

December 18, 2019



Volume 36  
Issue 44

# Iowa Newspaper Association Bulletin

www.INAnews.com

## Submit your proposal for a grant up to \$15,000!

*Deadline is Friday.*

### 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

The Iowa Newspaper Foundation will make grants available for local journalism projects and assignments that wouldn't be otherwise be funded or executed as well without financial support. The Foundation anticipates making grants in the range of \$250 to \$15,000 for worthy projects until budgeted funds are exhausted each year.

#### WHAT IS THE PURPOSE OF THIS PROGRAM?

To advance the cause for local journalism in Iowa, by providing financial support for specific journalism initiatives that a) are of high value to stakeholders [INA members, general public] and b) address areas of particular need or could not otherwise be accomplished without the support.

#### WHAT CAN THE FUNDS BE USED FOR? BY WHOM?

Grant requests covering a variety of purposes will be considered; all requests must align with the statement of purpose. Proposals must be for a specific project—general or operational funding proposals will not be considered. The Grant Review Committee has discretion over the approval of grant funds. INA members, non-profit organizations, institutions of higher education, K-12 schools, and individuals associated with these organizations are encouraged to apply.

Examples of projects include:

- an investigative reporting project
- costs associated with staff professional development training
- support for a project by a like-minded non-profit organization

## THE \_\_\_\_\_ **STRONG** COMMUNITIES **STRONG** **NEWSPAPERS** \_\_\_\_\_ FUND

#### WHO WILL COMPRISE THE GRANT REVIEW COMMITTEE?

All requests are considered by the Grant Review Committee. The committee is to be comprised of the five members of the INF Executive Committee. Additional committee members may be nominated by the INF President with assistance from INF staff—emphasizing non-INA members and candidates from fields such as economic development, higher education, and non-profit organizations.

#### HOW CAN I APPLY?

Apply at: <https://tinyurl.com/INFgrantprogram>.

The deadline to apply is December 20, 2019. Recipients will be announced at the INA Convention in February.

If you have any questions feel free to reach out to Geof Fischer at (515) 422-9070 or [gfischer@inanews.com](mailto:gfischer@inanews.com).

**REMINDER:** The INA, INF and CNA offices will be closed December 24, December 25 and January 1. The INA Bulletin will not be published 12/25/19.

# question of the week

## What constitutes a “claim” for public notice purposes?

When cities, schools or counties are required to publish a list of claims, each claim must contain three elements:

- The name of the person or company receiving the money;
- The amount of money received by the claimant and
- The purpose or reason the claimant is being paid.

## RJI seeks 2020-2021 fellows



*RJI offers  
residential and  
nonresidential  
fellowships*

The Reynolds Journalism Institute is looking for its next class of fellows (individuals or news outlets) to partner with on innovative projects that strengthen democracy through better journalism. Successful projects often include devising new strategies to take advantage of an opportunity or solve a problem, building new tools for news organizations, transforming an idea into a market-tested prototype or advancing a prototype so it's ready for investment or a full product launch. Whatever the idea, its benefits should extend to other news organizations and the people who depend on them. RJI offers three types of fellowships. Residential fellows earn \$80,000 and spend eight months at the Missouri School of Journalism. Want to work from your home base? We offer \$20,000 non-residential fellowships. Newsrooms and civil society organizations can apply for institutional fellowships that offer \$20,000 stipends. All three options include additional funds for travel, technical development and marketing. The application deadline is Jan. 17, 2020.

The Donald W. Reynolds Journalism Institute invites proposals from people and institutions to collaborate with RJI on ideas and projects that will help RJI understand and meet the information needs of individuals in their roles as citizens.

Some areas of particular interest include:

- Projects focused on inclusivity and engaging communities.
- Applied research that helps in the understanding of the business and practice of journalism.
- New techniques, tools and technologies.
- Prototypes that need further development and market testing.
- Ideas for new revenue streams or business models that many news organizations could adopt.

For more information and to apply visit <https://www.rjionline.org/fellowships#apply>.

## 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 online today at <http://tinyurl.com/2020INACONVENTION> or 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 Friday, February 7, 2020, during the Annual INA Convention.

## CONTACT US



Phone 515-244-2145

Website [www.INAnews.com](http://www.INAnews.com)

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

**Executive Director**  
Susan Patterson Plank  
ext. 125 [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com)

**Sales and Marketing Director**  
Samantha Fett  
ext. 140 [sfett@cnaads.com](mailto:sfett@cnaads.com)

**Communications Director**  
Cicely Gordon  
ext. 133 [cgordon@inanews.com](mailto:cgordon@inanews.com)

**Development Director**  
Geof Fischer  
ext. 132 [gfischer@inanews.com](mailto:gfischer@inanews.com)

**Media Director**  
Autumn Phillips  
ext. 136 [aphillips@cnaads.com](mailto:aphillips@cnaads.com)

**Program Director**  
Jana Shepherd  
ext. 159 [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

**Technology & Digital Development Manager**  
Susan James  
ext. 129 [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

**Iowa Newspaper Association**  
Kristin Grabinoski, Armstrong Journal  
712-868-3460  
[krisg@armstrongjournal.com](mailto:krisg@armstrongjournal.com)

**INA Services Company**  
Becky Maxwell, Centerville Daily Iowegian  
641-856-6336  
[bmaxwell@dailyiowegian.com](mailto:bmaxwell@dailyiowegian.com)

**Iowa Newspaper Foundation**  
Mark Rhoades, Missouri Valley Times-News  
712-642-2791  
[mrhoades@enterpriseub.com](mailto:mrhoades@enterpriseub.com)

### U.S. MAIL

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

### INA LEGAL HOTLINE

515-283-3100 (paid service)

# SciLine is hosting a 'boot camp' for journalists

Reporters and scientists have a lot in common: deep curiosity about the world, an interest in investigation and discovery, commitment to accuracy, and the desire to communicate findings for societal benefit. Both groups—and the public—stand to gain from enhanced cooperation at the science-journalism nexus.

That's why, on March 19 - 21, 2020, SciLine will host *Covering the Evidence: Adolescent Health*, an all-expenses-paid, 2.5-day boot camp designed to deepen journalists' knowledge of adolescent health and behavior issues, while also building communication skills among scientists conducting related research and fostering trust and understanding between these two professional groups. In addition to joint activities with scientists, journalists will get up to speed on the science behind newsworthy issues facing today's teens, including:

- vaping and health
- screens, social media, and wellbeing
- mental health disparities
- education equity and academic achievement gaps



SCIENTIFIC EXPERTISE  
AND CONTEXT ON DEADLINE

This boot camp will be held at the University of Maryland, Baltimore County (UMBC), in Baltimore, Maryland, from Thursday March 19 through Saturday March 21. This is a no-cost event; all travel, accommodation, and program costs will be covered by SciLine's philanthropic grants. The course will be accessible to reporters without deep backgrounds in science and will feature clear, research-based presentations without preference for specific political or policy perspectives.

Apply online by January 6, 2020 at [https://www.sciline.org/umbc-journalist?utm\\_source=optin&utm\\_medium=mailchimp&utm\\_campaign=umbc](https://www.sciline.org/umbc-journalist?utm_source=optin&utm_medium=mailchimp&utm_campaign=umbc).

## The Committee to Protect Journalists wants to hear from you!

Rollies, campaign events, protests—they are all part of the election beat, and they are also potential flashpoints for the journalists covering them. During elections, journalists are at increased risk of attack, arrest, and physical or digital harassment, the Committee to Protect Journalists has found.

Ahead of the U.S. presidential election on November 3, 2020, CPJ's Emergencies team is strengthening the resources and advice available to the journalists planning to cover it. CPJ needs to hear from reporters, editors, photographers, camera operators, and bloggers who plan to cover the campaign and election about any risk they anticipate—be it physical, digital, or psychological—and what access they have, or would like to have, to safety resources.

To gather this information, CPJ is distributing an online survey, which you can find linked to here. In an effort to reach as many journalists as possible across the country, CPJ is asking press and news associations in

every state to help distribute it. We would like to receive responses by **Friday, January 10, 2020**.

Survey responses will remain confidential, and data will be released publicly only in a form that does not identify the individuals who provide information. CPJ will use the survey data to update its Journalist Safety Kit, which can be found by visiting: <https://cpj.org/2019/03/covering-elections-journalist-safety-kit.php>, for election coverage with resources tailored to the needs of journalists working in the U.S. All related safety resources will be updated throughout 2020 and publicly available to interested journalists and newsrooms.

To participate in the survey, please visit: <https://docs.google.com/forms/d/e/1FAIpQLSesRA09eVKW/A2EzszB2Q467Pb0ARn1Sya2pqQpFmVnsSiUUQ/viewform>.

If you have any questions, please contact CPJ's Emergencies team via [emergencies@cpj.org](mailto:emergencies@cpj.org).

## DON'T MISS OUT ON THE EARLY BIRD SPECIAL!

Register for the 2020 INA Convention & Trade Show before January 1<sup>st</sup> to be entered in a drawing for a **FREE** arm's length of raffle tickets! **\$50 VALUE**

**REGISTER ONLINE TODAY!**

<https://inanews.com/convention/registration/>



MERRY  
CHRISTMAS

From your friends at CNA, INA & INF

## 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](mailto:ina@inanews.com).



And  
**Finally**

Iowa got its name from the loway people, one of the region's native tribes. According to an early pioneer, Native Americans saw the land and started saying: "Iowa, Iowa, Iowa," which meant "beautiful, beautiful, beautiful."

# 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. 1218

**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. 1218

## ▼ 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

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](mailto:schreiberglenn@gmail.com).

*View and submit ads on the Internet at [www.INAnews.com](http://www.INAnews.com). Students and professionals may also submit their resumé 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](mailto:cgordon@ina-news.com).*

## Publishers evaluate payroll with FLSA salary threshold increase on the horizon

BY TONDA RUSH

DIRECTOR OF PUBLIC POLICY, NATIONAL NEWSPAPER ASSOCIATION

**Q:** Please explain again how a nonexempt journalist can be paid a salary.

**A:** Happy to. Now that the new Fair Labor Standards Act salary threshold is set to go into effect next year, a lot of companies are re-evaluating their payroll.

It is an enduring irritant to both the newspaper industry and serious journalists that the Labor Department devalues many community newspaper journalists and will not classify them as professionals who can be paid on salary without limitation. Rather, we have an environment now where bosses have to pull journalists off stories when their hearts and souls are intent upon covering the news, just so the budget isn't busted.

*Tonda Rush is the director of public policy and serves as general counsel to the National Newspaper Association. Email her at [tonda@nna.org](mailto:tonda@nna.org).*

*This article was originally published in the December issue of Publishers' Auxiliary. Read the full article by visiting: <https://etypeservices.com/SWF/LocalUser/Publishers1/Magazine307606/Full/index.aspx?I=307606#2/z>.*



**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**

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*“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](http://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](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inanews.com](mailto: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](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://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](mailto: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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REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://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](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inanews.com](mailto: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](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://ONLINEMEDIACAMPUS.COM)

**RECEIPT OF REGISTRATION:**

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# 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**  
Kathie 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](http://www.INAnews.com/convention).



# 20 REGISTRATION

COMPLETE THE FORM BELOW OR REGISTER ONLINE AT [WWW.INANEWS.COM/CONVENTION](http://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](http://INANEWS.COM).

Name of Newspaper \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

( ) \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email \_\_\_\_\_

Please check the following, if applicable: ☐ New publisher

**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

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Credit card # \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

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**RETURN FORM AND MAKE  
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## 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>.