



Iowa Newspaper Association Bulletin

www.INAnews.com

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

WEBINARS

Cybersecurity
January 10, 2020

Classifieds 2020
January 13, 2020

REMINDERS

50 Year Club nominations
Due January 3, 2020

UI utility secrecy: *A blow to public accountability*

The Iowa Board of Regents unanimously approved an agreement Tuesday turning operation and management of the University of Iowa power plant and water treatment plant over to a French business consortium in return for a payment of \$1.1 billion to the school. The decision came minutes after the university released the names of the consortium companies and the 1,300-page contract.

BY RANDY EVANS
EXECUTIVE DIRECTOR
IOWA FREEDOM OF INFORMATION COUNCIL



Randy Evans

The Iowa Board of Regents is being asked this week to consider a complex proposal to turn the operation of the University of Iowa's utility system over to an unnamed a business that will be paid to operate it for the next 50 years.

The business will make a cash payment of undisclosed size to the university up front in return for the privilege of managing the coal-burning power plant, water treatment plant and the infrastructure for distributing electricity, steam and water across the sprawling campus and hospital complex. In return, the business is guaranteed a 50-year stream of revenue from its one customer.

University officials see the public-private deal as a win-win for everyone.

That may be true. I'm not here to critique the proposal from UI President Bruce Harreld.

But the people of Iowa have no way of knowing that this will, in fact, be a win-win because officials of the university and the Board of Regents have thumbed their noses at Iowa's "sunshine" laws.

With their troubling secrecy, these officials act like the university is a private school and not one that belongs to, and is accountable to, the people of Iowa.

Why such a harsh assessment? Consider:

- Earlier this year, the university sent a request for proposals to prospective bidders, but officials have steadfastly refused to share that document with the public.

- The management and operation agreement will be unveiled and voted on by the Board of Regents at a special meeting on Tuesday. But important details about the terms of the agreement will not be released to the public until that morning.

Officials refuse to name the four companies whose bids have been chosen as finalists for the deal, so the public will have no way of evaluating these companies' experience and competency until after an agreement with one of them is approved.

- University officials and the Regents have examined the proposals, but they refuse to share with Iowans how much each bidder would pay the university up front.

When the Iowa Legislature wrote the open meetings and open records laws 40-plus years ago, lawmakers wanted to ensure that Iowans could monitor and participate in their state and local governments --- by reviewing most government documents, by attending most government meetings, and by offering their opinions through correspondence or in-person conversations with the officials who would make decisions on behalf of the citizens.

But when key details are kept from the public until the start of the Regents' meeting, there is no time for citizens to seek any independent cost-benefit examinations. There is no time for the public to offer their informed opinions about the plan. There is no time for the public to assess whether this utility proposal is very wise or significantly unsound.

This secrecy runs counter to the way local government boards and councils are expected to operate.

School superintendents, city administrators, and members of city councils, school boards and county boards of supervisors would be chased out of office if they treated local constituents as cavalierly as University of Iowa administrators and the Board of Regents have treated Iowans regarding this utility proposal.

UI UTILITY SECRECY - cont. on page 4

From your President: Join me at Convention!



Kristin Grabinoski

As we turn our calendars to a new year, I'd like to encourage you to attend the upcoming 2020 INA Annual Convention and Trade Show on February 6th and 7th in Des Moines. The convention is one of the largest in the industry, providing educational sessions, a chance to network with your peers and an awards banquet to honor the best in the Iowa newspaper industry.

This year's schedule is jam-packed with insightful sessions and opportunities to expand the knowledge of your entire staff.

Thursday's how-to sessions include "Drive Employee Engagement," "Coach to Engage Millennials" along with "Toolkit for Collaboration."

On Friday, there will be 13 different and wide-ranging sessions to choose from, including "16 Digital Trends in 60 Minutes," "Addressing Objections is as Easy as 1-2-3," "Adobe Editing Tips" and of course, the popular "Suds and Sodas" roundtable discussions.

The quality of the programming offered at this year's event is second to none. I'm personally looking forward to hearing Deadra Stanton's kick-off presentation, "Don't Shoot Skinny Rabbits." Stanton is a well-respected speaker whose message of humor and inspiration has been enjoyed by thousands of people across the United States.

I hope to see you in Des Moines at the INA Annual Convention and Trade Show!

P.S. The registration fee is among the lowest in the country, thanks to financial support from the Iowa Newspaper Foundation. Be sure to register by January 30 to receive the Early Bird Discount.

CONTEST TIMELINE

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.

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (*paid service*)

Trade Show Raffle Baskets are Back!

Are you planning to donate a gift basket to the INF's Trade Show fundraiser?

We are hoping to put on another awesome Basket Raffle—if each 37 people bring gift baskets, we could raise another \$5,000!

If you haven't contributed a gift basket in the past, this year is a great time to start. Check out our *DIY Raffle Basket Tutorial* below or explore our pinterest page (<https://pin.it/eqqbmkw7s6oe>) for more great ideas!

Remember, your contributions help pay for programs like our Paid Internship program, Media Camps, and all our top notch trainings and webinars!

For many of you, it may be easier to make a cash donation toward the purchase of wine.

To make a donation, arrange pick-up, or if you have questions, contact Geof Fischer at (515) 422-9070 or gfischer@inanews.com. If you'd like to send in your raffle basket to the INA offices, please do so before January 31, 2020.

The Iowa Newspaper Foundation is a 501(c) 3 tax exempt organization, and your gift is tax deductible as allowed by law.



DIY RAFFLE BASKET TUTORIAL



For more great ideas, visit our Raffle Basket Pinterest page at <https://pin.it/eqqbmkw7s6oe>!



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	NOVEMBER SALES	Difference	% Increase
\$896,386	\$950,183		-\$53,797	-6%
2019	2018	Year-to-Date Sales	Difference	% Increase
\$3,157,116	\$3,501,561		-\$344,445	-10%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$3,157,116	\$2,659,453		\$497,663	-19%

Sales Summary: In the month of **November**, CNA sold **\$604,849** in display advertising into Iowa newspapers.

RATE INFORMATION FORMS DUE DECEMBER 12, 2019

It's that time of year to update rates on file! Customized Newspaper Advertising (CNA) is the sales and marketing affiliate of the Iowa Newspaper Association, which includes about 270 newspapers. CNA is an extension of your newspaper's local sales staff and has a mission to drive new revenue to your newspaper!

The CNA staff is your partner in making newspapers and their print and digital solutions an even more attractive and easy advertising option for advertisers. Information for updating your Rate Information Forms was distributed via email December 4, 2019. If you have not yet submitted your rate changes/updates, please do so by December

12, 2019. All rates should be updated online for CNA placement purposes.

Please provide updated rates, deadlines, and production details. CNA then uses this information for the next year to quickly develop proposals and estimates for current and potential clients. Rates provided will be valid January 1-December 31, 2020. If new rates are not received, CNA will use rates on file from 2019.

For questions regarding the Rate Information Form access, or if you did not receive your email access for updating, please contact the CNA Media Department 515-244-2145 ext. 152, media@cnaads.com.

UI UTILITY SECRECY - cont. from page 1

Besides being a poor way of conducting the public's business, the university and the Regents are not following the spirit of Iowa's "sunshine" laws. Those laws contain important guidance for officials and the courts --- that free and open examination of government records is generally in the public interest, and that ambiguity should be resolved in favor of openness.

The language of the public records law makes it abundantly clear that documents provided to prospective bidders and the names of companies invited to submit proposals should be available to the public. It is greatly troubling that companies with no legal stake in the University of Iowa have received more information about this proposed venture than the people of Iowa have.

Once the deadline for bids passes and the bid documents have been opened and examined by university officials, the public is entitled to see those documents, too.

It's wrong for officials to brush aside the public's legitimate interest in these documents before a final decision is made on the university proposal, even if there is a Regents policy that says the public can't see any of this until after the agreement is approved.

The agreement President Harreld has crafted may be an extraordinarily wise way to manage the university's utility costs, while creating a nest egg that provides an important new source of money for the school at a time when state tax money is shrinking.

But the next time important issues arise at the state universities or come before the Regents, officials need to remember that they are acting on behalf of the citizens of Iowa. There must be more and better transparency --- before decisions are made.

Otherwise, Iowa's "sunshine" laws are misnamed.

This column is available for publication by any newspaper without charge at <https://inaneews.com/news-room-resources/ui-utility-secrecy-a-blow-to-public-acco/>

Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at IowaFOICouncil@gmail.com

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.

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

Which is the largest room in the world? The room for improvement.

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association Bulletin

www.INAnews.com

▶ IN THIS ISSUE...

- 50 Year Club nomination form
- Cybersecurity
- Classifieds 2020
- 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 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@inanews.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



IOWA
NEWSPAPER
ASSOCIATION



An Iowa Newspaper Foundation webinar...

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

CYBERSECURITY



Friday, January 10 · 1-2 p.m.

Registration fee: FREE · Deadline: January 7

IN THIS WEBINAR...

Over 90% of breaches are caused by human error. That is why it is critical to build cybersecurity awareness at your organization. This presentation is an introduction to cybersecurity and a focus on awareness by sharing details on best practices and common threats.



THE PRESENTER...

Michael Anderson



Michael Anderson is a senior account executive at New Horizons. He helps organizations leverage training to maximize and protect their technology investments and increase productivity. Anderson has spent the last seven years at New Horizons, merging his love for technology and education.

At New Horizons, he has been a Golden Achievement award winner since 2015. He also holds technology certifications from Microsoft, VMware and Cisco. Over the past three years, he has developed an extreme interest in everything cloud, network and cybersecurity related.

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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 *Cybersecurity* webinar Friday, January 10.

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: January 7

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

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

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

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

RECEIPT OF REGISTRATION:

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



An Iowa Newspaper Foundation webinar...

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

CLASSIFIEDS 2020

Thursday, January 16 · 1-2 p.m.

Registration fee: FREE · Deadline: January 13

IN THIS WEBINAR...

The best new ideas to bring your Classifieds back to life! Why is it some papers are thriving with pages of Auto display, while others aren't? Why do some papers have giant real estate sections or monthly tabs? Why are some papers booming in employment display? Why do some papers have pages of Service Directory ads while others have just a handful? Why is your classified revenue still going down while other papers are thriving? If you want YOUR classifieds to survive 2020, then this webinar will set you in the right direction.



THE PRESENTER...

Janet DeGeorge



Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She is a graduate of San Jose University with a degree in advertising and marketing and has completed all course work towards a master's of science in mass communications.

DeGeorge is a former vice president of the Western Classified Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising. DeGeorge has been president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.

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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 *Classifieds 2020* webinar Thursday, January 16.

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: January 13

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

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

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

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

RECEIPT OF REGISTRATION:

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

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*

**Creating the Perfect Podcast for Your
Audiences - 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

Finding Time for 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 _____

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: _____

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CHECKS PAYABLE TO:
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