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It's Time Americans Stepped Up And Learned About The First Amendment

JUDY PATRICK

EXECUTIVE VP FOR EDITORIAL DEVELOPMENT
NEW YORK PRESS ASSOCIATION

The First Amendment isn't getting the appreciation and respect it deserves. Increasingly battered and misunderstood, it needs all the support it can get as divisive politics and advancing technologies drag us in new directions.

Many Americans don't even know the basics.

Of the five freedoms guaranteed by the First Amendment, 71 percent of Americans can name at least one, according to the 2019 State of The First Amendment poll by the non-profit Freedom Forum Institute.

That's certainly an improvement over 2018, when a pitiful 60 percent of those polled could name at least one of the five freedoms. But consider this: Of the 1,007 Americans polled for the 2019 survey, just six people correctly named all five freedoms.

In case the pollsters call you next year: The First Amendment guarantees freedom of speech, the press, religion and the right to petition and the right to assembly.

Better yet: We all need to work harder at being citizens who understand our rights, our responsibilities, how government works and what we value.

These powerful First Amendment freedoms, for example, give us all the courage to be independent thinkers and to live our lives how we want to. They allow us to challenge authority in ways unheard of in so many other parts of the world. It enables the press to act independently, hold government accountable and tilt at the occasional windmill.

Gene Policinski, president of the Freedom Forum

Institute, said these freedoms help define who we are as Americans. For him, the First Amendment is the "blue collar amendment" – because it's such a workhorse, going to work every day in a real down-to-earth way.

Yet confusion is increasing. More people in this year's survey incorrectly thought the First Amendment includes the right to vote (up to 14 percent from 2 percent in 2018) and the right to bear arms (up to 16 percent from 9 percent in 2018).

There is some good news. The poll did not find substantial erosion in trust in journalism with 72 percent of those polled agreeing that it's important for our democracy that the news media act as a government watchdog, down from 73 percent in 2018. Policinski, however, worries that result may be skewed, reflecting people's loyalty to their individual "information bubbles."

The emergence of powerful social media platforms has also muddied the waters; 65 percent of those polled agreed that social media companies such as Facebook and Twitter violate users' First Amendment rights when they ban people. They don't. The First Amendment's protections apply to the government, not private companies.

But the First Amendment presents us with all sorts of emotional and intellectual challenges. It's easy to support free speech when we agree with what's being said. It's far more challenging when we disagree or abhor what is being said, printed, painted, built or sung.

Indeed, the First Amendment has challenged us as a society as we have debated topics such as school prayer, flag burning, printing classified information, curfews, the teaching of evolution, protests at military funerals, blue laws, Christmas displays in public parks and mandatory measles vaccinations.

FIRST AMENDMENT - cont. on page 3

CALENDAR of EVENTS

WEBINARS

Using Digital and Social
Media for Growing
Readership and Revenue
Thursday, November 21

Keeping Subscribers
Happy
Friday, November 22

EVENTS

Iowa Newspaper
Association Convention &
Trade Show
February 5-7, 2020
Des Moines

CONTEST TIMELINE

November 2019 - Contest
entries judged by Virginia Press
Association members

December 2019 - Winners notified
by INF

February 7, 2020 - Winners
announced during Convention
Awards Banquet

Entries must have been published
between **Oct. 1, 2018 and Sept.
30, 2019**, to be eligible.

Questions?

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

meeting minutes

Iowa Newspaper Association Board of Directors October 24, 2019



INA Government Relations Committee Meeting Minutes

The INA Board met at Cub Club at Principal Park in Des Moines at 10:00 a.m. with the following members present: Kristen Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Matt Grohe, Clear Lake Mirror Reporter; Bill Tubbs, Eldridge North Scott Press; Terry Christiansen, Fort Dodge Messenger; Jaime Zweibohmer, Humboldt Independent; Jim Johnson, Kalona News; Abigail Pelzer, Marshalltown Times-Republican; Trevis Mayfield, Maquoketa Sentinel-Press; Tom Hawley, Mount Ayr Record-News; and Paula Buenger, Spencer Daily Reporter. Also present were Susan Patterson Plank, INA; Geof Fischer, INF; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

Votes taken:

- A. On a motion by Spurgeon, seconded by Johnson, the minutes of the July 19, 2019 board meeting were approved.
- B. On a motion by Christiansen, seconded by Hawley, the board approved the INA Finance Committee's recommendation to approve the 2020 consolidated budget as presented.
- C. On a motion by Buenger, seconded by Johnson, the board approved the Deposit Resolution—Banking and Treasury Management Authorization Certificate.
- D. On a motion by Tubbs, seconded by Johnson, the board approved the Ad Hoc INA Bylaw Committee's recommendation to make the following changes to the INA Bylaws:
 1. Section 3.1.e Niche Publication Members—this class is removed. All references to Niche Publication Members are subsequently removed throughout the bylaws.
 2. Section 3.2.a (2) With a publication frequency of at least fifty times per year— this will change to fifty weeks per year.
 3. Section 3.4 Qualifications of Academic Members— the following will be added to this section:
University Newspaper as a qualified Active Member. A University Newspaper that is qualified as an Academic Member pursuant to Section 3.4, may also qualify as an Active Member if all of the following are present:
 - Maintains a paid circulation;
 - Has been issued a periodical mailing permit from the United States Postal Service;
 - Has completed one year of publication with a periodical mailing permit; and
 - Pays the board-approved Active Member dues.
 4. Section 5.2.a Board of Directors, Number, Election, Tenure and Qualifications. The number of Directors moves to a minimum of seven. The current minimum is 16.
 5. Section 5.2.c – this section is removed to discontinue the need for ratios between daily and weekly directors on the INA Board. All references to ratios are subsequently removed throughout the bylaws.
 6. Section 5.3.a Nominations – This addresses the size of the

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INA LEGAL HOTLINE

515-283-3100 (paid service)

TALKING TRANSPARENCY, #1 -- How to discuss open meetings with candidates for local office

IOWA PUBLIC INFORMATION BOARD

The next few weeks will continue to be full of opportunities to meet the candidates for local elected offices such as city council and school boards, leading up to the November 5th elections. In addition to questions about city budgets or school policies, voters should ask candidates about what it means to have a transparent governmental body.

Iowa Code chapter 21 outlines the requirements of open meetings. The purpose of the Chapter is clearly stated in the first section: "Intent — declaration of policy. This chapter seeks to assure, through a requirement of open meetings of governmental bodies, that the basis and rationale of governmental decisions, as well as those decisions themselves, are easily accessible to the people. Ambiguity in the construction or application of this chapter should be resolved in favor of openness."

An open meeting is not an option. It is required by Iowa law. Governmental bodies are mandated to provide at least 24 hour notice of meetings. No matter what the gathering is called (regular, special, work session, electronic, etc.), if there is deliberation or

action upon any matter within the scope of the body's policy-making duties by a majority of the members, it is considered a meeting and must be open.

The public must also have notice of the agenda for the meeting. This agenda must be worded in a way that the public is reasonably apprised of the business to be conducted at the meeting. Voting must be conducted in open session. Closed sessions are strictly limited to the few exceptions outlined in Chapter 21 and must follow the rules outlined by Iowa law.

Minutes shall be kept of all meetings. The minutes must include the date, time and place, the members present, and the action taken at the meeting. The vote of each member present must be made public at the meeting and in the minutes. These minutes are public records.

All elected and appointed members of a governmental body are required to be trained about open meetings and public records laws. Failure to follow open meetings laws can result in court sanctions or review by the Iowa Public Information Board.

Specific information about the open meetings law and training guidance is available at the Iowa Public Information Board website: www.ipib.iowa.gov or by calling the IPIB at 515-725-1783.

FIRST AMENDMENT - cont. from page 1

The rhetoric around such issues can be alienating. An increasing number of us, for example, think the First Amendment goes too far in the rights it guarantees (29 percent in 2019, up from 23 percent in 2018 and 2017).

Maybe we just need another Norman Rockwell for an idealistic re-boot.

In the 1940s, as the U.S. headed into what would become World War II, Rockwell's series of freedom paintings helped Americans understand the freedoms at stake. His four iconic works captured parts of the First Amendment (freedom of speech and religion) and added the freedoms to be free of want and fear.

Despite President Franklin Roosevelt's oratory, the "four freedoms" he outlined in 1941 speech failed to resonate with the public in a meaningful way. For help, the White House reached out to the nation's artists and musicians.

"[Rockwell] wanted to interpret them in a way the average American could understand," said Stephanie Plunkett, chief curator of the Norman Rockwell Museum in Stockbridge, Mass.

But it was a challenge. "The Four Freedoms are so darned high blown. Somehow I just couldn't get

my mind around it," Rockwell is quoted as saying.

But by using scenarios from real life in small-town America, did just that. Rockwell's "Freedom of Speech," featuring a man standing up and speaking up in a crowded meeting room, was based on an actual town meeting in Arlington, Vt. The man was a farmer unhappy with a school project that would increase his taxes. "He gave his opinion, nodded his head and sat down," Plunkett said.

Rockwell's idealistic "Four Freedoms" have remained popular, both providing a sense of what led America to World War II and as underscoring ideals that remain important throughout in the world, Plunkett said.

Judy Patrick is the New York Press Association's Vice president for editorial development. Follow her on Twitter at @JuteNYPA. Patrick wrote this article as one of NYPA's first Relevance Project initiatives. The Freedom Forum picked it up and posted it. Newspapers across the country are invited to re-print the article and the artwork with attribution if they choose. Visit <https://www.freedomforuminstitute.org/2019/10/23/its-time-americans-stepped-up-and-learned-about-the-first-amendment/> to read the article online.

nominating committee. Currently bylaws state not less than seven nor more than nine. The proposed change is not less than five nor more than ten. It also addresses that three of the members shall not have previously served as an officer or director of the Association in the year immediately preceding the election. The italicized text is the addition.

7. Section 14.1 Amendments— These Bylaws may be altered, amended or repealed and new Bylaws adopted by the affirmative vote of two-thirds of the entire Board at a meeting of the Board of Directors. Notice of the meeting setting forth the proposed amendment or a summary of the changes to be effected thereby shall be given to each Director, and to each member of the Association, at least ten days prior thereto by written notice delivered personally or sent by mail to each Director and member at his or her address as shown by the records of the Association. If mailed, such notice shall be deemed to be delivered when deposited in the United States Postal Service mail so addressed, with postage thereon prepaid. The italicized text is the addition.
- E. On a motion by Hawley, seconded by Tubbs, the board approved the following 2020 legislative priorities recommended by the Government Relations Committee:
1. To support transparency in government through strong open meetings and open records laws and to resist any effort to weaken these laws.
 2. To preserve publication of public notice advertising in newspapers where it is seen by the greatest number of Iowans.
 3. To support and assist the National Newspaper Association and the News Media Alliance in their efforts to work with the postal service to provide efficient and timely mail delivery of newspapers and to protect newspapers from further expense and regulation by the USPS.
 4. To support the funding request of the Iowa Public Information Board.
 5. To encourage the Iowa Public Information Board and others' efforts to support legislation to...
 - a. Expand the number of days an open records complaint may be filed with the Iowa Public Information Board from sixty to ninety days.
 - b. Clarifying language regarding peace officer's investigative reports.
 6. To encourage and support legislation to establish a reasonable and consistent fees structure statewide for examining and copying public records.
 7. To encourage and support legislation providing consistency, transparency and public accountability regarding public release of law enforcement body camera videos.
- F. On a motion by Tubbs, seconded by Hawley, the board approved INA Government Relations Committee's recommendation to proactively lobby for legislation to provide clarification to 21.4 and 22.3.
- G. On a motion by Buenger, seconded by Grohe, the board approved the Master Editor-Publisher Committee's recommendation to update the nomination form and requirements for the Master Editor-Publisher.

Action agreed upon:

- A. The board directed staff to begin the member communication process to update the INA Bylaws so that the changes may be voted on at the next INA Board Meeting.
- B. The board directed staff to work with a limited number of newspapers to test a health benefits portal provided by Holmes Murphy.
- C. The board set its next meeting date as Wednesday, February 5, 2020 in Des Moines.

Other items discussed:

- A. The board heard an update from Kathy French of the status of the audit.
- B. The board heard an update from Patterson Plank on the consolidated financials and other business items.
- C. The board reviewed expiring board terms.
- D. The board received a board attendance report.

There being no further business the meeting was adjourned at 1:20 p.m.

Respectfully submitted,
Susan Patterson Plank



And
Finally

"Almost" is one of the longest English words to have all its letters in alphabetical order.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ASSISTANT EDITOR. Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is looking for someone with news writing and photography experience, as well as online and social media skills, to help spearhead our online movement and to also handle traditional newspaper duties. Candidates must have previous newspaper experience and have a desire to think outside the box. Duties would include assisting the managing editor for a twice-weekly newspaper and two weekly newspapers, as well as serve as our online editor for several regional publications. If you have the desire to bring new ideas to the table, and are tired of the same old newsroom, we'd love to hear from you! Please email your resume and cover letter to Associate Publisher Chris Rhoades at crhoades@enterprisepub.com. 1106

OFFICE AND SALES ASSISTANT. Woodward Community Media in Central City, IA seeks an office and sales assistant for the Central City office with the Linn News-Letter. This position requires 30-32 hours per week. Must have ability to communicate well with the public, other departments and fellow employee owners. Must have good computer, clerical, organizational and telephone skills. Ability to quickly learn new systems/processes is needed as well. High school diploma required. Some college preferable, or at least two years of assistant experience. Knowledge of computers with Word, Excel and Internet ability needed. Apply online to wcinet.com/careers. 1113

REPORTER. The Marshalltown Times-Republican has an immediate opening for a news reporter to join its community newspaper staff. The ideal candidate will thrive in a fast-paced newsroom and be disciplined with meeting short and long-term deadlines. Strong photography skills, solid knowledge of AP Style and the ability to write clear, concise copy is required. The reporter will be expected to cover stories on government, education, breaking news and other community news and events. The position requires the reporter to generate their own story ideas, field assignments from editors and turn out stories on a daily basis. This is a full-time, hourly position, Monday-Friday with some weekend work. It offers health benefits and a 401(k). To apply, send a cover letter and resume to Publisher Abigail Pelzer at apelzer@timesrepublican.com. 1106

SPORTS WRITER. Looking for a talented sports writer to join the Spencer Daily Reporter's award winning editorial team. We are located in northwest Iowa just 15 minutes south of Okoboji and the Iowa Great Lakes. Our longtime sports editor recently relocated to South Dakota leaving us with an opportunity for a talented writer who enjoys covering a diverse range of sports. The position requires strong writing, sports knowledge, photography and social media skills. If this is you, please email a cover letter, resume and any samples to Managing Editor Randy M. Cauthron at rcauthron@spencerdailyreporter.com. TBD

STAFF WRITER. The Daily Iowegian is searching for a full-time news writer to join its award-winning staff. Our next reporter must be a self-starter with a passion to learn and report important stories to our community. The Daily Iowegian offers great opportunity for reporters to grow in a variety of subjects and mediums. This reporter will go from reporting feature stories on local people to producing important watchdog packages that either hold governments accountable or further educate readers on trends and happenings in their community. Our newsroom gives the freedom to be able to pursue projects you're interested in that go beyond the day-to-day

responsibilities.

The Iowegian has a marked history in creating important, award-winning journalism despite its status as a small southern Iowa newspaper. We are a 21st century newsroom that seeks to break news that matters to our community. Our journalism has won awards on a state and national stage, even competing against the likes of the Boston Globe and ESPN in the past year.

A college-degree is not required. On-the-job experience is preferred but we'll train the person who is eager to learn and succeed in the field.

Interested candidates should email their resume and writing samples to Daily Iowegian editor Kyle Ocker by email at kocker@dailyiowegian.com. 1106

▼ 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.

The Red Oak Express is searching for a working Kirk Rudy KR211-215 labeling machine with a KR211 labeling head and a KR215 labeling base. Please contact Tess at tessnelson@redoakexpress.com or 712-623-2566 if you have one to sell in good condition.

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

Client looking to purchase a small weekly Iowa newspaper. Sellers contact Dave Tapp of News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

Three great properties now available! 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,

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- 50 Year Club nomination form
- Using Digital and Social Media for Growing Readership and Revenue
- Keeping Subscribers Happy
- Board nomination form
- Committee nomination form

IowaWatch Updates

IowaWatch has several pieces of news to share. First, it is officially moving to downtown Des Moines and will call the Gravitite Coworking space home.

There's also a funding drive Nov. 1 that helps support IowaWatch's investigative journalism.

The organization is eligible once again in 2019, for the national NewsMatch fund drive to support nonprofit journalism. Because of that, IowaWatch will get a match dollar-for-dollar for your donation to our nonprofit, nonpartisan news organization, up to \$1,000, in November and December. Please plan and consider supporting our work, which also includes training college student journalists to do this work at a high, ethical level. We're in this effort together, to support in-depth, fact-based journalism.

Learn more about IowaWatch supporters and fundraising ethics by visiting: <https://iowawatch.us2.list-manage.com/track/click?u=e446fb625a2b90abf838a2d58&id=bf61d9811e&e=9e97a6f787>

Suzanne Behnke is executive director of IowaWatch. Follow them on Twitter at @IowaWatch.

local & personal

Dubuque, IA - based **Woodward Communications, Inc.** announced a change in executive leadership within its Woodward Community Media division. **Bob Woodward** has been chosen to lead the division.

MEMBER EXCHANGE - cont. from page 5

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

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.

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@inaews.com.

Don't miss out on the annual Student/ Professional Networking Luncheon!

Thursday, February 6

11 a.m. to 1:30 p.m.

Downtown Marriott

Des Moines, Iowa

12 MINUTE ROUNDTABLE SESSIONS: This is a recruitment opportunity for professionals in the media industry to network and share successful experiences with students eager to learn about starting a career in journalism. **LIMITED SPOTS AVAILABLE ON A FIRST COME FIRST SERVED BASIS.** Contact Jana Shepherd at jshepherd@inaews.com or 515-422-9051 to reserve your spot! Chosen newspapers must come with business cards, internship or working opportunities at their organizations.

50 *Year Club* **Nomination Form**

*“I submit the name of the following person,
certifying that to the best of my knowledge
he or she has completed 50 years of service
to the newspaper industry.”*

Name: *(Please print)*

Entered Newspaper Service At: *(Location)*

Now Living At:

This Nomination Submitted By:

Newspaper:

Please complete and return to
Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309 or
fax to 1-866-593-7406 by Jan. 3, 2020



IOWA
NEWSPAPER
ASSOCIATION



Board of Directors NOMINATION FORM



We submit the name of the following publisher for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

NAME OF SUGGESTED NOMINEE:

NEWSPAPER:

NOMINATED BY:

OF THE FOLLOWING NEWSPAPER:

Please return this form by November 8, 2019 to:
Susan Patterson Plank, INA Executive Director
319 E. 5th Street, Des Moines, IA 50309 or fax to 1-866-801-6702.



INA & INF Committee NOMINATION FORM

INA members are encouraged to nominate one or more people to serve on an INA or INF Committee in 2019. People nominated will be recruited to serve and will be told their name was placed into nomination by a member. Please complete and return this form to the INA by December 6, 2019. (Feel free to make extra copies for additional nominations if you wish.)

I nominate _____ of the _____ to serve on the following committee(s):
(Name) (Newspaper)

_____ **Contest Committee** (INF) - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.

_____ **Convention & Programming Committee** (INF) - plans all educational programming including the annual convention, with committee members serving as moderators. Meets approximately one time per year.

_____ **Finance Committee** (INA) - reviews the INA financial statements and annual budget. Meets approximately one time per year.

_____ **Government Relations Committee** (INA) - monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.

_____ **Marketing Committee** (INA) - oversees activities of CNA. Committee's emphasis is on efforts to bring new advertising dollars to newspapers and identify research and promotional opportunities. Meets approximately two times per year.

_____ **Nominating Committee** (INA & INF) - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.

_____ **Scholarship Committee** (INF) – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

Please fax completed form to 1-866-801-6702 or mail to INA, 319 E. Fifth St., Des Moines, IA 50309



An Iowa Newspaper Foundation webinar...

Iowa New Member
Benefit: **FREE!**
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IAwebinars

KEEPING SUBSCRIBERS HAPPY

Friday, November 22
1:00-2:00 p.m.

Registration Deadline: November 19
Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

Research has shown that subscribers that feel like they are part of a membership program are 48% more likely to retain. The Providence Journal has started a few subscriber-only efforts that everyone can do to help make their subscribers feel like they are a part of something. Summer Moore of GateHouse Media leads you through a number of ideas designed to keep subscribers happy.

The presenter...

Summer Moore



Summer Moore is a digital project manager for GateHouse Media based in Austin, Texas. Moore works closely with GateHouse newspapers on digital training and growth, and everything that goes into that. She also runs newsletter strategy for the company and works closely with the app development team. Before GateHouse, Moore was the digital and audience engagement editor for The Times of Northwest Indiana, and before that the lifestyles editor for The Repository in Canton, Ohio. She has been in journalism professionally for about a decade.



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Online Media Campus



OnlineMediaCamp

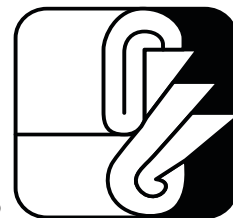
REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS

Webinar Registration



YES! Sign me up for the *Keeping Subscribers Happy* webinar **Friday, November 22**

Registration fee: free to Iowa Newspaper Association members

Find out more at www.onlinemediacampus.com or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: November 19

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

SEND YOUR COMPLETED REGISTRATION FORM(S) TO:

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309,
EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

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USING DIGITAL AND SOCIAL MEDIA FOR GROWING READERSHIP AND REVENUE

Thursday, November 21 1-2 p.m.

Registration fee: \$35 · Deadline: November 18

IN THIS WEBINAR...

Robert will share his experience growing his own newspaper's social media following, and how he has begun to monetize it in various ways.



THE PRESENTER...

Robert Slocum



Robert Slocum is an owner/publisher of the Timber Lake Topic, a small weekly in South Dakota. He uses social media and digital content to supplement and promote the print product. After growing an online following that has surpassed print circulation numbers, he is beginning to grow a new revenue stream via sponsored digital content.

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