



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

**Leading Your Team  
Through Disruptive  
Change**

Thursday, October 15

**Using Data to Improve  
Your Journalism**

Friday, October 23

### MEETINGS

**INA, INF & INA Services  
Board Meeting**

Thursday, October 22

## Your colleagues need your help

A group of Iowa Newspaper Association members is launching a statewide open records project that has important implications for all of the state's communities.

**HERE'S THE ASK:** The group needs your help to collect policies from your local police departments and sheriffs' offices that govern how vehicle and body camera video is captured and stored and how it is made publicly available. The project also involves making a simple request for a video.

The group will provide templates for the requests.

Newspapers will be asked to submit the information from these basic requests to the group via online forms. That's it. You won't necessarily be asked to write any articles based on the information.

**HERE'S THE PAYOFF:** You will gain access to a series of articles the group plans to publish next year, along with photos, graphics and other online elements.

To find out more about the project, join the group for a Zoom meeting on Oct. 1. Email Jared Strong at [j.strong@carrollspaper.com](mailto:j.strong@carrollspaper.com) to get an invite or for more information.



## IT'S CONTEST TIME!

*Entries can now be submitted online at*

**<https://betternewspapercontest.com/iowa2021>**

### 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](mailto:ina@inanews.com).

## CONTEST CORNER

*"The whole idea of the contests is to make your newspaper better. I encourage all papers of all sizes to get involved."*

**-JANINE KOCK,**  
WESTSIDE OBSERVER

## How do I know what judges are looking for?

The Better Newspaper Contests are judged by members of other state press associations. Judging is a reciprocal arrangement; each year INA "trades" with another state press association. For the 2020 contests, judges will be members of the Virginia Press Association; in turn, INA members judged VPA's contest entries.

Because those judging INA members' contest entries are also newspaper reporters, videographers, designers, etc., it's somewhat easy to "put yourself in their shoes" and get an idea of what they are looking for when selecting winning entries.

Janine Kock is publisher of the Westside Observer and Manilla Times. The Westside Observer has taken home several first place honors over the years. She encourages INA members to make the contests fun. "The judges are newspaper people just like you and me, so don't be intimidated that you're being judged."

"When I judge entries from another state's contests, I sit back and think, 'What type of effect does this have on me as a reader?' When selecting our contest entries each year, I keep that in mind and try to select pieces that will pop out at judges and that will elicit emotion."

Kock reminds other members to pay close attention to the Call for Entries. "When I judge, I first closely read over the rules and guidelines. If some entries don't meet the criteria, they are automatically eliminated. When entering, make sure you are following the rules as stated in the Call for Entries. If you're not, that is one quick way for judges to put your entries aside and not consider them. Also, make sure the entry you're submitting fits well into the category you're entering. Is it really breaking news, is it really a feature story?"

Other tips Kock recommends include focusing on local content and submitting a wide variety of entries and examples. "Enter things that demonstrate your connection to your community and that show you're serving your community."

In the end, it all comes down to each judge's opinions and preferences. As Kock points out, "Remember, it is a very subjective process. Even if you don't win, it doesn't mean your work wasn't good, so don't shy away from entering something just because it's not perfect. The whole idea of the contests is to make your newspaper better. I encourage all papers of all sizes to get involved. The contests are a good learning experience. If you have a good feeling about a story, enter it. It's not rocket science and the judges are just like you and me."

"I encourage everyone to serve as a judge. It's a great way to get ideas, plus it helps you see both sides of the process," Kock said.

Akron Hometown publisher Dodie Hook, who has led her newspaper to numerous General Excellence awards in the past decade, agrees that serving as a judge provides an excellent way to improve your newspaper. "You get wonderful ideas from judging other papers! I've even 'borrowed' a few ideas from newspapers I've judged! It works for anything - advertising, editorial, etc., and even works on ideas for photos."

## CONTACT US



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Des Moines, IA 50309

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



Tony Baranowski and Becky Schipper accepted the General Excellence award on behalf of the Ackley World Journal during the 2019 INA Convention and Trade Show Awards Banquet took place Friday, February 8. (Photo by Michael Watson.)

## Why we participate in contest...



*We love contest time! Another deadline is tough to add in the early fall when literally everything about running a newspaper feels full bore. But it offers an opportunity to review our work, take pride in it, and consider all we can be doing better for the next time around. Something we just can't do enough of. Newspaper people, the best ones, anyway, are competitive. Because of that, we love to stand out in the incredible field of entrants in Iowa. So much quality work is being done here on a daily basis- to place in the top three in any category in the INA's annual contest is a real achievement. And, as we all know, 2019-2020 has been an especially wild year in Iowa headlines.*

*My personal feeling is involving young and less experienced staff in the process of reviewing and submitting the best work of the year for your publication will inspire them to become better journalists, copy writers and designers. Sure, it comes with a price tag, but that's nothing compared to the benefits the Iowa Newspaper Association provides to us every year. Supporting INA while competing for honors in the best newspaper state in the county is a no-brainer.*

- **Tony Baranowski**, Iowa Falls Times Citizen



# Winners from NNA's 2020 Better Newspaper Editorial Contest and Better Newspaper Advertising Contest

## ADVERTISING

### THE N'WEST IOWA REVIEW - SHELDON, IA

- HONORABLE MENTION, Best Restaurant Ad
- FIRST PLACE, Best Small-Page Ad
- SECOND PLACE, Best Small-Page Ad
- SECOND PLACE, Best Use of Local Photography in Ads

### WILTON-DURANT ADVOCATE NEWS - WILTON, IA

- THIRD PLACE, Best Multiple Advertiser Section
- HONORABLE MENTION, Best Multiple Advertiser Section

## EDITORIAL

### NORTH SCOTT PRESS - ELDRIDGE, IA,

- HONORABLE MENTION, Best Front Page Design
- FIRST PLACE, Column - Best Serious Column
- SECOND PLACE, Column - Best Serious Column
- SECOND PLACE, Column - Best Sports Column
- FIRST PLACE, Editions - Best Headline Writing
- FIRST PLACE, Editions - Best Local News Coverage
- FIRST PLACE, Editions - Best Use of Photographs
- FIRST PLACE, Editorial - Best Editorial
- SECOND PLACE, Editorial - Best Editorial
- THIRD PLACE, Editorial - Best Editorial
- HONORABLE MENTION, Editorial - Best Editorial Page(s)
- THIRD PLACE, Review - Best Review
- SECOND PLACE, Section - Best Sports Section/Page
- FIRST PLACE, Story-Series - Best Breaking News Story
- SECOND PLACE, Story-Series - Best Education/Literacy Story
- FIRST PLACE, Story-Series - Best Health Story
- THIRD PLACE, Story-Series - Best Localized National Story
- FIRST PLACE, Story-Series - Best Non-Profile Feature Story
- HONORABLE MENTION, Story-Series - Best Profile Feature Story
- HONORABLE MENTION, Story-Series - Best Profile Feature Story
- THIRD PLACE, Story-Series - Best Sports Feature Story or Series

### SIoux CITY JOURNAL - SIOUX CITY, IA

- SECOND PLACE, Best Front Page Design
- FIRST PLACE, Best Reporting on Local Government
- THIRD PLACE, Column - Best Serious Column
- FIRST PLACE, Column - Best Sports Column
- THIRD PLACE, Column - Best Sports Column
- SECOND PLACE, Editorial - Best Editorial
- FIRST PLACE, Editorial - Best Editorial Page(s)
- SECOND PLACE, Gen-Ex - General Excellence

- SECOND PLACE, Photo - Best Breaking News Photo
- SECOND PLACE, Photo - Best Feature Photo
- FIRST PLACE, Review - Best Review
- FIRST PLACE, Section - Best Family Life/Living Section/Pages
- FIRST PLACE, Section - Best Sports Section/Page
- THIRD PLACE, Story-Series - Best Breaking News Story
- FIRST PLACE, Story-Series - Best Business Story
- THIRD PLACE, Story-Series - Best Business Story
- FIRST PLACE, Story-Series - Best Feature Series
- HONORABLE MENTION, Story-Series - Best Health Story
- FIRST PLACE, Story-Series - Best Investigative or In-Depth Story or Series
- FIRST PLACE, Story-Series - Best Profile Feature Story
- FIRST PLACE, Story-Series - Best Sports Feature Story or Series
- THIRD PLACE, Video Journalism

### THE N'WEST IOWA REVIEW - SHELDON, IA

- SECOND PLACE, Editorial - Best Editorial Page(s)
- SECOND PLACE, Gen-Ex - General Excellence
- FIRST PLACE, Photo - Best Photo Essay
- FIRST PLACE, Photo - Best Sports Photo
- FIRST PLACE, Section - Best Sports Section/Page

### THE SHELDON MAIL-SUN - SHELDON, IA

- SECOND PLACE, Editions - Best Headline Writing
- SECOND PLACE, Editions - Best Local News Coverage
- THIRD PLACE, Story-Series - Best Profile Feature Story

### WILTON-DURANT ADVOCATE NEWS - WILTON, IA

- HONORABLE MENTION, Column - Best Sports Column
- FIRST PLACE, Photo - Best Feature Photo
- THIRD PLACE, Story-Series - Best Non-Profile Feature Story

**AMERICA  
NEEDS  
JOURNALISTS**

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

**Don't miss out on National  
Newspaper Week 2020!**

Materials are now available to download at  
<https://www.nationalnewspaperweek.com/>

# 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](http://www.INAnews.com). Students and professionals may also submit their resumes for online viewing.*

*There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.*

*If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.*

*Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.*

*Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.*

*Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.*

*For more information, contact Cicely Gordon at [cgordon@inanews.com](mailto:cgordon@inanews.com).*



Iowa Newspaper Association

## Bulletin

www.INAnews.com

### IN THIS ISSUE...

- Leading Your Team Through Disruptive Change
- Using Data to Improve Your Journalism

## 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://inaneews.com/learn/inf-writing-workshop/>

RETURNING FOR 2020

IOWA NEWSPAPER FOUNDATION

# ANNUAL WRITING WORKSHOP

**T**his 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...

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





An Iowa Newspaper Foundation webinar...

# Using Data to Inform and Improve Your Journalism

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



Friday, October 23 · 1-2 p.m.

Registration fee: FREE · Deadline: October 20

## IN THIS WEBINAR...

All publishers want to become indispensable to their audiences. They want to know what drives engagement and subscriptions, how to make their work part of a reader's daily habit and how deeply to cover topics that matter. Those questions are not easily answered with conventional web analytics that were never intended for journalists. What people click on, spend time with, subscribe to and share can reveal why they rely on a publisher for their news and information. But data overload can become overwhelming, even paralyzing to decision making.

With insights from the American Press Institute's Metrics for News software and services, we will discuss which measures of engagement to focus on (hint: not just page views) and how to define success. Through a series of 11 lessons on using metrics for newsroom change (gathered from our work with 100+ newsroom partners), participants will learn how to prioritize which metrics to track and tips for leveraging the data-collection tool(s) they already use.

## THE PRESENTER...

### Katie Kutsko



Katie Kutsko is a graduate of the University of Kansas and the education & strategy manager for the American Press Institute's Metrics for News program. She empowers prospective and newly-signed partners to understand how MFN's suite of products can help them build a loyal and engaged audience over time. While at KU, she served as editor-in-chief at the University Daily Kansan, where she led a newsroom transformation from a print mindset to a digital-first operation. She has interned at the Chicago Tribune, Indianapolis Star and Lawrence (Kan.) Journal-World.

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