

August 21, 2019



Volume 36
Issue 29

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Facebook Groups
Thursday, September 5

Five Ways to Enhance Your
Paper's Obituary Category
Thursday, September 12

MEETINGS

INA, INF & INA Services
Co. Boards
Thursday, October 24
Des Moines

EVENTS

Celebrating a Free Press
& Open Government
Thursday, September 26

YOU **DON'T KNOW** WHAT
YOU **DON'T KNOW**...
WITHOUT PUBLIC NOTICE,
YOU ARE **LEFT GUESSING**.

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



Help your readers understand the importance of public notices

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://inaneews.com/resources/public-notice-resources/public-notice-ads/>.

There are two versions of each ad available. One version includes the INA's logo, the other version can be customized with your newspaper's logo.

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



**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

The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.

Iowa Public Information Board selects Renee Twedt as Chair and Julie Pottorff as Vice-Chair to lead the Board for fiscal year 2019-2020.

The Iowa Public Information Board (IPIB) met on Thursday, July 18, 2019. At the meeting, the Board elected Renee Twedt, Ames, Iowa as Chair for the 2019-2020 fiscal year. Also elected as Vice-Chair was Julie Pottorff, Des Moines, Iowa. Both will serve in these roles for the next year.

Renee Twedt was appointed to the IPIB by Governor Branstad in 2016 as a government representative on the Board. Her term ends in 2020. She is the former County Treasurer in Story County. She lives in Story City.

Julie Pottorff was appointed to the IPIB by Governor Branstad in 2017 as a public representative on the Board. Her term ends in 2020. She is retired from the Iowa Department of Justice and lives in Des Moines.

The IPIB was created in 2012 to provide a free, efficient way for Iowans to receive information and resolve complaints related to Iowa Code chapters 21 and 22, Iowa's open meetings and public records laws. The agency's case load has far exceeded expectations since its inception. The vast majority of complaints are settled informally, with the Board staff negotiating a compromise that satisfies both parties, reduces community conflict, and results in increased government transparency. In addition, Board staff conducts training sessions for state, county, and city officials.

What's New Under the Sun?

Facts, data and information about the State of Iowa's Public Information Board.

FORMAL COMPLAINTS	149
ADVISORY OPINIONS	9
DECLARATORY ORDERS	0
INFORMAL COMPLAINTS	59
INFORMAL REQUESTS	475
MISCELLANEOUS	89
2018-2019 FISCAL YEAR TOTALS	782



Margaret Johnson

MARGARET JOHNSON, J.D. IOWA PUBLIC INFORMATION BOARD

The Iowa Public Information Board (IPIB) was created to provide a free, efficient way for Iowans to receive information and resolve complaints related to Iowa Code chapters 21 and 22, Iowa's open meetings and public records laws.

Did You Know that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa?

IPIB Facts and Figures for Fiscal Year 2019: 782 contacts were made with the Iowa Public Information Board office.

Margaret Johnson is executive director of the Iowa Public Information Board. You can email her at margaret.johnson@iowa.gov.

Who can contact the IPIB and how long does it take?

Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. In fiscal year 2019, 782 identifiable people contacted the IPIB. Of these, 46% were private citizens, 38% were government officials or employees, and 16% were members of the media.

In fiscal year 2019, 69% of the incoming contacts were resolved the first day, 15% were resolved in one to five days, and 16% were resolved in six or more days.

Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website - <http://www.ipib.iowa.gov/>

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

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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)

5 key takeaways about the state of the news media in 2018

MICHAEL BARTHEL

SENIOR RESEARCHER

PEW RESEARCH CENTER

Every year since 2004, Pew Research Center has issued an assessment of the state of the news media, tracking key audience and economic indicators for a variety of sectors within the U.S. journalism industry. Here are some key findings about the state of the industry in 2018:

1. U.S. newspaper circulation reached its lowest level since 1940, the first year with available data. Total daily newspaper circulation (print and digital combined) was an estimated 28.6 million for weekday and 30.8 million for Sunday in 2018. Those numbers were down 8% and 9%, respectively, from the previous year, according to the Center's analysis of Alliance for Audited Media data. Both figures are now below their lowest recorded levels, though weekday circulation first passed this threshold in 2013.

Digital circulation for daily newspapers is harder to track. It did rise in 2018, though not enough to fully reverse the overall decline in circulation.

Revenue from circulation was steady in 2018, but ad revenue for newspapers fell 13%, according to an analysis of Securities and Exchange Commission filings. Though some national publications have seen growth in revenue and in digital subscriptions over the past few years, the newspaper sector overall continues to face challenges.

2. Cable news was a bright spot in another down year for the U.S. news media industry's economic fortunes.

Revenue rose 4% over the past year for Fox News, CNN and MSNBC combined, according to estimates from Kagan, a media research group. That made cable news one of the only sectors with a revenue increase in 2018.

Cable news revenue has grown by roughly a third (36%) since 2015, with ad revenue up 58% over the same period. And unlike some other sectors that typically see revenue declines in non-election years, cable news has been on a steady rise since the 2016 election. Some of this revenue has flowed back into newsroom spending, which has risen 22% since 2015. However, employment in cable TV newsrooms has not risen, according to Bureau of Labor Statistics data, and neither have wages.

3. Digital ad revenue has grown exponentially, but



Michael Barthel

a majority goes to Facebook and Google rather than to publishers.

Revenue from ads placed on digital platforms – counting all platforms, not just news sites – rose by 23% in 2018, and now makes up nearly half (49%) of all ad revenue in the U.S., according to eMarketer estimates.

And when it comes to display ad revenue – a form of digital advertising that include banners, videos and other advertisements that news organizations and other websites typically run alongside their content – half of all digital revenue went to just two tech companies: Facebook (40%) and Google (12%). Overall digital ad revenue has tripled since 2011, the earliest year tracked, while digital display revenue has grown by almost five times over the same period.

This growth in digital ad revenue has not been enough to make up for the decline in traditional ad revenue for some sectors. About a third of newspaper ad revenue (35%) now comes from digital, according to an analysis of SEC filings, but total ad revenue continues to fall. And while the digital-native news sector is on the rise – its newsroom workforce has nearly doubled over the past 10 years, according to BLS data – this growth hasn't replaced the loss of employment at newspapers.

4. The audience for local TV news has steadily declined.

The average audience fell in key time slots in 2018, down 10% for morning news and 14% for late night and evening news, according to Comscore StationView Essentials® data. (This data is based on live viewing on TV sets and does not account for these stations' websites or social media presences – though some research indicates that most local TV news consumers prefer the TV set to online forms.) This has been a longstanding trend, with declines in 2017 and, using a different data source, from 2007 to 2016.

Over-the-air ad revenue for local TV did rise 12% in 2018, to \$19.3 billion, according to a Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data, but this is typical for a midterm election year and roughly equal to the amount in 2014.

Local TV's audience decline was the steepest drop of any sector. Only cable news saw its audience rise in 2018.

STATE OF THE NEWS - cont. on page 4

REMINDER! The INA Bulletin will be printed on a biweekly basis for the remainder of the summer.

5. Traffic to news websites seems to have leveled off.

Unique visitors to the websites of both newspapers and digital-native news sites showed no growth between the fourth quarters of 2017 and 2018, the second year in which there was no notable growth, according to Comscore, a cross-platform audience measurement company. From 2014 to 2016, traffic rose steadily for both these sectors in the fourth quarter.

Time spent on these websites has declined as well: The average number of minutes per visit for digital-native news sites is down 16% since 2016, falling from nearly two and a half minutes to about two per visit. The decreases in website audience and time spent per visit

come as Americans increasingly say they prefer social media as a pathway to news.

Michael Barthel is a senior researcher at Pew Research Center, where he focuses on U.S. public opinion of the news media, journalism, and social media. He is the author of reports on the newspaper and public broadcasting media sectors, fake news, civic engagement and news habits, attitudes toward the news media, and Americans' use of Reddit for news. Barthel received his Ph.D. in communication from the University of Washington, where his research primarily addressed trust in the news media and digital journalism. He regularly discusses his research in interviews with the press and at speaking engagements.

Register for the 133rd NNA Convention & Trade Show



Visit <https://nna.formstack.com/forms/nnaconvention2019> to register online

NNA's 133rd Annual Convention and Trade Show, held at The Pfister Hotel in downtown Milwaukee, Wisconsin, will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities.

Your full registration includes four general sessions, five sets of round table discussion sessions, an exhibit hall with more than 30 exhibitors and tickets to a welcome reception, two breakfasts, two lunches and one dinner with entertainment.

We value the time and resources you are considering investing in NNA's 133rd Annual Convention and Trade Show and promise you will not be disappointed.

NEW! 2019 NNA/WNA LEADERSHIP SUMMIT*

Arrive early to learn ways to equip yourself to produce your community newspaper in our changing environment.

1:00 – 4:00 pm, Thursday, October 3

For: Community newspaper owners and publishers

Includes: An afternoon with Marty Kaiser and other industry leaders as they explore what it takes for a community newspaper to succeed both financially and as a public asset, plus access to the Trade Show on Thursday.

*Register for the Leadership Summit as a stand-alone event (\$99) or add to your convention registration for \$29.

Visit <https://nna.formstack.com/forms/nnaconvention2019> to register.

Susan Patterson Plank elected to NAM Board

Steven R. Nixon, executive director of the Saskatchewan Weekly Newspapers Association, was elected president of Newspaper Association Managers (NAM) during the groups' 96th annual summer conference in Montreal, Quebec, Canada.

Nixon, who has led the Canadian Prairie press association since 2003, has 16 years in newspaper association experience. Although hailing from New Zealand and involved in agriculture, he was also an owner of a commercial printing plant in Australia for 10 years.

Nixon urged conference attendees to continue the drive on the relevance project.

"I am concerned about our industry not taking advantage of its existing assets in order to fight back against the social media tidal force that would seek to dismantle top quality, honest journalism in favor of unvetted opinion pieces," he said. "This, I fear, will weaken the democracy that so many before us fought so hard to create."

Others elected to leadership positions during the NAM conference were Vice President Beth Bennett, executive director of the Wisconsin Newspaper Association, and secretary Laurie Hieb, executive director of the Oregon Newspaper Publishers Association. Susan Patterson Plank, executive director of the Iowa Newspaper Association, was elected to serve a three-year term on the NAM Board. Continuing directors are Mark Maassen, executive director of the Missouri Press Association and Brian Allfrey, executive director of the Utah Press Association.

New York Press Association Executive Director Michelle K. Rea becomes immediate past president. Layne Bruce, executive director of the Mississippi Press Association, serves as the organization's clerk.

Founded in 1923, NAM is a coalition of state, provincial, regional and national North American trade associations serving the newspaper industry.

FREE MEMBER EXCHANGE

▼ HELP WANTED

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 maintaining and growing their own account list, leading 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 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, PO Box 328, Blair, NE 402-426-2121. 0904

EDITOR. The Marshalltown Times-Republican is seeking an editor to join its esteemed and award-winning staff. The editor is charged with leading a staff in producing quality community-oriented news, sports and opinion content. Our hyperlocal content is produced for print, digital and social.

The editor will oversee the production of the seven-day newspaper with responsibilities including generating story ideas, coaching reporters, copyediting, designing news pages, overseeing the website and social media, writing news stories and editorials and strong community involvement.

Must thrive in a fast-paced environment and be disciplined with meeting short and long-term deadlines. Must be proficient in AP Style, InDesign and Photoshop.

The preferred candidate will have a bachelor's degree in journalism or related field and at least five years of experience in a leadership role.

This full-time, salaried position offers a competitive salary, health benefits and 401(k). To apply, send a cover letter and resume to Publisher Abigail Pelzer at apelzer@times-republican.com. 0904

EDITOR. The Diocese of Sioux City seeks a Newspaper Editor, a Catholic in good standing, to maintain & improve communication of the Catholic philosophy through its bi-weekly newspaper, The Catholic Globe. Candidate must have extensive understanding of Catholic issues & current matters of faith. Duties include, but not limited to reporting, editing & directing professional staff in story selection & news feature content. Position responds to press inquiries & guides social media communication/outreach. Bachelor's degree in journalism, communications, PR or related field required. Min of 3-5 years exp. in reporting, editing and/or newspaper production required. Must have demonstrated experience in mixed media, including video production and promotion on various social media platforms. The Diocese offers a competitive compensation/benefits package including reimbursement of tuition for children attending preK-12 Catholic Schools. Position open until filled. Send resume, cover letter with salary requirements & 3 professional references to: margaretf@scdiocese.org or Margaret Fuentes - Director, Human Resources, Diocese of Sioux City, PO Box 3379, Sioux City, IA 51102-3379. 0913

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 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 September 9, 2019.

Woodward Community Media is a division of employee-owned Woodward Communications, Incorporated (WCI), headquartered in Dubuque, Iowa. WCI is an equal opportunity employer. 0904

MANAGING EDITOR. A forward-planning, supremely-organized, highly-productive managing editor is sought for the Kossuth County Advance, the award-winning weekly newspaper in Algona, Iowa. You will be required to take photos, write features, cover events, plan editions and special sections, make assignments to an assistant and occasionally an intern, and ensure that the loyal readership of the newspaper is well-served with fair, unbiased and interesting content that is delivered on time. Accuracy is imperative and care and use of language is important. Knowledge of Indesign, Photoshop, Word and internet and email programs is critical. Social media, video or other such platforms are not a priority in our operation at this time, but if you have talents in those areas, that could be a plus. The Advance is part of Algona Publishing Company, which includes a successful shopper in addition to the newspaper and commercial printing. We accomplish a high number of special projects with our staff of nine full-time and two part-time employees, so being a team player within the walls is critical to everyone's success. The managing editor needs to be an outstanding representative of the company outside of the office as well. In addition to your salary, we offer health, dental, vision and life insurance, a 401k program and vacation. Algona is a county seat community of 5,500 people with public and private

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

www.INAnews.com

▶ IN THIS ISSUE...

- Facebook Groups
- 10 Tips to Rock Your Next Video Story
- Celebrating a Free Press & Open Government

▼ 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.

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.

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

Iowa publisher looking to own an Iowa newspaper? Contact Dave Tapp of News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

MEMBER EXCHANGE - cont. from page 5

school systems, and the newspaper serves all of the communities within Kossuth County, which has a population of more than 15,000. Our current managing editor is retiring and has set a high bar. If you believe you have what it takes to meet it, you are invited to apply for this job by emailing a cover letter and resume to Brad Hicks at publisher@algona.com, or by mailing the information to Publisher, Algona Publishing Company, 14 E. Nebraska St., Algona, IA 50511. You will be contacted upon receipt of your information regarding further steps in the process. 0925

SALESPERSON. Mid-America Publishing, publisher of the Grundy Register, Parkersburg Eclipse News-Review and 23 other publications across Iowa is now hiring a marketing representative to sell advertising solutions and custom print products in Grundy and Butler Counties. We are looking for a dynamic personality with the drive to succeed, the attitude to win and the skill set to be a team player. Can train the right candidate. Must be able to travel within your sales territory. The ideal applicant 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's 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 large library of self-study webinars through our trade group, The Iowa Newspaper Association. Compensation based on an hourly wage plus commission. How to apply: Please submit a resume or call Pam at 641-456-2585 ext.118 for more details today! 0904

STAFF WRITER. RARE OPENING - The Spencer Daily Reporter, located at the entry to the Iowa Great Lakes, is looking for an energetic staff writer to join our award winning editorial department. The ideal individual will have strong writing and story telling skills, a nose for news, bring considerable people skills, have some photography experience and be willing to be part of fun and dedicated news and feature team. Social media and video skills a plus. Looking to fill immediately. Experience preferred but willing to consider the right candidate with a desire to grow in the job. Benefits include health and dental insurance, paid days off, holiday pay, 401K, flexible spending account. Please send cover letter, resume and any writing or photography samples to Randy Cauthron, Spencer Daily Reporter, PO Box 197, Spencer, IA 51301 or email: rcauthron@spencerdailyreporter.com. TBD

Three great properties now available! Just listed: Small but mighty! Perennial award-winning eastern Iowa community weekly is now available. Aside from newspaper, the business has a strong social media and on-line presence. Book of digital printing business also available for extra cost. Perfect opportunity for an add-on to existing business or hands-on, stand alone business.

Just listed: Profitable northwest Iowa weekly newspaper available for sale with or without real estate. **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 on these properties, or to list yours contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenictrailmediabrokers@gmail.com

Wanted: I'm looking for a small letterpress in working condition, suitable for printing handbills, etc. If you have one in your basement and want to free up some space, please let me know. John Cullen, The Storm Lake Times, news@stormlake.com.

Former editor/reporter (now retired) seeks part-time work involving reporting, editing, or proofreading (or combination thereof) for your fine publication. I have extensive experience covering city council, school boards, sports of all types, county board, and/or any type of hard news. I can also write features on any subject. I would work from home via my cell phone, internet and computer and I've had many years of experience doing my job this way. I would be an independent contractor and I would be very flexible. I would be able to work nights and weekends since some contacts wouldn't be available during day-time hours. **Advertising sales:** I also have extensive experience in advertising sales for newspapers, shoppers, TMC products, and websites. I actually enjoy a combination of writing and sales. Full-time possible: My wife also has experience in sales and writing. If you wanted the equivalent of full-time (remote) we could become a full-time team for you. The Best Movie of all time was His Girl Friday, a great comedy about the newspaper business. And the best business of all time (in my prejudiced view) is the newspaper business. Please call Glenn Schreiber, 515-570-5709 (cell) or e-mail me at schreiber-glenn@gmail.com.



An Iowa Newspaper Foundation webinar...

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



FACEBOOK GROUPS

Thursday, September 5
1:00-2:00 p.m.

Registration Deadline: September 2
Registration Fee: **FREE**

Presented by:



GateHouse Media™

In this webinar...

Facebook groups have increasingly become a more important part of the Facebook environment. Many newsrooms have also started groups as a more personal way to connect with readers. There are currently more than 50 groups run by GateHouse Media across the country. Penny Riordan and others will review best practices from choosing the right topic, how to moderate these groups potentially drive traffic.

The presenters...

Penny Riordan



Penny Riordan manages digital content partnerships for GateHouse Media. Prior to joining the GateHouse, she worked at Patch.com for four years, where she led social media, blogging and user-generated content efforts for the company.

Follow us:



Online Media Campus



OnlineMediaCamp

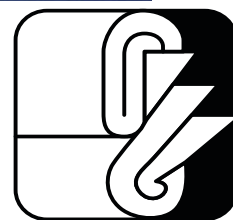


REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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 *Facebook Groups* webinar **Thursday, September 5**

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: September 2

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...



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

STOP THE DROP: FIVE WAYS TO GROW YOUR OBITUARY CATEGORY

Thursday, September 12 1-2 p.m.

Registration fee: FREE · Deadline: September 9

IN THIS WEBINAR...

Obituaries and newspapers: Once, these two always went together, and this relationship provided publishers with a powerful traffic driver and an unbeatable revenue stream. But today's readers face unique economic pressures, and they have new ideas about how to best announce and remember a death in the community. The result? Nationwide, obituary volume is down 19% and falling.

The good news: Obituaries are still the most visited section of every newspaper, and we have tools to turn that fact into more traffic and revenue. Using insights we've gained working with 1,500+ newspapers, Legacy.com's Ronald Speechley will show you five easy ways to revitalize your obituaries (and their revenue potential). You'll learn how to:

- Strengthen relationships with your funeral home partners, with
- Unique options to encourage them to work on your behalf.
- Teach your readers why obituaries are important, and
- Make it easier for them to place one.
- Increase volume with creative pricing options, packages, and formats.

THE PRESENTER...

Ron Speechley



Ron works closely with the newspaper partners in an effort to maximize the obituary

category. Prior to Legacy, Ron spent 20+ years working for SRDS and built many relationships with newspapers across the country.

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 *Stop the Drop: Five Ways to Grow Your Obituary Category* webinar Thursday, September 12.

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: September 9

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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.



CELEBRATING A **FREE PRESS** AND **OPEN** **GOVERNMENT**

THURSDAY, SEPTEMBER 26 • DES MOINES

The seventh annual celebration of democracy, bringing together Iowa's leading advocates for open government and the rights of a free press.

Featuring a banquet presentation:

Jenna Johnson, Iowa native & political campaign reporter for the Washington Post.



IOWAWATCH BANQUET

5:30 p.m. - 8:30 p.m.

Des Moines Marriott Downtown
700 Grand Ave., Des Moines, IA

Join the Iowa Center for Public Affairs Journalism as it brings attention to the importance of open government and a news media free of government restriction in a thriving democracy.

Registration is required for evening banquet. Please visit www.inanews.com to register.

Banquet: **\$60 per plate** • Register by **Thursday, September 19**

- Reception at 5:30 p.m. with dinner at 6:30 p.m.
- IFOIC presents annual Harrison "Skip" Weber Friend of the First Amendment
- IowaWatch presents Steve Berry Free Press Champion
- IowaWatch presents Randy Brubaker Free Press Champion
- Guest Speaker Jenna Johnson, Iowa native & political campaign reporter for the Washington Post

Presenting Sponsors: Iowa Newspaper Foundation and the Iowa Freedom of Information Council



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2 WAYS TO REGISTER

1

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2

Complete the
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OR FAX to
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OR EMAIL to
inf@inanews.com

PARKING AND REGISTRATION

Parking is available in the 9th and Locust Garage
and the Greater Des Moines Partnership Garage.

Valet Parking is also available at the Marriott.

Registration is required for evening banquet.

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THURSDAY, SEPTEMBER 26 • DES MOINES

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Please list the name(s) of attendee(s) below:

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Registration deadline: Thursday, September 19

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