

April 17, 2019



Volume 36
Issue 15

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

**Media Generational
Strategies: What Drives
Your Consumers?**
Thursday, April 18

**Journalism From Your
Phone**
Thursday, April 25

Selling Response
Thursday, May 9

MEETINGS

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

Members make a difference in lobbying!

If you trace the origins of almost any state trade association, you'll find it was created to help its members deal with bills in the state legislature. The same is true today. Over the years, the Iowa Newspaper Association has developed an effective grassroots lobbying network to enable members to support or oppose legislation affecting newspapers. An effective network can be compared to a three-legged table. So long as each of the three is sturdy and dependable, the table will serve its purpose well. But if one leg falls, the entire table falls.

Our first leg is our paid lobbyists. For over 30 years, we have used several lobbyists from the Nyemaster Law Firm. We appreciate their integrity and effectiveness. Their job is to identify any bill or amendment that relates to newspapers and to notify the INA Executive Director. It is critical for them to have relationships at the Capital and to help navigate what can be a complicated process.

The second leg is our staff. The team works to maintain a database of legislators, committees and corresponding publishers. Additionally, we work with the Government Relations Committee to identify legislative priorities. When we needed send emails alerts to selected INA members who know specific lawmakers assigned to review a bill in subcommittee or committee. We always provide our position on the bill and arguments for or against the bill. The email alert contains a link to members legislator's email address. Which brings us to the most critical leg of the network.

The third leg is the INA members. While lawmakers respect the INA's lobbyist and staff, that credibility pales in contrast to the credibility of publishers in a lawmaker's district. Many members have close personal relationships with their legislators. Even if that's not the case, legislators want to know what their publishers are thinking.

Recently publishers received a Legislative Alert asking them to personally reach out on a bill impacting a single public notice. Senate File 409 and House File 677 are bills that primarily addresses Department of Natural Resources administrative procedures and additionally eliminated the requirement that notice of a recommendation to grant a permit to community public water supply be published in a newspaper of general circulation within the county. Although this public notice is a small and infrequent notification it is clearly in the best interest of the public for the notification to remain in newspapers.

Because of the work of our members we are making progress on this bill. This bill is not resolved yet—but the calls and emails to legislators has had an impact. Thank you to all who responded to the Legislative Alert—and for again reinforcing that INA members are the most important leg on the three-legged lobbying table.

If you have questions about any bills or legislative processes, please contact the INA Executive Director Susan Patterson Plank at spattersonplank@inanews.com or 515-422-9050.

Prepare 2019 contest entries now

With the 2019 Convention in our rearview mirrors and the thrill of victory and agony of defeat having worn off, there's no time like the present to start planning for next year's contests.

Create an electronic folder on your desktop or server and name it Contest Entries 2020. As you put together each issue of your newspaper, pay attention to the thoughtful investigative reporting, the unique ad design or the video

that people are still talking about. Put all of these into the folder and label them for easy identification in October.

This fall when you receive the Better Newspaper Contests Call for Entries, your newspaper will be well ahead of the game. Entering the contests will be easy and, better yet, you won't overlook that first place winning entry because you forgot about it or couldn't find it.

?question of the week

Over the next several weeks the INA Bulletin will feature a Question of the Week series on Federal Fair Housing laws in advertising and how to protect your newspaper from any litigation resulting from these laws. At least one newspaper in Iowa has been sued over violations of the laws. The INA encourages your newspaper to consider subscribing to the INA Legal Hotline. While the INA does not employ any attorneys, it does contract with the Des Moines law firm of Nyemaster Goode to provide experienced media attorneys to answer newspapers' legal questions. Subscribers pay a small annual fee based on circulation. The investments for this invaluable service are listed below.

Can newspapers be held liable for discrimination in real estate advertising?

Anyone who makes, prints or publishes advertisements (or causes them to be made, printed or published) needs to be concerned about housing discrimination. This definition includes all advertising and media, i.e. broadcast, brochures, billboards, direct mail, flyers, newspapers, posters, shoppers, etc. This provision extends to prohibit the use of discriminatory words, phrases, photographs, illustrations, symbols or forms. The Department of Housing and Urban Development, which investigates complaints, takes the position that newspapers face civil suits if they publish advertisements that encourage discrimination (or even indicate a preference) relative to protected classes. You might wonder if the Fair Housing Act and regulations hinders free speech as espoused in the First Amendment of the U.S. Constitution. The answer is NO. There is a distinction between free public speech and commercial speech. Advertisements are commercial speech and, thus, are subject to regulation. Newspapers are not in the practice of accepting ads for anything illegal, such as prostitution, stolen property or illegal drugs. Because discrimination is against the law, newspapers cannot accept ads that discriminate. In order for newspapers to comply with all of the Fair Housing Act regulations, publishers of housing advertisements should do the following: provide a printed copy of their nondiscrimination policy to each employee and officer; post copies of the policy in conspicuous locations in their businesses; make copies available in their businesses; include a Fair Housing notice at the beginning of the real estate advertising section; and avoid referring to the kinds of people who might live in or buy a particular dwelling in advertisements.

LEGAL HOTLINE ANNUAL RATES

Daily Papers		Weekly Papers	
Circulation	Rate	Circulation	Rate
0-5,000	\$575	0-2,000	\$275
5,001-10,500	\$975	2,001-4,000	\$415
10,501-20,000	\$1,500	4,000 and up	\$575
20,001 and up	\$2,000		
		Discount	
		2 nd Newspaper	20%
		3 rd Newspaper	30%

CONTACT US



Phone 515-244-2145

Fax 515-244-4855

Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

Executive Director

Susan Patterson Plank
ext. 125 spatternsonplank@inanews.com

Sales and Marketing Director

Samantha Fett
ext. 140 sfett@cnaads.com

Communications Director

Cicely Gordon
ext. 133 cgordon@inanews.com

Development Director

Geof Fischer
ext. 132 gfischer@inanews.com

Media Director

Autumn Phillips
ext. 136 aphillips@cnaads.com

Network Sales Manager

Rachelle Kjellberg
ext. 126 rkjellberg@cnaads.com

Program Director

Jana Shepherd
ext. 159 jshepherd@inanews.com

Technology & Digital Development Manager

Susan James
ext. 129 sjames@cnaads.com

BOARD PRESIDENTS

Iowa Newspaper Association

Kristin Grabinoski, Armstrong Journal
712-868-3460
krisg@amstrongjournal.com

INA Services Company

Becky Maxwell, Centerville Daily Iowegian
641-856-6336
bmaxwell@dailyiowegian.com

Iowa Newspaper Foundation

Mark Rhoades, Missouri Valley Times-News
712-642-2791
mrhoades@enterprisepub.com

U.S. MAIL

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

INA LEGAL HOTLINE

515-283-3100 (paid service)

meeting minutes

INF Executive Committee
March 14, 2019
Minutes

The Iowa Newspaper Foundation Executive Committee met to select the newspapers to receive \$1,000 in matching funds from the Foundation to hire a 2019 summer intern. The Foundation received 12 applications for funds. The meeting was held via conference call at 11:00 a.m. with the following members present: Scott Anderson, Ames Tribune; Mark Rhoades, Missouri Valley Times-News and Mark Spensley, Monticello Express.

Action Items:

- A. The following newspapers were chosen to receive \$1,000/each in matching funds from the foundation to hire a 2019 summer intern:
- Kalona News
 - Red Oak Express-Extender
 - Bayard News Gazette
 - Clinton Herald
 - Davenport Quad-City Times
 - Eldridge North Scott Press
 - Marshalltown Times-Republican
 - Sioux City Journal

There being no further business, the meeting was adjourned at 11:20 a.m.

Respectively submitted,
Jana Shepherd



*INF Executive
Committee
Minutes*

NEW INA MEMBER BENEFIT!

www.onlinemediacampus.com use code **IAwebinars** to register

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

Nearly 150 archived
webinars!

Questions? Contact
jshepherd@inanews.com



**And
Finally**

Which is the largest room in the world? The room for improvement.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Journalism From Your Phone
- Selling Response

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumés 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.

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITOR. The Fort Dodge Messenger, a 7 day a week, morning newspaper in a thriving northcentral Iowa community of 25,000+ is looking for an editor to lead our award-winning newsroom staff. The ideal candidate will be a positive, detailed, hands-on leader who will be involved in communities throughout our region. The successful candidate will have superior news judgment and be deadline oriented. Knowledge of municipal, state, federal workings is necessary. The successful applicant will have superior editing and writing skills, excellent page design skills with knowledge of Quark, InDesign, Excel, Word all crucial. Digitally savvy, including all online platforms, is a must. First Amendment, FOIA and libel knowledge is a plus. Full benefits package including matching 401k. Contact Terry Christensen by phone at 515-573-2141 ext. 211 or by email at tchristensen@mesengernews.net . 0529

NEWS EDITOR. Mid-America Publishing and Printing a leader in community newspapers and custom printing in Iowa is seeking a full-time news editor for The Pioneer Enterprise based in Rockwell and the Sheffield Press located in Sheffield. The successful candidate will work on both papers, possess creative writing skills, be able to shoot photos and video and be able to manage social media platforms. Should have an affinity for feature stories and ability to interview plus investigate news of all types in and around Cerro Gordo and Franklin Counties. 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; collaborative working environment with family owned company . Great opportunity to network with professionals from 23 similar publications as well. Call Pam DeVries at 641-486-2585 Ext 118 for more details today! 0417

NEWS REPORTER. Plymouth County's official newspaper, The Le Mars Daily Sentinel, is in search of a news reporter to join our news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well-organized stories, and work well with our newsroom staff. Responsibilities include: covering everything from hard news, business and government, to personality features. The ideal candidate should be comfortable with digital photography. Page design abilities and experience with InDesign and Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefits package. Please forward resumé, cover letter and clips to Kim Fickett, Editor at senteditor@gmail.com or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, Iowa 51031. No phone calls please. 0821

▼ 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.

Profitable weekly newspaper for sale in Winfield, IA. Covers 4 communities/3 school districts. If interested contact: 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, 319-350-2770.



An Iowa Newspaper Foundation webinar...



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

JOURNALISM FROM YOUR PHONE

Thursday, April 25
1:00-2:00 p.m.

Registration Deadline: April 22
Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

Whether you're an Android or Apple user, there are numerous apps and tools that can make storytelling by smartphone easier. Sarah Self-Walbrick from the Lubbock (Texas) Avalanche-Journal shows you tips and tricks on recording and editing audio and video, taking the best photos and time-saving tools that make journalism from your cell phone possible and productive.

The presenter...

Sarah Self-Walbrick



Sarah Self-Walbrick is the business reporter at the Lubbock Avalanche-Journal, where she has worked since 2017. Sarah is a three-time graduate of Texas Tech University's College of Media & Communication. She also has professional experience in television, radio and public relations. Sarah teaches upper-level journalism courses at her alma mater, and is preparing to write a book about the history of restaurants in Lubbock.

Follow us:



Online Media Campus



OnlineMediaCamp

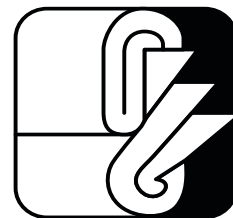


REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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 *Journalism From Your Phone* webinar **Thursday, April 22**

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: April 22

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.



An Iowa Newspaper Foundation webinar...

SELLING RESPONSE

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

Thursday, May 9 1-2 p.m. CDT

Registration fee: FREE · Deadline: May 6

IN THIS WEBINAR...

Don't have the highest circulation in your market or the lowest rates? Are your prospects claiming they have no money and that your print and digital publications no longer work? Are they turning to "free" social media instead?

Don't let that prevent you or your ad staff from bringing in serious ad revenue. You just need to make the shift to selling response.

This webinar will explain how your department can make that shift including:

- The philosophy of selling response
- The differences between it and traditional approaches
- How the approach overcomes most media-related objections
- Why so many newspapers think they're doing it already when they're not
- The architecture of a response-oriented sales process
- Examples of selling response in action
- And much more!

Follow us:



Online Media Campus



OnlineMediaCamp

THE PRESENTER...

Bob McInnis



Bob McInnis is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group.

He eventually served as ad director there and at a larger group of 10 community newspapers before being hired by 750,000 circulation Newsday/New York Newsday as major accounts supervisor and training manager.

In 1993, he launched a consulting practice and has spent the years since working with community newspapers and newspaper associations throughout the world. While the variety of products have evolved over the years to include digital, the motivations behind why local businesses buy advertising has not, making the integration of paid digital—and even selling against social media—seamless.



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 *Selling Response* webinar Thursday, May 9.

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: May 6

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.