

January 1, 2020



Volume 37
Issue 01

Iowa Newspaper Association Bulletin

www.INAnews.com

Iowa Capital Dispatch

*A non-profit news site dedicated to hard-hitting
and fair coverage of state government and politics.*

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

IOWA CAPITAL DISPATCH



The Iowa Capital Dispatch, an independent, nonprofit online news organization covering state government and policy, launched on Monday.

Iowa faces critical choices as the rural population declines, trade wars threaten farmers and worker shortages hamper business growth. Yet the number of reporters covering statehouse news across the country has plummeted in the past 15 years, even as 20 percent of the community and metro newspapers being published have gone out of business.

The Iowa Capital Dispatch is a nonprofit source for quality news and investigative reporting and insightful commentary. We're focused on arming citizens with the information they need to hold their government accountable and ensure it meets Iowans' historically high standards for integrity. Our award-winning staff has more than a century of combined Iowa journalism experience and a track record of exposing government wrongdoing, holding elected officials accountable and giving Iowans a voice in public affairs.

EDITOR KATHIE OBRADOVICH has been covering Iowa government and politics for more than 30 years, most recently as political columnist and opinion editor for the Des Moines Register. She previously covered the Iowa Statehouse for 10 years for newspapers in Davenport, Waterloo, Sioux City, Mason City and Muscatine. She is a leading voice on Iowa politics and makes regular appearances on state, national and international news programs. She has led national-award-winning coverage of the Iowa Caucuses and the Register's Iowa Poll.

DEPUTY EDITOR CLARK KAUFFMAN has worked during the past 30 years as both an investigative reporter and editorial writer at two of Iowa's largest newspapers, the Des Moines Register and the Quad-City Times. He has won numerous state and national awards for reporting and editorial writing. His 2004 series on prosecutorial misconduct in Iowa was

named a finalist for the Pulitzer Prize for Investigative Reporting. From October 2018 through November 2019, Kauffman was an assistant ombudsman for the Iowa Office of Ombudsman, an agency that investigates citizens' complaints of wrongdoing within state and local government agencies.

SENIOR REPORTER PERRY BEEMAN has nearly 40 years of experience in Iowa journalism and has won national awards for environmental and business writing. He has written for The Des Moines Register and the Business Record, where he also served as managing editor. He also is former editorial director of Grinnell College. He co-authored the recently published book, "The \$80 Billion Gamble," which details the lottery-rigging case of Eddie Tipton.

REPORTER LINH TA has worked at the Des Moines Register since 2014, covering trending news, public safety and the suburbs. Most recently, she has covered retail business and followed both national and local trends to provide insight about the issues that matter the most to Iowans. Beyond traditional journalism, Ta has worked as a speech coach with the Des Moines Storytellers Project with the goal of sharing the diverse perspectives of Iowans from all walks of life. She is the 2019 winner of the Young Iowa Journalist Award and the winner of an Iowa Broadcast News Award.

"Our experienced journalists have seen firsthand the decline of important news coverage over the past few decades, as community newspapers have withered and folded or redirected resources to lighter, click-happy topics," Obradovich said. "Iowa Capital Dispatch will arm voters with the information they need to have a strong voice in government while also supporting community journalism."

The Iowa Capital Dispatch is part of States

IOWA CAPITAL DISPATCH - cont. on page 4

Official Notice: Bylaw changes to go before the INA Board on February 5, 2020

At its Wednesday, February 5th board meeting, the Iowa Newspaper Association board will vote to make several amendments to the INA bylaws. The most substantive changes are to Section 5.2 to reduce the minimum number of directors to seven and to remove the need for ratios between daily and weekly directors and in Section 5.3 the size of the nominating committee is changed to not less than five nor more than ten. Three of the members shall not have previously served as an officer or director of the Association in the year immediately preceding the election.

Changes were also made to Section 3.4 adding the following to the section addressing the qualification for academic members:

University Newspaper as a qualified Active Member. A University Newspaper that is qualified as an Academic Member pursuant to Section 3.4, may also qualify as an Active Member if all of the following are present:

- Maintains a paid circulation;
- Has been issued a periodical mailing permit from the United States Postal Service;
- Has completed one year of publication with a periodical mailing permit; and
- Pays the board-approved Active Member dues.

Additional changes were made including the removal of the Niche Publication member classification, and a clarification that active members must publish fifty weeks per year, versus fifty times per year.

You can obtain a full copy of the amended Bylaws by emailing Susan Patterson Plank at spattersonplank@inanews.com.

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

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bmaxwell@dailyiowegian.com

Iowa Newspaper Foundation

Mark Rhoades, Missouri Valley Times-News

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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

What restrictions are there on the use of the words “Super Bowl” in an ad?

The NFL controls all marketing and proprietary rights with respect to the Super Bowl. According to federal law the NFL retains the exclusive right to control marketing of the Super Bowl and all of its associated trademarks. These trademarks include the phrases “Super Bowl,” “Super Sunday,” “National Football League,” “NFL,” and the NFL shield and all Super Bowl logos.

The NFL also owns the trademarks for “National Football Conference” and “NFC” as well as “American Football Conference” and “AFC.” Without the express permission of the NFL, marketers and advertisers may not use these terms in their promotions.

Running promotions or advertisements designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal.

ADS CANNOT CONTAIN:

"Super Bowl"

"Super Sunday"

"NFL," "NFC" or "AFC"

Any specific team name or nickname

Any NFL logo or uniform

ADS CAN CONTAIN:

"The Big Game"

"The Football Championship Game"

The date of the game

The names of the teams' home cities

A generic football picture or graphic

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

Newsroom, a national non-profit corporation funded by tax-free donations. Readers can access the content with no ads or paywalls. The free email newsletter, the Daily Dispatch, will provide a roundup of the day's top news and commentary. Readers can sign up for the newsletter now at www.iowacapitaldispatch.com

For more information, see www.iowacapitaldispatch.com

Twitter: @iowacapidispatch

Facebook: <https://www.facebook.com/iowacapitaldispatch>

Contact: Kathie Obradovich, editor; 515-720-1914; kobradovich@iowacapitaldispatch.com

Iowa Capital Dispatch Media Share Guidelines

Iowa Capital Dispatch articles, graphics, and commentary are also free to republish. In fact, we welcome and encourage it! Please adhere to the following guidelines, and let us know if you republish our stories:

- You must give Iowa Capital Dispatch credit, including publication and author.
- If you publish online, you must include the links from the story, and a link to www.iowacapitaldispatch.com
- While making changes to account for in-house style is perfectly fine, more substantial changes should be noted as additional and conducted by your publication.
- You can publish our photos and graphics with the stories with which they originally appeared. For any other uses, you must seek permission from us at <mailto:kobradovich@iowacapitaldispatch.com>
- If you share the story on social media, please mention @IowaCapDispatch on Twitter and @IowaCapDispatch on Facebook.
- Don't sell the story.
- Don't sell ads against the story. Feel free, however, to publish it on a page with ads you've already sold.

**Thanks to the Ohio Capital Journal, Colorado Independent and Texas Tribune for use of their guideline templates.*

Iowa Capital Dispatch is part of the States Newsroom, a network of similar news bureaus supported by grants and a coalition of donors as a 501c(3) public charity.

Iowa Capital Dispatch retains complete editorial independence.

2020 Press Passes available at INAnews.com

2020 press passes are available to download from the member's only section of inanews.com. Remember, you will be required to enter a password to access the member's only section of the site. The password is "news." If you have trouble downloading them electronically, please contact Cicely Gordon at cgordon@inanews.com or 515-422-9077.



And
Finally

It's okay to be slightly cracked, so long as you are basically a good egg.

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.

SPORTS EDITOR. The News is looking for a sports editor who can do it all – cover sports, shoot photos, work with correspondents and lay out pages. Quality sports coverage is one of the main reasons readers turn to the The News. You will be covering four high schools with competitive teams that usually make it to state tournaments. We emphasize quality writing, photography and page design in our sports section that usually has four or more pages each week.

The News is a 2,100-circulation weekly newspaper, just 20 minutes from Iowa City, home of the University of Iowa. We have a small staff that works hard but has fun.

If you have a passion for covering community sports, we want to talk with you. Please send a resume and five samples of your work to Publisher@TheNews-IA.com by Jan. 3. We are looking for someone with at least a year of experience, but we will consider recent graduates with high potential.

▼ 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
- 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!

CONTEST TIMELINE

February 7, 2020 - Winners announced during Convention Awards Banquet

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

Follow us:



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 *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.

Follow us:



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
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.



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

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**
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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>.