



Iowa Newspaper Association Bulletin

www.INAnews.com

convention news

CALENDAR of EVENTS

WEBINARS

The Management Tips of
Media Sales Superstars
Friday, February 21

People-Powered
Journalism: Engagement
Best Practices Around
Elections and More
Thursday, March 5



Newspaper professionals gathered for the 2020 Iowa Newspaper Association awards banquet. (photo by Jeff Sigmund)

Newspaper professionals gathered for annual **INA CONVENTION & TRADE SHOW**

The presentation of awards culminated two days of educational sessions, social gatherings and trade show exhibitions that made up the 2020 INA Convention and Trade Show, Feb. 6-7 at the Des Moines Marriott Downtown.

Hundreds of newspaper staffers and students turned out to learn new ways to grow and develop their professional skills. A total of 509 people registered for the convention, representing 239 weekly newspapers and 32 daily newspapers.

INA, again, partnered with the Iowa College Media Association to allow interaction between college students interested in journalism careers and journalism professionals. A total of 113 ICMA students and advisors took part in the activities. Students were invited to attend all INA Convention sessions and were able to meet and mingle with publishers, advertising and editorial professionals

from across the state. Convention events got started Wednesday evening with the sixth annual legislative reception at Peace Tree Brewing Company. All Iowa state Senators and Representatives were invited to join INA members for drinks, hors d'oeuvres and conversation.

The Convention formally kicked-off on Friday morning with a highly-anticipated presentation given by Deadra Stanton. Stanton is known for her message of humor and inspiration. She shared her stories of "life lessons", and inspired convention attendees to enjoy life, laugh at life's situations and most of all... "Don't Shoot Skinny Rabbits"

Those who attended the Past Presidents' Awards Luncheon heard a presentation by author, Joe LeValley. He shared various stories about his journey as an Iowa reporter.

meeting minutes

Iowa Newspaper Association | Board of Directors
February 5, 2020



Iowa Newspaper Association Board of Directors Meeting Minutes

The INA Board met at the Downtown Des Moines Marriott at 2:00 p.m. with the following members present: Kristen Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Christopher Hall, Charles City Press; Matt Grohe, Clear Lake Mirror Reporter; Bill Tubbs, Eldridge North Scott Press; Terry Christiansen, Fort Dodge Messenger; Jaime Zweibohmer, Humboldt Independent; Jason Brummond, Iowa City Daily Iowan; Jim Johnson, Kalona News; Trevis Mayfield, Maquoketa Sentinel-Press; Jeff Wagner, Sheldon N'West Iowa REVIEW; and Paula Buenger, Spencer Daily Reporter. Also present were Susan Patterson Plank, INA; Geof Fischer, INF; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

Votes Taken:

- A. On a motion by Buenger, seconded by Mayfield, the minutes of the October 24, 2019 board meeting were approved.
- B. On a motion by Wagner, seconded by Hall, the board approved the Ad Hoc INA Bylaw Committee's recommendation to the INA Bylaws. A roll-call vote was taken, the vote was unanimous.
- C. On motion by Spurgeon, seconded by Johnson, the board approved the INA Executive Committee's appointment of Chris Hall to the INA Board to fill out the unexpired term of Roy Biondi, Waterloo Courier.
- D. On a motion by Buenger, seconded by Mayfield the board approved an Associate Member request from Shawn Plank.
- E. On a motion by Wagner, seconded by Mayfield the board declined an Active Member request from The Wayne County Independent.

Action Agreed Upon:

- A. The board directed staff to communicate the availability of a health benefits portal provided by Holmes Murphy to members with a review in one year.
- B. The board directed staff to develop a consistent criteria for INA Endorsed Partnerships.
- C. The board set its next meeting dates in 2020; April 23rd, July 17th and October 22nd.

Other Items Discussed:

- A. The board heard an update from Patterson Plank on the consolidated financials and other business items.
- B. The board received a board attendance report.

The meeting was recessed at 3:02 p.m. to conduct the Annual Meeting of the INA Services Co.

The meeting was reconvened at 3:05 p.m.

The meeting was recessed at 3:30 p.m.

The meeting was reconvened at 6:00 p.m. on Thursday, February 6th for the election of officers. A quorum was present.

IOWA NEWSPAPER ASSOCIATION BOARD MEETING MINUTES - cont. on page 4

CONTACT US



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BOARD PRESIDENTS

Iowa Newspaper Association

Kristin Grabinoski, Armstrong Journal
712-868-3460
krisg@armstrongjournal.com

INA Services Company

Becky Maxwell, Centerville Daily Iowegian
641-856-6336
bmaxwell@dailyiowegian.com

Iowa Newspaper Foundation

Mark Rhoades, Missouri Valley Times-News
712-642-2791
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)

20 SPECIAL RECOGNITION

BILL MONROE INA INNOVATION

Cedar Rapids Gazette, Carroll Times Herald, Iowa Falls Times-Citizen and Mount Pleasant News (collaboration project)

BEST OF CLASS ADVERTISING

Fort Dodge Messenger
Des Moines Register
Hawarden Independent/
Ireton Examiner
Rock Rapids Lyon Co. Reporter
Sheldon N'West Iowa Review

NEWSPAPER OF THE YEAR

Iowa City Daily Iowan

HARRISON "SKIP" WEBER INVESTIGATIVE REPORTING

MARISSA PAYNE
Iowa City Daily Iowan

ERIN JORDAN
Cedar Rapids Gazette

DANA LARSEN
Storm Lake Pilot-Tribune

RUSS MITCHELL
Spirit Lake Dickinson Co. News

DISTINGUISHED SERVICE



NANCY STEBURG
Kossuth County Advance



MARK WITHERSPOON
Iowa State Daily

GENERAL EXCELLENCE

Iowa City Daily Iowan
Des Moines Register
Hawarden Independent/
Ireton Examiner
Storm Lake Pilot-Tribune
Sheldon N'West Iowa Review

JAY P. WAGNER PRIZE FOR YOUNG JOURNALISTS

ALLIE HINGA
Dubuque Telegraph Herald

GAGE MISKIMEN
Southeast Iowa Union

NICK MOFFITT
Kalona News

OUTSTANDING YOUNG IOWA JOURNALIST

ROBERT MAHARRY
Grundy Center Register

ALLIE HINGA
Dubuque Telegraph Herald

STEPHEN GRUBER-MILLER
Des Moines Register

Photos by Jeff Sigmund.

Reports the monthly sales activity of Customized Newspaper Advertising. Figures compare each month to the year before and 2020 sales with budgeted projections.

2020	2019		Difference	% Increase
\$808,346	\$385,512	JANUARY SALES	\$422,834	109.7%
2020	2019		Difference	% Increase
\$808,346	\$385,512	Year-to-Date Sales	\$422,834	109.7%
Actual	Budget		Difference	% of Budget
\$808,346	\$507,400	Actual-vs.-Budget	\$300,946	60%

Sales Summary: In January, CNA sold **\$695,700** in display advertising into Iowa Newspapers.



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.

meeting minutes

Iowa Newspaper Foundation | Grant Selection Committee January 16 & 28, 2020



Iowa Newspaper Foundation Grant Selection Committee Meeting Minutes

The Iowa Newspaper Foundation Grant Selection Committee met via Conference Call at 10:30 a.m., January 16 and at 3:00 p.m., January 28 with the following members present: Mark Rhoades, Missouri Valley Times-News; Alan Mores, Harlan Newspapers; Mark Spensley, Monticello Express; and Mary Unga-Sogaard, Dyersville Commercial. Also present were Susan Patterson Plank, INA and Geof Fischer, INF.

Votes Taken:

- A. On a motion by Alan Mores, Harlan Newspapers, seconded by Mark Rhoades, Missouri Valley Times-News, the following grant proposals were approved/declined as recipients of the 2020 Strong Communities Strong Newspapers Fund grant. Mary Unga-Sogaard, Dyersville Commercial recused herself from discussion of Iowa Center for Public Affairs Journalism's proposal.
- Approved:
 - a. Iowa State Daily, \$2,500
 - b. Spencer Daily Reporter \$3,000
 - c. Iowa Center for Public Affairs Journalism \$5,000
 - Declined:
 - a. Red Oak Express
 - b. Kalona News
 - c. Wayne Co. Independent
 - d. Des Moines Business Record

Respectfully submitted,
Geof Fischer

IOWA NEWSPAPER ASSOCIATION BOARD MEETING MINUTES - cont. from page 2

Votes Taken:

- A. On a motion by Wagner and seconded by Brummond, the following slate of officers was elected:
- President - Karen Spurgeon, Bloomfield Democrat
 - Vice President - Terry Christiansen, Fort Dodge Messenger
 - Sec/Treasurer - Deb Anselm, Davenport Quad-City Times
 - Member-at-large - Trevis Mayfield, Maquoketa Sentinel-Press
 - Executive Director - Susan Patterson Plank, Iowa Newspaper Association

The meeting was adjourned at 6:05 p.m.

Respectfully submitted,
Susan Patterson Plank

Iowa Newspaper Association | Annual Meeting February 6, 2020

The meeting was reconvened on Thursday, February 6 at 4:45 p.m. for the election of officers, with a quorum present. Also present were Susan Patterson Plank, and Samantha Fett, INA Services Co.

Votes Taken:

- A. On a motion of Janine Koch, Westside Observer, seconded by Rich Paulsen, Creston News Advertiser the following slate of candidates was elected to the INA Board of Directors:
- Jaime Zweibohermer, Humboldt Independent to a second, three-year term;
 - Paula Buenger, Spencer Daily Reporter to a second, three-year term;
 - Abigail Pelzer, Marshalltown Times-Republican to a second, three-year term; and
 - Jim Johnson, Kalona News to a second, three-year term

There being no further business, the meeting was adjourned at 4:50 p.m.

Respectfully submitted,
Susan Patterson Plank

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. 0212

▼ 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.

If you are considering a purchase, look no further! I have strong, profitable properties available across the state just waiting for owner operators or corporations. **Just listed:** Looking to be your own boss? Look no further! This small, profitable southern Iowa weekly is just waiting for you. Aggressively priced to move. **Just listed:** Rare opportunity to buy this profitable eastern Iowa weekly as current long-time owner ready to slow down. Located in a progressive community near larger communities. Perfect opportunity for an add-on to existing business or as a hands-on, stand alone business. **Motivated seller:** 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 as a hands-on, stand alone business. **Retirement awaits:** Profitable northwest Iowa weekly newspaper available for sale with or without real estate. **Weekly newspaper group:** Owner looking to retire making this highly profitable, privately held group of



Iowa Newspaper Association

Bulletin

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IN THIS ISSUE...

- The Management Tips of Media Sales Superstars
- People-Powered Journalism: Engagement Best Practices Around Elections and More

MEMBER EXCHANGE - cont. from page 5

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 to any property are strictly confidential. For more information 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 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.

National Newspaper Association hosting the annual PNRJ Public Notice Journalism contest

NNA is now hosting the annual PNRJ Public Notice Journalism contest as part of its Better Newspaper Contest.

NNA is accepting submissions in the public notice journalism category from its own members as well as from the winners of the state press association contests that include such a category. If your group has a public notice category in its annual contest, please feel free to send the winning entry to Richard Karpel at rkarpel@karpel-publicaffairs.com or Lynne Lance at lynne@nna.org and it will be included in the competition.

The deadline for submissions is April 20.

For more information about the NNA Better Newspaper contest visit: <https://www.nna.org/better-newspaper-contest>.



And
Finally

Did you ever walk in a room and forget why you walked in? I think that's how dogs spend their lives.



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:



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REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers and Iowa Newspaper Foundation



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.



An Iowa Newspaper Foundation webinar...



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

PEOPLE-POWERED JOURNALISM:

Engagement Best Practices Around Elections and More

Thursday, March 5 · 1-2 p.m.

Registration fee: FREE · Deadline: March 2

IN THIS WEBINAR...

What are best practices around engagement journalism, and how can it inform elections coverage? In this webinar, Bridget Thoreson of media consultancy Hearken will share lessons learned from partnerships with more than 250 organizations, including 50 newsroom projects specifically focused on elections coverage. This will include a detailed look at the Citizens Agenda, a model for campaign coverage that puts the public's information needs at the heart of election reporting.

THE PRESENTER...

Bridget Thoreson



Bridget Thoreson has worked with 48 news organizations in the U.S., Canada and the U.K. on public-powering their journalism, mapping audience engagement best practices to editorial projects and the bottom line. She previously worked as an audience development specialist for eight digital and print brands at a magazine publisher and spent seven years as a reporter and editor at a daily community newspaper. She's a co-author of "The Citizens Agenda," a guide to generate more inclusive and responsive news coverage for voters, published ahead of the 2020 U.S. election.

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Webinar Registration

YES! Sign me up for the *People-Powered Journalism: Engagement Best Practices Around Elections and More* on Thursday, March 5

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: March 2

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.