

March 4, 2020



Volume 37  
Issue 09

# Iowa Newspaper Association Bulletin

www.INAnews.com

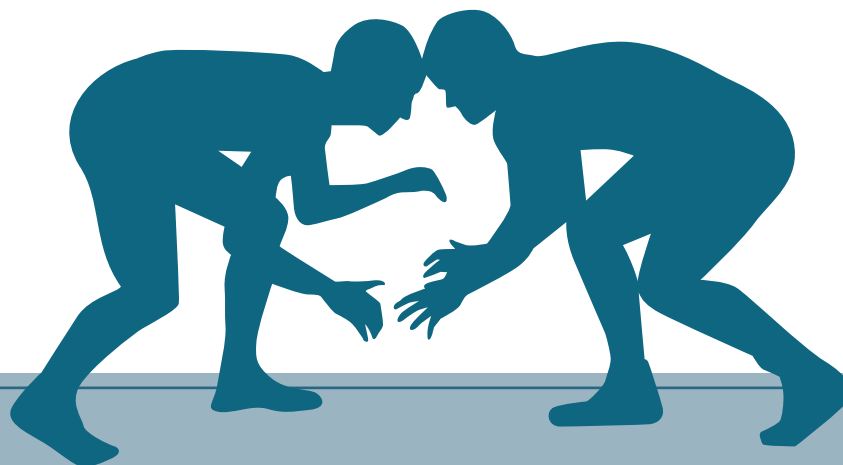
## CALENDAR of EVENTS

### WEBINARS

Build Your Social Media  
Style Guides  
Thursday, March 12

### MEETINGS

INA, INF & INA Services  
Co. Boards  
Friday, April 23



## HUGE THANK YOU TO OUR PHOTO POOL PHOTOGRAPHERS!

Bill Akers  
Matt Gengler  
Troy Hyde

Cory Meints  
Kristi Nixon  
Kyle Ocker

Jake Ryder  
Jason Reeves  
Scott Spurgeon



**31** newspapers  
requesting photos



**76** wrestlers  
photographed



**182** photos sent  
to newspapers

## NUMBER OF WRESTLERS REQUESTED PER CLASS:

CLASS 1A

**41**

CLASS 2A

**21**

CLASS 3A

**14**



Newspapers  
were able to  
request photos  
**online** this year  
for the first time!



INA spends about **36 hours**  
at the tournament with the  
photographers tracking  
wrestlers, receiving and  
sending photos.

The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.

Portrait of Anne Frank.  
(Photo courtesy of Iowa  
Department of Cultural Affairs)  
Find this photo and other  
content sponsored by  
the Iowa Department  
of Cultural Affairs  
by visiting [https://  
inanews.com/resources/  
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## INF offers free content from Iowa Department of Cultural Affairs



Visit <https://inanews.com/resources/sponsoredcontent/> to download this month's series and to view the archive of articles from previous months.

New articles available today! The August series of articles are available today for download from the INA website, and cover the follow topics:

- **Anne Frank's Iowa Pen Pal** - A copy of a letter Anne Frank wrote to her Iowa pen pal is on display in Danville, a small town near Burlington. It's receiving renewed attention 75 years after the end of the Holocaust and World War II.
- **Iowa Filming Grants** - Four Iowa filmmakers received the state film office's inaugural Greenlight Grants to take four uniquely Iowan stories "from script to screen." They're focusing their cameras on University of Iowa football legend Nile Kinnick, the Iowa Writers' Workshop, an Iowa mountaineering club and a woman navigating the world of modern agriculture.

Visit <https://inanews.com/resources/sponsoredcontent/> to download this month's series and to view the archive of articles from previous months.

### ATTENTION NETWORK PARTICIPANTS

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

[www.inanews.com/inadownloads](http://www.inanews.com/inadownloads)

*This link also provides media kits and order forms.*

## CONTACT US



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### U.S. MAIL

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

**INA LEGAL HOTLINE**  
515-283-3100 (*paid service*)

# 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](http://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](mailto:kris@nwdanchor.com).

## ▼ FOR SALE

**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](mailto: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](mailto: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](mailto: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](mailto:brokered1@gmail.com)

**Client looking to purchase a small weekly Iowa newspaper.** Sellers contact Dave Tapp of News Brokerage of Iowa, [dtappnewsbrokerageofiowa@gmail.com](mailto: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 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

MEMBER EXCHANGE - cont. on page 6



## Iowa Newspaper Association Bulletin

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### ▶ IN THIS ISSUE...

- Build Your Social Media Style Guides

#### MEMBER EXCHANGE - cont. from page 5

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](http://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@inaews.com](mailto:cgordon@inaews.com).*

## The Pennsylvania NewsMedia Association shares print and digital ads for Sunshine Week

Each year in March, news media organizations across the country celebrate Sunshine Week. We take this time to highlight the importance of transparency in our government, and we underscore the vital work our journalists do to fight for access to records that shed light on government activity.

The Pennsylvania NewsMedia Association has designed print and digital ads for Sunshine Week. To access these ads, along with the corresponding editorial from PNA President Brad Simpson, please complete the form at [https://panewsmedia.org/sunshine\\_week\\_2020\\_ad\\_campaign/](https://panewsmedia.org/sunshine_week_2020_ad_campaign/). We are asking publications to run these ads and the editorial during Sunshine Week – March 15-21.

You can rest assured knowing that before, during and after Sunshine Week, PNA continues to advocate, on your behalf, for more access to essential information from all levels of government. We remain focused on three key transparency issues – for public agencies to record executive sessions, for requiring agencies to provide agendas in advance of meetings so the public can attend and participate in issues that matter to them and for keeping public notices in newspapers.

If you have questions about this campaign, please email the Pennsylvania NewsMedia Association's marketing team at [Marketing@PANewsMedia.org](mailto:Marketing@PANewsMedia.org).

### THEIR SECRETS ARE NOT SAFE WITH US.

We believe government functions best when it operates in the open.

We have a responsibility to you, our readers. It is our job to question authority, expose wrong-doings, fight injustice and get to the heart of the issues that matter most. We are watchdogs who advocate for accountability and transparency.

As we observe Sunshine Week, we celebrate why freedom of information through an open government is a bedrock of democracy. Information belongs in the hands of the people, and officials of government should never shield the public from this constitutional right. You deserve no less.



And  
Finally

Politicians and diapers have one thing in common. They should both be changed regularly and for the same reason.





*An Iowa Newspaper Foundation webinar...*

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



# BUILD YOUR SOCIAL MEDIA STYLE GUIDES

**Thursday, March 12** · 1-2 p.m.

**Registration fee: FREE · Deadline: March 9**

## IN THIS WEBINAR...

A social media style guide creates a consistent voice, look and schedule that helps newsrooms engage audiences while providing journalists with information on how to act, speak and use images on social media. Every Tweet, Facebook or Instagram post should align with your newsgathering and visual standards. This workshop will help you develop a set of five guidelines, including: defining your voice, grammar and terminology, visual use, hashtags and post formatting.



## THE PRESENTER...

### Val Hoepfner



Val Hoepfner is a digital journalist, training and media strategist. She has worked in digital, mobile and multi-platform journalism for more than 15 years. As CEO of Val Hoepfner Media and Consulting, LLC, Hoepfner travels to newsrooms, universities and media conferences where she creates and leads training for journalists in engagement, change management and developing digital and mobile workflow. Hoepfner is a member of the Native American Journalist Association, Online News Association, Association Press Photo Managers, American Society of News Editors, the Recording Academy and Public Radio in Mid America.

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# Webinar Registration

YES! Sign me up for the *Build Your Social Media Style Guides* on Thursday, March 12

**Registration fee: free to Iowa Newspaper Association members**

Find out more at [www.onlinemediacampus.com](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inanews.com](mailto:ewipperling@inanews.com).

**Registration deadline: March 9**

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:**

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309

EMAIL to [ewipperling@inanews.com](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://ONLINEMEDIACAMPUS.COM)

**RECEIPT OF REGISTRATION:**

You will receive log-in instructions 48-hours prior to the webinar you've registered for. If you have questions, please contact Erica Wipperling at [ewipperling@inanews.com](mailto:ewipperling@inanews.com) or 515-422-9052.