

December 4, 2019



Volume 36
Issue 42

Iowa Newspaper Association Bulletin

www.INAnews.com

2020

CALENDAR of EVENTS

EVENTS

INA Legislative Reception
February 5, 2020
Peace Tree Brewing Co.

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

IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

The Iowa Newspaper Association is excited to announce the program for its 2020 Convention & Trade Show. The event will once again be held at the Downtown Marriott Hotel in Des Moines. This year's dates are Wednesday, Thursday and Friday, February 5-7.

This year's convention is dedicated to the newspaper's role in our ever-changing media climate. Whether it be a local election, a charity fundraiser or a high school sporting event, newspapers play a key role in educating their readers and bringing attention to topics close to home. Join us to learn and develop skills to better serve our Iowa communities with quality journalism.

As you can see by the enclosed schedule and registration form, the INF Program Committee has once again put together a phenomenal schedule of events. Events kick off Wednesday evening with a legislative reception. Don't miss this rare opportunity to interact with legislators from your area.

Thursday will bring professional speakers on hand to provide insight on continuing your newspaper's growth in digital areas as well as tried-and-true sales and editorial advice.

Friday morning's opening session will be led by Deadra Stanton, owner and presenter for her company Creative Communications. Her presentation brings a message of humor and inspiration that will make you laugh until you cry.

As usual, there will be a dynamic trade show featuring the latest and greatest products and services, the popular Wall of Wine & Beer and, of course, prizes!

Capping off the convention will be the Friday evening Awards Banquet, where winners in the Better Newspaper Contests will be honored and the 2020 Newspaper of the Year will be announced.

Registration and meal prices remain among the lowest in the nation, making the annual INA Convention an outstanding deal. There's no other program like this offered at such a reasonable rate!

CONVENTION BRIEFS

HOTEL RESERVATIONS

The deadline to reserve a hotel room at the Marriott Hotel and receive the INA's discounted rate of \$119 is Jan. 22. Make your reservations by phone at (800) 514-4681.

50 YEAR CLUB NOMINEES

If you know an Iowa newspaper veteran who should be honored for at least 50 years of service to the newspaper industry, be sure to complete the nomination form included in this issue of the Bulletin. Inductees will be recognized at the Past Presidents' Awards Luncheon on February 7, 2020, during the Annual INA Convention.

CONTEST LETTERS

Contest winners will receive a letter to notify them that they have placed in the 2020 Better Newspaper Contest next week. First, second and third place will not be announced until the Awards Banquet on Friday, February 7, 2020.

meeting minutes

Iowa Newspaper Foundation Nominating Committee November 14, 2019



Iowa Newspaper Foundation Nominating Committee Minutes

The committee met at 9:00 a.m. via teleconference with the following members present: Mary Ungs-Sogaard, Dyersville Commercial; Alan Mores, Harlan Newspapers; John Goossen, Iowa Falls Times-Citizen; and Mark Rhoades, Missouri Valley Times-News. Also, in attendance was Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Ungs-Sogaard, seconded by Goossen, the committee made the following nominations to the INF board:
- Corey Lindsey, Leon Journal-Reporter.

The meeting was adjourned at 9:16 a.m.

Respectfully submitted,
Susan Patterson Plank

Iowa Newspaper Association Nominating Committee November 20, 2019



Iowa Newspaper Association Nominating Committee Minutes

The committee met at 9:00 a.m. via conference call with the following members present: Kris Grabinoski, Armstrong Journal; Ann Wilson, Carroll Daily Times Herald; Rich Paulsen, Creston News Advertiser; Chris Rhoades, Missouri Valley Times-News and Paula Buenger, Spencer Daily Reporter. Susan Patterson Plank, INA, was also present.

Votes taken:

- A. On a motion by Wilson, seconded by Paulsen, and with Buenger abstaining, the committee nominated the following newspaper representatives to second three-year terms on the INA board:
- Jaime Zweibohemer, Humboldt Independent
 - Paula Buenger, Spencer Daily Reporter
 - Abigail Pelzer, Marshalltown Times-Republican
 - Jim Johnson, Kalona News

The meeting was adjourned at 9:08 a.m.

Respectfully submitted,
Susan Patterson Plank

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



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U.S. MAIL

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

INA LEGAL HOTLINE

515-283-3100 (paid service)

FREE MEMBER EXCHANGE

▼ HELP WANTED

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

PART-TIME ADVERTISING SALES REPRESENTATIVE. The Northwood Anchor and Manly Junction Signal, newspapers in Worth County, are seeking a part time advertising sales representative, with potential for other opportunities. We offer a job with a flexible schedule, working with a small team to support several local communities, their businesses and their newspapers. Questions or resumes may be emailed to kris@nwdanchor.com.

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



And
Finally I'll never date another apostrophe...
the last one was too possessive.

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association Bulletin

www.INAnews.com

▶ IN THIS ISSUE...

- 50 Year Club nomination form
- Committee nomination form
- 2020 INA Convention & Trade Show registration form

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 schreiberoglenn@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@ina-news.com.



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

? question of the week

How can I help an advertiser that is interested in advertising in multiple publications across the state?

If you know of a national and/or regional advertiser that is interested in advertising in newspapers or digitally across a region of the state, the entire state or the country, let Customized Newspaper Advertising (the sales arm of the Iowa Newspaper Association) know. Your newspaper can earn a finder's fee! If you provide CNA with a lead and that advertiser places advertising, your newspaper will earn 25 percent of the net profit on the first order or campaign. And you don't have to do anything ... just let us know who the advertiser is. Or, if you would prefer to retain contact with the advertiser, CNA can work directly with you to get the advertising placed. If you have questions, contact CNA Sales and Marketing Director Samantha Fett at sfett@cnaads.com.

2020 IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

DES MOINES MARRIOTT DOWNTOWN | FEBRUARY 5-7, 2020

WEDNESDAY, FEBRUARY 5

5:30-7:30 p.m. Legislative Reception
Offsite Location: Peace Tree
Brewing Co.
*Share drinks and hors
d'oeuvres with legislators from
your district.*

THURSDAY, FEBRUARY 6

11 a.m.-1:30 p.m. Student/Professional
Networking Luncheon - *pre
registration required*
*12 minute roundtable
recruitment opportunity to
network with students eager to
learn about starting a career
in journalism. Roundtables
followed by pizza lunch.*

1:30-1:45 p.m. Break

1:45-2:45 p.m. ... CONCURRENT SESSIONS

Drive Employee Engagement
Linda Ramey-Greive,
LRG Consulting

Toolkit for Collaboration
Sumi Aggarwal,
Reveal (Center for
Investigative Reporting)

2:45-3:15 p.m. Break

3:15-4:15 p.m. ... CONCURRENT SESSIONS

Coach to Engage Millennials
Linda Ramey-Greive,
LRG Consulting

Speed Round Robin
Industry Professionals

4:15-4:30 p.m. ... Break

4:30-5:30 p.m. ... Annual Meeting &
Publishers' Idea Exchange

5:30-7:30 p.m. ... Convention Reception

8:30-10:30 p.m. ... INA President's Celebration

FRIDAY, FEBRUARY 7

8-9 a.m. Registration & Trade Show Open
***Free continental breakfast in Trade Show served until 9 a.m.*

9-10:10 a.m. Kick-off "*Don't Shoot Skinny Rabbits*"
Deadra Stanton, *Creative Communications*

10:10-10:30 a.m. Refreshments in Trade Show

10:30-11:45 a.m. CONCURRENT SESSIONS

Public Affairs Coverage Timely & Relevant
Jim Pumarlo, *Newsroom Strategies*

Don't Be an Average Joe/Josephine
Kelly Wirges, *ProMax Training & Consulting*

16 Digital Trends in 60 Minutes
Tyson Bird, *GateHouse Media*

Adobe Editing Tips - ICMA
Matt Clark, *Meredith Corporation*

**Podcasting: tips, guests, interviews,
topics - ICMA**
Kate Payne & Clay Masters,
Iowa Public Radio

11:45 a.m.-12 p.m. Break

12-1:30 p.m. Past Presidents' Awards Luncheon
"Newspapers in Reality and Fiction – One Writer's Journey"
Joseph LeValley
Distinguished Service Awards, 50-Year Club Awards, Jay P. Wagner Prize for Young Journalists

1:30-1:45 p.m. Refreshments in Trade Show

1:45-2:45 p.m. CONCURRENT SESSIONS

Editorial Projects
Jim Pumarlo, *Newsroom Strategies*

Addressing Objections is as Easy as 1-2-3
Kelly Wirges, *ProMax Training & Consulting*

Instagram Tips for Storytelling
Tyson Bird, *GateHouse Media*

**Behind The Storytelling of "Saving
Brinton" - ICMA**
Andrew Sherburne, *Northland Films*

Nonprofit News - ICMA
Kathy Obradovich, *States Newsroom &
Suzanne Behnke, IowaWatch*

2:45-3:30 p.m. Ice Cream Break in Trade Show

3:30-4:30 p.m. CONCURRENT SESSIONS

Suds and Sodas Roundtables

Creating Campaigns That Sell
Kelly Wirges, *ProMax Training & Consulting*

Photography: Adding Value to Your Paper
Brendan Hoffman, *International Photographer*

5-6 p.m. Awards Reception

6 p.m. Awards Banquet
*Heritage Club Presentations, Young Iowa Journalists Awards,
Iowa Better Newspaper Contests winners, Newspaper of the Year*

For additional information about each session and presenter as well as hotel accommodations, visit www.INAnews.com/convention.



20 REGISTRATION

COMPLETE THE FORM BELOW OR REGISTER ONLINE AT WWW.INANEWS.COM/CONVENTION

REGISTRATION FEES

Early Bird Discount: Registrations postmarked by January 30 or delivered to INA by 4:30 p.m., January 30 will receive reduced rates on convention registration.

- \$85 for 1st Registrant by January 30 (\$95 after January 30)
- \$25 for Additional Registrants from same newspaper

Corporate registration rates are now available. Find out more at INANEWS.COM.

Name of Newspaper _____

Mailing Address _____

City, State, ZIP _____

() _____

Telephone Number _____

Email _____

Please check the following, if applicable: ☐ New publisher ☐ Past President (Friday Lunch fee waived)

Cancellation Policy: Refund requests will be honored if received in the INA office by 4:30 p.m. January 30.

The INA has purchased event cancellation insurance for this event. In cases where inclement weather causes this insurance to go into effect, advance registration fees will be refunded.

Circle the dollar amount in each column marked by symbols for each event.

🔥 1st Registrant | \$85 (+\$10 if postmarked after Jan. 30, 2020)

★ Friday Luncheon | \$25

⚡ Each additional person from the same newspaper | \$25

♥ Friday Night Banquet | \$30

✳️ Wednesday Legislative reception | free

★♥ Mealpackage-(includes Friday Luncheon & Friday Night Banquet) | \$52

☁️ Thursday luncheon - (registration required) | free

NAME & EMAIL ADDRESS (print)	🔥	⚡	✳️	☁️	★	♥	★♥	TOTAL
	\$85		free	free	\$25	\$30	\$52	
		\$25	free	free	\$25	\$30	\$52	
		\$25	free	free	\$25	\$30	\$52	
		\$25	free	free	\$25	\$30	\$52	
		\$25	free	free	\$25	\$30	\$52	
IS THIS FORM POSTMARKED ON OR BEFORE JANUARY 30, 2020?								YES NO +\$10
TOTAL								

Anyone attending any convention function is required to pay the registration fee (for the first registrant) or additional person fee, even if attending the luncheon or banquet only.

☐ Payment enclosed

☐ Please bill the company

☐ Charge my credit card →

Credit card # _____ Exp. ____ / ____

Address: _____ Zip _____

Amount to be charged: _____ Visa or _____ Mastercard

Authorized signature: _____ Date: _____

**RETURN FORM AND MAKE
CHECKS PAYABLE TO:
IOWA NEWSPAPER FOUNDATION**
319 E. 5th Street
Des Moines, IA 50309

ACCOMMODATIONS:

Des Moines Marriott Downtown, 700 Grand Avenue, Des Moines, IA 50309 | (515) 245-5500 | Fax: (515) 245-5567

Room Rate: \$119 (up to 4 guests per room) → Rate includes free wi-fi | Discounted reservation rate until **Jan. 22, 2020**

Make reservations by calling 1-800-514-4681 or online at <http://www.INANEWS.COM/convention>.