

September 11, 2019



Volume 36
Issue 31

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

EVENTS

Celebrating a Free Press
& Open Government
Thursday, September 26



Contest season is here!

The time many INA members eagerly look forward to each year is almost here. Enclosed in this week's Bulletin is the Call for Entries for the 2020 Better Newspaper Contests.

While we know the contests are exciting for many of you, we also realize the work and effort put into the process by INA members is mammoth. Sorting through dozens of issues published throughout the year to find your newspaper's best is no small task. We want to help make the

process easier and more rewarding.

Leading up to last year's contest deadline, INA published a multi-week "Contest Corner" series, highlighting contest successes and featuring examples of past winning entries that were above and beyond the normal story or photo. We will be re-running some of these pieces in preparation for the 2020 contests as they were full of helpful tips and advice. Find the first installment on page 2.

REMINDER: Statement of ownership filing for October deadline

October 1 is the filing deadline for your periodical class Statement of Ownership, Form 3526, with the post office.

Publications issued more frequently than weekly should publish the Statement of Ownership no later than October 10. This applies to dailies, semi- and tri-weeklies.

Publications issued weekly or less frequently but more often than monthly should publish the Statement by October 31. This applies to weeklies.

All other publications should publish the Statement in the first issue after October 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc. All periodical-class authorized publications must publish such a statement. A reproduction of the Form 3526 submitted to the Postal Service may be used for publication.

Please email your postal statements to Susan James at sjames@inanews.com

*Reports the monthly sales activity of Customized Newspaper Advertising.
Figures compare each month to the year before and 2019 sales with budgeted projections.*

2019	2018	AUGUST SALES	Difference	% Increase
\$382,502	\$638,592		-\$256,090	-40%
2019	2018	Year-to-Date Sales	Difference	% Increase
\$4,070,529	\$5,670,011		-\$599,482	-28%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$4,070,529	\$4,827,511		-\$756,982	-16%

Sales Summary: In August, CNA sold **\$150,397** in display advertising into Iowa newspapers.



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.

CONTEST
CORNER

*Start gathering
your contest
entries today!*

Selecting and organizing entries

Jeff Grant, editor of the Sheldon N'west Iowa REVIEW, has watched the newspaper garner plenty of accolades over the years—17 Newspaper of the Year awards over the past four decades to be exact—and was kind enough to share how his team works together to choose what the newspaper will enter:

The first thing we do as a news department is to make a copy of the rules and hand them out to all staffers for their input. I ask reporters to recommend potential contest entries in the newswriting categories, designers to recommend entries in the best front page and best use of graphics categories, etc. I then get copies of every issue of our newspaper Oct. 1-Sept. 30 and go through each issue looking for potential contest entries. When I see a potential entry, I note the date of the issue, write down the headline or a few words of description as a reminder of what the entry is about and note the writer/photographer/designer. I put a star by any entry I think is a “must enter.”

I’ve got the process down so it does not take that long to skim each paper looking for potential contest entries. For instance, generally, the best stories and photos should be on the front page or section fronts, so if I’m considering “Coverage of Education” entries, I generally only write down the ones that are on the front page.

Once I’ve gone through all 52 newspapers, I then compare my list of potential entries with the lists compiled by the staffers. I note the potential entries that make both lists as ones we should be sure to enter.

I mostly work on contest entries on the weekends because that way I can clear my desk to work on it with few interruptions. It usually takes most of another weekend to do the actual entering on the computer. I try to complete this process a week or two before the deadline to allow some time for any questions, problems or additional entries we might think of.

We do not write stories, take photos or do designs thinking “Let’s do this because it will make a great contest entry.” However, if just doing a great job for the readers isn’t enough motive, the contest can be, as you must publish the best possible newspaper each issue because you never know which weeks the INA will choose for its “must enter” issues in some of the categories such as “Best Front Page,” “Best Sports Page” and “Best Headline Writing.”

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Don't miss out on National Newspaper Week 2019

MARK MAASSEN EXECUTIVE DIRECTOR,
MISSOURI NEWSPAPER ASSOCIATION
NATIONAL NEWSPAPER WEEK CHAIR

This year's observance of National Newspaper Week will be held Oct. 6-12.

This 79th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.



The content kit below contains editorials, editorial cartoons, promotional ads and more; all available for download at no charge to daily and non-daily newspapers across North America.

Additional materials for use by newspapers promoting NNW will be posted below as they become available.

This year's theme is "Think First — Know Your 5 Freedoms"

PLAN TO CELEBRATE National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

PLEASE ALSO MAKE IT LOCAL by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials, new and archived, remain on the website and



accessible year-round as a continuing resource.

Thank you for supporting National Newspaper Week. You already know there is power in association. And the same principle holds when associations like ours band together to provide even greater impact — both directly to newspaper members locally and collectively to the overall industry nationwide.

For more information on National Newspaper Week, contact Committee Chair Mark Maassen, executive director of the Missouri Newspaper Association at mmaassen@mopress.com.

Download the 2019 National Newspaper Week ad campaign

Newspapers are encouraged to use one or all of the ads from this year's Think First ad campaign in their newspaper. Feel free to start running the ads during National Newspaper Week and continue them in the days and weeks that follow.

Visit nationalnewspaperweek.com to access a Dropbox folder with **FIVE DIFFERENT** ads in **SEVEN SIZES**. Pick the size that is right for your newspaper.

NEWSPAPERS ARE ALSO ENCOURAGED to replace the "National Newspaper Week" line in the ad with their own flags or logos.



Covering the Iowa Caucuses? Get your media credentials now!

Join hundreds of fellow media members at the Media Filing Center and gain access to exclusive programming just for press.

The Greater Des Moines Partnership and Catch Des Moines are leading the Iowa Caucus Consortium, which assists with all things media-related for the Iowa Caucuses on February 3.

The Media Credentialing Form and Media Filing

Center reservations are now available.

Learn more at iowacaucus.org and follow updates on twitter @iacaucus2020 #IACAUCUS

Visit <https://www.catchdesmoines.com/iowa-caucus/> for more information.

What's New Under the Sun?

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



Margaret Johnson

MARGARET JOHNSON, J.D.
IOWA PUBLIC INFORMATION BOARD

The Iowa Public Information Board (IPIB) issued an advisory opinion on July 18, 2019, concerning the confidentiality of peace officers' investigatory reports.

Iowa Code section 22.7(5) allows a lawful custodian to deny the release of peace officers' investigatory reports only in certain situations. The Iowa Supreme Court recently held in *Mitchell v. City of Cedar Rapids*, 926 N.W. 222 (Iowa 2019), that confidentiality attaches regardless of whether the investigation is open and ongoing or closed.

It is not always easy to determine what constitutes a peace officer's investigatory report. Including a record within a police file does not automatically grant confidentiality. Previous IPIB opinions define such reports to include those materials that are gathered as part of an investigation such as written materials, audio and video records, photographs, and similar information.

Defining a record as confidential pursuant to Iowa Code section 22.7 does not mean that the lawful custodian cannot release such record publicly. The opening sentence of section 22.7 allows disclosure of a confidential record by court order or at the discretion of the lawful custodian or other authorized person.

Even when a peace officer's investigatory report can be properly withheld as a confidential record, Iowa Code section 22.7(5) requires the release of "the date, time, specific location, and immediate facts and circumstances surrounding a crime or incident ...except in those unusual circumstances where disclosure would plainly and seriously jeopardize an investigation or pose a clear and present danger to the safety of an individual."

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

ANSWER: Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website.

WHO IS ASKING? In August 2019, 45 identifiable people contacted the IPIB. Of these, 46% were private citizens, 38% were government officials or employees, and 16% were members of the media.

TIME TO RESOLVE: In August 2019, 70% of the incoming contacts were resolved the first day, 15% were resolved in one to five days, and 15% were resolved in six or more days.

SEE MORE! Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – www.ipib.iowa.gov.

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

"What's New under the Sun" is a periodic publication of the Iowa Public Information Board to update Iowans on changes to the Sunshine Laws concerning open meetings and public records. Opinions, rulings, FAQs, monthly columns, and training documents are available on the IPIB website – www.ipib.iowa.gov. Questions for the IPIB can be posted on the website or by calling 515-725-1781.

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? During the month of August 2019, 45 contacts were made with the Iowa Public Information Board office.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	AUGUST 2019 TOTALS
7	1	0	6	23	8	45

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITOR. Mid-America Publishing and Printing is seeking a full-time editor for The Ogden Reporter weekly based in Ogden, Iowa. Successful candidate will possess creative writing skills, be able to shoot photos and video and be able to manage social media platforms. He or she will attend various events such as football games, volleyball games, cross country events, basketball games, wrestling matches, golf meets, track and field events, baseball and softball games, take photos and notes to keep a log of the action for write-ups to follow, interview coaches and players and provide insight and give depth to recaps. Must have a passion for feature stories and ability to interview plus investigate news of all types in and around Boone County. Above average communication skills, the ability to meet deadlines and flexibility in scheduling also required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Great opportunity to network with professionals from 23 similar publications. Call Pam at 641-456-2585 ext. 118 for more details today! 1002

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

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 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

MARKETING REPRESENTATIVE. Mid-America Publishing, publisher of the News-Review, Keota Eagle, New Sharon Sun and 22 other publications in Iowa is now hiring a marketing representative to sell advertising solutions and custom print products in Keokuk County and Mahaska County. 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. Organizational skills are a must, sales knowledge is teachable, must be able to travel within your sales territory.

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 with top notch designers 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 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! 1002

NEWS REPORTER. The N'West Iowa REVIEW, the largest circulation weekly in Iowa, has an immediate opening for a full-time news/sports reporter/photographer, producing content for our nationally award-winning newspaper and our many other publications. This is a great opportunity for someone to learn and grow alongside a staff of talented writers and skilled editors. Please send cover letter, resume, samples and potential start date to Jeff Grant, editor, at editor@iowainformation.com. 0926

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

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Celebrating a Free Press & Open Government
- Mauck/Stoufer Workshop Registration
- 2020 Iowa Better Newspaper Contests Call for Entries
- 2020 Iowa Better Newspaper Contests Entry Guide

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@inanews.com.

local & personal

Kenneth Becker, 77, of Cresco, passed away unexpectedly at his home the morning of September 2, 2019. Ken worked as a sports writer for the **Le Mars Daily Sentinel**, a writer for the **Sioux City Journal** Sports Department and for the **Cresco Times-Plain Dealer** where he served as News Editor, then back to Sports again until his retirement on April 1, 2011.

MEMBER EXCHANGE - cont. from page 5

▼ 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.

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 schreiberglenn@gmail.com.



2020 IOWA BETTER NEWSPAPER CONTESTS

SPONSORED BY THE IOWA NEWSPAPER FOUNDATION

CALL FOR ENTRIES

DEADLINE - OCTOBER 11, 2019

All contest entry materials must be:

Uploaded to the contest entry website by October 11, 2019 at 4:30 p.m. **OR**

Postmarked (for hard-copy entries) by October 11, 2019 **OR**

Hand delivered to the INF (for hard-copy entries) by October 11, 2019 at 4:30 p.m.

*All material must have been generated for publication between
October 1, 2018 and September 30, 2019 for Editorial, Photography, Digital and Writing contests.*

STATEMENT OF INTENT

It is the intent of the INA's Better Newspaper Contests to recognize and reward Iowa newspaper enterprises for content of a local nature, that content which is unique to the communities the newspapers serve. However, the INA Contest Committee and its boards of directors also recognize that the contests must reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before. To better reflect how newspaper enterprises operate today, changes have been made in the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is the INA's hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the Better Newspaper Contests is maintained.

All entries should be submitted online unless otherwise noted.

See the Entry Guide for instructions on using the online entry tool. Payments can be made online using a credit card or by mailing a check to the Iowa Newspaper Foundation.

Categories that allow mailed hard-copy entries:

- Best Special Section (Editorial)
- Best Headline Writing
- Best Special Section (Advertising)
- Total Newspaper Design *Entries in the Total Newspaper Design category must be submitted by hard copy*

For mailed entries, entry tags must be produced and printed through the BetterNewspaperContest.com online system. Each entry should be placed in its own separate envelope, and then all entry envelopes should be gathered together in one box or package.

Send contest fee payments (if not paying online) and hard-copy entries to:
Iowa Newspaper Foundation
319 East 5th Street
Des Moines, Iowa 50309

Judging. Judging for the 2020 Better Newspaper Contests will be provided by members of the *Virginia Press Association*.

Awards. First-place plaques will be awarded in each class. Certificates will be awarded for second and third place. There will be no honorable mention awards. Judges will be instructed to award a first, second and third place winner in all contest classes for which at least six entries were submitted; if a contest has five or fewer entries, it will be at the judge's discretion whether first, second and third place winners are selected. Awards will be presented during the Awards Banquet at the Annual Convention February 7, 2020.

Entry Fees. There will be an entry fee of \$6.25 for each contest entry.

The entry fee must be paid online when submitting entries or mailed to the INF with mailed contest entries.



CONTEST ENTRY PROCEDURES

Eligibility

Any INA Active (newspaper) member in good standing may enter the contests. Eligible publications must meet the definition of an active INA member as outlined in section 3.2 of INA by-laws, including but not limited to having a paid circulation of at least 50 percent of total circulation, publishing 50 times per year and having completed one year of publication with a Periodicals mailing permit.

Entries not produced by a member(s) of the newspaper staff must meet **all of** the following criteria to be eligible:

- The newspaper paid to have the content created;
- The content was created as the result of a contract directly between the newspaper and the freelancer (no third party was involved in the transaction);
- The newspaper had substantial editorial and content control (syndicated or wire service material is not eligible for submission).

Entry Classes

There will be two daily entry classes and three weekly entry classes. Weekly classes will be determined by dividing weekly newspapers in thirds based on newspaper participation of the previous year. The 2019 Iowa Newspaper Directory will be used as the determinant of each paper's circulation. A newspaper that combines or changes class will be judged in the class in which it published the majority of the year. The newspaper will be responsible for submitting documentation to INA staff.

Dailies and weeklies must compete in their respective divisions and class sizes.

Twin weeklies, semi-weeklies and tri-weeklies should be considered one newspaper for contest purposes. For these newspapers, the issue with the largest circulation published in the 2019 Iowa Newspaper Directory will determine the newspaper's circulation entry class.


See the box below for a breakdown of classes by circulation.

ENTRY CLASSES	
DAILY division	WEEKLY division
CLASS I - Under 10,000	CLASS I - 960 and under
CLASS II - 10,000 and greater	CLASS II - 961-1,550
	CLASS III - 1,551 and above

Collaborative entries appearing in more than one paid or unpaid editorial publication must be entered in what would be the contest class of the larger (or largest) publication.

However, a **non-collaborative** photo or story produced by a staff member(s) of one newspaper may be entered in that newspaper's class, even if it is also published in another newspaper. Advertising-only publications are not to be included in the determination of contest class. Entries from auxiliary publications of an active member — shopper, total market coverage product, special sections labeled as part of the newspaper, niche publications — will be accepted if the auxiliary publication is distributed with the member newspaper on a full run or zoned basis.



Entry Submission

All entries should be submitted online at BetterNewspaperContest.com unless noted with  symbol. For entries that can be submitted by mail, entry labels must be created through the online entry site. It is important that you use the required entry tags as they contain specific codes that judges will use to enter their results online.

For mailed entries, each entry must be placed in a separate envelope, with entry tags attached to each entry AND to each envelope.

Entries may be submitted as full-page (PDF) tearsheets or whole issues. Where noted with  symbol, **digital content may be entered as a URL or screenshot.** See page 6 for additional details.

Digital Entry Submission

Content published on digital platforms is eligible for entry in select categories. The complete list of eligible categories is below and is indicated by a  symbol throughout the Call for Entries. For these categories, your entry submissions may have been published in printed form, digital form or a combination of the two. Categories without a  symbol must have been published in printed form. All print entries must be full page tearsheets.

When submitting entries that have been published on digital platforms, provide a URL or a screenshot of the content as it originally appeared.

OVERALL RECOGNITION AWARDS

Newspaper of the Year

All newspapers entered in any contest will automatically be considered for this award.

The award will be presented to the newspaper which has accumulated the highest point totals from placing first, second or third in the following contests. ***There is no entry fee for this contest.***

The points will be awarded as follows:

FIRST PLACE: 6 POINTS • SECOND PLACE: 4 POINTS • THIRD PLACE: 2 POINTS

Best Editorial Page(s)	Coverage of Business
Best Front Page	Coverage of Courts and Crime
Best Sports Section	Best Special Section (Editorial Content)
Best Feature Page(s)	Total Newspaper Design
Coverage of Govt. and Politics	Community Leadership
Coverage of Education	Best Newspaper Website
Coverage of Agriculture	Best of Class Advertising

FIRST PLACE: 3 POINTS • SECOND PLACE: 2 POINTS • THIRD PLACE: 1 POINTS

Best Headline Writing	Best Sports Story	Best Use of Social Media
Best Use of Graphics	Best Sports Feature Story	Best Ad Featuring Grocery
Best News Photo	Best Series	Best Ad Featuring Financial
Best Breaking News Photo	Excellence in Editorial Writing	Best Ad Featuring Furniture
Best Sports Photo	Master Columnist	Best Ad Featuring Automotive
Best Sports Feature Photo	Best Sports Columnist	Best Ad Featuring Miscellaneous
Best News Feature Photo	Best Continuing Coverage	Best Special Section (Advertising)
Best Photo Story	Best Newspaper Marketing	Best Ad Series or Campaign
Best News Story	Best Video	Best Ad Idea for Community Promotion
Best Breaking News Story	Best Slideshow	Best Ad Featuring Agriculture
Best News Feature Story	Best Blog	Best Web Ad
Best Personality Feature Story	Best Podcast	Best Ad Designer

In the event of a tie, co-newspapers of the year will be awarded.

General Excellence

Winners will be determined by the same point accrual system used to name Newspaper of the Year.

The three newspapers in each class that accrue the most overall points will be named first-, second- and third-place

General Excellence winners. There is no entry fee for this contest.

All participating newspapers are automatically eligible for General Excellence.

Questions?

Having a hard time with contest preparation? Questions about uploading to the online entry system? Don't hesitate to ask! We are prepared to answer your questions. Call (515) 244-2145 or e-mail ina@inanews.com. You can also view an online tutorial at INAnews.com featuring information on submitting entries, what judges are looking for when selecting winners and tips for producing and selecting successful contest submissions.

EDITORIAL CONTESTS

E1. Best Editorial Page(s)

Judges will be looking for overall excellence in editorials and commentary, layout and design, **with emphasis on local content**.

Newspapers should submit the best editorial page(s) from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending May 11, 2019 - **Issue date must be 5/5/19 - 5/11/19**

Week ending Nov. 17, 2018 - **Issue date must be 11/11/18 - 11/17/18**

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E2. Best Front Page

Judges will be looking for overall excellence in news, photography, layout and design **with emphasis on local content**.

Newspapers should submit the best front page from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending Dec. 15 2018 - **Issue date must be 12/9/18 - 12/15/18**

Week ending April 6, 2019 - **Issue date must be 3/31/19-4/6/19**

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E3. Best Sports Section

Judges will be looking for overall excellence in news, photography, and layout and design **with emphasis on local content**. Submissions can be one page or multiple pages depending on the length of the newspaper's sports section.

Newspapers should submit the best sports page/section from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending Oct. 13, 2018 - **Issue date must be 10/7/18-10/13/18**

Week ending April 20, 2019 - **Issue date must be 4/14/19-4/20/19**

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E4. Best Feature Page(s)

Judges will be looking for overall excellence in layout and design, writing, photography and graphics **with an emphasis on local content**. The page may or may not contain advertising, but the advertising content will not be considered by judges.

Newspapers should submit the best feature page(s) from **three issues of their choosing**.

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E5. Coverage of Government and Politics

Judges will consider the quality of coverage of municipal, public school, county, state and national government and reporting and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of local, state and national governmental units. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand local, state and national government issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

E6. Coverage of Education

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of education. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand education issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

E7. Coverage of Agriculture

Judges will consider the significance, quality and depth of locally initiated news and feature stories and editorials which illuminate challenges and changes in Iowa agriculture. Entries that deal with social, economic, political, ecological or technological problems or innovations will be given more consideration than routine coverage of special agriculture editions or county fairs. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand agricultural issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

EDITORIAL CONTESTS

E8. Coverage of Business

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to help readers understand business issues. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand business issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. **The five examples to be submitted will constitute your newspaper's entry in this contest.**

1 entry per newspaper | 5 samples

E9. Coverage of Court and Crime

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to inform readers about court and crime activity. Judges will focus on the quality of the reporting, not the nature or severity of the crime(s). Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. **The five examples to be submitted will constitute your newspaper's entry in this contest.**

1 entry per newspaper | 5 samples

E10. Best Special Section - Editorial

Submit **up to three entries per newspaper**; *each special section constitutes one entry*. Judges will be looking for sections that are locally prepared, contain quality news content and are graphically pleasing. Judges will consider graphics and graphic design of the section. Advertising content shall not be considered.

3 entries per newspaper

E11. Total Newspaper Design

Entries in this category must be submitted in hard-copy format. Submit one issue from the week ending **June 15, 2019 (Issue date must be 6/9/19-6/15/19)**, and any two other consecutive issues (total of 3 issues). Judges will consider the design of advertising and news elements and how they blend to create a total newspaper design. **Scoring will be on a 100-point basis as follows:**

Head & body dress, selection and effective use of type faces	15
General makeup	30
Use of photos	20
Advertising typography, selection and effective use of faces, illustrations, borders, ornaments, flags, mastheads and other units.....	20
Press work.....	10
Use of color	5

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E12. Community Leadership

This award will recognize overall outstanding contributions to community leadership. The category is intended to be broad and allow newspapers the flexibility to demonstrate their leadership in the community. Judges will give special consideration to promotion and activities that benefit the community outside of regular news coverage and commentary. Among materials that may be submitted, include: testimonials, news stories, editorials, etc., and description of public leadership projects. One entry per newspaper.

1 entry per newspaper

E13. Best Headline Writing

Submit the best overall issue demonstrating an effective use of **non-advertising** headlines from each of the following two weeks and one issue of choice (total of 3 issues):

Week ending March 16, 2019 - **Issue date must be 3/10/19-3/16/19**

Week ending Sept. 21, 2019 - **Issue date must be 9/15/19-9/21/19**

Judges will consider whether headlines throughout the issues attract readers' attention and accurately reflect the stories.

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E14. Best Use of Graphics

Submit **up to six examples** of information graphics and/or illustrations. Entries will be judged on design, with emphasis on usefulness to the reader.

Up to six examples submitted will constitute your newspaper's entry in this contest.

1 entry per newspaper | 1 - 6 samples

PHOTOGRAPHY CONTESTS

Photos must be submitted as a full-page PDF tearsheet or screenshot showing proof of publication. A jpeg of the photo also must be included in addition to the required full-page tearsheet. Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.

The same photo may not be entered in more than one category P1-P5.

Daily newspapers may submit up to six entries for each of these contests. Weekly newspapers may submit up to four entries for each of these contests. Submit an entry fee for each entry.

P1. Best News Photo

A single image of a news event. Judges will consider news value, timeliness, story-telling impact, composition and overall quality.

P2. Best Breaking News Photo

A single image of a news event for which no advance planning was possible. Examples include, but are not limited to, fires, traffic accidents, police standoffs and some natural disasters. Unexpected occurrences at scheduled events and weather-related events that could have been anticipated (such as predicted snowstorms or floods) should be entered in Best News Photo. Judges will consider news value, timeliness, difficulty or danger in capturing the image, composition and overall quality. Entrants are encouraged to include brief written details about how the image was captured.

P3. Best Sports Photo

A single image of competitors during competition. Images of fans, cheerleaders and coaches, as well as athletes before and after competition, should be entered in Best Sports Feature Photo. Judges will consider news value, timeliness, story-telling impact, composition and overall quality.

P4. Best Sports Feature Photo

A single sports-related image taken outside of actual competition. Examples include reaction shots (celebration, dejection, etc.) as well as portraits of athletes and coaches. Judges will consider news value, story-telling impact, composition and overall quality.

P5. Best News Feature Photo

A single image not eligible for the News, Breaking News, Sports or Sports Feature categories. Examples include but are not limited to portraits or other posed images; "slice-of-life" scenes; humorous, tender or light-hearted moments at scheduled and unscheduled events; and landscapes. Judges will consider impact, composition and overall quality.

P6. Best Photo Story

Multiple images that tell one story about an event, person, scene or issue on any subject, including those covered in the other Photo Contest categories. The entry will consist of up to seven images. If the originally published or posted package consisted of more than seven images, only the images to be considered for judging should be submitted. Entrants are encouraged to include brief written details about their entry. Judges will consider news value, story-telling impact, composition and overall quality.

FOR CATEGORIES P1 THROUGH P6

Daily Newspapers: **Up to 6 entries per newspaper**

Weekly Newspapers: **Up to 4 entries per newspaper**

FRANK NYE NEWSWRITING CONTESTS

W1. Best News Story

Judges will consider community-wide importance of the story and quality of writing. No consideration will be given to headlines, photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W2. Best Breaking News Story

A Breaking News Story is defined as one in which no advance planning is possible (examples: natural disasters, fires, accidents, etc.). Judges will consider community-wide importance of the story, **timeliness** and quality of writing. No consideration will be given to photos or artwork. Breaking News reporting emphasizes entries that, as quickly as possible, capture events accurately as they occur, and, as time passes, illuminate, provide context, and expand upon the initial coverage. Judges will take into consideration not only the quality of the work but the amount of time writer(s) had to prepare it before publication. Newspapers are encouraged to use the comments section of the entry website to briefly detail the timing of the event and publication of the article(s) being entered.

W3. Best News Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W4. Best Personality Feature Story

A Personality Feature Story is defined as one in which the writer explores the characteristics of a person and presents his/her unique story. Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W5. Best Sports Story

Entries will be judged on the basis of subject and quality of writing. Game coverage or sports-related news coverage that does not include features may be entered. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W6. Best Sports Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W7. Best Series

Entries **must be clearly marked as a series when published**. Entries will be judged on topic, with emphasis on local content or impact, depth of reporting, quality of writing, graphics, photography and page design.

FOR CATEGORIES W1 THROUGH W7

Daily Newspapers: **Up to 6 entries per newspaper**

Weekly Newspapers: **Up to 4 entries per newspaper**

W8. Excellence In Editorial Writing

Submit three editorials written by the same writer or writers. Entries to be judged on logic, persuasiveness, originality and manner of presentation with emphasis on local issues. **Three editorials constitute one full entry.**

The same entry may not be submitted in both (W8) Excellence in Editorial Writing and (W9) Master Columnist.

W9. Master Columnist

Submit three columns written by the same writer. **Journalists will be limited to one entry per person in this category. Three columns constitute one full entry.**

The same entry may not be submitted in both (W8) Excellence in Editorial Writing and (W9) Master Columnist.

W10. Best Sports Columnist

Submit three columns written by the same columnist. Entries are limited to columns written by sports writers.

Journalists will be limited to one entry per person in this category. Three columns constitute one full entry.

FOR CATEGORIES W8 THROUGH W10

Daily Newspapers: **6 entries per newspaper** | **3 samples per entry**

Weekly Newspapers: **4 entries per newspaper** | **3 samples per entry**

W11. Best Continuing Coverage

Entries must be for continuing coverage of an event of importance to the community that is not part of a previously planned series. Papers are allowed one entry of 3-5 items, which may include stories, editorials, columns, graphics and multimedia. Papers are encouraged to attach a note outlining how the issue is important to the community and how coverage had an effect. Entries will be judged on the depth of coverage and community-wide importance.

1 entry per newspaper | **3-5 samples**

DIGITAL CONTESTS

I1. Best Newspaper Website

The Best Newspaper Website contest is open to any member newspaper with an active website. Your website will be randomly visited by our judges on multiple occasions.

The contest will be judged on the following criteria:

- Content - Quality of news and editorial matter
- Navigation - Ease of finding and retrieving information from the website
- Visual/Design - Layout, use of graphics, photographs, animation, color and other visuals
- Advertising - Innovative strategies and/or evidence of revenue generation
- Community - Demonstration that the website fulfills a “community gatekeeper” role

Entries should be submitted as a URL.

1 entry per newspaper

I2. Best Video

Recognizes a video to tell a story and serve a community. Emphasis will be placed on visitor experience, quality of the story and use of the technology. It may be part of a larger project or stand on its own. The entry should include a description of the video and any information on the print story that it accompanied, if there was one. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

Entries should be submitted as a URL.

I3. Best Slideshow

Recognizes an audio slideshow or narrated online photo gallery to tell a story. Emphasis will be placed on quality of the photos and visitor experience as well as on creative use of technology. It may be part of a larger project or stand on its own. The entry should include a description of the slideshow and any information on the print story that it accompanied, if there was one. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

Entries should be submitted as a URL.

FOR CATEGORIES I2 AND I3

Daily Newspapers: **Up to 6 entries per newspaper**
Weekly Newspapers: **Up to 4 entries per newspaper**

I4. Best Blog

The Best Blog contest is open to member newspapers and their staff members with active blogs. The blogs will be randomly visited by judges. The contest will be judged on the quality, frequency and originality of information, news and editorial matter. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

Entries should be submitted as a URL.

Up to 3 entries per newspaper

I5. Best Use of Social Media

This contest recognizes the most effective use of social media by a news organization overall, or a for a specific news event. Judges will consider your use of social media to increase readership, drive revenue or engage with your community. They will look for new and novel uses of social media, better than expected response rates or even praise from readers received via social media. The judges also want to know if you have grown your followers or likes dramatically – and how. Judges will visit your social media pages/feeds on multiple occasions.

Entries should be submitted as a URL. Include links to all of your organization's social media offerings that you would like judges to consider (Facebook page, Twitter feed, LinkedIn profile, etc.).

1 entry per newspaper

I6. Best Podcast

This contest recognizes an outstanding digital presentation. Each paper is allowed one entry consisting of no more than three podcast episode.

Emphasis will be placed on the listener experience and relevance to the community. The podcast may be part of a larger series or stand on its own. Entries may be on the entrant's website or on a hosted channel, but must be recorded, edited and produced by the newspaper's staff. Entrants are encouraged to include a description of the podcast's mission.

Entries should be submitted as a URL.

1 entry per newspaper

MARKETING CONTEST

M1. Best Newspaper Marketing

This contest recognizes the newspaper's initiatives to promote the newspaper and its various products. Entries may include materials to promote digital, readership, advertising, circulation, etc. Submit up to three entries per newspaper; each promotion or campaign constitutes an entry.

Up to 3 entries per newspaper

ADVERTISING CONTESTS

Entries must have been published in a paid circulation newspaper. This does not include stand-alone shoppers. General advertising run as part of a national schedule will not be judged. General advertising created for a specific market will be accepted for competition (example: Auto Dealer Association ad).

CRITERIA:

Originality	30
Headline and body copy	25
Design, layout, illustrations and photography	25
Adaptability	10
Explanatory material	10

Each newspaper may enter up to three entries in each category.

The entries must conform to the categories that follow. Each entry will require a separate entry fee. A pdf of the ad in color or black/white must be included in addition to the required full-page tearsheet (**except for A6, A8 and A10**). Editing should maintain the integrity of the images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects. **The categories are:**

A1. Best ad featuring grocery/food/entertainment

Example: live music events, bake sale, cook off, haunted house

A2. Best ad featuring financial, insurance or other professional service

Example: clinics, banks, retirement communities, chiropractors

A3. Best ad featuring furniture, furnishings, appliances or hardware

Example: carpet stores, antique shops, mattress stores, lumber company

A4. Best ad featuring automotive, boats, aircraft, tires, gasoline, etc.

Example: car sales, tire shops, repair services, airports

A5. Best ad featuring miscellaneous

(not covered in categories 1-4)

A6. Best special section advertising

(judges will consider quality of advertising with no regard to editorial content)

A7. Best advertising series or campaign featuring any service or merchandise category

Example: golf course, retail, coops, dentist (a series constitutes more than one related ad)

A8. Best advertising idea for a community promotion or event

Example: sidewalk sales, visitor guides, homecoming features, elected official candidate features

A9. Best ad featuring agriculture

(ads that feature local agriculture from any business)

FOR CATEGORIES A1 THROUGH A9

3 entries per newspaper

STATEMENT OF INTENT

It is the intent of the INA's Better Newspaper Contests to recognize and reward Iowa newspaper enterprises for content of a local nature, that content which is unique to the communities the newspapers serve. However, the INA Contest Committee and its boards of directors also recognize that the contests must reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before. To better reflect how newspaper enterprises operate today, changes have been made in the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is the INA's hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the Better Newspaper Contests is maintained.

A10. Best Web Advertisement

Recognizes visual appeal and creativity in design and content of a single static or animated ad appearing online at the newspaper's website.

Up to 3 entries per newspaper

A11. Ad Designer

Individual graphic designers may submit a "portfolio" of 6-10 examples of their published ad design work. Entries will be judged on overall design, typography and effectiveness. Explanatory material is welcome but not required. One entry fee per designer required. Designers will be limited to one entry per designer, regardless of the number of newspapers the individual designs for. Portfolio submissions are to be from one newspaper.

Unlimited entries per newspaper

Best of Class Advertising

All newspapers that enter advertising contests A1 through A10 will automatically be considered for these awards. Judges will choose the Best of Class winners from the first place ads in each class. No entry fee is required.

SPECIALITY REPORTING CONTESTS

R1. Harrison “Skip” Weber Investigative Reporting Awards

For each entry, newspapers shall submit tearsheet(s) with story or related stories. Entry may include a series. Investigative stories are defined as those which demand (a) research into documents and public records; (b) multiple interviews, which may include background sources never mentioned in the story; (c) documentation of time and depth of research on story; (d) planning for the articles. Judges will take into consideration such points as community-wide interest; effect of the story on the community; staff time spent on the story; depth of research; commitment of the newspaper to the project and risks involved in publishing the information. Entrants are asked to submit an explanation responding to points (a) through (d) and closing with a statement explaining the necessity of the entry and its impact on the community. The explanation is to be no more than two pages, double-spaced. Judges will award one winner in each circulation class.

R2. Genevieve Mauck Stoufer Outstanding Young Iowa Journalists Awards

To qualify for consideration, the nominee must be under 30 years of age as of December 31, 2019, and have worked at least one year for his or her current employer. A statement attesting to the nominee's qualifications is to be submitted by his or her editor or publisher and must be accompanied by six examples of the nominee's work within the past two years and a statement of not less than 150 words written by the nominee telling of his or her journalistic goals. This contest includes the work of all journalists, including but not limited to, reporters, photographers, graphic designers, production and advertising professionals. Judges shall name three winners for the Young Iowa Journalists Award. One winner must be from a daily and one winner must be from a weekly.

R3. Bill Monroe INA Innovation Award

The Bill Monroe INA Innovation Award encourages INA newspapers to develop cutting-edge products and services (outside the confines of established newspaper products). It inspires newspapers to meet the challenges facing the traditional media. Bill Monroe, INA's Executive Director for 29 years and a champion for the newspaper industry, was an “early adopter” for technology related to positioning newspapers for long-term success. The Bill Monroe INA Innovation Award is presented to the individual member newspaper(s) which, in the opinion of the judges, best meet(s) the following criteria: (a) The idea or concept for the innovation must be scalable and unique in its nature in order to be adopted, enhanced, monetized, and implemented by other INA newspapers; (b) The submission must be a new product, service or nontraditional business model outside the confines of the traditional newspaper business model (i.e. special sections for example would not qualify) that increases revenue, identifies new business models, or diversifies the newspaper operation into new markets and/or revenue segments. Examples include, but are not limited to, web-based initiatives, niche publications (not distributed via the newspaper), diverse non-newspaper business initiatives and new, forward-thinking diversification business models and strategies; (c) nominations must be accompanied by a supportive ‘white paper’ not to exceed three (3) 8 1/2” x 11” pages. Samples, photos, web links, etc. are encouraged to support the nomination; (d) The judges have no requirement or mandate to bestow an annual award. One winner will be selected.

Jay P. Wagner Prize for Young Journalists

The Jay P. Wagner Prize for Young Journalists was created to honor the memory of Wagner, a lifelong Iowa newspaper reporter and editor whose passions included encouraging young reporters and promoting great community journalism. The contest is open to any reporter, columnist, editorial writer or blogger working on a newspaper in Iowa who is 30 years old or younger as of Dec. 31, 2019. There is no entry fee for this award.

Additional details on this award can be found in the inserted flyer or at INAnews.com.

Appeals

Any contest appeals of rules violations relating to contest entry procedures must be submitted in writing to the INF board within 30 days after the INA Annual Convention to be reviewed and resolved by the INF executive committee, and resulting communications will be handled by the INF board president or another member of the INF executive committee.

2020 IOWA BETTER NEWSPAPER CONTESTS

ENTRY GUIDE



The Iowa Newspaper Foundation Better Newspaper Contests

The INF sponsors these annual contests for one reason: to foster competition and quality among Iowa's newspapers. Last year, nearly 4,400 entries poured into our office. It's an annual opportunity for newspapers and journalists to receive recognition for their talent and hard work.

Inside, you'll find complete instructions on uploading entries to the BetterNewspaperContest.com contest administration site.

*For detailed descriptions and rules for each contest category, see the **2020 Call for Entries**.*

Contact INA/INF at 515-244-2145 or
ina@inanews.com with any questions.

You can also view an online tutorial at INAnews.com.

Good luck in the 2020 Better Newspaper Contests!

PREPARING ELECTRONIC ENTRIES

PLEASE SUBMIT ALL ENTRIES ONLINE UNLESS OTHERWISE NOTED.

Categories that can be mailed as hard copy include:

Best Special Section (Editorial)

Best Headline Writing

Best Special Section (Advertising)

Total Newspaper Design ****Entries for Total Newspaper Design must be submitted hard copy**

How will electronic files be submitted?

You'll submit electronic entries by uploading the files from within the online contest registration system at BetterNewspaperContest.com. The online contest registration system for INF's contests is hosted on the web servers of SmallTownPapers.

Entries may be submitted as full-page (PDF) tearsheets or whole issues. For categories listed below, digital content may also be entered. When submitting entries that have been published on digital platforms, provide a URL or a screenshot of the content as it originally appeared.

See the Call for Entries for additional details.

All entries must be unaltered in any way. The date each entry was published must appear on the tearsheet or be noted on the screenshot.

Requirements:

1. Only submit pages that contain entry-related content. If your entry is on just one page, there is no need to submit an entire section or entire issue. But, if your submission appears on multiple pages (for example, the story jumps to another page) be sure to include all necessary pages.
2. Many categories require more than one item per entry. For example, a single entry in the "Coverage of Business" category may include five examples. For each example, the entire page(s) each example appears on must be included for judging.
3. Make PDF files as small as possible. (See below for specific instructions.) Because the contest judges will access these PDFs over the Internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more impatient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

What file formats are accepted for uploading?

File types are PDF, JPG, GIF, PNG - so, if for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a high-resolution photo and submit the resulting photo file.

How can I make my PDF files smaller?

Most newspaper PDFs include high-resolution (200-300dpi) grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color. Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. **Resolution.** In PDFs, text is always clear regardless of resolution. Resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.
2. **Color mode.** Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings. If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor or use the native profiling/editing tools in Acrobat 6 or later, **YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE** unless you redistill the PDF afterward.

PREPARING ELECTRONIC ENTRIES

What is the most efficient way to collect entry files?

Collect copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below. Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

How do I extract pages from a full-issue or full section PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

How do I combine PDF pages or files into a single entry?

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You'll need to redistill the final PDFs.

How will INF prevent fraud?

We prefer to trust our member publishers not to submit embellished or edited entries. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and INA members on the INA website.

If fraud is suspected with any entries, a full investigation will follow.

How do I submit payment?

INF accepts payment by check or credit card. Credit card payments can be made online through the BetterNewspaperContest.com contest administration site when submitting your entries.

Checks should be made payable to "Iowa Newspaper Foundation" and sent along with a copy of your Entry Fee Calculation page and any mailed entries by October 11 to:

Iowa Newspaper Foundation
319 E. 5th St.
Des Moines, IA 50309

What if my info is wrong or my paper is not listed!?

We have worked very hard to make sure the classes for each member are as accurate as possible, however if you note that your division is listed incorrectly, please contact INA at ina@inanews.com or 515-244-2145 and it will be fixed A.S.A.P!

Where can I get more help for anything I can't find here?

Call INF at 515-244-2145 or email ina@inanews.com.

NOTE: The BetterNewspaperContest.com website is best viewed using the following browsers: For newer computers- Google Chrome; For older Macintosh computers- Firefox, Chrome or Safari; For older PCs- Chrome or Internet Explorer.

2020 IOWA BETTER NEWSPAPER CONTESTS

UPLOAD INSTRUCTIONS

Below are detailed, step-by-step instructions for uploading contest entries to the BetterNewspaperContest.com online administration site. If you have any questions during the process, please contact us at 515-244-2145 or ina@inanews.com. We're here to help!

1. Go to <https://inanews.com/foundation/contests/entries/>

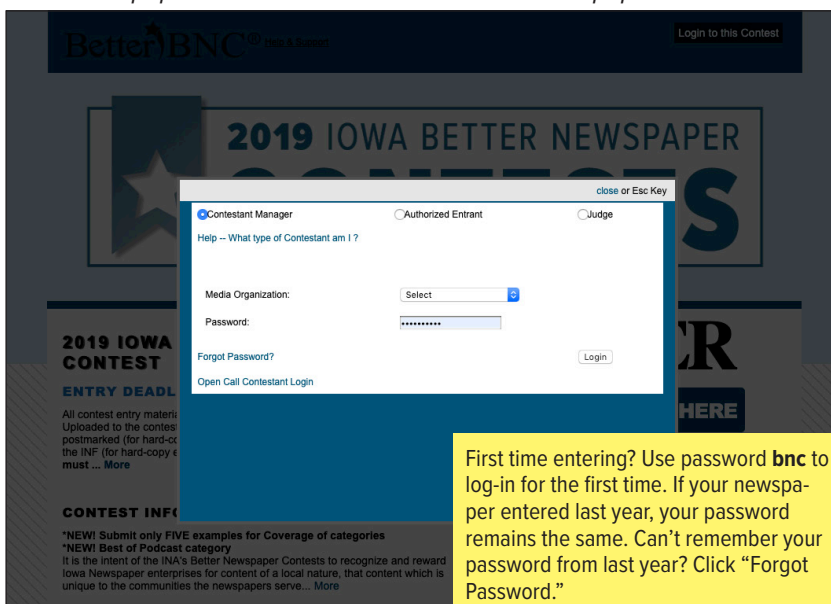
Click on the link that says “Submit entries here”



2. Log in

You will first select “Contestant Manager” or “Authorized Entrant” (see information below). Choose your newspaper from the dropdown list (all newspapers are listed alphabetically by city name), enter your password and click “Login.”

*Note: Newspapers that entered the 2019 Better Newspaper Contests will use the same password as the newspaper used last year to log in. If you have forgotten the password used in 2019, use the “Forgot Password” link to reset your password. Newspapers that did not enter in 2019 will use the password **bnc** to log in for the first time for the 2020 contests. After your first log-in, you will be prompted to enter a new password.*



You can choose to log in as the Contestant Manager or an Authorized Entrant. The Contestant Manager maintains overall control of the newspaper's entries. As Contestant Manager, you can make entries on behalf of your organization and authorize other people to make entries as well. **Most users will log in as Contestant Manager.**

3. Change password and update information

Your first successful login will take you to the “Change Password” screen, where you are required to change your password before you proceed. Change it to something you can remember easily. *Password must be a minimum of 6 characters long, have at least one capital letter, one lower case letter, and have at least one number.*

You must also update your name and email address on this page. This will ensure that you can retrieve your password if you forget it, and that INF can contact you if we have questions about your entries.

Check the box next to “I agree to the Better BNC Terms of Use” and click “Submit” when you’re done.

If you are the Contestant Manager, once you have logged in and submitted two entries, you will see a pop-up window with instructions to validate your account’s email address. Follow the on-screen directions to validate your account. You will then be able to grant access to the contest site to others in your organization.

4. Manage your entries

This is the main entry page, the one you’ll see each time you log in. From here you’ll submit, edit, and manage your contest entries. At the upper right side of this page, you will see your circulation group designation and your total number of entries.

You’ll also see a link that says, “Calculate Entry Fee.” That link will take you to the summary of entries form to calculate your entries and contest fees. You will use that link AFTER you have submitted all your entries. (See #9 below.)

Of course, when you first visit the “Manage Entries” page, the entry list will be empty. What you will see on that page are three links: “My account,” “Submit entry” and “Logout.”

If you haven’t already, be sure to click “My account” and update your contact information to ensure that you can retrieve your password and be contacted with any questions about your entries.

5. Submit an entry

Click “Submit entry” on the Manage Entries page to go to the entry submission form.

Account details have been saved.

Welcome to the BNC

INA News is a member of circulation **Weekly Class 2**.
You have a total of **0** entries.

[My Account](#)
[Submit Entry](#)
[Logout](#)

[Calculate Entry Fee](#)

2016 Iowa Better Newspaper Contests
Manage Entries -- **Entry Deadline 10/16/2015**

Submit each entry by filling in the information requested, working from top to bottom. The division you choose will determine the list of categories, and the category you choose will reveal other form fields.

BetterBNC[®]

Home My Contest Contest Info Judges Login Find Contests

INA News is a member of the **Weekly Class 2** circulation group.
You have a total of **0** entry.

Create New Entry

All entries subject to rules and eligibility requirements.

Division: Editorial

Category (When a category's entry limit has been reached, the category will no longer appear in the list.): Choose

Headline or Title of Entry

Comments, Credits & Other Info

Who should be credited for this entry? Enter the
Note: If more than 4 people, please enter Staff.

First Name

Choose
E1 Best Editorial Page(s)
E10 Best Special Section-Editorial
E11 Total Newspaper Design
E12 Community Leadership
E13 Best Headline Writing
E14 Best Use of Graphics
E2 Best Front Page
E3 Best Sports Section
E4 Best Feature Page(s)
E5 Coverage of Government and Politics
E6 Coverage of Education
E7 Coverage of Agriculture
E8 Coverage of Business
E9 Coverage of Court and Crime

a. Select the division

b. Select the contest category

BetterBNC[®]

Home My Contest Contest Info Judges Login Find Contests

INA News is a member of the **Weekly Class 2** circulation group.
You have a total of **0** entry.

Create New Entry

All entries subject to rules and eligibility requirements.

Division: Editorial

Category (When a category's entry limit has been reached, the category will no longer appear in the list.): E1 Best Editorial Page(s)

Best Editorial Page(s) -- Category Note
Your entry consists of three issues: One from week ending February 28, 2015 (2/22-2/28); One from week ending July 18, 2015 (Issue date 7/12-7/18); One issue of choice

Headline or Title of Entry: Best Editorial Page

Upload Attachments & Links **Need Help?**

Get File(s) to Attach to this Entry
The number of file attachments allowed is determined by your contest rules.

Browse... contest 1.pdf
Browse... contest 2.pdf
Browse... contest 3.pdf

Browse & Attach More Files

Browse my Scrapbooks

Upload files and URL/Links from scrapbooks [More Info](#)

Get Links to Attach to this Entry
The number of URL/Link attachments allowed is determined by your contest rules.

Paste URL/Link here

Publish large PDF files.
Third party vendors -- offers vary.

RealView
Issuu
Yudu

What's this?

c. Complete the “Headline or Title of Entry” field.

Note: If the category entry consists of only one example, please include the photo caption, ad caption or article headline in this field. For categories in which your entry consists of multiple examples, include a generic headline here, and list the headlines/titles and issue dates in the Comments field below.

d. Upload the example(s).

For PDF categories, click “Browse” to select the file you wish to upload. Repeat this process for each example needed for this entry, selecting “Browse & Attach More Files” for additional examples. To submit entries as URL links, simply enter the URL(s) in the “Get Links to Attach to This Entry” fields.

Comments, Credits & Other Info

Comments

2/23/15, 7/13/15, 11/4/14

Who should be credited for this entry? Enter the names of up to 4 people.
Note: If more than 4 people, please enter Staff.

First Name	Last Name
<input type="text" value="Staff"/>	<input type="text"/>
First Name	Last Name
<input type="text"/>	<input type="text"/>
First Name	Last Name
<input type="text"/>	<input type="text"/>
First Name	Last Name
<input type="text"/>	<input type="text"/>

Submit Entry

Attachments are uploaded when you click "Submit Entry".

e. In the Comments field, include any special notes to the judges or, if your entry consists of multiple examples, enter the titles and dates of each of the examples here. For advertising entries, enter the advertiser name here.

f. Enter the name of the staff writer(s), photographer or ad designer.


For entries that are the work of an entire department or staff, list "Staff."

g. Answer "reCAPTCHA" and "Submit Entry."

Answer the "reCAPTCHA" to verify that you are not a machine and select "Submit Entry." Once you select "Submit Entry," an entry label will be created. For entries being submitted electronically, your entry is complete and you may Submit Another Entry, Manage Entries or Logout.

Final Step: Answer reCAPTCHA and Submit Entry

Answer the reCAPTCHA



Privacy & Terms

Submit Entry

Attachments are uploaded when you click "Submit Entry".

Note: There is a size limit (5 megabytes) on uploaded PDF files. If your PDF file is larger than that you will not be able to upload it successfully.

Judges may not be able to view files that are larger than 5MB. For detailed information on how to make your PDFs as small as possible, see page 2.

6. Entry labels for mailed entries (see Call for Entries for list of categories eligible for mailed entries)

If your entry will be mailed to the INF (available only in certain categories -- see #11 below for applicable categories), you still must complete the online form for each entry, as described above. Complete all of the entry information but do not upload an attachment or URL. You will simply select "Submit Entry" and a label will be created. Print this label and attach it to the entry you will be mailing.


Note: Make enough copies of the label to allow for one for the entry envelope and one for each example/issue (see page 7 for more instructions on mailed entries).

Labels must be created through the online administration tool; the judges will enter their responses online according to the label you've affixed to the tearsheets.


The Entry has been saved.

This Page is Your Official Entry Form.

Entry Details:
 Media Organization: **INA News (inn)**
 Title or Headline: **Best Editorial Page**
 Division: **Editorial**
 Category: **E1 Best Editorial Page(s)**
 Entry Code: **inn01**
 Credits: **Staff**
 Entry made by **INA News, Contestant** on **2015-08-26 12:07:12**
 Comment: **2/23/15, 7/13/15, 11/4/14**



DO NOT HIT YOUR BACK BUTTON



Submit Another Entry
 or [Manage Entries](#) | [Logout](#)

7. Continue this process until all entries have been submitted. Then select “Manage Entries.”

8. Review your entry list

In the list of entries on the “Manage Entries” page, the Actions column at the far right contains four links: “Label,” “Edit,” “Disable” and “Delete.”

Home My Contest Contest Info Judges Login Find Contests

Welcome to the BNC INA News is a member of circulation Weekly Class 2. You have a total of 4 entries. [Calculate Entry Fee](#)

2016 Iowa Better Newspaper Contests
Manage Entries -- [Entry Deadline 10/16/2015](#)

Entries

Entrant	Category	Title	Pages	Files/URLs	Created	Actions
Contestant Manager	A2 Best ad featuring financial, insurance or other professional service	We've got great rates	1		2015-08-26 12:11:54	Label Edit Disable Delete
Contestant Manager	E1 Best Editorial Page(s)	Best Editorial Page	1		2015-08-26 12:07:12	Label

“Label” displays the entry label associated with that entry. You won’t need the label for an electronic entry, but you can use this link to update the label if you edit an entry that is being mailed to the INF, or if you need to reprint the label.

“Edit” lets you view and change information in the entry form. If you change an entry in a mailed category, you’ll need to display and reprint the label for that entry. You will not be able to edit an entry after the entry deadline has passed.

“Disable” essentially removes that entry from the contest, although you’ll still see it in a separate “Disabled Entries” list. Use this function if you want to make an entry inactive without deleting it completely.

“Delete” removes that entry completely; this action cannot be undone.

“Enable” will appear in place of “Disable” once you’ve disabled an entry. By clicking “Enable,” you can restore a previously disabled entry, if desired.

9. Calculate Entry Fees

You are managing content for 2016 Iowa Better Newspaper Contests
INA News Circulation Group Weekly Class 2.
As of 08/26/2015 12:18 pm
Disabled entries are not in fee calculation.

When you click on the PayPal button you will be taken off BetterBNC to the sanctioning organization payment cart. Carefully follow the on screen instructions to ensure proper handling of your entry fees. All financial transactions are directly with the sanctioning organization, not BetterBNC. For help with PayPal transactions, contact your contest administrator.

How to pay:
* Use the check boxes to select the entries you want to pay
* Click the "Pay By Card" button to pay using a credit card, debit card or via PayPal.
* Click the "Pay by Check" button if sending payment by mail.
* When done, print a copy for your records, after the entry deadline, you will not be able to access this page.

Print

Entrant	Division	Category	Title	Entry Fee	Select Entries to Pay	Payment Status
Contestant Manager	Editorial	E1 Best Editorial Page(s)	Best Editorial Page	\$6.25	<input checked="" type="checkbox"/>	Not received
			Editorial subtotal	\$6.25		
Contestant Manager	Internet	I1 Best Newspaper Website	Newspaper Website	\$6.25	<input checked="" type="checkbox"/>	Not received
			Internet subtotal	\$6.25		
Contestant Manager	Advertising	A2 Best ad featuring financial, insurance or other professional service	We've got great rates	\$6.25	<input checked="" type="checkbox"/>	Not received
			Advertising subtotal	\$6.25		
Contestant Manager	Marketing	M1 Best Newspaper Marketing	Your Source	\$6.25	<input checked="" type="checkbox"/>	Not received
			Marketing subtotal	\$6.25		
			Total Entry Fee Due	\$25.00		
			Base Contest Fee	\$0.00		
			Total Entry Fee Paid	\$0.00		
			Total Outstanding Entry Fee	\$25.00		

Secured by 2015-08-26 ABOUT SSL CERTIFICATES

Payment Amount 25.00 [Pay By Check Mailed-in only](#) [Pay Now With Card](#)

Once you’ve submitted and uploaded all of your entries, you will need to complete the entry process by tallying your entries and the total entry fee due. From the “Manage Entries” page, select “Calculate Entry Fee.”


On the Entry Fee Calculation page, you will see a breakdown of all of the entries that are being submitted for your newspaper. The total entry fee will be displayed here.

Please print this page and submit to INF. If you are sending any hard copy entries or a check payment to the INF, include this page with your shipment. Otherwise, fax to 1-866-593-7406 or email to inf@inanews.com.


Check the “Select Entries to Pay” box for each entry you are submitting. If you would like to pay your contest entry fee online, click on the “Pay Now with Card” button. If you will be mailing payment to the INF, click the “Pay by Check” button.

10. Submit online payment

» **Pay with PayPal** - The faster, safer way to pay

Pay now  **CHECK OUT WITH**

.....-OR-.....

Pay later 

No Payments + No Interest
 if paid in full in 6 months on
 purchases of \$99+
 Subject to credit approval. [See terms](#)

If you chose to submit your entry fee payment online, you will have the option of entering credit card information directly through the contest website or through PayPal.

Complete the payment process.

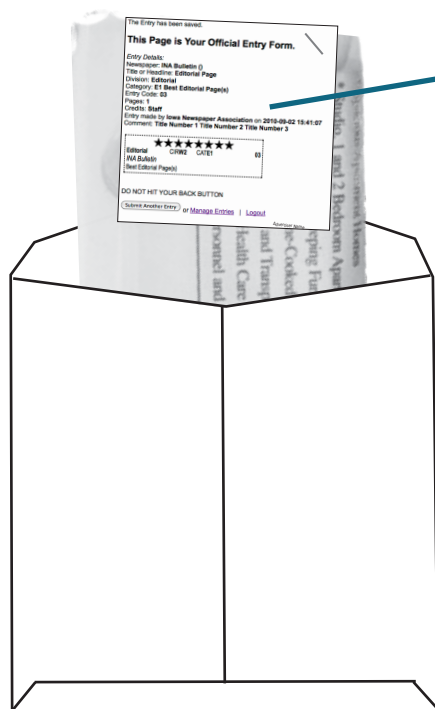
To pay by check, mail your check payment along with a printed copy of the Entry Fee Calculation Page to:

Iowa Newspaper Foundation
319 East 5th Street
Des Moines, IA 50309

11. Preparing mailed entries

If you are submitting hard copy entries (for applicable categories only - see list below), labels must be printed from the online administration tool (see #6 above).

Make enough copies of each label so there is one label for the envelope and one label for each example/issue.



- **For categories that allow hard copy entries, examples/issues must be individually tagged and placed in an envelope. The envelope must also have an entry tag. Only entry tags printed through the BetterNewspaperContest.com online administration site will be accepted. Place all envelopes in a mailing box or larger envelope prior to mailing.**

Categories for which hard copy entries may be submitted:

Best Special Section (Editorial)

Best Headline Writing

Best Special Section (Advertising)

Total Newspaper Design ****Entries for Total Newspaper Design must be submitted hard copy**

RETURNING FOR 2019...

Mauck/Stoufer

PROFESSIONAL IMPROVEMENT WORKSHOP

for Newspaper Writers



WHO IS HARRY MAUCK JR.?



A professional journalist, and a great guy

The Mauck/Stoufer Workshop is named for the late Harry Mauck, Jr., and his wife, Genevieve Mauck Stoufer. A native of Hubbard, Iowa, Harry Mauck, Jr., was the longtime editor of the Council Bluffs Daily Nonpareil.

Harry mentored many young journalists during his long and distinguished career. After his death in 1973, his widow contributed \$10,000 to establish the Harry Mauck, Jr., Professional Improvement program to provide ongoing training opportunities for journalists.

Decades after his passing, Harry Mauck's influence on Iowa journalists continues.

This year's Mauck/Stoufer Workshop includes a more interactive format designed to provide participants with multiple contacts with their professional coaches.

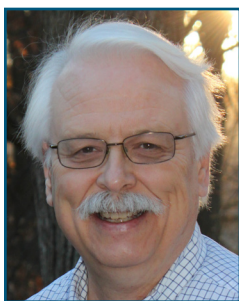
- The program will build your interviewing, writing and story development skills!
- We continue the Mauck/Stoufer Workshop tradition of one-on-one conferences with a writing coach!
- It is your chance to build relationships with experienced professionals and journalists facing similar challenges!

Registration fee: \$125

Deadline: Thursday, September 26



MEET YOUR MAUCK/STOUFER PRESENTERS...



RANDY EVANS

Randy Evans took over the role as executive director of the Iowa Freedom of Information Council in October 2015 after a 40-year career with The Des Moines

Register. He joined the Register in 1974 as a news reporter after working for two years as the editor of the Albia Union-Republican and Monroe County News, weekly newspapers in Albia, Ia. During his time with the Register, Evans served in a variety of editing roles, including state editor, city editor, news editor and assistant managing editor, supervising at one time or another every department in the newsroom except for sports. He spent his final four years as the editor of the Register's opinion pages.



RICK MORAIN

A 4th generation Greene County resident, Rick Morain attended Graceland University (A.A. 1961), University of Iowa (B.A. 1963), and Yale University (M.A.

1965 and Ph.D. 1970), graduating with degrees in American Studies.

Morain returned to Jefferson in 1967 and joined father Fred Morain at the Bee and Herald newspapers as news editor and assistant publisher - when he retired in 1976. He then became editor-publisher until he sold the Bee and Herald Publishing Co. to Ann Wilson, Doug Burns and Tom Burns of the Carroll Daily Times Herald in 2012 and retired, but continues to write a weekly column for the Jefferson Herald.

An INA Master Editor-Publisher and recipient of the INA Distinguished Service Award, Morain is a former INA President, and longtime member and former co-chair of the INA Government Relations Committee, on which he continues to serve.



ROX LAIRD

Prior to his retirement in 2015, Rox Laird had been an editorial writer at the Des Moines Register for more than 30 years. He specialized in writing about law and courts, the First Amendment, government,

architecture and historic preservation. Laird began his career at the Des Moines Tribune in 1972, and worked a range of beats, although most of his reporting focused on government in Des Moines and the suburbs. After the Tribune closed, he moved to the Register and joined the editorial page staff. Since then, he wrote editorials and served several tours of duty as editor of the letters to the editor. Laird is a native of Kearney, Neb., and earned a bachelor's degree in journalism at Iowa State University.



ABIGAIL PELZER

Abigail Pelzer is publisher of the Marshalltown Times-Republican and a group of weekly newspapers in Tama/Grundy counties. She is an award-winning journalist who got her start working as a reporter and

then as an editor managing newsrooms. In her free time, she tries to get her teenage son to hang out with her, volunteers, reads and practices yoga.



JARED STRONG

Jared Strong is a crime and courts reporter for the Daily Times Herald in Carroll and a trustee of the Iowa Freedom of Information Council. He is a 2005 Iowa State University graduate who started

his career at the Des Moines Register and has been working in Carroll since 2010. Strong's investigative work has earned him state and national awards. He was sued for libel last year by a former police officer but prevailed. He lives on an acreage down by the river with his wife and three young children.

2019 KICK-OFF DAY PROGRAM

9:30 a.m. **Welcome and introductions**

9:45 a.m. **Remembering to KISS when you write**

(KISS, as in Keep it Simple Stupid)

Presented by Randy Evans

Too many writers make their writing too complicated. Their sentences are too complicated. Their stories, rather than being straight forward, have too many twists and turns.

10:45 a.m. **Break**

11:00 a.m. **Accessing open records and utilizing EDMS**

Presented by Rox Laird and Jared Strong

The Electronic Document Management System is one of the nation's first court systems to provide complete online access to court records at the district level. More than 6.5 million documents are filed online through EDMS and is a valuable tool to journalists.

Noon **Lunch and Challenges of covering your community**

Presented by Rick Morain

Being a journalist means writing stories that occasionally step on toes of people you know and meet in your community. How do you maintain good relationships with those you cover? What's the secret? Being fair? Being available to listen to their complaints/criticism after the story appears? We'll discuss these ideas over lunch.

12:45 p.m. **Newsroom Swagger**

Presented by Abigail Pelzer, Marshalltown Times-Republican

Simple tips about reporting, writing and editing your work to reduce newsroom stress and make your editor swoon. Learn the best ways to communicate with your co-workers and develop work habits that will improve your newspaper and serve you for years to come.

1:45 p.m. **Break**

2:00 p.m. **Meet with coaches to discuss next steps**

FOLLOW-UP DATES

- **October 3**

First session to be held in Des Moines. Students and coaches both attend. This kick-off session includes breakouts and time for the coaches to get to know their students.

- **By Friday, October 11**

Students send 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

- **Week of October 14**

Coaches hold sessions with their students (either remotely via Skype, google hangouts, etc. or in person)

- **By Friday, October 25**

Students send second batch of 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

- **Week of October 28**

Coaches hold second sessions with their students (either remotely via Skype, google hangouts, etc. or in person)

- **Program is completed by November 4**

Participants to be awarded certificate of completion and recognized in the INA Bulletin.

2 EASY WAYS TO REGISTER

1

Sign up online at
www.INAnews.com

2

Complete the
registration form at right

Mail completed registration
form and fee to:

IOWA NEWSPAPER
FOUNDATION
319 E. 5th St.,
Des Moines, IA 50309

Or email completed
registration form to
ewipperling@inanews.com.

RECEIPT OF REGISTRATION

To assure you that we have received
this registration, we will send a
confirmation e-mail to you. If you do
not receive this acknowledgement
of receipt within five working days
after you sent it, please contact
ewipperling@inanews.com.



REGISTRATION

Mauck/Stoufer Professional Improvement
Workshop for Newspaper Writers

KICK-OFF THURSDAY, OCTOBER 3
9:30 a.m. to 2:30 p.m. • INF offices, Des Moines

Newspaper _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

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

Name _____ E-mail _____

Name _____ E-mail _____

Registration deadline: Thursday, September 26

Registration fee: \$125

Total registration fee: \$ _____

☐ Payment enclosed ☐ Bill my newspaper

☐ Charge my credit card (see below)

Credit card # _____ Exp. ____/____
VISA/Mastercard only

Address _____ Zip _____
must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

Authorized signature _____

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than
72 hours prior to the session.



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



PRESENTING SPONSORS





2 WAYS TO REGISTER

1

Sign up online at
www.inanews.com

2

Complete the
registration form at right

Send completed registration
form and fee to:

IOWA NEWSPAPER FOUNDATION
319 E. 5th St.
Des Moines, IA 50309

OR FAX to
1-866-593-7406,

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.

Please visit www.inanews.com to register.

Banquet: \$60 per plate

Please register by Thursday, September 19

REGISTRATION

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

THURSDAY, SEPTEMBER 26 • DES MOINES

Newspaper _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

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

Name _____ E-mail _____

☐ Roundtable (free)

☐ Banquet (\$60)

Name _____ E-mail _____

☐ Roundtable (free)

☐ Banquet (\$60)

Name _____ E-mail _____

☐ Roundtable (free)

☐ Banquet (\$60)

Registration deadline: Thursday, September 19

Total amount enclosed: \$ _____

___ Payment enclosed ___ Bill my newspaper ___ Pay with credit card

Credit card # _____ Exp. ____/____
VISA/Mastercard only

Address _____ Zip _____
must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

Authorized signature _____

CANCELLATION POLICY: Registration fees cannot be refunded if a
cancellation is made less than one week prior to the session.

EVENT SPONSORS

The Des Moines Register
PART OF THE USA TODAY NETWORK

IOWA STATE UNIVERSITY
Greenlee School of Journalism and Communication

**FAEGRE BAKER
DANIELS**



**SCHOOL OF JOURNALISM
& MASS COMMUNICATION**

