

September 30, 2020



Volume 37  
Issue 38

# 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



## IT'S CONTEST TIME!

*Entries can now be submitted online at*

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



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

## 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).

*The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.*

# meeting minutes

## Iowa Newspaper Foundation | Strategic Fundraising Committee September 10, 2020 Minutes



### Iowa Newspaper Foundation Strategic Fundraising Committee Meeting Minutes

The Iowa Newspaper Foundation Strategic Fundraising Committee met via ZOOM at 11:00 a.m. with the following members present: Becky Maxwell, Albia News; Kristin Grabinoski, Armstrong Journal; Chris Conetzkey, Des Moines Business Record; Mary Unga-Sogaard, Dyersville Commercial; Tony Baranowski, Iowa Falls Times Citizen; Randy Evans, Iowa Freedom of Information Council; Mark Rhoades, Missouri Valley Times News; Mark Spensley, Monticello Express and Karen Spurgeon, Bloomfield Democrat. Also, in attendance were Susan Patterson Plank, INA and Jana Shepherd, INF.

#### Votes taken:

- A. On a motion by Rhoades, seconded by Baronowski, the committee approved a 10% administrative fee for the Foundation for acting as the fiscal sponsor of the Iowa Community News Fund\*. \*Name to be determined.

#### Action agreed upon:

- A. The committee directed staff to develop and execute a plan to launch an Iowa Community News Fund program to support fundraising by member newspapers. Additionally, the committee agreed that all newspapers would be included unless the newspaper proactively opted out.

#### Other items discussed:

- A. A. The committee reviewed and discussed the Strong Communities Strong Newspapers Grant fund. No changes were made.
- B. The committee discussed INF fundraising in general.

There being no further business the meeting was adjourned at 11:40 a.m.

Respectfully submitted,  
Susan Patterson Plank

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

## CONTACT US



Phone 515-244-2145

Website [www.INAnews.com](http://www.INAnews.com)

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#### Iowa Newspaper Foundation

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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)



Lisa Miller accepted the General Excellence award on behalf of the Sioux County Index-Reporter during the 2018 INA Convention and Trade Show Awards Banquet. (Photo by Michael Watson.)



## Why we participate in contest...

*What a year! Wait — it's only September. To say the least, 2020 has been a challenge for newspapers. We crossed boundaries we didn't even know existed. We discovered how to do business without a handshake. Has everything been a bed of roses? Absolutely not. Truthfully, we are still getting poked by thorns each day.*

*However, look at all of the amazing situations we have already encountered this year and conquered. We discovered how essential we are every day. Most importantly we found ourselves again and recreated our publications.*

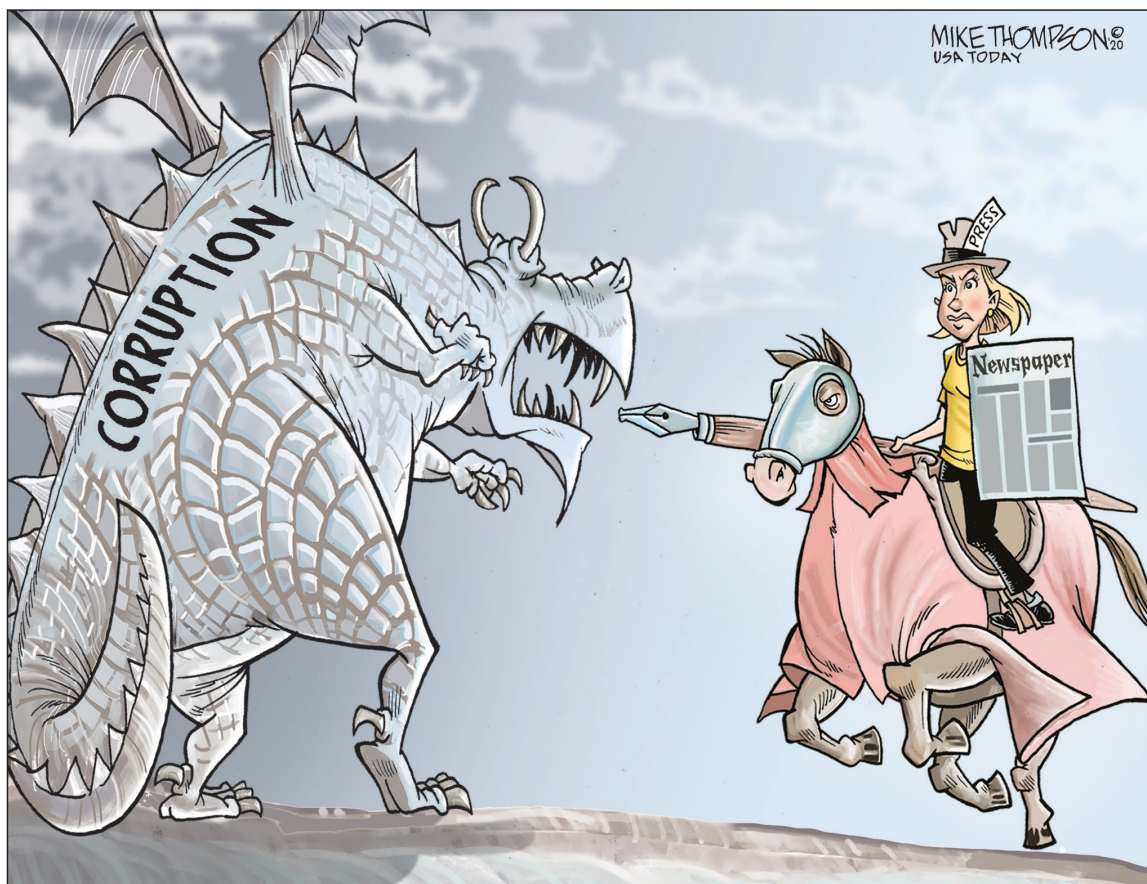
*Change has been a great part of 2020. Now is the time to congratulate ourselves on the countless hours we have put in learning our "new normal" within the journalism field.*

*This year, more than ever, I would encourage all organizations to enter the INF Better Newspaper Contest for 2021. Each staff member deserves to be showcased for their outstanding work. Stories need to be shared on how your publication has overcome the challenges of 2020 and flourished. Deadline for submissions is Oct. 16. Don't let this opportunity slip away.*

*Let's come together and feature Iowa journalism. Iowa deserves it. Every newspaper staff person deserves it.*

- **Lisa Miller**, New Century Press





Editorial cartoon by Mike Thompson, USA Today. Find this cartoon and other helpful materials by visiting [nationalnewspaperweek.com](http://nationalnewspaperweek.com)

## Don't miss out on National Newspaper Week 2020

**SUSAN PATTERSON PLANK**

EXECUTIVE DIRECTOR, IOWA NEWSPAPER ASSOCIATION

NATIONAL NEWSPAPER WEEK CHAIR

**T**his 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



Susan Patterson Plank

# AMERICA NEEDS JOURNALISTS

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

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.

For more information contact Committee Chair Susan Patterson Plank, executive director of the Iowa Newspaper Association at [spattersonplank@innews.com](mailto:spattersonplank@innews.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, dtappnewsbrokerageofia@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, dtappnewsbrokerageofia@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



A farm near Guttenberg, Iowa, provided the backdrop for several scenes of "Complete Bull." (Photo: Produce Iowa)

## INF offers free content from Iowa Department of Cultural Affairs

New articles available today! The October series of articles are available today for download from the INA website, and cover the follow topics:

**With authentic location, 'Complete Bull' rings true - "Action!"** The "Complete Bull" crew shot many scenes on farms in northeast Iowa.

- **Iowa Culture App features new fall tours of arts, culture and history** - Developed by the Iowa Department of Cultural Affairs, the app maps more than 3,500 art, cultural and historical sites across all 99 counties and includes four newly featured tours that take Iowans along scenic byways, 20 state parks and through Iowa's presidential past.

Visit <https://inanews.com/resources/sponsoredcontent/> to download this month's series and to view the archive of articles from previous months.

## 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.





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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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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