



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

**Public Notice:
Understanding the Rates,
Rules and Regulations**
Thursday, September 24

**Can We Be Friends?
Building a Relationship
Between Facebook and
Local News**
Thursday, September 24

**Leading Your Team
Through Disruptive
Change**
Thursday, October 15

MEETINGS

**INA, INF & INA Services
Board Meeting**
Thursday, October 22



Accepting 2021 contest entries!

The Iowa Newspaper Association is excited to begin accepting entries for the 2021 Better Newspaper Contests. These contests, held annually, were developed to foster competition and quality among Iowa's newspapers. To encourage participation, INA will again offer "coupons" for three free entries to newspapers who did not enter the 2020 contests. In addition, INA will offer incentives to newspapers who prepare their entries without error. See the contest timeline below for more information.

The deadline for entries is Friday, October 16, 2020. Entries must be submitted by Oct. 16 at 4:30 p.m. No exceptions or extensions will be made to the deadline. If your newspaper hasn't begun selecting the items you want to submit, now is the time to start.

Entries will, again, be submitted electronically using the online entry submission tool at BetterNewspaperContest.com. For the four categories that require complete sections or issues as entries, INA members may mail paper tearsheets of their entries. Entry information for hard copy entries must still be submitted to the online contest tool and entry tags created from the online site. All entries in the Total Newspaper Design category must be submitted in hard copy format.

Content published on digital platforms is eligible for entry in select categories. Eligible categories are indicated by a computer symbol throughout the Call for Entries. To enter digital content, provide a web link

(URL) to the article/photo/ad, or a screenshot (in jpg format) of the material from when it was published. For categories such as Coverage of Education, Coverage of Business, etc., your entry can consist of a combination of print and digitally-published content. We ask they you chose **five examples** per category this year.

The Call for Entries and Entry Guide found at INAnews.com contains detailed, step-by-step instructions on using the online system, BetterNewspaperContest.com.

Members of the MDCC Press Association will serve as judges of this year's contest entries.

New categories for 2021:

- Photography Category: Best Photographer
- Writing Category: Best COVID-19 Coverage
- The weekly division class breakdown changes annually based on the current year's contest participation. For the 2020 contests, classes will be:

ENTRY CLASSES

DAILY division	WEEKLY division
CLASS I - Under 10,000	CLASS I - 910 and under
CLASS II - 10,000 and greater	CLASS II - 911-1,500
	CLASS III - 1,501 and above

If you have questions during the contest entry preparation process, please contact the INA at 515-244-2145 or ina@inanews.com.

CONTEST TIMELINE

September 9 & 16, 2020 - Distribute 2021 Call for Entries in INA Bulletin

October 16, 2020 4:30pm - Contest entry deadline

November 2020 - Contest entries judged by MDCC Press Association members

December 2020 - Winners notified by INF

February 2021 - Winners announced during Convention Awards Banquet

Entries must have been published between **Oct. 1, 2019 and Sept. 30, 2020**, to be eligible.

Questions?

Contact INA/INF at 515-244-2145 or ina@inanews.com.

CONTEST CORNER

*You
could win
convention
on us!*

Follow entry instructions, win Convention-on-us!

Each year, starting on the Monday following the contest entry deadline, INA staff members begin the process of checking all entries to confirm they are prepared correctly. Newspapers are contacted to resolve any questions prior to the entries being judged, to ensure that all entries are judged fairly and properly.

INA newspapers submitted 3,335 entries in the 2020 contests. As you can expect, checking all of those entries and making follow-up contacts is a lengthy, exhaustive process.

The most common submission errors are multiple entries being combined into one entry upload, missing payments, full tearsheets not being submitted and entries that were missing parts of the required examples.

In an effort to minimize errors and the time INA staff and newspapers spend making corrections, we are continuing an incentive that will offer newspapers who prepare their entries perfectly a chance to win a free 2021 convention package. Each newspaper that does not have to be contacted to fix any of its 2021 contest entries will be entered into a drawing to win a package consisting of one convention registration, one meal package and two nights of hotel stay (approximate value \$350).

When preparing your entries, please carefully read over the Call for Entries for each category's rules and requirements. If you have questions, INA staff is ready to help! Contact us at ina@inanews.com or 515-244-2145.

REMINDER: Statement of ownership filing for October deadline

October 1 is the filing deadline for your periodical class Statement of Ownership, Form 3526, with the post office.

Publications issued more frequently than weekly should publish the Statement of Ownership no later than October 10. This applies to dailies, semi- and tri-weeklies.

Publications issued weekly or less frequently but more often than monthly should publish the Statement by October 31. This applies to weeklies.

All other publications should publish the Statement in the first issue after October 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc. All periodical-class authorized publications must publish such a statement. A reproduction of the Form 3526 submitted to the Postal Service may be used for publication.

Please email your postal statements to Susan James at ina@inanews.com

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

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U.S. MAIL

Iowa Newspaper Association

319 East 5th St.

Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)



The 2019 INA Convention and Trade Show Awards Banquet took place Friday, February 8. (Photo by Michael Watson.)

Why we participate in contest...



The Better Newspaper Awards for us are not just about the plaques and certificates we receive. They're a reflection of our hard work from the year before and encouragement to continue to be a reliable, relatable community newspaper.

These awards not only provide validation to our staff but show our readers that we are providing them with a professional and high quality product they can turn to when they have questions regarding hot topics or want to read a unique feature that can only be found in our paper.

Every year at Mid-America Publishing, our company-wide response to the call for awards shows that we are proud of the work we do and want to showcase our talents to the state and an audience of our peers. We are able to show our fellow journalists and media professionals what new and innovative projects can be done within our small communities and emphasize that community newspapers are still very much a needed commodity across the state.

Most of our newspapers are in small pockets of the state, so the opportunity to show that we can produce publications that focus on the locals that make those communities unique is a significant point of pride for all employees in our company.

- Greg Forbes, Hampton Chronicle/Mid-America Publishing

Don't miss out on National Newspaper Week 2020

SUSAN PATTERSON PLANK
EXECUTIVE DIRECTOR, IOWA NEWSPAPER ASSOCIATION
NATIONAL NEWSPAPER WEEK CHAIR



This year's observance of National Newspaper Week will be held Oct. 4-10.

This 80th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.

The content kit online currently contains promotional ads; all available for download at no charge to daily and non-daily newspapers across North America. We will continue to update the kit with additional materials including editorials and editorial cartoons as the week approaches.

Additional materials for use by newspapers promoting NNW will be posted below as they become available.

"America/Canada Needs Journalists" is this year's theme. We want to thank the Iowa City Daily Iowan for helping with the concept of the campaign. Visit <https://www.americanneedsjournalists.com/> to learn more about the work they are doing to support student journalists.

PLAN TO CELEBRATE National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities. New material is available today!

MAKE IT LOCAL by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource.

We want to thank our members for supporting National Newspaper Week.

For more information contact Committee Chair Susan Patterson Plank, executive director of the Iowa Newspaper Association at spattersonplank@inaneews.com.



Editorial cartoon by Seth Boyes, Dickinson County News.
Find this cartoon and other helpful materials by visiting nationalnewspaperweek.com

AMERICA NEEDS JOURNALISTS

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

FREE MEMBER EXCHANGE

▼ HELP WANTED

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 EDITOR. The Spencer Daily Reporter, located at the entry to the Iowa Great Lakes, is looking for an energetic Sports Editor to join our award winning editorial department. The ideal individual will have strong writing and story telling skills, a nose for sports features, people skills, photography experience and be willing to be part of fun, dedicated team. Social media and video skills a plus. Individual will be writing previews, covering two local high school teams and one college team. Experience preferred but willing to consider the right candidate with a desire to grow in the job. Benefits include health and dental insurance, paid days off, holiday pay, 401K, flexible spending account. Please send cover letter, resume and any writing or photography samples to Randy Cauthron, Spencer Daily Reporter, PO Box 197, Spencer, IA 51301 or email: rcauthron@spencerdailyreporter.com.

▼ FOR SALE

NEW LISTING! For sale: Northwest 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.

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.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Public Notice: Understanding the Rates, Rules and Regulations
- Can We Be Friends? Building a Relationship Between Facebook and Local News
- Leading Your Team Through Disruptive Change

KICK-OFF OCTOBER 1, 2020 ONLINE PROGRAM

Iowa Newspaper Foundation

ANNUAL WRITING WORKSHOP

"We have sent several reporters and editors to this workshop in recent years and plan to do so again this year. It's proven to be such a positive and valuable experience. The most rewarding part for our staff has been the one-on-one mentorship and coaching by senior journalists who offer specific feedback and guidance tailored to the individual."

- Jason Brummond | Publisher, The Daily Iowan

Register by visiting <https://inanews.com/learn/inf-writing-workshop/>

RETURNING FOR 2020

IOWA NEWSPAPER FOUNDATION

ANNUAL WRITING WORKSHOP

This year's INF Writing Workshop includes a 100% online interactive format designed to provide participants with multiple contacts with their professional coaches.

- The program will build your interviewing, writing and story development skills!
- We continue the tradition of one-on-one virtual conferences with a writing coach!
- It is your chance to build relationships with experienced professionals and journalists facing similar challenges!

Registration fee: \$75 (Lower price!)

Deadline: Thursday, September 24

Visit <https://inanews.com/learn/inf-writing-workshop/> to learn more and register!



FOLLOW-UP DATES

October 1 - This kick-off session includes breakouts and time for the coaches to get to know their students.

By October 9 - Students send 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

Week of October 12 - Coaches hold virtual sessions with their students.

By October 23 - Students send second batch of 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

Week of October 26 - Coaches hold virtual sessions with their students.

Program is completed by **November 2**. Participants to be awarded certificate of completion and recognized in the INA Bulletin.



An Iowa Newspaper Foundation webinar...



Can We Be Friends?

*Building a Relationship
Between Facebook
and Local News*

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

Thursday, September 24 · 1-2 p.m.

Registration fee: FREE · **Deadline: September 21**

IN THIS WEBINAR...

Without question, Facebook has had a significant impact on your local newspaper operations, subscriptions and relationship with your readers. In this session, we will dive into the current state of affairs, discuss what your audiences want and share insights on how you can leverage social platforms.

THE PRESENTER...

Korena Keys



Korena Keys, founder of Key Media Solutions, is best known for developing her own unique approach to media strategy and digital marketing. This quickly earned her the business and respect of companies across the United States and Canada. In just eight short years, Keys has successfully taken her digital media firm to the front lines in an over-saturated industry. Keys has served as the president of the board for South Dakota Advertising Federation, chair of the board for the Community Outreach, held a seat on City Council, and is active in multiple community organizations that are dedicated to helping others.

Follow us:



Online Media Campus



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REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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



An Iowa Newspaper Foundation webinar...

PUBLIC NOTICE WORKSHOP

UNDERSTANDING THE RATES, RULES AND REGULATIONS



Thursday, September 24
10:00am-11:00am

Registration Deadline: September 21
Registration Fee: FREE

In this ONLINE workshop...

Public Notice Advertising is critically important to your newspaper and to your readers who benefit from the openness it provides. While public notice advertising laws can seem complex, the process is not that difficult to understand and implement. Your presenter has many years of experience working with and answering Iowa newspapers' questions about public notice advertising issues. In this interactive online workshop, she will walk you through the procedures and rates and answer your public notice questions. Each registrant will receive a copy of the INA Guide to Public Notice Advertising.

The rates are low so each person on your staff who works with public notice ads can participate. It will be an excellent investment!

The presenter...

Susan Patterson Plank



Susan Patterson Plank joined the INA/CNA staff in 2012 and became executive director in 2016. She oversees all operations of the Iowa Newspaper Association and its two related entities, the Iowa

Newspaper Foundation and Customized Newspaper Advertising. Patterson Plank is responsible for financial oversight of the three corporations and works closely with staff to implement the INA Annual Convention and dozens of training seminars throughout the year. She also works closely with the Sales and Marketing Director in oversight of CNA and provides a strong voice on behalf of newspapers when dealing with legislative issues.

REGISTER ONLINE TODAY AT <https://secure.inanews.com/eventReg.jsp?event=883&>



An Iowa Newspaper Foundation webinar...

Leading Your Team Through Disruptive Change

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



Thursday, October 15 · 1-2 p.m.

Registration fee: FREE · Deadline: October 12

IN THIS WEBINAR...

How do leaders like you get the productive and creative best from employees during today's unpredictable world of change? What is required of you? What insights and practices do you need to commit to?

This 60-minute webinar will show you:

1. How leaders need to think and talk about the many forms of disruption touching our businesses, our communities and our employees' daily lives.
2. The five predictable responses to change you will see and hear from your employees.
3. A leadership tool you can use to help others continually adjust and innovate as you face new challenges and unexpected change.

You'll end this webinar with a vision and leadership tool to keep moving forward with your employees rather than get stuck doing what you have always done. Standing still in times of great change is not a winning strategy.

THE PRESENTER...

Mike Wagner



Mike Wagner is president of White Rabbit, a business consultancy he founded in 2004. He is a skilled communicator, facilitator and business consultant. Wagner serves leadership teams in the creation of competitive advantage and growth strategies. His approach is a unique combination of leadership development and organizational culture, informed by the tools and process of "design thinking."

Wagner has been speaking professionally for over 30 years. He started his career as a pastor and church planter before entering the business world. He engages audiences with fresh ideas and tells compelling stories to inspire them to keep creating! His mission is to release the wisdom and capacity of each organization he serves.

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