

March 6, 2019



Volume 36  
Issue #09

# Iowa Newspaper Association Bulletin

www.INAnews.com

## SUNSHINE WEEK STARTS SUNDAY!

MARCH 10-16, 2017

### CALENDAR of EVENTS

#### WEBINARS

50 MORE Ideas in 50  
Minutes  
*Thursday, March 14*

Money Beyond Money  
*Thursday, March 28*

#### MEETINGS

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

*Online toolkit available at [www.sunshineweek.org](http://www.sunshineweek.org)*

**T**he Sunshine Week toolkit is a free resource available to any participant including, but not limited to, professional and student journalists working in any medium; bloggers; civic and non-profit organizations; schools; and government officials (for activities related to open government only, please do not use them for inferred political endorsements).

Please note that permission to use these materials freely covers only the seven days of Sunshine Week 2019 (March 10-16). However, authors and artists may grant special use permission in cases of student newspapers, weeklies and others who may not be able to publish that week. Please contact us at [sunshineweek@asne.org](mailto:sunshineweek@asne.org) with individual requests.

As Sunshine Week nears, and sometimes during the week, more material will be added, so be sure to check back often.

For inspiration on the kind of work that can be done utilizing public information, please review the FOI in Action page at <http://sunshineweek.rcfp.org/foi-in-action/>, and peruse the Bright Ideas collections from past Sunshine Weeks at <http://sunshineweek.org/bright-ideas-for-sunshine-week/>. To see what was offered in earlier Toolkits, visit The Vault at <http://sunshineweek.rcfp.org/the-sw-vault/>.

### AVAILABLE TO PARTICIPANTS FOR SUNSHINE WEEK 2019:

- Special reporting package (free stories, photos and a graphic you can publish)
- Whistleblower Project
- The Society of Professional Journalists and the Government Accountability Project have teamed up with several other whistleblowing and media organizations to inform journalists on how they can safely work with whistleblowers and have created a comprehensive case for why those brave workers who risk everything should be praised and better protected. Visit this new website to read and listen to the stories of whistleblowers who have helped shed light on corruption, government waste and injustice, as well as the reporters who work with them.
- Opinion Columns
- Editorial Cartoons
- MuckRock's Public Records Data
- Sunshine Week Logos and Icons
- A Sample Proclamation for State and Local Governments
- The Schools and Colleges Page for Students and Educators
- An assortment of Freedom of Information Resources
- 2018 Journalism Wins

# meeting minutes

## Iowa Newspaper Foundation Executive Committee of the Board of Directors February 19, 2019



### Iowa Newspaper Foundation Executive Committee of the Board of Directors Meeting Minutes

The Executive Committee of the INF Board of Directors met via conference call at 3:00 p.m. with the following members present: Scott Anderson, Ames Tribune; Alan Mores, Harlan Newspapers; Mark Rhoades, Missouri Valley Times-News; and Mark Spensley, Monticello Express. Also present was Susan Patterson Plank, INA.

#### Votes Taken:

- A. On a motion by Mores, seconded by Anderson, the Executive Committee determined that the INF Board of Directors shall be 13 Directors and that this number would be communicated to the INF Nominating Committee for future considerations.

There being no other business the meeting adjourned at 3:15 p.m.

Respectfully submitted,  
Susan Patterson Plank

## ? question of the week

### Due to reduced postal hours, I can no longer get my newspaper to the post office prior to closing. What can I do?

Many years ago, in order to comply with the Sarbanes-Oxley Act (SOX), the Postal Service began enforcing a requirement that newspapers submit postage statements at the same time as the mailing to verify that proper postage is paid. As post offices across the country have reduced hours, this has become more and more difficult. However, a newspaper can qualify for overnight drop off time-sensitive periodicals at small post office locations (the official USPS name for the policy) if it meets the following criteria:

- Mail fewer than 300,000 copies annually.
- Mail fewer than 5,000 copies per postage statement (exceptions may be made).
- Mail at a frequency of weekly or more often.
- Are authorized to deposit mailings after mail acceptance hours or in time to meet scheduled transportation.
- Are deposited at the office where the publication account is maintained or at a designated local delivery facility as identified by the postmaster of the origin entry office.
- Are primarily (50 percent or more of the mailed distribution) for in-county distribution within the local area of the Known Office of Publication.
- Funding for mailings are on account before deposit of the mailing.
- Would not be more effectively accepted using a drop shipment procedure.

## CONTACT US



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### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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### U.S. MAIL

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Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (*paid service*)

# Iowa Department of Cultural Affairs provides free content for members

**T**he Iowa Culture Wire offers fresh stories about arts, history, film and culture from the Iowa Department of Cultural Affairs. With solid reporting, stylish writing and lively photos, this publish-ready content covers every corner of the state to help readers discover the people and places that make Iowa such a fascinating place to live.

## IOWA DEPARTMENT OF CULTURAL AFFAIRS

Free content that we encourage you to utilize in your newspaper is located at <https://inanews.com/foundation/giving/iowa-department-of/>.

Upcoming stories are listed below:

### **MARCH 6**

#### **15 Iowa film festivals**

Forget Cannes and Sundance. Here are a dozen film festivals right here in Iowa.

#### **National History Day**

Every spring, thousands of middle and high school students across Iowa compete in National History Day district contests with essays, exhibits, original plays, videos and websites. The winners of the state contest on April 29 will compete this summer in Washington, D.C. (Optional sidebar: A round-up of your local competitors.)

### **APRIL 3**

#### **Best books on Iowa history**

The State Historical Society of Iowa awards an annual prize for the previous year's best new book about Iowa history. Here are capsule reviews of the winner and few other finalists from the list.

#### **Iowa's poet laureate**

For National Poetry Month, meet the state's new poet laureate. (tentative)

### **MAY 1**

#### **Seasonal sculpture parks**

Several Iowa cities display a new batch of outdoor sculptures every spring through fall, attracting top-notch artwork from artists nationwide. Here is how they did it – and how your community could follow their lead.

#### **Lightning rods**

Can a lightning rod really protect a building from a bolt out of the blue? Historic preservationists share their shocking stories about Iowa buildings that were – or weren't – saved from the forces of nature.

## NEW INA MEMBER BENEFIT!

[www.onlinemediacampus.com](http://www.onlinemediacampus.com) use code **IAtraining** to register

Access to all Online Media Campus webinars, free of charge!

Nearly 150 archived webinars!

Questions? Contact [jshepherd@inanews.com](mailto:jshepherd@inanews.com)





## Iowa Newspaper Association Bulletin

www.INAnews.com

### IN THIS ISSUE...

- 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 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).*

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**EDUCATION & BUSINESS REPORTER.** The Ottumwa Courier is seeking a reporter to cover education and business, fast-paced beats that generate award-winning stories. The full-time position reports to the managing editor. We're looking for someone who is enthusiastic and would rather be out working a story than working a desk. Two to three years' experience is preferred, but ambitious new reporters will be considered. The successful applicant will be willing to dive in headfirst, work well in a close-knit newsroom, and have a clean driving record. Send a resume and writing samples to Managing Editor Matt Milner at [mmilner@ottumwacourier.com](mailto:mmilner@ottumwacourier.com). 0327

**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! 0327

## ▼ 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.

**NEW!** Profitable weekly newspaper for sale in Winfield, IA. Covers 4 communities/3 school districts. If interested contact: [robin.therme@gmail.com](mailto:robin.therme@gmail.com).

**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.



And  
Finally

A horse walks into a bar. The bartender asks, "why the long face?"





An Iowa Newspaper Foundation webinar...

# 50 MORE IDEAS IN 50 MINUTES

Iowa New Member  
Benefit: **FREE!**  
Use Discount Code:  
**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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# Webinar Registration

**YES!** Sign me up for the *50 MORE Ideas in 50 Minutes* webinar **Thursday, March 14**

**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: March 11**

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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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](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.





An Iowa Newspaper Foundation webinar...

# MONEY BEYOND MONEY



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

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

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

## 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."

## Follow us:



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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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**Registration deadline:** March 25

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

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