



Iowa Newspaper Association Bulletin

www.INAnews.com

► president's report

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

The INA has many benefits!

KRISTIN GRABINOSKI

2019 IOWA NEWSPAPER ASSOCIATION PRESIDENT
ARMSTRONG JOURNAL

In the last few years there has been a lot of discussion about “news deserts”—defined as a community without a newspaper. According to “The Expanding News Desert” a report from the UNC School of Media and Journalism’s Center for Innovation and Sustainability in Local Media, the United States has 3,143 counties that now have only one newspaper, almost 200 counties in the country have no newspaper at all.

In Iowa we continue to have a strong newspaper community.

The Iowa Newspaper Association has approximately 271 members—238 of those members publish four or fewer days per week! And when we look at our 99 counties in the state of Iowa, every single one has a newspaper. As a matter of fact, nearly 90% of Iowa counties have two or more newspapers!

In Iowa, we’re all practicing community journalism. One of the big differences between large metro newspaper and community journalism is that our staffs must face its audience every day. As a publisher, I know that people have no problem coming up to me and telling me what they think of my newspapers. And that’s good news.

As I work to provide the best community newspaper in the towns I serve, I am reminded that being a member of the Iowa Newspaper Association has many benefits. It provides free educational webinars, an outstanding convention and the Better Newspaper Contest. In 2019 our members received over \$3.3 million in advertising sales. And one of the most important benefits is the work done on our behalf at the Capital, protecting public notices, open meetings and open records.

The Iowa Newspaper Association’s mission is to “protect, promote, foster and advance the interests of the members of the Iowa newspaper



Kristin Grabinoski

industry and to provide direction to the Association’s two related boards.” Your association works everyday to do that. One of the ways it does that is by lobbying. During the 2019 Iowa legislative session, the INA and our lobbyists monitored 1,947 bills and study bills, 118 resolutions,

589 amendments and 169 bills and resolutions that passed both chambers.

During the 2020 session, the INA will actively be engaged in legislation on Iowa Code Section 21.4 to clarify the requirement of a governmental body to post a meeting agenda at least twenty-four hours prior to the meeting. The INA will also be working to decrease the cost of public records by restricting the fees charged by eliminating fees for legal services for redaction or review of public records.

As with all sessions, there will be many bills that will be monitored. When we need you to engage with your legislator, the INA Executive Director will reach out to you. It’s critical that we all are on alert during session—our ability to support or in some cases stop bills relies on our staff, our lobbyists and most importantly our members!

In addition to the other member benefits, my favorite benefit of belonging to the Iowa Newspaper Association, is for the networking!

Soon I will see many of you, as we gather for the 2020 INA Annual Convention and Trade Show. Last year’s Convention drew 565 people including 131 students and advisors, making it one of the largest state newspaper association conventions in the country. This year we received 3,358 entries for the INF Better Newspaper Contest! Don’t miss this opportunity to meet with your peers, learn new ideas and have a great time!

meeting minutes

Iowa Newspaper Association
Ad Hoc Committee
Potential Broadband Government Relations
Committee Legislative Priority
January 10, 2020



Potential
Broadband
Government
Relations
Committee
Legislative Priority

The Ad Hoc Committee met via conference call at 10:00 a.m. with the following members present: Sarah Lefeber, Ames Iowa State Daily; Amy Gilligan, Dubuque Telegraph Herald; Sara Konrad Baranowski, Iowa Falls Times-Citizen; and Abigail Pelzer, Marshalltown Times Republican. Also present was Susan Patterson Plank, INA.

Action agreed upon:

- A. The group direct staff to investigate past legislation proposed and key stakeholders associated with the legislation.

Other items discussed:

- A. The committee discussed the Association and the members roles and interests as it relates to broadband.

There being no further business, the meeting was adjourned at 12:00 noon.

Respectfully submitted,
Susan Patterson Plank

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.

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.

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

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krisg@armstrongjournal.com

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Iowa Newspaper Foundation

Mark Rhoades, Missouri Valley Times-News
712-642-2791
mrhoades@enterprise.pub

U.S. MAIL

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

INA LEGAL HOTLINE

515-283-3100 (paid service)

Lindsey nominated to INF Board

The Iowa Newspaper Foundation Nominating Committees has nominated Corey Lindsey for a new board term beginning in February 2020. Board elections will be conducted during the INA's Annual Meeting on February 6 during the INA Convention.



Board elections
will be held
February 6

COREY LINDSEY - Iowa Newspaper Foundation Nominee



Corey Lindsey

TITLE: Owner/Publisher

PROFESSIONAL BACKGROUND: Born and raised in the newspaper. I am the 4th generation to own and operate The Leon Journal-Reporter. From stuffing papers at an early age to overseeing the daily operations, I have held every job conceivable in the family business over the last 30+ years. I also continue to operate a small commercial printing shop.

FAMILY: Wife Tonya, two daughters Mary and Maizee, and son Macson

OFF THE JOB INTERESTS: Hunting, photography, kayaking, genealogy

AREAS OF MOST INTERESTED RELATED TO INA: Getting more involved in the industry, building a network among fellow publishers, learning about ways to help continue the promotion and ensuring the viability of the small town newspaper.

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	DECEMBER SALES	Difference	% Increase
\$257,155	\$622,069		-\$364,914	-58%
2019	2018	Year-to-Date Sales	Difference	% Increase
\$3,157,116	\$9,386,212		-\$6,229,096	-34%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$3,157,116	\$731,900		\$2,425,216	-16%

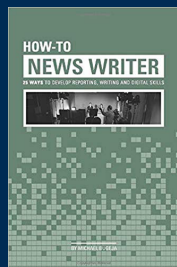
Sales Summary: In December, CNA sold **\$143,310** in display advertising into Iowa Newspapers.



CONTEST TIMELINE

February 7, 2020 - Winners announced during Convention Awards Banquet

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

BANQUET TABLE RESERVATION REMINDER!!

RESERVATION FEE: \$150

Fee includes two bottles of wine delivered to your table.

Don't want to wait in line or make a mad dash to the closest table when the doors open at the Awards Banquet Friday evening during the INA Convention? Reserve a table today for your group of 10!

Table reservations can not be made during the Convention or just prior to the Awards Banquet. Reservations **MUST** be made in advance.

Tables can only be reserved for groups of ten. If you do not have a group of ten, feel free to talk to other newspapers to see if you can put together a group of ten. ***Please note that reserving a table does not guarantee a front-row seat. Reserved tables will be scattered throughout the ballroom.**

To reserve a table at the Awards Banquet Friday, February 7, 2020 during the 2020 INA Convention, please fill out the form included in this week's Bulletin and return to the INF by January 30, 2020.

***Completing this form does not register you for the convention; you must also submit a convention registration form.**



2020

CONVENTION & TRADE SHOW

Legislative Reception



IOWA NEWSPAPER
ASSOCIATION

PEACE TREE BREWING COMPANY
FEBRUARY 5, 2020 from 5:30 - 7:30 p.m.

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.

SENIOR STAFF WRITER. The Des Moines Business Record is seeking a full-time journalist to cover economic development in Greater Des Moines. The right candidate will join our experienced staff to lead the Business Record's coverage of the people, issues and trends affecting the business community as the region continues to grow and transform. The position requires a strong writer who can develop a beat and write in-depth analysis pieces on a variety of business topics for our weekly print edition, website, newsletters and specialty magazines. This person must function with a great deal of autonomy, building sources on his/her beats and managing his/her story schedules. Apply at www.businessrecord.com/hiring. 0129

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. 0115

▼ 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, dtappnewsbrokerageofia@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, dtappnewsbrokerageofia@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...

- 2020 INA Convention & Trade Show registration form
- 2020 INA Convention & Trade Show brochure
- 2020 INA Convention & Trade Show banquet table reservation form

local & personal

Dustin Kass, a member of the **Dubuque Telegraph Herald** Editorial Department for more than seven years, has been named the newspaper's managing editor, effective in January.

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 resumés 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.

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



And
Finally

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



2020

CONVENTION & TRADE SHOW

FEBRUARY 5-7, 2020 • DES MOINES, IA



SPECIAL RECOGNITION

Distinguished Service, Young Iowa Journalists,
Investigative Reporters and 50 Year Club

TRADE SHOW

Featuring dozens of exhibitors with the latest and
greatest products and services!

EXCITING KICK-OFF PRESENTATION

Deadra Stanton will make you laugh until you cry,
inspire you to enjoy life, laugh at life's situations
and most of all... "Don't Shoot Skinny Rabbits".

LEGISLATIVE RECEPTION

Join your peers and legislators from across Iowa
for an informal reception Wednesday evening.
This is a great opportunity to share drinks, hors
d'oeuvres and ideas with the lawmakers that
represent your district.

STUDENT/PROFESSIONAL NETWORKING LUNCHEON

12 minute roundtable recruitment opportunity
to network with students eager to learn about
starting a career in journalism.

PUBLISHERS SESSION & IDEA EXCHANGE

Free drinks to help get the ideas flowing!

WALL OF WINE & BEER

Attendees have an opportunity to win wine
and craft beer while fundraising for the Iowa
Newspaper Foundation.

PRESIDENTIAL RECEPTION

Socialize and snack with your peers from
newspapers across the state.

2020

IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

DES MOINES MARRIOTT DOWNTOWN | FEBRUARY 5-7, 2020

PROGRAM

Make sure your newspaper is ready to face industry challenges by taking advantage of this terrific programming line-up!

DRIVE EMPLOYEE ENGAGEMENT

Linda Ramey-Greiwe, LRG Consulting

The session will use True Colors® personality profiling to understand people’s communication and temperament with specific focus on understanding the personality profiles to create more customized communication. Improving communication within organizations increases employee engagement.

TOOLKIT FOR COLLABORATION

Sumi Aggarwal, Reveal (Center for Investigative Reporting)

In this session, we’ll talk about collaborations and highlight the Local Labs to date (in New Orleans, San Jose and New Jersey) and the in-depth reporting that has resulted. We’ll also discuss lessons learned and tactical tools to launch investigative collaborations in their own communities.

COACH TO ENGAGE MILLENNIALS

Linda Ramey-Greiwe, LRG Consulting

The session will explain who Millennials and Generation Z are and how communication and coaching drive their engagement and impact in the workplace. We will use the personality profile insights gained in the first session to customize how to deliver feedback.

SPEED ROUND ROBIN

Industry Professionals

Topics include: EDMS, FOIA, legislative update, open meetings and malware security.

KICK-OFF SPEAKER DON’T SHOOT SKINNY RABBITS!

Deadra Stanton, Creative Communications

Before we can grow professionally, we need to learn to survive personally. As the pace of change quickens every day, we sometimes end up chasing too many skinny rabbits. When we do this we lose our energy and our focus on what’s really important.

PUBLIC AFFAIRS COVERAGE TIMELY & RELEVANT

Jim Pumarlo, Newsroom Strategies

Coverage of local governing bodies remains a primary responsibility of community newspapers. But newsrooms must change their approach if they are to engage readers — put more focus on previewing the meetings and report on government actions in terms of the practical impact on readers.

DON’T BE AN AVERAGE JOE/JOSEPHINE

Kelly Wirges, ProMax Training & Consulting

This session compares the difference between an average and top performer; explaining their day-to-day actions, clients and prospect interactions, as well as their strategies and execution of plans. Most importantly, this session underscores the outcomes produced by top performers and how to easily incorporate their successful techniques.

16 DIGITAL TRENDS IN 60 MINUTES

Tyson Bird, Texas Highways Magazine

Bring your notebook and a few pens because this rapid-fire session will cover a lot of topics in a short time. We’ll go over what’s working — and what’s not — in digital news so you can be prepared to act, pass and think about all that’s happening in the digital world.

KEYNOTE PRESENTATION NEWSPAPERS IN REALITY AND FICTION – ONE WRITER’S JOURNEY

Joseph LeValley, Author

Prior to becoming an author, Joe was fortunate to find success in three different careers: journalism, health care, and music. Joe was a reporter-photographer for Iowa newspapers for seven years. During that time, he wrote thousands of articles ranging from breaking news to feature stories to personal columns.

FINDING TIME FOR EDITORIAL PROJECTS

Jim Pumarlo, Newsroom Strategies

Most newsrooms find it a full-time job just to keep up with day-to-day and week-to-week activities. That should not deter you from pursuing special projects. This session will expand the definition of special reports and identify ways to pursue these projects within your regular reporting.

ADDRESSING OBJECTIONS IS AS EASY AS 1-2-3

Kelly Wirges, ProMax Training & Consulting

Getting objections during the sales process is expected; however, it can be one of the most frustrating aspects of selling. This session introduces an easy, three-step process to lower resistance and gain agreement that can be put to work immediately.

INSTAGRAM TIPS FOR STORYTELLING

Tyson Bird, Texas Highways Magazine

This hands-on session will go beyond posting photos on Instagram to help you develop strategies for engaging your audience and telling stories on the visual platform. Be prepared for lots of examples of Instagram content from newspapers of many size. Please bring a cell phone with an Instagram account.

CREATING CAMPAIGNS THAT SELL

Kelly Wirges, ProMax Training & Consulting

Creating advertising messages that cut through the clutter is a daunting task. This session shares the methods of developing campaigns that capture attention and create consumer action. Topics include effective messaging to demographic groups, common advertising errors and tips to developing messages that deliver results.

PHOTOGRAPHY: ADDING VALUE TO YOUR PAPER

Brendan Hoffman, International Photographer

With more than a decade of experience photographing for major international publications around the world, Brendan Hoffman recently returned to the United States to spend several months working at the Daily Freeman-Journal in Webster City, Iowa. Applying the principles of social practice art, Hoffman used his role at the paper to promote visual literacy and storytelling, dialogue about journalistic practice and representation, and advocate for the importance of local media.

SCHEDULE

WEDNESDAY, FEBRUARY 5

5:30 p.m. - Legislative Reception
@ Peace Tree Brewing Company
317 E Court Avenue, Des Moines

THURSDAY, FEBRUARY 6

11 a.m. - Student/Professional Networking Luncheon
pre registration required

1:45 - 4:15 p.m. - Concurrent Educational Sessions

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

5:30 p.m. - Convention Reception

8:30 p.m. - INA President’s Celebration

FRIDAY, FEBRUARY 7

8 a.m. - Convention And Trade Show Open
free continental breakfast

9 a.m. - “Don’t Shoot Skinny Rabbits” with
Deadra Stanton, Creative Communications

10:30 a.m. - Concurrent Educational Sessions

12 p.m. - Past Presidents’ Luncheon

1:45 - 4:30 p.m. - Concurrent Educational Sessions

5 p.m. - Awards Reception

6 p.m. - Awards Banquet

**Register and learn more at
www.INAnews.com/convention!**

ICMA SESSIONS

These outstanding sessions designed with college students in mind are also open to all INA members:

ADOBE EDITING TIPS

Matt Clark, Meredith Corporation

Learn from a top industry professional some easy and quick editing tips for Adobe Premiere, plus effective editing and post-production workflows for approaching different projects. Cutting-edge gear and technology will also be shared during the session.

CREATING THE PERFECT PODCAST FOR YOUR AUDIENCES

Kate Payne & Clay Masters, Iowa Public Radio

Few people do podcasts better than Iowa Public Radio’s Kate Payne and Clay Masters. And they’re here to tell you how to make your own podcasts that will interest your community.

BEHIND THE STORYTELLING OF “SAVING BRINTON”

Andrew Sherburne, Northland Films

Andrew Sherburne, codirector of the award-winning documentary, “Saving Brinton” will share his experiences from the project. In this deep dive session, hear about all that goes into making an award-winning documentary.

NONPROFIT NEWS

Kathie Obradovich, Iowa Capital Dispatch & Suzanne Behnke, IowaWatch

With journalists continuing to struggle with ways to make their work profitable, some are turning to non-profit models to sustain news reporting. Hear about how organizations find funding and fulfill their public-service missions.

FIRST AMENDMENT WEEKS

Brian Steffen, Simpson College & Julie Roosa, Iowa State University

The First Amendment isn’t just for journalists but for everyone. Yet polls show most Americans are remarkably uninformed and lacking understanding about the five freedoms protected in the amendment.

SPEAKERS

SUMI AGGARWAL

REVEAL (Center for Investigative Reporting)



Sumi Aggarwal is an award-winning journalist and communications professional. She spent nearly a decade at CBS News' "60 Minutes," where she produced a wide variety of stories, including an investigation into a 50-year-old civil rights-related murder, a historical story about an Egyptian double agent, a profile of Tabasco and a deep dive into new scientific findings on the effects of sugar. She has worked as a booking producer at the "Today" show and led executive communications for Google's search and maps teams. Aggarwal was an adjunct professor at the City College of New York, where she helped establish the broadcast journalism curriculum. She has also worked at a number of local television stations and papers in California and Oregon.

TYSON BIRD

TEXAS HIGHWAYS MAGAZINE



Tyson Bird is a journalist with a background in digital design and development who is passionate about helping local media excel in the ever-changing digital world. As a product strategist and project designer for GateHouse Media, he's helped newsrooms create longform stories, launch on new platforms and build online brands. A graduate of Ball State University, he has also worked as a page designer for CNHI and digital designer for The Spokesman-Review.

BRENDAN HOFFMAN

INTERNATIONAL PHOTOGRAPHER



Brendan Hoffman is a National Geographic photographer, former Fulbright Scholar, and multimedia artist. Since 2014, he has been based in Kyiv, Ukraine, where he extensively covered the 2013-14 Maidan protests in Kyiv and war in eastern Ukraine, primarily on assignment for The New York Times and Getty Images.

For the past several months, Brendan has been living in Webster City, Iowa, working as an in-house photographer for the Daily Freeman-Journal and well as teaching a series of free photography workshops for newspaper staff, contributors, and community members.

Brendan recently completed his first assignment for National Geographic Magazine, traveling the length of the Indus River in China, India, and Pakistan.

JOSEPH LEVALLEY

AUTHOR



Prior to becoming an author, Joe was fortunate to find success in three different careers: journalism, health care, and music. Joe was a reporter-photographer for Iowa newspapers for seven years. During that time, he wrote thousands of articles ranging from breaking news to feature stories to personal columns.

He served for more than 30 years as an executive in Iowa hospitals and its largest statewide health care network. He was project leader on numerous expansions of services and facilities, including more than half a billion dollars worth of hospitals, clinics and other medical facilities. He assisted many Iowa hospitals in developing strategic plans and was a frequent public speaker on health care policy.

JIM PIMARLO

NEWSROOM STRATEGIES



Jim Pumarlo spent 27 years working at small daily newspapers in International Falls and Red Wing, Minn. He served as editor of the Red Wing Republican Eagle for 21 years. He resigned in December 2003 and currently is director of communications at the Minnesota Chamber of Commerce, the state's largest business advocacy organization. He remains active in the newspaper industry through his consulting, speaking and custom training.

LINDA RAMEY-GREIWE

LRG CONSULTING



Linda Ramey-Greiwe is the Brand Market Leader for IUPUI. In this role she leads the marketing strategy for a large university located in Indianapolis, serving over 30,000 students. In addition to her current marketing leader role, Linda owns a sales and marketing strategy consulting business, LRG Consulting. Linda focuses on helping businesses and nonprofits clarify their goals and then builds innovative marketing and sales strategies to help organizations achieve success.

DEADRA STANTON

CREATIVE COMMUNICATIONS



Deadra Stanton, owner and presenter for her company Creative Communications, has been a teacher of English, Speech, and Theatre for over 31 years. She is an honor graduate of Mankato State University in Mankato, Minnesota and recently earned her Masters in Education from St. Mary's University. With majors in Speech Communications, Theatre Arts, and Business Administration, she brings a diverse background to the podium.

KELLY WIRGES

PROMAX TRAINING & CONSULTING



For over 30 years, Kelly Wirges has assisted media companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies.



MARRIOTT
DES MOINES
DOWNTOWN

HOTEL INFORMATION:

700 Grand Avenue, Des Moines, IA 50309

(515) 245-5500 Fax: (515) 245-5567

Room Rate: \$119 (up to 4 guests per room, includes free Wi-Fi)

Reservations accepted at the discounted rate until Jan. 22, 2020

Make reservations by calling 1-800-514-4681

or online at <https://tinyurl.com/2020INACConvention>

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**
319 E. 5th Street
Des Moines, IA 50309

ACCOMMODATIONS:

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

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

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

20 CONVENTION AWARDS BANQUET

TABLE RESERVATION FORM

RESERVATION FEE: **\$150**

Fee includes two bottles of wine delivered to your table.

Don't want to wait in line or make a mad dash to the closest table when the doors open at the Awards Banquet Friday evening during the INA Convention? Reserve a table today for your group of 10!

Table reservations can not be made during the Convention or just prior to the Awards Banquet. Reservations **MUST** be made in advance.

Tables can only be reserved for groups of ten.

If you do not have a group of ten, feel free to talk to other newspapers to see if you can put together a group of ten.

***Please note that reserving a table does not guarantee a front-row seat. Reserved tables will be scattered throughout the ballroom.**

Newspaper(s)

()

Telephone Number

\$
Total Reservation Fee (\$150 per table)

Contact Person

Number of Tables (can only be reserved for groups of 10)

____ Payment enclosed ____ Please bill the company

To reserve a table at the Awards Banquet Friday, February 7, 2020 during the 2020 INA Convention, please fill out this form and return to the INF by January 30, 2020.

***Completing this form does not register you for the convention; you must also submit a convention registration form.**

RETURN FORM BY JANUARY 30, 2020 TO: Jana Shepherd, Iowa Newspaper Foundation, 319 E. 5th Street, Des Moines, IA 50309