

May 15, 2019



Volume 36
Issue 19

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Foundations: Ledes,
Sources and Meetings
Thursday, May 23

MEETINGS

Leo Mores Leadership
Institute
Friday, May 17

INF Contest Committee
Meeting
Thursday, May 23

INF Convention &
Programming Committee
Meeting
Thursday, May 30

INA Government Relations
Committee Meeting
Friday, June 7

INA, INF & INA Services
Co. Boards
Friday, July 19

YOU **DON'T** KNOW WHAT
YOU **DON'T** KNOW...

WITHOUT PUBLIC NOTICE,
YOU ARE **LEFT** GUESSING.

A HIDDEN NOTICE IS NO NOTICE AT ALL.
Public notices in our newspaper help you stay informed about government, corporate and private activities that touch your world. An informed citizenry is the core of our democracy.

FIND ALL IOWA NOTICES ONLINE.
Since knowing is so important, we joined the other newspapers in Iowa and also publish our public notices online at www.iowanotices.org.

You can quickly find public notices no matter where they are printed.

All notices, in one location, at no cost to you. It is a public service to our readers because we believe in democracy.

iowanotices.org
All Iowa public notices
in one place... free,
searchable and online

HOW ARE YOUR
LOCAL TAXES
SPENT?

WITHOUT PUBLIC NOTICES, YOU'RE LEFT GUESSING.
You have a right to know how state and local governments spend your hard-earned tax dollars -- and it's your responsibility to find out.
Without public notice, you're left to guess how elected officials are spending your money.

FIND ALL IOWA NOTICES ONLINE.
Since knowing is so important, we joined the other newspapers in Iowa and also publish our public notices online at www.iowanotices.org.

iowanotices.org
All Iowa public
notices in one place...
free, searchable
and online

Public service ads available to promote public notices in newspapers

The INA has released a series of public service ads for members to run in their newspapers, promoting public notices in newspapers and the iowanotices.org website!

By running these ads, you can help your readers realize the importance of public notices and help make the public aware that Iowa newspapers have taken the initiative to develop a website allowing everyone to view notices of public interest archived for easy reference. There is no cost to access the information and local governments have not been

charged any fees to have their notices posted.

The ads are available in several sizes and members are asked to use them to fill space when available.

Ads can be downloaded at <https://inanews.com/resources/public-notice-resources/public-notice-ads/>.

If you have any questions about these ads, please contact INA Communications Director Cicely Gordon at cgordon@inanews.com or 515-422-9077.

meeting minutes

INA Services Company Board of Directors April 26, 2019 Minutes



INA Services Board of Directors Meeting Minutes

The INA Services Co. Board met at the Iowa Newspaper Association at 12:31p.m. with the following members present: Kris Grabinoski, Armstrong Journal; Karen Spurgeon; Bloomfield Democrat; Becky Maxwell, Centerville Daily Iowegian; Ron Gutierrez, Clinton Herald and Tony Baranowski, Iowa Falls Times-Citizen. Also present were Samantha Fett, INA Services Co; Jana Shepard, INF; Geof Fischer, INF; Susan Patterson Plank, INA.

Votes Taken:

- A. On a motion by Gutierrez, seconded by Baranowski, the minutes of the February 6 board meeting were approved.

Action Agreed Upon:

- A. The board set its next meeting dates in 2019: July 19th and October 24th.

Other items discussed:

- A. The board heard a quarterly sales update from Fett.
B. The board received a board attendance report.

There being no further business the meeting was adjourned at 1:07 p.m.

Respectively submitted,
Samantha Fett

? question of the week

Is a warning statement required for electronic cigarette advertisements?

The FDA is requiring warning on advertisements for e-cigs by Aug. 10, 2018. The requirements are:

Advertisements include print advertisements and other advertisements with a visual component (including, for example, advertisements on signs, shelf-talkers, Web pages, and email). The required warning statement on advertisements must: Appear on the upper portion of the advertisement within the trim area;

Occupy at least 20 percent of the area of the advertisement (warning area);

Be printed in at least 12-point font size and ensure that the required warning statement occupies the greatest possible proportion of the warning area set aside for the required warning statement;

Be printed in conspicuous and legible Helvetica bold or Arial bold type or other similar sans serif fonts and in black text on a white background or white text on a black background in a manner that contrasts by typography, layout, or color, with all other printed material on the advertisement;

Be capitalized and punctuated;

Be centered in the warning area in which the text is required to be printed and positioned such that the text of the required warning statement and the other textual information in the advertisement have the same orientation; and

Be surrounded by a rectangular border that is the same color as the text of the required warning statement and that is not less than 3 millimeters (mm) or more than 4 mm.

"WARNING: This product contains nicotine. Nicotine is an addictive chemical."

CONTACT US



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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)

FREE MEMBER EXCHANGE

▼ HELP WANTED

ACCOUNT EXECUTIVE. The Newton Daily News located in Newton, IA has a sales opening in the Advertising Department. This is an exciting opportunity for those that like to get out and meet people! About This Opportunity: This position is responsible for selling advertising in a variety of print and online products, including but not limited to newspapers, magazines, websites and much more in an established territory. Some sales experience is desired, but we look for a person with personality, drive, and ambition more than just past sales experience. We are always willing to train a person with a great attitude and shows the desire to grow and learn. If you are looking for a career change or new to the workforce and want to join an established but growing company, then we'd like to meet you! The successful candidate must have and maintain a valid drivers license, dependable transportation, and proof of insurance. This position is Monday - Friday and offers base pay along with a generous commission program, making this an excellent opportunity! 0626

ADVERTISING SALES REPRESENTATIVE. The Diocese of Sioux City is seeking an experienced advertising sales representative for its weekly newspaper, The Catholic Globe. High-energy individual responsible for identifying new marketing opportunities and further expansions of existing clients. Duties include writing ad copy and designing layout of ads. Successful candidate must have strong communication skills with 2-4 years previous experience in ad sales and graphic arts, preferably with a newspaper or magazine publisher. Experience with QuarkXpress, Word & Excel preferred, with an understanding of current issues within the church. Benefits package including 401(k) and half-paid Catholic school tuition. Position open until filled. Please send resume, cover letter with salary requirements, and three professional references to: Margaret Fuentes, Director of Human Resources, Diocese of Sioux City, PO Box 3379, Sioux City, IA 51102-3379 Or E-mail: margaretf@scdiocese.org 0522

COLUMNIST. The Gazette, located in Cedar Rapids, Iowa, is looking for a talented columnist to join its opinion team. This position is responsible for writing timely, locally relevant commentary and engage audiences to mold public opinion. This position writes regular columns for print and online publication and investigates and writes on topics of public importance/interest, through interviews, research and first-hand experiences. This person will also serve on the paper's five-member editorial board and will also be responsible for researching and writing staff editorials that reflect consensus opinion. Our ideal candidate understands Iowa and uses their voice in constructive and engaging ways. They are known for finding ways to listen to people with differing views. The columnist should be digitally-focused in soliciting and distributing the content they and the three-member opinion team produces. High ethical standards, strong news judgment and desire to innovate are musts. So is the desire to work as part of the team which seeks op-ed contributions from across the state. Our ideal candidate will also be comfortable engaging with the audience in person, through initiatives like Pints & Politics, a monthly show featuring our opinion and political reporting staff. They will utilize social media and digital tools to build and connect with audience. They'll be a strong listener with abilities to cut through political rhetoric and be able to construct clear, concise, accurate and fair arguments in their writing. Visit www.thegazette.com/careers for full description or to apply. 0529

COMMUNITY JOURNALIST. The Newton Daily News is seeking a community journalist to join its award-winning news staff. This reporter will be responsible for coverage of public safety in Newton and the surrounding area, including the Newton Police Department, Jasper County Sheriff's office and Iowa Department of Corrections. We're looking for a creative writer, comfortable covering crime and courts as well breaking down wider trends in criminal justice impacting Newton. This reporter will split their time between the daily paper and our two weekly newspapers - The Jasper County Tribune and PCM Explorer - and will have the opportunity for general assignment reporting as needed. About This Opportunity: This position is ideal for an entry-level 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. 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. Must possess and maintain a valid drivers license, dependable transportation and proof of insurance. 0626

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@messengernews.net. 0529

GENERAL SALES MANAGER. Woodward Community Media (WCM) is looking for a General & Sales Manager of weekly publications to provide leadership for local weekly newspapers and shoppers in eastern Iowa. This position will report directly to the Regional Publisher for the Eastern Iowa Media Group (EIMG). Our Community Media Division's EIMG-South provides web and newspaper/shopper media publications in and around the Mount Vernon, Solon, Central City and Marion, Iowa locations. As a General Manager, you will be in a key leadership role overseeing publishing content and operations related to culture, employee owner development, customer focus, community trends, financial and short/long-term planning, achievement of goals, and open book management. You will champion the division's efforts to achieve company objectives, strategic plans and customer satisfaction. As a Sales Manager, you will lead a team of account executives, to generate advertising revenue that will meet/exceed annual goals, through coaching, development and recognition. To be successful in this leadership role, you will possess a high level of emotional intelligence, problem solving and analytical skills, the ability to think strategically, a drive to succeed and a keen focus on employee development and

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.

MEMBER EXCHANGE - cont. on page 4



And
Finally

Class trip to the Coca-Cola factory. I hope there's no pop quiz.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Foundations: Ledes, Sources and Meetings

MEMBER EXCHANGE - cont. from page 3

customer satisfaction. Above average ability to communicate at all levels and knowledge of leadership, participatory management, team dynamics and group process techniques are essential. A four-year degree or equivalent experience and a minimum of five years in advertising, marketing, journalism or a business-related field is required to be successful in this role. A record of continuous learning through seminars, conferences and workshops required. The General-Sales Manager is based out of the Mount Vernon, Iowa location with regular travel to all EIMG-S locations. Travel to other WCM locations required for meetings, training and planning. A valid driver's license and proof of insurance is necessary. 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 exciting career opportunity is May 24, 2019. Woodward Community Media is a division of employee-owned Woodward Communications, Incorporated (WCI), headquartered in Dubuque, Iowa. WCI is an equal opportunity employer. 0522

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

NEWS REPORTER. The Daily lowegian in Centerville is seeking a full-time news reporter to join its award-winning staff. This reporter will complement the Daily lowegian's watchdog focus, reporting on local education, businesses and more. We seek someone who is curious, a strong writer and learner, and determined to produce important journalism. A recent college graduate or someone with a few years of experience would be well-suited for this position. The Daily lowegian offers great opportunity for reporters to grow in a variety of subjects and mediums.

This reporter will go from reporting feature stories on local people to producing important watchdog packages that either hold governments accountable or further educate readers on trends and happenings in their community. The Daily lowegian publishes a print edition on Tuesday, Thursday and Friday and operates a seven-day website. This position comes with a competitive salary and benefits.

The lowegian has a marked history in creating important, award-winning journalism despite its status as a small southern Iowa newspaper. In the last year, the newspaper has reported on news that took honors on a statewide and national scale, facing outlets more than 100 times its size. The lowegian's watchdog reporting on local government consistently earns honors.

A college-degree is not required. On-the-job experience preferred but we'll train the person who is eager to learn and succeed in the field. Interested candidates should email their resume and writing samples to Daily lowegian editor Kyle Ocker by email at kocker@dailyowegian.com. 0529

REPORTER. The Messenger, a daily newspaper in Fort Dodge, is seeking a versatile reporter to join its staff in a growing area of northern Iowa. Must be able to write hard news, such as local government stories, and human interest feature stories. Photography skills are required, along with knowledge of page design. Helping to update the web site and maintain social media feeds will also be part of the job. One to two years of experience is preferred. Complete benefits package available. Please send resume and two writing samples to editor@messengernews.net. 0529

▼ 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.

Two Weekly Newspapers: Great opportunity for first-time owner or company seeking to expand to West Central Iowa. Can be purchased individually or as a pair. Great community support; city, county, school legals. Contact WCIA, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

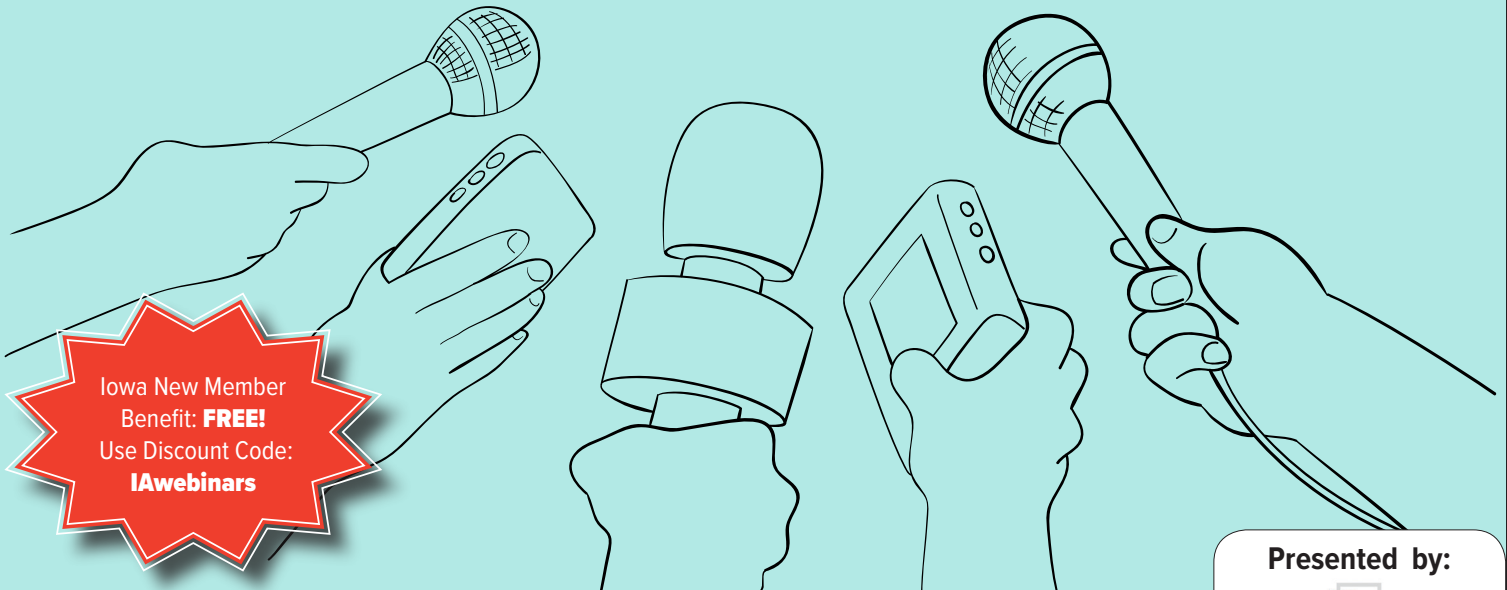
Just listed! County seat weeklies with top line revenues at \$1.4M. Over \$200k in cash flow. This listing won't last long. Please call today--Edward Anderson, Broker--National Media Associates--417-338-6397 or email: brokered1@gmail.com

Just listed: Owner looking to retire making this highly profitable, privately held group of Iowa weekly newspapers available for the first time in decades. The group features a strong staff with a centralized graphics department. Perfect add-on for a current group, or great opportunity for a hands-on owner. All inquiries are strictly confidential. While a cash purchase is preferred, contract terms are available under the right circumstances. For more information contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenictrailmediabrokers@gmail.com



An Iowa Newspaper Foundation webinar...

FOUNDATIONS: LEDES, SOURCES AND MEETINGS



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

Thursday, May 23
1:00-2:00 p.m.

Registration Deadline: May 20
Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

During this session, we'll dig into some of the foundations of journalism:

- We'll take a comprehensive look at ledes and what makes them jump. And while we're at it, how can we take a story, and start preparing for a follow-up or bigger story?
- Getting sources and maintaining them is half the job. This session will discuss how to approach the people you need to know on your beat and how to build mutually rewarding connections with sources.
- How do you make the most out of every meeting, including a better attack on print and digital, and a bona fide roster of enterprise stories in the future? We'll look at proactive tactics to keep meeting coverage relevant.

The presenters...

Tim Schmitt



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 News in New York, where he led an award-winning editorial page. He has worked as an editor, staffer and longtime contributor with the Arizona Daily Sun, the Mesa Tribune, the Arizona Republic, the Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.

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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 *Foundations: Ledes, Sources and Meetings* webinar **Thursday, May 23**

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 20

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.