



Iowa Newspaper Association Bulletin

www.INAnews.com

► president's report

Success tomorrow starts with an investment today

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

The Management Tips of
Media Sales Superstars
Friday, February 21

MARK RHOADES

IOWA NEWSPAPER FOUNDATION PRESIDENT
ENTERPRISE MEDIA GROUP

At the Iowa Newspaper Foundation, believers in local journalism invest in the next generation of community newspapers. We do this through a suite of programs and events—scholarships, paid internships, mentorship programs, writer's workshops, high school media camps and professional training. Our aim is to help Iowa's newspapers remain strong, and Iowa's communities thriving and informed.



Mark Rhoades

Over the past year, we have impacted thousands in Iowa with our programs and we're excited to introduce a new project that encourages innovation and supports organizations that want to do important and challenging work. The Strong Newspapers Strong Communities Fund supports projects that advance the cause for local journalism in Iowa, by providing financial assistance for specific journalism initiatives that are of high value and impact.

During this period of evolution, there is immense opportunity. The conversation has turned from "newspapers are dying" into "newspapers are evolving". That evolution cannot take place without investment and innovation. This opportunity has allowed the INF to assess and refine its programs to provide greater impact on community journalism and for our members. Some examples include:

- The Leo Mores Newspaper Leadership Institute will become a two-to-three-day intense leadership program with first-class speakers, that will inspire participants to take their skills to the next level.
- This summer we will launch a new partnership with Media Now, which provides intense training for high school journalism students.
- And don't forget, the Online Media Campus is now entirely free of cost for our members. The Online Media Campus provides high-quality, online training to media professions including more than 20 programs annually on topics including writing and editorial, print and online advertising sales, management issues and more.

None of this would be possible without the support of our member newspapers and individual donors. Newspapers who participate in our Pages for the 21st Century or Kitty fundraisers underwrite nearly \$140,000 of our costs each year, while donors continued to expand their support of the INF in 2019 with nearly \$20,000 in individual gifts to-date.

At the annual Convention we will honor two new inductees into the Diamond Club—Linda and Bill Tubbs and Tom and Marianne Yunt—an exclusive group of donors who have donated over \$10,000 to the INF in their lifetimes. We will also honor one new inductee to the prestigious Heritage Club—Kristin and Jay Grabinoski—which honors those who have given \$5,000 or more. On behalf of all of us at the Iowa Newspaper Foundation, thank you for your incredible generosity!

? question of the week

Can a newspaper get a refund from the Postal Service for fees paid for duplicate address corrections if it submitted a change-of address-order?

Yes. According to the Domestic Mail Manual, newspaper personnel may request a refund of the fees paid for duplicate address correction notices on Forms 3579 provided by USPS if the customer submitted a change-of-address order and the first and duplicate notices are provided on magnetic tape by address correction service (ACS) or on printed copy by a Computerized Forwarding System (CFS) unit. The refund request must be supported by documentation showing the number of duplicate notices received. The USPS will not process refunds for duplicate notices if both the original and duplicate notices are not provided by ACS or CFS. So, the newspaper personnel should return all of the forms received on the same address and it can expect to have the refund deposited into its account for all but one of the duplicates for the same address.

ATTENTION NETWORK PARTICIPANTS

Please update your bookmarked link to receive your weekly network ads!

www.inanews.com/inadownloads

This link also provides media kits and order forms.

HOTEL RESERVATION DEADLINE!!

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.

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Website www.INAnews.com

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

INA to provide photos from State Wrestling Tournament

The Iowa High School Athletic Association and the Iowa Newspaper Association are again working together to facilitate a service for Iowa newspapers that are unable to staff the State Wrestling Tournament with a photographer.

The Iowa Newspaper Association will provide a pool of volunteers to take pictures. Revenue collected from participating newspapers will go to the photographers. The tournament dates are Thursday, February 20 through Saturday, February 22.

Newspapers wanting pictures of wrestlers from their area can obtain an order form in this edition of the Bulletin, by e-mailing the INA at ina@inanews.com or by downloading it from INAnews.com. The order form will ask for the following information:

- The name of the wrestler(s) to photograph
- The name and class of each wrestler's high school
- The weight class of each wrestler

Newspapers will also be given options for purchasing the photos of each wrestler. On the order form they will be asked to select from these options:

- Please provide one photo from each match this wrestler wrestles
- Please provide one photo of this wrestler from the tournament
- Please provide a photo of this wrestler only if still in competition on Saturday
- Please provide a photo of this wrestler standing on the podium if a medalist

The order forms must be faxed or e-mailed back to the INA by 5 p.m. on Tuesday, February 18. Any

photo orders that come in after the deadline will be billed at \$16 per photo.

Photographers will shoot multiple photos of each wrestler and will select the ONE photo from each match that they believe is the best one taken. Photos will be made available on the INA's ftp site for download by participating members as soon as possible following the matches.

Newspapers opting to get just one photo of a wrestler (rather than one photo from each match he wrestles) will likely receive a photo from one of the earlier rounds in the tournament. Depending on the logistical challenges we face, it may be difficult to provide photos from the final match of several matches wrestled.

Newspapers opting to purchase one photo of a wrestler from each match will receive the photos as the tournament progresses.

Newspapers will be billed for the photos whether or not they are used. The INA will make every effort to make sure that volunteers are well-organized so that all newspapers requesting photos will receive them. However, members are asked to remember that this is a service where members are doing their best to help other members and confusion may reign at times. The photos are for the exclusive use of the newspaper ordering them. In order to be fair to the volunteers, and in order to insure the continuation of the program, members are asked not to forward the photos to other newspapers.

If you have any questions about the INA photographer pool or if a photographer from your newspaper is interested in volunteering to serve in the pool, please contact Susan James at sjames@inanews.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.**



Legislature needs to fix the cost barrier for records

RANDY EVANS

EXECUTIVE DIRECTOR

IOWA FREEDOM OF INFORMATION COUNCIL

There is a retired businessman in western Iowa who bristles every time he reads a newspaper article from somewhere in our state about government officials who misused their government credit cards for personal expenses.

This man is worried such abuses could happen at the local county hospital since top administrators were given credit cards to use.

His concern grew when he learned the hospital's board of directors does not see an itemized bill from the credit card company with each of the month's transactions listed. Instead, board members only see a lump sum total they are asked to approve for payment.

Iowa's public records law --- Chapter 22 of the Iowa Code --- gives ordinary people access to all manner of government documents so they can monitor what their government is doing and can serve as citizen watchdogs over government activities and decisions.

That's the intention of the law. But the reality is different. In a costly way.

The law says public records can be reviewed or copied by any person unless a specific exemption in the law makes certain records confidential. With records involving the expenditure of government money, rarely are those off-limits to the public.

But the gentleman called the Iowa Freedom of Information Council out of frustration when hospital executives told him he would have pay approximately \$500 for an employee to retrieve and copy the monthly credit card statements for the past couple of years. If he wanted copies of the statements going back to when the credit cards were first issued to key employees, his cost would be about \$2,500, he was told.

The man's frustrations have spiked higher after hearing rumors that a hospital credit card was used in town to pay for meals, as well as alcoholic beverages --- both practices state government and most local governments do not allow.

But the cost of the credit card records stopped this citizen watchdog in his tracks because he cannot afford to pay \$2,500, or even \$500, from his retirement income.

This isn't the first time the Iowa FOI Council has heard from people whose quest to monitor how their government is using their tax money or making decisions affecting them is shut down by the costs the government charges for records.

The price of public records has risen dramatically from the days when the only cost was a per-page photocopying fee of 10 or 15 cents per page. These days, state and local governments charge for the time of government employees who dig the documents out of a file cabinet or a computer and then hit the "print" button.

Some governments are going one step further and now charge citizens for having a lawyer review every



Randy Evans

page before the copies are given to the citizen. The costs mount quickly when the lawyers are being paid \$125, \$190 or \$275 per hour.

That was what journalist Jacob Hall learned when his online publication, *The Iowa Standard*, asked for documents from the Cedar Falls School District pertaining to what has been described variously as a show-kindness event or a gay-pride event outside Peet Junior High School last September.

After paying \$1,160 for the documents, Hall was stunned later to learn that he still owed an additional \$1,700 because the legal review took longer than the original estimate.

Now that the Iowa Legislature is back in session, it's time for lawmakers to make it easier for the people of Iowa to watch over what their governments are, or are not, doing on behalf of the public. With the number of financial controversies and lawsuits against government bodies making headlines in the past year, one place to start is with the cost of records.

A good model for lawmakers to consider is the one the Wisconsin attorney general announced in 2018 for his office and encouraged other government entities in that state to follow, too.

The office said government should not charge for the cost of attorney review of records. That's one of the duties of those employees. The office also said its study found that the actual cost to that office for black-and-white photocopies, including paper, was 1.3 cents per page. The cost of color copies was 6.3 cents per page.

That's a long way from governments in Iowa that now charge 50 cents to \$1 per page for photocopies.

The Iowa FOI Council believes the cost of records is the No. 1 obstacle standing in the way of ready public access to government records in our state.

The law does not allow government to make a profit from providing documents to the public.

But, in essence, that is what occurs when government is allowed to charge for its employees' time in handling these requests for documents.

When Joe Citizen goes to the county treasurer's office to pay his property tax bill, he does not have to pay an extra fee for the time the employee spends helping him. If Joe applies for a zoning change for property he owns, he might have to pay a \$25 filing fee, but he will not get socked with paying hundreds or even thousands of dollars for the city attorney to review his request.

It should be no different with requests for public records.

RANDY EVANS is executive director of the Iowa Freedom of Information Council, a 43-year-old nonprofit education and advocacy organization that works for improved government transparency and citizen accountability. He can be reached at IowaFOICouncil@gmail.com.

FREE MEMBER EXCHANGE

▼ HELP WANTED

COMMUNITY EDITOR. You're more than an editor. You are the Globe Gazette's "face" in Osage, Iowa. The Globe Gazette seeks an experienced reporter who's ready to be a community leader. This position will be based out of our Mason City office and will cover Mitchell County and its largest community, Osage – including local government, education, public safety and whatever interesting news comes your way.

The successful candidate thrives on independence – they just want to be turned loose on the community to meet new people and find out what's important to our audience there. They'll be skilled at developing sources, sussing out the news from government documents and writing amusing features about people of interest. If you're a journalist who needs institutional reporting to find your stories, this isn't the job for you.

Big, big plus to the person who has done lots of Facebook Lives and has shot their own photos on occasion.

Send a resume and five of the clips that best represent what you love to write.

The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit www.lee.net.

Drug free and Equal Opportunity Employer

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

▼ 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

Former editor/reporter (now retired) seeks part-time

MEMBER EXCHANGE - cont. on page 6



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
- The Management Tips of Media Sales Superstars

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 this month.

MEMBER EXCHANGE - cont. from page 5

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 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@inaneews.com.

2020 CONVENTION & TRADE SHOW

Legislative Reception



IOWA NEWSPAPER
ASSOCIATION

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





An Iowa Newspaper Foundation webinar...

TIME MANAGEMENT TIPS OF MEDIA SALES SUPERSTARS



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

Friday, February 21 · 1-2 p.m.

Registration fee: FREE · Deadline: February 18

IN THIS WEBINAR...

Where did the day go? This is a question we all ask. Ad sales expert Ryan Dohrn will share his top 10 time management tools that will help you boost your personal productivity by 35% in just one week! This is one of Ryan's most popular workshops! From creating call zones to time-saving email templates, to making better use of your CRM tools - learn expert and well-tested tips to reclaim eight hours every week and win more business faster.



THE PRESENTER...

Ryan Dohrn



Ryan Dohrn is the host of the #1 iTunes advertising sales podcast Ad Sales Nation and has trained over 6,000 media sales people in seven countries. His 25-year media career spans newspapers, consumer, B2B, traditional, and digital media brands from Disney to PennWell. He is also the founder of Brain Swell Media, an international sales motivational keynote speaker, an Emmy Award winner, best-selling book author, and he still sells media today.

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 *Time Management Tips of Media Sales Superstars* webinar Friday, February 21.

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: February 18

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

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.



IOWA NEWSPAPER
ASSOCIATION

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.

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

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 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

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