



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

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

Keeping Subscribers
Happy
Friday, November 22

EVENTS

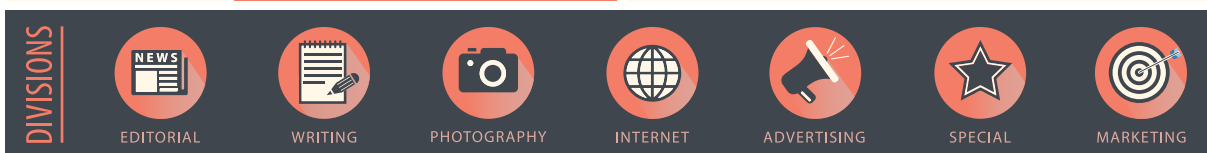
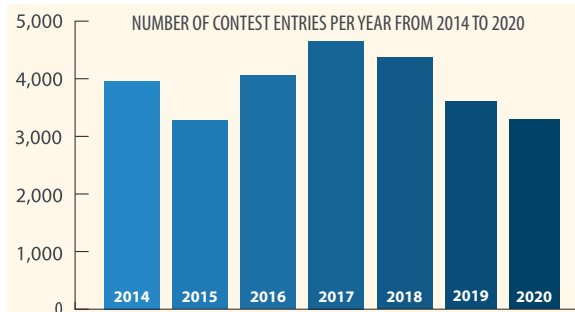
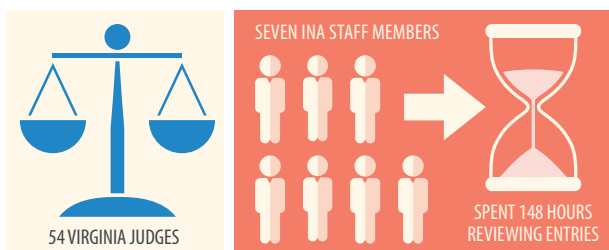
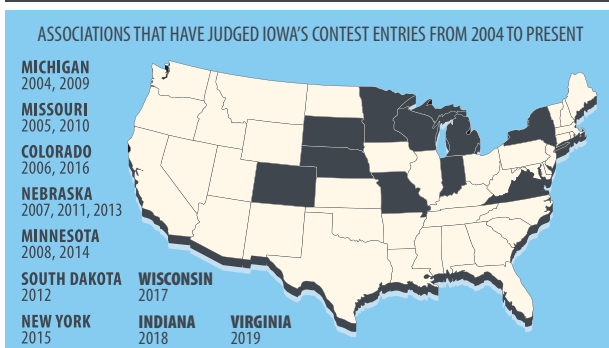
Iowa Newspaper
Association Convention &
Trade Show
February 5-7, 2020
Des Moines

REMINDERS

Committee nominations
Due December 6, 2020

50 Year Club nominations
Due January 3, 2020

2020 BETTER IOWA NEWSPAPER CONTEST ENTRY NUMBERS



INA members submit 3,335 contest entries

INA staff members have finished going through the thousands of entries submitted for the 2020 Better Newspaper Contests.

Each year, INA staff members check all entries to confirm they are prepared correctly. Newspapers are contacted to resolve any questions prior to the entries being judged, to ensure that all entries are judged fairly and properly. This year, the most common problems encountered were advertising entries submitted without a pdf included with the tearsheet, multiple entries being combined into one entry upload, missing payments, full tearsheets not being submitted and entries that were missing parts of the required examples.

If you did not hear from us, it means your entries were all prepared correctly ... congratulations and thank you! See page 2 for a complete list of entering newspapers that did

not have to be contacted to correct any errors.

Entries submitted by Iowa newspapers are being judged by members of the Virginia Press Association. With the online contest system, judges will have a three-week period in which to review the entries and make their winning selections.

INA members will be notified in December if they had winning entries. Winners' placings will be announced at the Awards Banquet during the annual INA Convention and Trade Show Feb. 6-7, 2020, in Des Moines.

INA/INF staff are already working to fine-tune the process for upcoming years. If you have suggestions for improvements that would make the contest submission process go more smoothly on your end, please send them to Jana Shepherd, INF Program Director, at jshepherd@inanews.com.

The INA and INF appreciate the effort of the 45 newspapers listed below, who submitted Better Newspaper Contest entries without errors needing follow-up attention.

Adel Dallas Co. News	La Porte City Progress-Review
Akron Hometown	Lake City Graphic Advocate
Anamosa Journal	Le Mars Daily Sentinel
Aurelia Star	Lowden Sun-News and Advertiser
Bayard News Gazette	Manchester Press
Buffalo Center Tribune	Manilla Times
Calmar Courier	McGregor North Iowa
Cascade Pioneer	New Sharon Sun
Clarion Wright County Monitor	Newell Buena Vista Co.
Colfax Jasper County	Ottumwa Courier
Corydon Times Republican	Parkersburg Eclipse-News-Review
Corydon Wayne County Independent	Pella Chronicle
Dyersville Commercial	Perry Chief
Forest City Summit Tribune	Pocahontas Record Democrat
Garner Leader	Postville Herald
Hartley Sentinel	Sergeant Bluff Advocate
Hawarden Independent/Ireton Examiner	Sheldon Mail Sun
Hull Sioux County Index-Reporter	Sioux Center News
Humboldt Independent	Sioux City Journal
Ida Grove Ida County Courier	Sully Hometown Press
Iowa Falls Times-Citizen	Tama News-Herald
Jewell South Hamilton Record-News	West Branch Times
	Westside Observer

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

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

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

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krisg@armstrongjournal.com

INA Services Company

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

Iowa Newspaper Foundation

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

U.S. MAIL

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

INA LEGAL HOTLINE

515-283-3100 (*paid service*)

?question of the week

Does the INA accept “Requester Publications” as members?

To qualify as an ACTIVE INA member, a newspaper must meet the following qualifications:

Shall be an individual, partnership, corporation or association or other entity which publishes a newspaper:

1. With a paid circulation of at least fifty percent of the total circulation,
2. With a publication frequency of at least fifty times per year,
3. With a periodical mailing permit from the United States Postal Service, and
4. Which shall have completed one year of publication with a periodical mailing permit.

Only Active members are eligible to vote.

A requester publication MAY qualify as an affiliate or niche publication member. Qualifications for each are as follows:

An Affiliate Member is a person engaged in a commercial enterprise doing business with or providing goods or services to members.

A Niche Publication Member shall:

1. Not be qualified to be an Active Member;
2. Have a publication that
 1. Is published by an entity that has in its corporate structure an Active INA member;
 2. Has been in publication for at least one year;
 3. Does not contain more than seventy-five percent advertising in more than one-half of its issues during any twelve-month period;
 4. Is regularly issued at stated intervals no less frequent than once a month, except for those in which the frequency interval requirement may be waived when said publication meets all other requirements for membership;
5. In the judgment of the Board of Directors, be of high ethical and journalistic standards that would reflect positively on the Association.

STUDENT · PROFESSIONAL NETWORKING LUNCHEON

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@inanews.com or 515-422-9051 to reserve your spot! Chosen newspapers must come with business cards, internship or working opportunities at their organizations.

Thursday, February 6
11 a.m. to 1:30 p.m.

Downtown Marriott
Des Moines, Iowa

Free political content available at USANewsIowa.com

John Gaps III, formerly of The Associated Press and The Des Moines Register, is now editor/publisher of USANewsIowa.com, a news & photo agency devoted to coverage of the Iowa Caucus race and issues surrounding it. As a grateful participant in many INA activities in the past, Gaps offers all INA members free use of all content on the site. No strings attached.

Gaps says he understands that almost every INA member deals with the Caucus and that keeping up with content outside of their area, especially use of photographs, can be expensive or copyright hazardous. The site attempts to be political neutral but will also comment on the state of campaigns drawing on Gaps'

40+ years covering the Caucuses in Iowa. The only agenda is the free flow of quality news content.

The content is set up for easy copy and paste of articles and the photos posted can be captured with a screen shot or swiped off the page to your desktop.

For attribution, "via USANewsIowa.com" or "USANI".

It's free use through the end of the Caucus, and a few days after, for all INA members. USANewsIowa.com is providing this resource to support and promote quality journalism in Iowa.

For any questions, email John at usaneysiowa@gmail.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	OCTOBER SALES	Difference	% Increase
\$306,945	\$630,613		-\$323,668	-51%
2019	2018	Year-to-Date Sales	Difference	% Increase
\$2,533,876	\$3,071,417		-\$537,541	-17%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$2,533,876	\$2,431,253		\$102,623	4%

Sales Summary: In the month of **October**, CNA sold **\$284,480** in display advertising into Iowa newspapers.

NEW INA MEMBER BENEFIT!

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

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

Nearly 150 archived
webinars!

Questions? Contact
jshepherd@inanews.com



And
Finally

A will is a dead giveaway.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ASSISTANT SPORTS EDITOR. The Clinton Herald, an award-winning newspaper that publishes five days a week, Tuesday through Saturday, is accepting applications for an assistant sports editor position.

This position develops sports content for both print and online publishing. The successful candidate will cover local games, write sports feature stories as assigned and take photos and videos to be completed on deadline for a daily news product. The qualified candidate must be a proficient writer, editor, typist, possess excellent people skills and be a self-starter who is able to develop enterprise work and will assist in management of digital sports content. The Clinton Herald is located in Clinton, Iowa on the banks of the Mississippi River. Our coverage area spans high schools in both Iowa and northwestern Illinois, and includes the Clinton LumberKings. 1204

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

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 Clinton Herald, an award-winning newspaper that publishes Tuesday through Saturday, is seeking a staff writer. The successful candidate is responsible for covering local beats that include area city councils, school boards, businesses and timely features as assigned. This position, which focuses primarily on reporting under the direction of the editor, also requires photography skills. The qualified candidate must be a proficient writer, typist, possess excellent people skills and be a self-starter who is able to develop enterprise work. Must have ability to create multi-media packages and be proficient in various social networking platforms. The Clinton Herald is located in Clinton, Iowa, on the banks of the Mississippi River. 1204

▼ FOR SALE

NEW LISTING! Profitable weekly newspaper, Winfield Beacon/Wayland News, for sale, Winfield, IA. Covers 4 communities/3 school districts. If interested contact: robin.therme@gmail.com or 319.400.6363

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, 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



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
- Committee nomination form

REMINDER!

The INA office will be closed
Thursday, November 28-
Friday, November 29 in honor
of the Thanksgiving holiday.

MEMBER EXCHANGE - cont. from page 5

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 resumé's 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.



**Order your copy of "How-To
News Writer: 25 Ways to Develop
Reporting, Writing and Digital Skills"
by Michael Bugeja on Amazon.com!**

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





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!**
Use Discount Code:
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

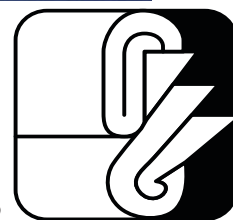
REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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:

You will receive log-in instructions 48-hours prior to the webinar you've registered for. If you have questions, please contact Erica Wipperling at ewipperling@inanews.com or 515-422-9052.



An Iowa Newspaper Foundation webinar..

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

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.

Follow us:



Online Media Campus



OnlineMediaCamp

Group discounts are available. Visit our website for more information. **Registrations submitted after the deadline will be subject to a \$10 late fee. Registrations are accepted up until the day of the webinar.**

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

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *Using Digital and Social Media For Growing Readership and Revenue* webinar Thursday, November 21.

☐ I am a Wisconsin journalism advisor or student, please waive my registration fee (*online registration not available*)

Registration fee: \$35 per webinar; free to SNPA members

Discounts are available for groups of 10 or more from the same newspaper or company.

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

Registration deadline: November 18

(Registrations submitted after the deadline will incur a \$10 late fee. *No discounts apply after the registration deadline.*)

Name _____ Newspaper _____

Corporate Affiliation (*for group discount tracking*) _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

☐ 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 _____

Please send a separate registration form for each registrant. This form may be photocopied as many times as necessary.

SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309, FAX to INF at 866-593-7406,

EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

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