

April 8, 2020



Volume 37
Issue 14

Iowa Newspaper Association Bulletin

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AMAZING HEROES IN THE FIGHT AGAINST CORONAVIRUS

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

One of my memories, one that had been tucked away back where the cobwebs congregate, is from that day in 2004 when the oldest Evans daughter graduated from Saint Louis University.

The graduates crowded onto the arena floor for the commencement ceremony. They were grouped by their areas of study — business, education, arts and sciences, law, nursing, medicine, etc.

As each group of graduates was announced, those students rose and moved forward to receive their diplomas. When it came time for the School of Nursing, parental pride enveloped me over Sara's achievement.

But I wasn't expecting what happened next: As the nurses stood, another group of students stood at the same time, too, and began cheering. The cheerleaders were the soon-to-be-graduates of the School of Medicine — a new generation of physicians.



Randy Evans

And when the med school graduates were announced a short time later to receive their diplomas, the nursing graduates all stood and cheered the doctors.

At the time, I thought the cheer squads were simply a charming display of mutual respect among students who would be heading out into the world to devote their lives to caring for their fellow humans.

But viewing that graduation scene today, with the perspective we have gained in the past couple of months, I realize now that those young medical professionals recognized back then that they would always be a team that relied on each other to deal with whatever health challenges might come their way during their careers.

We have all watched the television accounts of America's medical warriors working each day to battle the biggest health challenge of our time, the elusive coronavirus.

We have seen the faces of doctors and nurses shrouded by masks and protective shields. We have seen the signs of thanks grateful communities have erected to recognize their bravery and dedication.

We have seen the images of the corridors in New York City hospitals congested with overflow beds and monitors

HEROES - cont. on page 2

Journalists can still get access to court records

While the COVID-19 pandemic has restricted or limited access to Iowa county courthouses, journalists can still get access to court records.

Public computer terminals which allow citizens and reporters access to court filings may be inaccessible with the coronavirus forcing courthouses to restrict access, but county clerks of court can still provide the information, according to Steve Davis, Iowa Judicial Branch communications director.

"County clerks of court will generate Iowa Courts Online Newspaper reports and email the reports to members of the news media upon request from a member of the news media who regularly covers the courts in the county where the request is made," Davis said. "Members of the news media may call or email the clerk to make the request by

specifying case group, start date and end date as would be done at the public terminal."

Randy Evans, executive director of the Iowa Freedom of Information Council, further encourages journalists to first contact the court clerk to see if they would be able to get access to the clerk's office to view the files they seek.

Also, Evans says, if journalists need access to a lawsuit, court ruling or criminal complaint and are unable to get the court clerk to email the document, they can contact him at IowaFOICouncil@gmail.com. Provide him details of the records sought and Evans will use the Council's online access to retrieve documents for the journalist. There is no cost for this service, Evans said.

and sick patients and the hovering medical teams.

We have teared up at TV footage of a forklift being used to raise a body bag into a temporary morgue located in a refrigerated truck trailer. Tears have welled up at video of New York City firefighters standing atop their trucks outside a hospital, applauding the doctors and nurses, the lab techs and respiratory therapists, the clerks and custodians who are risking their lives inside.

We also have seen the horrible statistics climb relentlessly day after day after day. By the time you read this, the number of confirmed cases of coronavirus in the United States will have surpassed 345,000, and the U.S. death toll from the disease will have topped 10,000.

We have watched all of this with our fingers crossed and prayers on our lips — in the hope that this disease will spare our friends, relatives and co-workers.

At the Evans home, our hearts have ached as we learn of the deaths of some of these doctors and nurses whose devotion to their patients cost them their lives. These hospital heroes had parents who sat through commencement ceremonies years ago, just like Sue and I did, when their own sons and daughters graduated from medical school and nursing school.

Lest we forget, the toll among medical workers in Italy is even more staggering than in the U.S. — 73 physicians and 43 nurses losing their lives to coronavirus as of last week.

Because of the highly contagious nature of the virus, families are being kept away from their loved ones as they battle the disease. But who is not touched by the news accounts of doctors and nurses stepping in for relatives in the final minutes of their loved ones' lives?

Michelle Bennett of Renton, Wash., was one of those who turned to a nurse as her mother's life faded, shallow breath by shallow breath.

"Just not being able to hold my Mom's hand, rub her head, to tell her the things I wanted to say to her, it was such a helpless feeling," Bennett told CNN.

But the nursing supervisor said she would take her own cell phone, dress in protective gear, go into Carolann Gann's room and call Bennett so the daughter could say her goodbyes and tell her mother how much she loved her.

Bennett asked the nurse to hold her mother's hand. "She said, 'She will not be alone. We will stay with her to the end,' " Bennett recalled.

"To have the compassion and empathy to be right in that moment as if it was their own mother — that was one of the most amazing things I've experienced. I could see the nurse crying."

Pope Francis has not missed any of this. In his Palm Sunday message, he said, "Dear friends, look at the real heroes who come to light in these days: They are not famous, rich and successful people. Rather, they are those who are giving themselves in order to serve others."

When TIME magazine gets around to naming its "Person of the Year," the choice for 2020 is a no-brainer: the doctors, nurses and other medical professionals who staff America's hospitals.

And I'm not just saying that because Sara Evans is one of them.

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

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Americans are optimistic despite uncertainty

Forty percent believe the world will be better than before the coronavirus

While Americans have a high level of anxiety during the coronavirus pandemic, most are willing to make significant sacrifices and many are optimistic about the future. They also believe that government leaders are taking the appropriate actions, according to a new national Research America, Inc. public opinion poll.

Sixty-one percent of Americans say they are “extremely or very concerned” about the coronavirus outbreak, though 13 percent are “not very or not at all concerned.” Nearly half, 47 percent, say the pandemic has had a significant negative impact on their personal life due to closures, cancellations, restrictions and food shortages, said Rex Repass, President of Research America Inc.

“We are at a critical time when many Americans are personally impacted in multiple ways by COVID-19. During the next several weeks many may have a family member or close friend with a positive coronavirus test,” Repass said. “However, most Americans are willing to adhere to their state’s stay-at-home order if it’s for the greater good, with 69 percent saying they can accept extreme limitations for more than a month if it helps to suppress the infection rate. Two-thirds go so far as to say they don’t care how long restrictions are in place if it prevents widespread illness and death.”

On the other hand, about one quarter of respondents, 27 percent, feel the social distancing and other limitations go too far, and only 11 percent said they worry about transmitting the virus to others.

The poll of 600 U.S. adults also found that 75 percent agree with the extreme measures put in place to protect people from the coronavirus. A high number strongly support such measures as mass cancellations and closings (87 percent), travel bans (86 percent), restricted visitation at hospitals, nursing homes, etc. (86 percent) and the closing of borders (82 percent).

“The poll results also show that altruism is alive and well throughout the U.S. with Americans continually demonstrating selfless acts for the well-being of others,” Repass added. “People are clearly more concerned about a family member or friend getting sick than themselves.”

Nineteen percent are worried someone close to them will die compared to 12 percent who are worried about themselves dying.

Nearly eight-in-10 (78 percent) want politicians to focus on the welfare of the citizens and not on politics. One in four (25 percent) are concerned that the healthcare system will be overburdened, and people won’t get the care needed.

The Center for Disease Control & Prevention received the highest job performance rating, 64 percent satisfaction followed by their state’s governor, 56 percent. A plurality (43 percent satisfied/33 percent dissatisfied)

with President Donald Trump, 44 percent with Vice President Mike Pence with the balance unsure or having a “wait and see attitude.”

“This was highly dependent on political party,” Repass said. “As expected, more Republicans were satisfied with President Trump’s handling of the coronavirus pandemic, 73 percent, as compared to Democrats, 22 percent.

Although 20 percent are concerned about the virus causing a economic recession, very few are worried about permanently losing their job, only 7 percent, their company going out of business, 5 percent, or the loss of retirement income from stocks and 401k, 8 percent. More than half, 57 percent, feel confident that their job will be secure throughout the pandemic.

Americans believe there are brighter days ahead with 40 percent saying the world will be a “better place” after the virus has been controlled, compared to 18 percent who believe the world will be worse off. In a year or two, half believe the world will be a better place because people will have an appreciation for what is really important in life, 54 percent; there will be new advancements made in medicine, 52 percent; and people will be more compassionate, 35 percent.

Actions Americans feel will have the most positive impact include paid sick leave for coronavirus recovery for themselves or to care for a family member, 67 percent; expanded SNAP and other benefits, 67 percent; extended unemployment benefits, 66 percent; and highly subsidized, reduced cost, or free medical services for coronavirus treatment and prevention, 65 percent.

Two in five Americans worry about health care costs increasing post coronavirus pandemic, 42 percent, and having to work longer in life than anticipated to offset money lost during this time, 41 percent.

The Research America, Inc. Covid-19 Public Opinion Poll was conducted between March 26-29 among a sample of 600 U.S. adults over the age of 18. The overall confidence interval for the survey is +/- 4.0 percentage points at the 95 percent confidence level.

METHODOLOGY STATEMENT

Results of this Research America, Inc. Covid-19 Public Opinion Poll are based on interviews conducted between March 26-29, 2020 among a national sample of 600 adults over the age of 18 in the United States. Data collection was completed online.

U.S. adults over the age of 18 in all 50 states were sampled for the survey and modeled to age and race demographics based on data from the United States Census Bureau. With online data collection it is not appropriate to apply a probability-based margin of error to interviews completed. However, applying statistical tests of significance to each question asked at the 95 percent confidence interval yields an overall statistical error of +/- 4.0 percentage points based on the 600 interviews. The 95 percent confidence interval varies

OPTIMISTIC - cont. on page 4

Publishers Seek Relief On Postal Rates During COVID-19 Crisis

ROB WILLIAMS, CONTRIBUTING EDITOR,
PUBLISHING INSIDER AT MEDIAPOST

The News Media Alliance this week asked the U.S. Postal Service to adopt measures to cut mailing costs amid the coronavirus pandemic.

The trade group, which represents almost 2,000 news organizations, is part of a coalition that asked the postal service to cut rates by five cents for each mailed item. The measure would last 90 days, but could be extended if the COVID-19 crisis persists, according to a joint letter from the coalition.

"We are in uncharted waters and bold action is needed, and ask that we quickly schedule a conference call to discuss what affirmative steps we can take," the letter dated March 31 reads.

The coalition also asked for deferred collections of postage payments for customers with Centralized Account Payment System (CAPS) and the newer Enterprise Payment System (EPS) accounts. The electronic payments systems are geared for commercial and nonprofit mailers.

In addition, the group asked for seasonal incentives to boost mail volume and to avoid increasing outbound

international rates as the pandemic disrupt those mailings.

Postage rates again have been hotly debated with the Postal Regulatory Commission, which oversees the postal service, weighs changes to rates that publishers pay for mailings.

Last month, the MPA - the Association of Magazine Media was among a coalition of trade groups that asked the Postal Regulatory Commission to withdraw a proposed rate increase, claiming it would backfire on the postal service by reducing mail volume.

While the postal service faces its own financial crisis, the U.S. government is unlikely to let a vital part of the country's infrastructure collapse into bankruptcy. In a major crisis like the current pandemic, any help the organization can provide to publishers is welcome.

Rob Williams is a contributing editor for Publishing Insider at MediaPost.

Read the article online by visiting https://www.media-post.com/publications/article/349442/publishers-look-for-relief-on-postal-rates-during-covid-19.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=117836&hashid=Os7a7quQPjTWnBv3oY7VdN6bWINE

OPTIMISTIC - cont. from page 3

by question and based on the distribution of responses to each question.

The purpose of the Public Covid-19 Public Opinion Poll is to provide a snapshot of opinion and timely views about Covid-19. Research America Inc. sponsored this survey

ABOUT RESEARCH AMERICA INC.

Research America Inc. is a custom survey research and strategic consulting firm. The firm's services range from consulting with clients to identify research objectives, through study design, data collection, analysis, and research-based strategy recommendations. For more information see www.researchamericainc.com.

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.

400 Local Newsrooms Receive Grants to Support Coronavirus Work

DORINE MENDOZA

NEWS PARTNERSHIP, FACEBOOK

JIM FRIEDLICH

CEO, THE LENFEST INSTITUTE FOR JOURNALISM

NANCY LANE

CEO, LOCAL MEDIA ASSOCIATION

Today, the Facebook Journalism Project (FJP) is announcing 400 North American local newsrooms receiving FJP Community Network grants to support their coronavirus reporting. Located in 48 US states, Washington D.C., Puerto Rico and several provinces and territories in Canada, the publishers will each receive a \$5,000 USD grant to cover unexpected costs associated with reporting on the crisis in their communities. The program is run in partnership with the Lenfest Institute for Journalism and Local Media Association in the US and News Media Canada and The Independent News Challenge in Canada. This announcement comes after we announced the first round

of 50 grant recipients in March.

The Facebook Journalism Project doubled the total grant pool to \$2 million after more than 200 publishers applied in the first 48 hours after the application launched. The expansion made it possible to help an even greater number of newsrooms navigate the economic impact of the outbreak. The grants will help fulfill needs such as remote work, increasing frequency of publishing, combating misinformation and serving vulnerable and at-risk groups.

THE FOLLOWING IOWA PUBLICATIONS HAVE BEEN SELECTED FOR THIS PROGRAM:

- Carroll Times Herald, Carroll, IA
- Read coronavirus-related coverage here.
- Little Village, Iowa City, IA
- La Prensa Iowa, Denison, IA
- Spencer Daily Reporter, Spencer, IA

Visit https://www.facebook.com/journalismproject/programs/community-network/coronavirus-grants-news-reporting-recipients-round-1?content_id=4U424Rjg6mtu02p to learn more.

FACEBOOK GRANTS AVAILABLE TO LOCAL NEWSROOMS

The Facebook Journalism Project (FJP) is launching the FJP COVID-19 Local News Relief Fund Grant Program, offering grant opportunities to help U.S. local news organizations continue serving communities during the coronavirus outbreak. News organizations can begin applying for relief grants on Monday, April 13.

A webinar on how to apply will take place on Friday, April 10, 2020. Visit https://fjp-relief-fund-register.splashthat.com/?fbclid=IwAR1ajBgZVwMC1_kW4h1iVgZTeMtxwpLofXmePpqM69gxZy0a3liVLmjlXgc to register online.

Visit https://www.facebook.com/journalismproject/programs/grants/coronavirus-local-news-relief-fund?utm_source=newsletter&utm_medium=email&utm_campaign=newsletter_axiosmediatrends&stream=top to learn more about the Facebook Journalism Project

IOWA CAPITAL DISPATCH CONTENT SHARING

The Iowa Capital Dispatch is an independent news organization that focuses on state government and its impact on Iowans. Its content is available to all Iowa newspapers at no charge. Learn more about Iowa Capital Dispatch and sign up for its daily newsletter at: www.iowacapitaldispatch.com

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.

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.



America's Newspapers offers free marketing campaign to newspapers promoting subscriptions — in print or digital

"Newspapers have your back," reads a new marketing campaign being rolled out by America's Newspapers. "We are grateful for those who have our back in this important time."

Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them.

Your readers are counting on you to bring them the news they need ... when they need it. And, the importance of the work that you do has never been

more critical.

With this campaign, we remind readers that we are grateful for their support — through print or digital subscriptions.

These ads were produced in partnership with Sandpaper Marketing.

If you have any difficulty accessing the files, email Greg Watson at America's Newspapers.

Visit <http://newspapers.org/americas-newspapers/marketing-campaign/> to learn more.

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.

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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.

▼ 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

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 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, 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 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

View and submit ads on the Internet at 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.



Iowa Newspaper Association Bulletin

www.INAnews.com

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- Twitter: More Than Breaking News
- What Makes Something Newsworthy?

MEMBER EXCHANGE - cont. from page 5

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.

THE FOLLOWING NEWSPAPERS HAVE RECENTLY ANNOUNCED FREQUENCY CHANGES:

PUBLICATION NAME	FORMERLY		CURRENTLY	
Albia Union Republican	1 day	Thursday	0 days	-
Atlantic News-Telegraph	6 days	Mon-Sat	4 days	Tu, Th-Sat
Centerville Daily Iowegian	3 days	Tu, Th-Fri	2 days	Tues, Fri
Chariton Herald Patriot	1 day	Thursday	0 days	-
DeWitt Observer	2 days	Wed, Sat	1 day	Wed
Le Mars Daily Sentinel	4 days	Mon-Wed, Fri	3 days	Mon, Wed, Fri
Maquoketa Sentinel-Press	2 days	Wed, Sat	1 day	Wed
Missouri Valley Times-News	2 days	Wed, Fri	1 day	Wednesday
Newton Daily News	5 days	Mon-Fri	2 days	Tues, Fri
Oelwein Daily Register	6 days	Mon-Sat	5 days	Tues-Sat
Oskaloosa Herald	3 days	Tues, Thurs, Fri	2 days	Tues, Fri
Spencer Daily Reporter	4 days	Mon-Tues, Th-Fri	2 days	Tues, Fri
Storm Lake Pilot-Tribune	3 days	Mon, Wed, Fri	2 days	Tues, Fri
Oconto County Times Herald	1 day	Wednesday	1 day	Friday
Plymouth Review	2 days	Wed, Fri	1 day	Friday
Shawano Leader	2 days	Wed, Sat	1 day	Friday
Wittenberg Enterprise	1 day	Wednesday	1 day	Friday



An Iowa Newspaper Foundation webinar...



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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 or contact Erica Wipperling at 515-422-9052 or 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

EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

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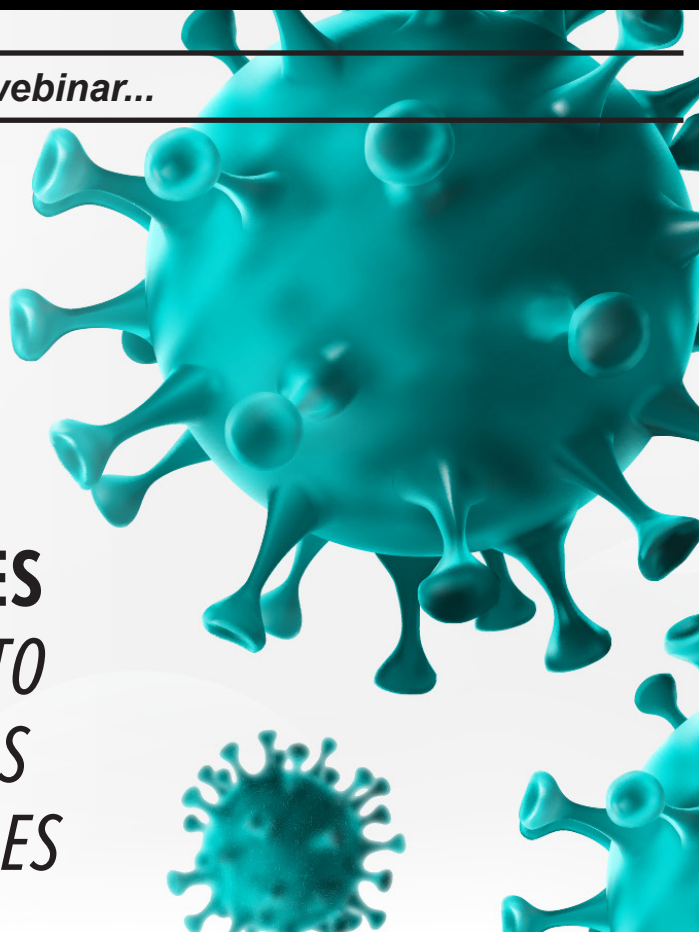
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An Iowa Newspaper Foundation webinar...

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USING A NEW TECHNOLOGY TO DRIVE ADVERTISING SALES IN A PANDEMIC: A NEW WAY TO LEVERAGE YOUR PUBLICATION'S AUDIENCE TO CLOSE MORE SALES



Thursday, April 16 · 1-2 p.m.

Registration fee: FREE · Deadline: April 13

IN THIS WEBINAR...

How can your advertising department adjust to businesses putting a hold on advertising and the challenge of selling during this period of social isolation?

Your publication has an audience that's the envy of most organizations. So, how do you best leverage these print and digital assets, along with a little cutting-edge technology, to drive more ad revenue?

Bob McInnis, who has been building lead-generation programs for years, will show how you can lure prospective advertisers into revealing themselves, identify what stage of the buying process they're in, send the kind of communications that would move them further along, and notify the appropriate ad rep when the prospect is ready to talk—all automatically.

You'll learn entirely new techniques to grow ad revenue that can be implemented by publishers and ad directors with large dailies or small weeklies, essentially creating an entirely new revenue stream without adding to your sales staff's burden.

These techniques can also be used to help your current and prospective advertisers sell more of their own products and services.

THE PRESENTER...

Bob McInnis



Bob McInnis is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group.

He eventually served as ad director there and at a larger group of 10 community newspapers before being hired by 750,000 circulation Newsday/New

York Newsday as major accounts supervisor and training manager. In 1993, he launched a consulting practice and has spent the years since working with community newspapers and newspaper associations throughout the world. While the variety of products have evolved over the years to include digital, the motivations behind why local businesses buy advertising has not, making the integration of paid digital—and even selling against social media—seamless.

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Webinar Registration

YES! Sign me up for the Using a New Technology to Drive Advertising Sales in a Pandemic: A New Way to Leverage Your Publication's Audience To Close More Sales webinar Thursday, April 16.

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: April 13

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An Iowa Newspaper Foundation webinar...

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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 or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: April 20

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An Iowa Newspaper Foundation webinar...

WHAT MAKES SOMETHING **NEWSWORTHY?**

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Thursday, May 7 · 1-2 p.m.

Registration fee: FREE · Deadline: May 4

IN THIS WEBINAR...

Does your newsroom react on gut instinct to decide what to cover? Do you feel like you're doing the same stories everyone else is doing when you try to localize major regional and national stories? There's a better way to make stories meaningful and relevant for local readers. The elements of news are timeless, because human nature is timeless. In this webinar, you'll learn how to leverage the basic elements of news to make faster, better decisions about what to cover and how to do it. And we'll also show how journalists contribute to perceptions of bias and sensationalism when they misinterpret why something is newsworthy. For those who may have studied this in journalism school, it's a great refresher. For others, you'll discover new tools to make the most effective use of your resources.

THE PRESENTER...

Dennis Hetzel



Dennis Hetzel, has been an award-winning reporter, editor and publisher at newspapers in multiple states for Lee Enterprises, Gannett and other media companies. He also taught journalism at Penn State and Temple universities and retired in 2019 as executive director of the Ohio News Media Association where he gained a national reputation for his work on open government issues.

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Webinar Registration

YES! Sign me up for the *What Makes Something Newsworthy?* on Thursday, May 7

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: May 4

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