

April 1, 2020



Volume 37  
Issue 13

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

Small Business Impacts  
and Resources from the  
CARES Act

Friday, April 3

Around the Newspaper  
Legal World in 60 Minutes

Thursday, April 9

Twitter: More Than  
Breaking News

Thursday, April 23

## CRISIS UNDERSCORES HOW VITAL INFORMATION IS

**RANDY EVANS**, EXECUTIVE DIRECTOR  
IOWA FREEDOM OF INFORMATION COUNCIL

**W**e have all become acutely aware in the past few weeks why masks and face shields, respirators and ventilators are so important for hospital workers and their patients.

The supply is not keeping up with the need, and that could have dire consequences for the doctors, nurses and patients.

Likewise, the coronavirus crisis has underscored the importance of another valuable commodity --- access to accurate, authoritative information.

As with ventilators and protective gear for hospital workers, the flow of facts is not occurring as smoothly as it should during this public health emergency.

In the past couple of weeks, I have fielded more than a dozen calls and emails about roadblocks the public has encountered in Iowa as people try to stay informed and journalists try to relay to the public information about the scope of the pandemic around our state.

These people have reached out to the Iowa Freedom of Information Council, the nonprofit organization I run, for advice on how to overcome the obstacles thrown up by some government officials --- but certainly not all --- to block important information people need.

That's regrettable, because this is the worst time



Randy Evans

imaginable for government officials and community leaders to impede the flow of facts and details about this crisis.

It is more important than ever for government leaders to make sure they are fully informing the people of this state on the magnitude of the health crisis, the economic downturn it has spawned, and the steps being taken to deal with both of these anxiety-producing occurrences.

Refusing to make public certain facts about the outbreak or the government's preparation and response only invites skepticism and mistrust by concerned citizens. People will wonder what is being kept from them. Rumor-mongering and conspiracy theories will spread in the absence of authoritative information from our government leaders.

Last week, for example, officials in Cerro Gordo, Mahaska and Marshall counties all claimed they did not know, or were prohibited from saying, how many tests for coronavirus had been administered at local hospitals. Some said they were not ready to release that information. Others said the information was confidential because of HIPAA, the federal privacy law that protects personally identifiable information in patients' medical records.

There is no justifiable reason under Iowa law for refusing to make public how many test kits or ventilators are available in a county. There's no reason to refuse to say how many tests have been performed or how many test results have been received so far.

The HIPAA privacy claim is preposterous. No one is seeking the names of people who have been tested. The public is just wanting to know how many people in their

CRISIS - cont. on page 2

## FREE WEBINAR FRIDAY! Small Business Impacts and Resources from the CARES Act

In this webinar Dustin Miller will provide an overview of the impacts and resources available to small businesses from the three phased congressional relief packages in response to the COVID-19 pandemic.

Dustin Miller is a member of the Governmental Affairs Department at Nyemaster Goode, P.C. His law practice is primarily focused on representing clients as a

lobbyist at the Iowa Legislature and with agencies of the State of Iowa but also practices law in the areas of environmental and water quality, municipal law and economic development.

Register online today by visiting: <https://www.onlinemediacampus.com/2020/04/smallbusinessimpacts/>

## Clerk of court offices in Iowa's courthouses will remain accessible to journalists

The clerk of court offices in Iowa's courthouses, and the public-access computer terminals in those offices, will remain accessible to journalists even if some counties have closed their courthouses to the general public, the Iowa Judicial Branch has assured the Iowa Freedom of Information Council.

Any journalist who cannot get in to check court filings should contact the Iowa FOI Council and we will get the problem cleared up ASAP. Email is the best way to reach the council now — IowaFOICouncil@gmail.com.

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**CRISIS** - cont. from page 1

communities have received the tests and how many kits are available if local doctors want to test one of their patients who is suspected of having the disease.

These details are important because in the early weeks of the crisis, as the scope of the problem grew daily, there were numerous reports that the tests were nearly impossible to obtain.

One related point about HIPAA: The same officials who cite this privacy law for refusing to make public the number of coronavirus tests they have administered would not hesitate to report how many babies were born at their hospitals last year.

The Iowa Freedom of Information Council's concerns about access to important information go beyond just the impediments in some counties to finding out how many people have been tested for the virus.

Gov. Kim Reynolds has done a commendable job of carving out time in her schedule each day to brief journalists and the public about the crisis. But my organization is concerned about her refusal to allow some reporters to attend these briefings or to ask questions by phone.

Different people get their information from different sources. The job of a governor in times like these is to get important information to all of the people through a variety of means.

The governor does a disservice to her constituents when she and her staff refuse to take questions from journalists like Shane Vander Hart and Laura Belin, among others. Both are respected bloggers who regularly report news about state government. Their political views are miles apart, but their readers deserve to have Vander Hart's and Belin's questions answered, too.

As Vander Hart said last week, "Government should not dictate who is press and who is not. Not having access to press conferences does impede our ability to provide information to our readers. ... [Laura Belin] and I don't agree on much, but we agree on this."

Journalists serve an essential purpose because members of the public are worried about the health and safety of their families, their jobs and their income, but they cannot be expected to individually track down the answers to the myriad questions they have.

I do want to tip my hat to the governor for making clear in her recent emergency orders that state and local government boards and councils must continue to meet in public during this crisis --- using conference telephone calls or video conferencing --- so the public can continue to monitor the proceedings.

Reynolds' order recognizes that just as individuals and businesses must adjust their routines to deal with coronavirus, so, too, must state and local government officials.

*Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at IowaFOICouncil@gmail.com.*

*This article is free to use and publish in your publication. Visit <https://inanews.com/crisis-underscores-how-vital-information-is/> to download.*

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515-283-3100 (paid service)

# What do local advertisers need right now?

**L**ocal businesses have specific marketing needs in times of crisis. History shows that some excel when they employ the right marketing tactics during a downturn.

In a recent webinar with Borrell Associates and Second Street through America's Newspapers, below is a summary on how your newspaper can help local advertisers as they struggle with declining sales and customer distractions. In addition, how can your newspaper help them gain a voice, how the "at home" community is causing a big uptick in media usage — and what businesses that are suffering the most will need when the recovery begins.

*Presented by Gordon Borrell, CEO, Jim Brown, president, and Corey Elliott, executive vice president of local market intelligence, Borrell Associates; and Matt Coen, co-founder and president, Second Street.*

**HISTORY LESSON, PART ONE.** Going into the Great Depression, Post and Kellogg dominated the market for packaged cereal. As the economy tanked, Post cut back on advertising. Kellogg instead doubled its advertising budget and shifted much of it to the emerging medium of radio. Kellogg's profits and market share soared, and it took its place as the dominant cereal maker.

**HISTORY LESSON, PART TWO.** After the 9/11 terror attacks in 2001, businesses of all types cut or eliminated their ad budgets. But GM kept up its advertising — and sold more than 1 million vehicles between September 12 and the end of the year.

**GORDON BORRELL ON THE MESSAGE TO ADVERTISERS.** Listen to the Small Business Administration, which encourages running promotions to drum -up business in hard times. This is a great time to advertise.

**YOUR ADVERTISERS' MINDSET EARLIER THIS YEAR.** Borrell Associates surveys showed that coming into 2020, businesses were in an optimistic mood. More described the economic climate as excellent and expected to spend more on advertising than they did in 2019.

**YOUR ADVERTISERS' MINDSET NOW.** Not surprisingly, that confident optimism is gone. The NFIB Research Center, which focuses on small businesses, polled them on March 10 and 11 and found "uncertainty on top of uncertainty," Corey Elliott said. The businesses were seeing slower sales, and disruption of their supply chain, but more than half, 54%, said they hadn't done anything in reaction to the downturn.

**GORDON BORRELL SAID IT:** "You can imagine the amount of chaos. They were feeling good and suddenly, the rug was pulled out from under them. They need your help. This is a perfect storm for them — and this is a time when they really need a friend."

**HISTORY LESSON, PART TWO.** Disasters that force people to shelter in their homes like hurricanes or floods lead to more consumption of news media — and that's been the case with the coronavirus. According to ComScore, there was a 33% jump in media consumption between February 24 and March 12. And most of that increase came from newspaper sites, Gordon Borrell said.

**CLOSED OR OPEN, LOCAL BUSINESSES NEED NEWSPAPERS.** If they are essential business that are remaining

open during the pandemic, this is a great time for them to communicate how essential they are to the community. If they are deemed "non-essential," they should be communicating that they are still around and will be back in business soon.

**DATA POINTS THAT ARE TALKING POINTS.** Borrell Associates has just completed a survey asking businesses how long they expect this pandemic downturn to last. A combined 43% say from one to four months, an optimistic projection. Share that with advertisers to show how their peers view the situation.

**LEAD WITH EMPATHY.** In your approach to potential advertisers in a difficult time, start with empathy. Pick up the phone and call them. Jim Brown: "When you talk to them, put yourself in their shoes. Ask about their family, their employees. But the ultimate question will be, how can I get back to normal?" Have a "future-forward" conversation that focuses on long-term prospects. Business will turn around, so how can you help them?

**JIM BROWN SAID IT:** "Change the conversation from 'advertising' to 'communicating.'" If the business isn't open, that's more reason to communicate with customers.

**CARPE DIEM!** Ad reps can also focus on the competitors to a potential advertiser. Do they want to lose market share during the pandemic? Jim Brown: "Every day that goes by is a lost opportunity for them."

**PROMOTIONS FOR A PANDEMIC.** It's no coincidence that promotions began their explosive growth during the Great Recession in the 2008 to 2010 timeframe. Second Street's Matt Coen: When comes a downturn comes, advertisers want to know what results they will get. They want something measurable, and they are looking for data they can turn into leads.

**MATT COEN ON MONEY MOVEMENT:** "We think there is going to be money on the move right now. People looking at their 401K and wondering if they are in the right place (to invest)." An "Are You Ready for Retirement?" quiz designed for Edward Jones, the financial services company, attracted a lot of emails and some substantial leads.

## **SOME OTHER RIPE TARGETS:**

- Tax preparers.
- Home services. ("A lot of people are spending more time in their homes now," and thinking about improvements.)
- HVAC companies.
- Education services. (Parents are concerned their child may be left behind in a distant learning environment and will want tutoring. Colleges are going to be concerned about enrollments.)
- See more at [Secondstreet.com/sellers-guide](http://Secondstreet.com/sellers-guide).

**GORDON BORRELL SAID IT:** "Above all, you've got to be positive. Be a leader. Start with empathy and have three ideas in your pocket."

**YOU ASKED:** What's the response to a potential advertiser who says, oh, we just use our Facebook page? Go find a statistic on how many people are using Facebook. They're probably only meeting current customers on Facebook. This is an opportunity to steal business from their competitors.

For more information visit <http://www.newspapers.org/>

# \$2 trillion stimulus package expands assistance, emergency funds for small businesses

A \$2 trillion stimulus package designed to support individuals and businesses during the coronavirus pandemic has been signed into law by President Trump.

The measure offers \$377 billion in federally guaranteed loans to small businesses and establishes a \$500 billion government lending program for distressed companies.

It also increases unemployment benefits for laid-off or underemployed workers and provides a \$1,200 payment for adults earning up to \$75,000 per year or married couples earning up to \$150,000. Families falling under these thresholds would also receive \$500 per child.

We've highlighted a few provisions in the Coronavirus Aid, Relief and Economic Security (CARES) Act that directly benefit small businesses.

Please download the Guide to the CARES Act, provided by the News Media Alliance, for additional details and measures that benefit small businesses at [https://mcusercontent.com/186671899db3bbb84855a99be/files/2eac8235-cd84-45c4-ae17-619e187bff5e/CARES\\_Act\\_Summary.pdf](https://mcusercontent.com/186671899db3bbb84855a99be/files/2eac8235-cd84-45c4-ae17-619e187bff5e/CARES_Act_Summary.pdf).

## DISASTER LOAN & EMERGENCY GRANTS

SBA's Disaster Loan program provides small businesses with loans of up to \$2 million to recover and rebuild after disaster losses.

Personal guarantees on loans below \$200,000 are waived, as well as the requirement that the applicant must have been in business for one year and the credit elsewhere requirements.

Emergency Grants of \$10,000, are also available to provide paid sick leave to employees, maintain payroll, meet increased costs to obtain materials, make rent or mortgage payments, and repay obligations that cannot be met due to revenue losses. Funds will be distributed within three days and come in the form of a loan advance,

however, the advance does not need to be repaid, even if the applicant is subsequently denied.

Applications can be submitted at <https://www.sba.gov/funding-programs/disaster-assistance>.

## PAYCHECK PROTECTION PROGRAM

Loans made under the U.S. Small Business Administration's Paycheck Protection Program and provides \$349 billion to fund loans.

The loans authorized are for a maximum of 2.5 times average monthly payroll or \$10 million, whichever is less, and have a maximum interest rate of 4%. They can be used for payroll, group health care benefits, salaries and commissions, mortgage interest, rent, utilities and debt interest.

Payments on the loans will be deferred for at least 6 months, and SBA will forgive amounts paid in the first 8 weeks after receiving a PPP loan for payments made towards qualified expenses predating Feb. 15, 2020. Forgiveness will be reduced, proportionally, should the recipient reduce workforce or wages, unless the reduction occurred within 30 days after passage of the Act and was reversed through rehiring or restoration of wages before June 30, 2020.

To be eligible for an SBA PPP loan, newspaper publishers must have 1,000 employees or less. Sole proprietors, independent contractors and other self-employed individuals are also eligible.

SBA-approved lenders can be found at <https://www.sba.gov/funding-programs/loans/paycheck-protection-program-ppp>.

## EXPRESS LOANS

The Act also increases the maximum amount of an SBA Express Loan – a Section 7(a) loan from a qualified SBA lender that is processed faster than a regular loan. The maximum will be increased from \$350,000 to \$1 million through the end of this year.

**As a reminder, if you have agreed to upload your print editions to the NewzGroup site, you should be doing so regularly upon publication of each edition you print. Uploading your newspaper allows CNA to secure tearsheets more quickly and, in turn, pay you faster for advertising that runs in your newspaper. In addition, if you are uploading to NewzGroup, you only need to mail CNA two copies of each newspaper you publish, allowing you to save on postage.**

**If you're interested in getting more information on uploading your paper to NewzGroup, please contact Judy Mowery at [jmowery@inanews.com](mailto:jmowery@inanews.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](http://www.lee.net). Drug free and Equal Opportunity Employer

**MANAGING EDITOR.** The Albia Newspaper (along with Chariton Newspaper) and its parent company is beginning a search to replace retiring Publisher Dave Paxton by mid-summer of 2020

The person we hire needs to have a solid news background and a willingness to learn web printing, management skills and advertising.

The Albia Union-Republican, founded in 1862, is the oldest continuous business in Monroe County and the combined Albia Union-Republican and Monroe County News has faithfully served the community for all of those 158 years. The person hired needs to be sold out to serving the community, through news, feature and sports coverage, personal connection to the community and by offering a high quality advertising product for individuals and businesses.

The person we hire will be a leader in our company and ultimately a leader in the community. We offer competitive salary and benefits in a highly desirable workplace. Contact: Michael Schuver at [mschuver@lminews.com](mailto:mschuver@lminews.com) or call Dave Paxton, 641-932-7121 or email [dave@albianews.com](mailto:dave@albianews.com).

**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

**NEW LISTING! For sale:** BNorthwest Iowa weekly newspaper with supplement and printing shop. County legal plus legal for four towns. Newly remodeled brick/block building, equipment, large inventory included. Selling because of age/health. Phone 712/230/1405 or e-mail [rouse@nethtc.net](mailto:rouse@nethtc.net)

**For sale:** Brand new, never-out-of-the-box iMac, 3.1GHz 6-Core Processor with Turbo Boost up to 4.3GHz; 1 TD storage, Retina 5K display; 8GB 2666MHz DDR memory; Radeon Pro 575X with 4GB of GDDR5 memory, two Thunderbolt 3 ports, Retina 5K 5120-by-2880 P3 display; Lists \$1,999; Will Sell for \$1600. Call Charlie at 712-830-3646.

**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.

**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



## Iowa Newspaper Association Bulletin

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### IN THIS ISSUE...

- Around the Newspaper Legal World in 60 Minutes
- Twitter: More Than Breaking News

**WHEN YOU'RE  
ON YOUR OWN,  
WE ARE THERE  
WITH YOU.**

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

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 contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenic-trailmediabrokers@gmail.com

*View and submit ads on the Internet at [www.INAnews.com](http://www.INAnews.com). Students and professionals may also submit their resumes 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](mailto:cgordon@inanews.com).*

## Iowa newspapers participate in front page message to provide community support

This week dozens of newspapers around the country participated in providing the same comforting front page message to their readers.

The front pages read "WHEN YOU'RE ON YOUR OWN, WE ARE THERE WITH YOU." Newspapers used the same headline and provided stories about their local impact in hopes to remind their communities that we're all in this together.

Visit <https://inanews.com/when-youre-on-your-own-we-are-there-with-you-front-pages/> to view some of the participating Iowa newspapers.

**Reminder to all newspapers:** If you change the number of days per week that you print please let the INA know by notifying [media@cnaads.com](mailto:media@cnaads.com)

Please keep in mind that the Iowa Code section 618.3 provides for very specific guidelines for the definition of a newspaper for the purpose of public notifications. The first of which is that a newspaper of general circulation must have published at least once a week for at least 50 weeks per year within the area. The code does not address how many pages the newspaper must be. It does provide that at least 25% of the newspaper's total column space in more than one half of its issues during any 12-month period should be news versus advertising.



*An Iowa Newspaper Foundation webinar...*



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**IAwebinars**

# AROUND THE NEWSPAPER LEGAL WORLD IN 60 MINUTES

**Thursday, April 9 · 1-2 p.m.**

**Registration fee: FREE · Deadline: April 6**

## IN THIS WEBINAR...

In this webinar, Michael Zinser will cover the following 3 topics:

- **Newsroom Union Organizing** – Newsrooms have been organized at many newspapers, large and small, including The Missoula (Montana) Independent, Casper (Wyoming) Star-Tribune, The Columbian (Vancouver, Washington), Chicago Tribune, Omaha World Herald and others. He will examine the causes of these unionizing efforts and how management should address an organizing attempt.
- **State Unemployment Agency Audit Attempts** – All across the country, state unemployment departments are attempting to reclassify independent contractors as employees in order to assess thousands of dollars in unemployment taxes. Zinser will discuss how best to handle these audits and how to handle any resulting litigation.
- **Premium Editions** – Many publishers are bundling “Premium Editions” with daily newspaper subscriptions. Several class-action lawsuits have been filed claiming that publishers have run afoul of unfair business practice statutes at the state level. Zinser will discuss legal issues that arise with Premium Editions.

## THE PRESENTER...

### Michael Zinser



Michael Zinser is president of The Zinser Law Firm, P.C., in Nashville, Tennessee. His firm represents over 250 daily newspapers, stretching geographically from Hawaii to Iowa to New York. He has particular experience with the independent contractor issue, Wage and Hour laws, and the National Labor Relations Act.

During his career, he has defended independent contractor status for newspapers in 40 of the 50 states. Zinser is general counsel to seven circulation trade associations, assisted numerous press associations with newspaper industry legislation and assisted the New York News Publishers Association with legislation to make it easy to preserve independent contractor status. In 2014, Zinser was inducted into the National Circulation Director Hall of Fame. He is the first non-circulation director recipient of this honor.

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



# ONLINEMEDIACAMPUS



## Webinar Registration

YES! Sign me up for the Around the Newspaper Legal World in 60 Minutes webinar Thursday, April 9.

**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: April 6**

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

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# TWITTER: MORE THAN BREAKING NEWS

Thursday, April 23 · 1-2 p.m.

Registration fee: FREE · Deadline: April 20

## IN THIS WEBINAR...

In this webinar, we will go over some strategies all types of media — newspapers, magazines, online, TV, others — are using to engage with their audience on Twitter. Though the platform is great for sending live updates and "breaking" situations, there are tons of opportunities for engagement with audiences locally and around the world. We'll cover some of Twitter's tools for deep engagement, look at examples of brands doing it well, and have time for discussion about the best ways for you to enhance your Twitter presence.

## THE PRESENTER...

### Tyson Bird



Tyson Bird is from Sandpoint, Idaho and studied journalism graphics and entrepreneurial management at Ball State University. Bird currently works for Texas Highway Magazine in Austin, Texas as a digital strategy manager. He creates digital experiences that get audiences excited about travel and tourism in the great state of Texas. Bird loves talking about the many intersections of design, product and our world.

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# Webinar Registration

YES! Sign me up for the *Twitter: More Than Breaking News* webinar Thursday, April 23.

**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: April 20**

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

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

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