and Mass Communication, the Drake School of Education, the Drake Law School, Cowles Library, and the Drake Department of Political Science. It is free and open to the public.

For more information about this event, contact Kathleen Richardson, dean of the School of Journalism and Mass Communication, at [Kathleen.richardson@drake.edu](mailto:Kathleen.richardson@drake.edu) or (515) 271-2295.

# meeting minutes

## Iowa Newspaper Association Board of Directors February 6, 2019



### Iowa Newspaper Association Board of Directors Meeting Minutes

The INA Board met at the Downtown Des Moines Marriott at 3:00 p.m. with the following members present: Kristen Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Ann Wilson, Carroll Daily Times Herald; Rich Paulsen, Creston News Advertiser; Deb Anselm, Davenport Quad-City Times; Steve Fisher, Dubuque Telegraph Herald; Bill Tubbs, Eldridge North Scott Press; Terry Christiansen, Ft. Dodge Messenger; Jim Johnson, Kalona News; Trevis Mayfield, Maquoketa Sentinel-Press; Mark Spensley, Monticello Express; Tom Hawley, Mount Ayr Record-News; Jake Krob, Mount Vernon-Lisbon Sun; and Jeff Wagner, Sheldon N'West Iowa REVIEW. Also present were Susan Patterson Plank, INA; Geof Fischer, INF; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

#### Votes Taken:

- A. On a motion by Paulsen, seconded by Christiansen, the minutes of the October 26, 2018 board meeting were approved.
- B. On a motion by Tubbs, seconded by Paulsen, the board approved the following 2019 legislative priorities recommended by the Government Relations Committee:
  1. To support transparency in government through strong open meetings and open records laws and to resist any effort to weaken these laws.
  2. To preserve publication of public notice advertising in newspapers where it is seen by the greatest number of Iowans.
  3. To support the funding request of the Iowa Public Information Board.
  4. To support and assist the National Newspaper Association and the News Media Alliance in their efforts to work with the postal service to provide efficient and timely mail delivery of newspapers and to protect newspapers from further expense and regulation by the USPS.
  5. To encourage the Iowa Public Information Board and others' efforts to support legislation to...
    - Broaden the law regarding advisory committees and their adherence to the open meetings laws.
    - Clarify the notice requirement for open meetings to be 24 continuous hours.
    - Clarify that a peace officer investigative report is no longer confidential once the case is closed or the statute of limitations has run out, except in situations where there would be danger to an individual including disclosure of a domestic/sexual assault victim's personal identifiers.
    - Clarify in Iowa Code section 22.7 that the IPIB can order the release of records under the statute just as a court can and that lawful custodians have full discretion to voluntarily release what is otherwise a confidential record under the statute unless an injunction to prevent release/examination has been ordered by a court or IPIB.
  6. To encourage and support legislation to establish a reasonable and consistent fees structure statewide for examining and copying public records.
  7. To encourage and support legislation providing consistency, transparency and public accountability regarding public release of law enforcement body camera videos.
- C. On a motion by Paulsen, seconded by Grabinoski, the board approved an Associate Member request from Jim Magdefrau.

#### Action Agreed Upon:

- A. The board set its next meeting date as Friday, April 26th in Des Moines.

#### Other Items Discussed:

- A. The board heard an update from Patterson Plank on the financials.
- B. The board heard a long-range planning update from staff.

## CONTACT US



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### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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### BOARD PRESIDENTS

#### Iowa Newspaper Association

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[krisg@armstrongjournal.com](mailto:krisg@armstrongjournal.com)

#### INA Services Company

Becky Maxwell, Centerville Daily Iowegian  
641-856-6336  
[bmaxwell@dailyiowegian.com](mailto:bmaxwell@dailyiowegian.com)

#### Iowa Newspaper Foundation

Mark Rhoades, Missouri Valley Times-News  
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### U.S. MAIL

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

### INA LEGAL HOTLINE

515-283-3100 (paid service)

# question of the week

## Can bars advertise free drinks?

Iowa's Alcohol Beverage Control Act (Iowa Code Chapter 123) only empowers the Alcohol Beverages Division of the Department of Commerce to set wholesale prices and not retail prices. Therefore, it does not prohibit a bar from advertising and offering free drinks. The bar owner, however, should contact the Department of Revenue and Finance as it is likely the bar will have to pay a sales tax on the drinks that are

given away. Also, if a cover charge is required, the drinks are technically not free and that creates a false advertising issue.

The Alcohol Beverages division spokesman responding to this question encouraged a bar owner to contact his or her attorney for guidance before initiating a "free drinks" promotion. Questions regarding Iowa's alcoholic beverage laws can be directed to the Alcohol Beverages Division at 515-281-7432.

### **IOWA NEWSPAPER ASSOCIATION BOARD MEETING MINUTES** - cont. from page 2

- C. The board received a board attendance report.
- D. Grabinoski volunteered to attend the new board member orientation on March 1 to represent the INA board.
- E. The board received a board attendance report.

The meeting was recessed at 3:15 p.m. to conduct the Annual Meeting of the INA Services Co.

The meeting was reconvened at 3:17 p.m.

The meeting was recessed at 3:19 p.m.

The meeting was reconvened at 5:45 p.m. on Thursday, February 7th for the election of officers. A quorum was present.

#### **Votes taken:**

- A. On a motion by Wagner and seconded by Fisher, the following slate of officers was elected:
  - President Kristin Grabinoski
  - Vice President Karen Spurgeon
  - Sec/Treasurer Terry Christiansen
  - Member-at-large Trevis Mayfield
  - Executive Director Susan Patterson Plank

The meeting was adjourned at 5:47 p.m.

Respectfully submitted,  
Susan Patterson Plank

### **Iowa Newspaper Association Annual Meeting February 7, 2019**

The meeting was called to order at 4:30 p.m. at the Marriott Hotel in Des Moines with a quorum present.

#### **Votes Taken:**

- A. On a motion by Jake Krob, Mount Vernon-Lisbon Sun, seconded by Rich Paulsen, Creston News Advertiser, the following slate of candidates nominated by the INA Nominating Committee was elected to the INA Board of Directors:
  - Deb Anslem, Davenport Quad-City Times to second three-year term;
  - Trevis Mayfield, Maquoketa Sentinel Press to second three-year term;
  - Jason Brummond, Iowa City Daily Iowan to a first three-year term;
  - Matt Grohe, Clear Lake Mirror Reporter to a first three-year term;
  - Abigail Pelzer, Marshalltown Times-Republican to complete the unexpired term of Dan Goetz, Newton Daily News, which will expire in 2020 and
  - Roy Biondi, Waterloo Courier to a first three-year term.

The meeting was adjourned at 4:40 p.m.

Respectfully submitted,  
Susan Patterson Plank, Executive Director

# Snapshots from the 2019 INA Convention & Trade Show



Friday's kick-off speaker, Ken Paulson, president of the Free Speech Center, gave his presentation titled "Rights, Revolution & Rock 'n' Roll". (photo by Michael Watson)



Abigail Pelzer, Marshalltown Times Republican, spoke on the Women in Journalism panel. (photo by Michael Watson)

**Visit [INAnews.com](http://INAnews.com) to review  
the full slate of contest winners  
and the contest winners' tab.**



INF Development Director, Geof Fisher and Jim Magdefrau announced raffle winners at the Trade Show. (photo by Michael Watson)



And  
**Finally**

The month of February is named for the Latin word februum, which means purification.





Scott Anderson, Ames Tribune, spoke at the annual meeting. **(photo by Michael Watson)**



Becky Maxwell, Centerville Daily Iowegian; Mary Unga-Sogaard, Dyersville Commercial; and Steve Fisher, Dubuque Telegraph Herald listen to members at the annual meeting. **(photo by Michael Watson)**



Governor Kim Reynolds spoke at the INA Awards banquet on Friday, February 8, 2019.



Members visited the Raygun booth at the trade show. **(photo by Michael Watson)**



Members discussed industry topics at the annual Suds and Sodas session. **(photo by Michael Watson)**



Michelle Johnson, Senior Vice President and Head of Referee Operations at the National Basketball Association spoke at the Past Presidents Luncheon. **(photo by Michael Watson)**



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### IN THIS ISSUE...

- Working the Sales Funnel
- 50 MORE Ideas in 50 Minutes
- Money Beyond Money

*View and submit ads on the Internet at [www.INAnews.com](http://www.INAnews.com). Students and professionals may also submit their resumé's 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@inaneews.com](mailto:cgordon@inaneews.com).*

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**FULL-TIME NEWS EDITOR.** Mid-America Publishing and Printing is seeking a full-time news editor for The Ogden Reporter weekly based in Ogden, Iowa. Successful candidate will possess creative writing skills, be able to shoot photos and video and be able to manage social media platforms. Must have a passion for feature stories and ability to interview plus investigate news of all types in and around Boone County. Column writing proficiency a huge plus. Above average communication skills, the ability to meet deadlines and flexibility in scheduling also required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Great opportunity to network with professionals from 23 similar publications. Call Pam at 641-456-2585 ext. 119 for more details today! 0227

**MANAGING EDITOR.** Position at the Knoxville Journal-Express and the Pella Chronicle, award-winning weekly newspaper covering Marion County, Iowa has an immediate opening for a managing editor. We're looking for someone with a passion for community journalism and who is ready to showcase our communities with their reporting and writing. Social media skills are a plus. The successful candidate will cover a verity of topics, including business news, features, breaking news and major enterprise projects. This is an excellent opportunity for a journalist looking to gain experience in weekly newspapers. A journalism degree is preferred. The Chronicle offers a benefits package that includes medical, dental, vision, life insurance, 401(K) plan. This is a fast-paced job, requires a vehicle, and entails some evening and weekend work. Send resume and writing samples to [publisher@journalexpress.net](mailto:publisher@journalexpress.net) 0220

**MARKETING REPRESENTATIVE.** Mid-America Publishing, publisher of the Eagle Grove Eagle and Wright County monitor and 22 other weekly newspapers in Iowa is now hiring a marketing representative to sell advertising solutions and custom print products in Wright County, Iowa. The ideal candidate will be personable, able to communicate effectively both in person and by phone and have above average presentation skills. Responsibilities will include developing ad campaigns and promotional materials to service existing clients, prospecting for new clients in person and by phone, maintaining client and prospect databases and promoting sales of the company's custom print products. Prior sales experience a plus but will train motivated candidate. Driver license and own vehicle required. Competitive

benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Complete orientation and ongoing one on one training plus group coaching and self-study webinars. Compensation based on an hourly wage plus commission. How to apply: Please submit a resume to [pam@midamericapub.com](mailto:pam@midamericapub.com), or call Pam at 641-456-2585 ext. 119 for more details today! 0313

## ▼ 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](mailto: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](mailto:dtappnewsbrokerageofiowa@gmail.com), 319-350-2770.





An Iowa Newspaper Foundation webinar...

# WORKING THE SALES FUNNEL

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**Thursday, February 28 1-2 p.m. CST**

**Registration fee: FREE · Deadline: February 25**

## IN THIS WEBINAR...

You are likely familiar with the Sales Funnel. But have you broken down each step of the process to understand what message and media placement have the greatest impact on an advertising campaign. In this session, we will cover the basics of the Funnel before digging into the best ad placement and message to guide customers through their decision journey. Following this session, you will better understand the role that your newspaper plays in the process and how to incorporate “new” and “old” media into a cohesive ad campaign.

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## THE PRESENTER... Korena Keys



Korena Keys, Founder of Key Media Solutions, is best known for developing her own unique approach to media strategy and digital marketing. This quickly earned her the business and respect of companies across the United States and Canada. In just eight short years, Korena has successfully taken her digital media firm to the front lines in an over saturated industry. Keys has served as the President of the Board for South Dakota Advertising Federation, Chair of the Board for the Community Outreach, held a seat on City Council, and is active in multiple community organizations that are dedicated to helping others.



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YES! Sign me up for the *Working the Sales Funnel* webinar Thursday, February 28.

**Registration fee: free to Iowa Newspaper Association members**

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:** February 25

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An Iowa Newspaper Foundation webinar...

# 50 MORE IDEAS IN 50 MINUTES

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**IAwebinars**



Thursday, March 14  
1:00-2:00 p.m.

Registration Deadline: March 11  
Registration Fee: **FREE**

Presented by:



## In this webinar...

This webinar will offer up creative ideas you can start working on in your newsroom immediately. This will be fast-paced, and will include references to the original stories as well as some great techniques to help you execute these stories in newsrooms of all sizes.

## The presenters...

### Tim Schmitt & Zack Kucharski



Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda (N.Y.) News, where he led an award-winning editorial page. He's worked as an editor, staffer or longtime contributor with the Arizona Daily Sun in Flagstaff, the Mesa Tribune, the Arizona Republic, the alt-weekly Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.



Zack Kucharski is executive editor of The Gazette in Cedar Rapids, where he has worked since 2000. Kucharski leads content strategies for the organization. He has worn many hats within the organization, starting as a freelancer and moving up to reporter, news and database editor. He is a University of Iowa graduate.

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An Iowa Newspaper Foundation webinar...

# MONEY BEYOND MONEY



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## IN THIS WEBINAR...

Finding new revenue streams -- the real money beyond the "marketing budget" -- in an industry undergoing rapid disruption can seem overwhelming. This insightful webinar will demystify the traditional sales process from selling print and digital to non-traditional in your local market. The presenter will provide tips and ready-for-market ideas that you can implement in your weekly or daily immediately from the perspective of a fundraiser. Hint: It isn't about selling -- it's about helping businesses and decision makers follow their own interests, express their values and advance their own aspirations. To grow your newspaper's market share and capture unbudgeted dollars, your work is about emotional fulfillment. In the words of the 1930s communications guru Dale Carnegie, "You'll have more fun and success when you stop trying to get what you want and start helping other people get what they want."

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## THE PRESENTER...

### Zack Ahrens



Zack Ahrens spent nearly 20 years in the newspaper industry serving as president and publisher of the Topeka Capital-Journal, president and publisher at the Log Cabin Democrat in Conway, Ark., and vice president of sales for GateHouse Media's Ohio units. Ahrens began his career in 2000 at the York News-Times and served as publisher of several weeklies in Nebraska before moving to Lee Enterprises in 2006 as advertising director for a Nebraska daily. He later worked as advertising and digital media director for the Grand Forks Herald. Ahrens has been rated as a top presenter, serving as a keynote speaker at the 2012 Mega-Conference, presenter at numerous press conventions, live trainer and webinar speaker.



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