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Volume 37
Issue 21

Iowa Newspaper Association Bulletin

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CALENDAR of EVENTS

WEBINARS

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Thought Leaders Weigh In On The Post Pandemic Advertising And Media Landscape

BRAD ADGATE
FORBES CONTRIBUTOR

The COVID-19 pandemic will change a number of businesses including advertising and media. Not since World War II ended 75 years ago, has there been such disruption on a global scale. In the years ahead, there will be references to a pre-pandemic and post-pandemic world. With that in mind, I asked a group of industry thought leaders on what advertising, media and consumer behavior will look like post-pandemic. Here's what they said.

TIM JONES, CEO, PUBLICIS MEDIA AMERICAS

Digital Signals Galvanize Ecommerce Opportunities: "Just as COVID-19 has intrinsically changed the way people live, it has forever changed the retail and commerce landscape, too. We will see a long-lasting shift in the way people shop and engage with brands post-pandemic as a result. Driven by shelter-in-place mandates, consumers are relying on online and contactless experiences more than ever, which is creating a surge in digital signals. This has created an opportunity for brands to modernize business models to focus more intently on digital experience and ecommerce strategy. For some marketers, this is natural acceleration of digital business transformation. For others, it's a whole new world to explore and capitalize on. For all, data has become more important than ever to further understand high value customers and their new behaviors, and to create new services, products and experiences that serve their needs."

CHRIS MACDONALD, GLOBAL PRESIDENT, ADVERTISING & ALLIED AGENCIES, MCCANN WORLDGROUP

Consumer behavior: "In the post-pandemic world, consumers will be asking searching questions about what part brands play in their lives. Those brands that play a meaningful role in consumers' lives during the current crisis and lockdown – showing up when needed most – will generate strong, long-lasting brand/consumer relationships. Those that don't, I suspect, will struggle to regain consumer trust or business."

"Consumers will have had 90-plus days of intense immersion in the virtual world during lockdown: from how they shop to how they are entertained, from how they

help teach their children to how they educate themselves (to make bread, for example) and even how they communicate with each other through technology. This has massive implications for brands, as they must accelerate their online customer experience and ecommerce capabilities exponentially. Customers have gotten used to quick pace of communication and will demand that brands evolve at the same speed.

"I also believe that there will be a massive opportunity for brands and publishers to reframe consumer relationships with subscriptions and memberships. There is no doubt that the pandemic has resulted in people looking for different and more sustainable relationships in the virtual world that help keep them connected, add value to their lives and make them feel part of communities."

Media: "Streaming TV platforms have performed incredibly strongly, as people look for entertainment, have much more time to consume it (as they are stuck at home) and are willing to pay for it. However, I believe that there will be a very favorable reassessment of live TV, especially sports, as people realize how much they have missed the immediacy, drama and excitement that live TV offers."

ROB DAVIS, PRESIDENT LOCAL MEDIA AND CMO, NOVUS NEXT

"It's clear that the country will not open with a proverbial flick of a switch— it will be gradual and full of stops and starts, state-by-state, county by county. As such, we're expecting a much larger emphasis on local media like spot TV, radio, out-of-home and localized digital. We're already seeing some shifts from national to regional or local budgets, and a higher interest in custom geo-local targeting."

CINDY RICCIO, PRESIDENT & FOUNDER, CRC INC.

"If consumers didn't want to get off the couch before, they're even less likely to walk into a store for many months to come if they can have that same kind of service online. Social media accounts for apparel brands will be turned into virtual shops, showing off styles and various outfits online, then directing people to buy them on the web."

"It will be a test of how you bring the best of a real-world experience into a digital experience. Literal 'window shopping' for clothes might also be making a comeback since consumers feel safer standing and browsing outside stores,

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SBA sets procedures for seeking PPP loan forgiveness

The Small Business Administration has altered the application opportunities for small businesses structured as partnerships if they completed their loan applications prior to April 14. As of that date, owners in businesses set up as partnerships were instructed not to submit applications as self-employed individuals but to add their compensation (up to \$100,000 annually) to the payroll portion of their PPP calculations. But some businesses had already applied for their loans so may have missed the opportunity to add in the partners' compensation to the loan basis.

Although PPP has a strict rule that no business can apply for a loan twice and that all proceeds in a single loan must be distributed at the same time, SBA this week altered that rule only for businesses that filed for their loans before they were aware of the partnership ruling. Newspaper owners who applied prior to April 14 and who did not include the partners' compensation in their loan calculations are allowed to go back to lenders for a one time increase.

Visit <https://www.nna.org/pub/doc/adding-to-PPP-loans.pdf> to view the new ruling to show lenders and accountants.

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.

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.

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515-283-3100 (*paid service*)

on the sidewalks of Manhattan, than they do venturing inside.”

ANDREW HEYWARD, SENIOR RESEARCH PROFESSOR, TV NEWS WALTER CRONKITE SCHOOL OF JOURNALISM, ARIZONA STATE UNIVERSITY (FORMER PRESIDENT, CBS NEWS)

“Local television news has risen impressively to the challenge of covering the pandemic with a flurry of technological innovation and expanded community service. I don't think stations will return to their old workflows, formats and story selection without taking a hard look at which changes are worth keeping. It's difficult to find silver linings in the devastating storm of COVID-19, but better local TV news might well prove to be a positive legacy of the crisis.”

JO KINSELLA, PRESIDENT, TVSQUARED

“Before lockdown, the TV ad industry - a space that barely moved for 50 years - was on a journey toward performance, transparency and accountability. But this pandemic has expedited that evolution, and I've seen many major players hustle to adapt faster for the sake of the advertiser. Post-pandemic, there is no going back to the world of ratings, GRPs, upfronts and 'trust me, your ad worked.' The TV ad space - meaning linear and digital video - will move forward in a more like-minded way. One that is aligned around performance, transparency and always-on, audience-powered attribution, no matter what type of advertiser you are or where you are in the world. TV is now a digital, accountable channel. Players, across the ecosystem, that don't recognize that will soon find themselves irrelevant.”

ASHISH CHORDIA, FOUNDER AND CEO, ALPHONSO

“TV will bounce back, but with a new look. COVID-19 is a big nail in the coffin for the upfronts going forward, because it will be harder for networks to convince brands to commit as much in advance as they have in the past. It will also be very difficult to organize the same extravaganza and star-studded show that usually has been the hallmark of the upfront. As a result, we'll see more buys in scatter, streaming and more data-driven approaches to media planning. Data will play a much bigger role as well, given that more money will be spent in regional and local advertising as states rebound from the pandemic at different times. But TV will continue to be the best medium for reaching mass audiences; the massive increases in viewership during these uncertain times only reinforces that fact.”

CORBETT DRUMMEY, CO-FOUNDER AND CEO OF POPULAR PAYS

“TV commercials just got a wake-up call. Navigating how to produce content has proven that old ways of producing and running TV may not be the way of the future. Instead of spending millions of dollars on a TV spot that runs for years, brands have seen the impact and the efficiency of producing TV via agile content creation methods because traditional shoots are closed currently. Agile content—like tapping creators for videos made at-home and stitching them together via editors—enables brands to ship many different versions of their ad so we're not all seeing the same one dozens of times, or rapidly producing ads in response to the changing environment which will also increase their effectiveness. I expect that the lifetime of TV commercials will shift to more closely mimic online content.”

NAVEEN WALL, ASSOCIATE DIRECTOR OF CLIENT STRATEGY AT MOVABLE INK

“COVID-19 has created significant shifts in media and

entertainment consumption across OTT video, music streaming, and digital news. People typically consume media based on their daily routines and those routines have been disrupted. As stay at home orders continue and people spend more time at home, they're looking to media and entertainment to distract and occupy the time. New routines that are being defined by quarantine have increased media consumption through desktop, TV, smart speakers, and game consoles.

“Media brands have shifted strategies and are employing tactics to attract new potential customers through free trials and removing content paywalls. It's hard to tell at the moment at what levels the increase in media consumption will be maintained post-pandemic, but the longer-term growth trends even before COVID pointed upward. From a marketing perspective, this will make it important for these brands to communicate and continually prove the value of their service in order to maintain the customers and prospects they've acquired during COVID-19.”

RIKK DUCEY, MANAGING DIRECTOR, BIA

“The coronavirus pandemic created high demand for high-speed Internet bandwidth, particularly for streaming video services, that has caused service disruptions. And for those without Internet or limited bandwidth, they missed out on a lot of importance services. Local TV stations are beginning to rollout NextGen TV, a new type of TV broadcasting service that combines TV and Internet services broadcast over the airwaves to deliver TV programming, data, ads, file downloads and other content—all without requiring an Internet plan or connection. This new media channel will be a great addition to help address some of the issues we saw during this pandemic.”

JANE CLARKE, CEO, MANAGING DIRECTOR, CIMM

“At the risk of being repetitive, a crisis always accelerates change. As companies emerge from the current crisis, marketers will have an even greater need for comparable and timely cross-media measurement to accurately assess the impact of each dollar spent. The advances that have been made in granular TV measurement will continue to accelerate as they improve in quality and accuracy. These advances enable marketers to find their unique marketing segments across all forms of TV and premium video, in a way that is more and more comparable to digital ad impression measurement.

“Right now, TV measurement doesn't measure ads, but rather averages all the minutes in a program that carry ads. This system is slowly breaking down as more and more national TV inventory becomes addressable, pushing the TV industry to an impressions-based measurement system. New hybrid forms of TV measurement are emerging that enable the combination of granular TV tuning data with persons-based co-viewing data from calibration panels. As the networks are offering their virtual versions of the upfront selling season, I predict the TV industry will finally start to embrace new systems for granular TV measurement that will begin to enable measurement of deduplicated impressions across all media.”

JON GIEGENGACK, PRINCIPAL, HUB ENTERTAINMENT RESEARCH

“The pandemic is creating new entertainment habits. Our research suggests many of them will stick around when restrictions are eased.”

More streaming platforms per household: “With so much time to fill, people are adopting more streaming platforms. In

DON'T MISS OUT ON OUR PUBLISHERS' IDEA EXCHANGE!

The INA will provide an opportunity for publishers to share ideas and challenges they are experiencing during these uncertain times on a Zoom call on Thursday, May 28th at noon.

Join Zoom Meeting: <https://us02web.zoom.us/j/86094834071>

Meeting ID: 860 9483 4071 | **Password:** 49255

Contact Susan Patterson Plank at spattersonplank@inanews.com if you have questions.

ADVERTISING - cont. from page 3

our research, the number of TV sources used per person is up almost 1/3 from April 2019. Netflix, which has saturated the U.S. market, is gaining new users as more accounts bump up against concurrent stream limits. Some will cut back when restrictions lift/budgets tighten, but many won't."

More electronic sell-through: "The shift in sales of games, movies etc. to digital will accelerate, as many consumers who typically buy retail get comfortable downloading and don't switch back."

More selective attendance in theaters: "During the pandemic, we've seen willingness to pay for early release theatrical movies increase dramatically. That habit, coupled with anxiety about social distancing, may mean that in the future, theater trips will be reserved for blockbusters or movies that aren't made available at home."

BUZZ KNIGHT, CEO AND FOUNDER, BUZZ KNIGHT MEDIA

"Innovation will be a driving force and a necessity in a post COVID-19 world for all forms of media to survive and thrive in the challenged economy. The playbook can't remain static amid declining resources and the fear of the unknown. Brands in the aftermath will need to be highly sensitized to the tone and texture of their advertising message and how they contribute to helping the greater good of their community"

BILL DEMAS, CEO OF CONVIVA

"With shelter orders in place for over half the global population, there was unsurprisingly a 22% increase in global streaming over the last two months, despite the lack of sports content. Conventional wisdom says those numbers will go back down to pre-COVID levels as shelter in place orders are relaxed. This is where conventional wisdom is wrong. Viewing habits have changed for good and streaming levels will remain high. This is especially true as sports begin to return. In just one week, we have seen viewing hours for sports climb 21% in Europe on the heels of just a handful of Bundesliga matches. With the expected full return of global sports – regardless of whether there are fans in the stands – we expect streaming market share to continue to grow as the world adapts to and creates a new normal."

JON SCHULZ, CMO OF VIANT

"There are several consumer trends that were already evolving prior to the COVID-19 outbreak that accelerated during the recent shelter-in-place period.

The interesting question is which of these will stick and become permanent behavior changes going forward. One of the clear standouts is the adoption and investment in Connected TV (CTV) advertising. The growth here has really accelerated during recent months. Most advertisers point to the advanced audience targeting, large and growing consumer reach as well as the wide array of content, all of which have been in contrast to traditional TV, which has very limited targeting, declining reach and the absence of live sports to engage viewers. Now that many more advertisers see the power of CTV, expect the growth trend to continue post-pandemic as the value proposition remains strong in driving a solid return on ad spend."

BARRY FREY, PRESIDENT & CEO, DPAA

"As society re-opens globally on a region-by-region basis, the broad digitization of out-of-home (OOH) advertising will enable brands to re-engage with consumers who are once again out and about. Digital OOH's ability to geo-target, programmatically enable buying flexibility and deliver contextually relevant creative opportunities will all prove invaluable to advertisers looking to message with ease, optionality, automation and speed."

DOUG PINCKNEY, PRESIDENT OF PINCKNEY HUGO GROUP

Crazy Digital Adoption: "Consumers and professionals either started using or extended their usage of digital platforms to an explosive degree. Consumers have been scheduling time with family now, talking more often and playing games – all in an effort to connect in new ways. Professional use of video conference calls went from nice and occasional to necessary and constant. While many business people were resistant to change, the circumstances have forced it and many are finding the new way more efficient."

Linear TV Planning & Buying: "The entire linear TV industry is going to be changed forever as advertisers cancel their upfront commitments and potentially move away from long-term commitments across many facets of advertising so that they can remain agile in the future."

BILL HARVEY, CHAIRMAN, RMT

"The post-pandemic advertising/media world will demand proof as never before. In the past, optics ruled, but this will no longer work. Decisions will be made based on rigorous testing at small scale before risking tens of millions of dollars and more. Seat of the pants judgment will no longer have a seat at the table."

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.

SPORTS/NEWS EDITOR. The New Hampton Tribune and Nashua Reporter, two weekly papers in Chickasaw County, are seeking a sports editor/news reporter.

The successful candidate will need to be a self-starter, work well without direction and versed in software like InDesign, Adobe Photoshop and other publishing programs. You'll write stories, prepare photos and layout pages. You'll also, with the help of our editor, direct the coverage of three high schools and write various features.

We offer a competitive salary and excellent benefits in a job that will allow you to grow as a journalist. If you think you would be a good fit send your resume to Bob Fenske to editor@nhtrib.com. 0620

▼ 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



Iowa Newspaper Association

Bulletin

www.INAnews.com

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- Let's Talk Recruitment Marketing

MEMBER EXCHANGE - cont. from page 5

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 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@inanews.com.

THE FOLLOWING NEWSPAPERS HAVE RECENTLY ANNOUNCED FREQUENCY CHANGES:

PUBLICATION NAME	FORMERLY	CURRENTLY
Albia Union Republican	1 day Thursday	Twin paper to Albia Monroe County News (publishes Tuesday)
Atlantic News-Telegraph	6 days Mon-Sat	4 days Tues-Sat
Centerville Daily Iowegian	2 days Tues-Fri	Merged with Ottumwa Courier.
Chariton Herald Patriot	1 day Thursday	Twin paper to Chariton Leader (publishes Tuesday)
Charles City Press	5 days Mon-Fri	2 days Tues, Fri
Clinton Herald	5 days Tues-Sat	3 days Tues, Thurs, Sat
DeWitt Observer	2 days Wed, Sat	1 day Wed
Dysart Reporter	1 day Friday	Merged with Traer Star-Clipper to become Traer North Tama Telegraph
Fort Dodge Messenger	7 days Sun-Sat	6 days Mon-Sat
Gladbrook Northern Sun Print	1 day Friday	Merged with Reinbeck Courier to become Reinbeck Sun Courier
Knoxville Journal Express	1 day Thursday	Merged with Oskaloosa Herald
Le Mars Daily Sentinel	4 days Mon-Wed, Fri	3 days Mon, Wed, Fri
Maquoketa Sentinel-Press	2 days Wed, Sat	1 day Wednesday
Marsalltown Times-Republican	7 days Sun-Sat	6 days Mon-Sat
McGregor North Iowa Times	1 day Wednesday	Merged with Elkader Clayton Co. Register to become Elkader Times-Register
Missouri Valley Times-News	2 days Wed, Fri	1 day Wednesday
Newton Daily News	5 days Mon-Fri	2 days Tues, Fri
Nora Springs Rockford Register	1 day Thursday	1 day Wednesday
Oelwein Daily Register	6 days Mon-Sat	5 days Tues-Sat
Oskaloosa Herald	3 days Tues, Thurs, Fri	2 days Tues, Fri
Ottumwa Courier	5 days Tues-Sat	3 days Tues, Thurs, Sat
Pella Chronicle	1 day Thursday	Merged with Oskaloosa Herald
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
Toledo Chronicle	1 day Wednesday	Merged with Tama News Herald to become Tama-Toledo News Chronicle



An Iowa Newspaper Foundation webinar...



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

SELF-CARE FOR JOURNALISTS

Thursday, June 11 · 1-2 p.m.

Registration fee: FREE · Deadline: June 8

IN THIS WEBINAR...

Creating balance and maintaining your emotional and physical wellness is as important as ever for journalists. We will discuss some ideas on how to create that balance to best take care of yourself. We'll also discuss how to create a healthy work environment for employees.

THE PRESENTER...

Tim Schmitt



Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda News in New York, where he led an award-winning editorial page. He has worked as an editor, staffer and longtime contributor with the Arizona Daily Sun, the Mesa Tribune, the Arizona Republic, the Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.

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LET'S TALK RECRUITMENT MARKETING

Thursday, June 18 · 1-2 p.m.

Registration fee: FREE · Deadline: June 15

IN THIS WEBINAR...

From building a more effective job profile and job posting, learn how to reach your ideal candidates. Learn how to write descriptions to entice potential new hires and drum up excitement for the position. Creating a strong social media image is also essential which includes online profiles to your website.

THE PRESENTER...

Laurie Kahn



Laurie Kahn is creator and president of Media Staffing Network, Inc. Kahn has more than 25 years of experience in media including local and national sales promotions in both large and small markets, turn around expertise with new formats and local and national management positions. Kahn is currently involved with various industry associations and participates at career fairs, colleges and webinars to educate individuals about career opportunities. Kahn conducts seminars targeting all aspects of talent acquisition, job search and how to grow your career.

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