

December 9, 2020



Volume 37
Issue 47

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

SAVE THE DATE

2021 Tri-State Newspaper
Convention
February 4-5, 2021

INA Virtual Awards
Ceremony
February 11, 2021

WEBINARS

Classifieds 2021 Thursday,
December 17

Rethinking Paywalls
Friday, December 18



SAVE THE DATE!

February 4-5, 2021

2020 has been full of unexpected challenges. Out of an abundance of caution, the Iowa Newspaper Association has decided to join forces with the Minnesota Newspaper Association and the Wisconsin Newspaper Association to hold our first virtual Tri-State Newspaper Convention February 4-5, 2021.

Mark your calendar for the INA virtual awards ceremony scheduled Thursday, February 11, 2021, where winners of the Better Newspaper Contests will be honored and the 2021 Newspaper of the Year will be announced.

Now, more than ever, newspapers play a key role in educating their readers and bringing attention to topics close to home. Join us to learn and develop skills to better

**TRI-STATE
NEWSPAPER
CONVENTION**
INA • MNA • WNA



serve our Midwest communities. Don't miss out on this unique opportunity to expand your skills and meet other newspaper industry leaders!

Registration information will be released to in the following weeks.

REMINDER: The INA, INF and CNA offices will be closed December 24, December 25 and January 1. The INA Bulletin will not be published 12/30/19.

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.



Five newspapers selected to receive internship funds

The Iowa Newspaper Foundation Executive Committee reviewed applications submitted by newspapers to receive \$1,000 in matching funds from the foundation to hire a 2021 summer intern. The following newspapers were chosen to receive the matching funds:

- Algona Kossuth County Advance
- Clinton Herald
- Decorah – Public Opinion
- Marshalltown Times - Republican
- Eldridge North Scott Press

Applications for the 2022 internship program will be available next fall.

CONTEST TIMELINE

December 2020 - Winners notified by INF

February 2021 - Winners announced during the INA 2021 Virtual Awards Ceremony

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.

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

Executive Director

Susan Patterson Plank

ext. 125 spattersonplank@inanews.com

Sales and Marketing Director

Samantha Fett

ext. 140 sfett@cnaads.com

Communications Director

Cicely Gordon

ext. 133 cgordon@inanews.com

Media Director

Autumn Phillips

ext. 136 aphillips@cnaads.com

Program Director

Jana Shepherd

ext. 159 jshepherd@inanews.com

Technology & Digital Development Manager

Susan James

ext. 129 sjames@cnaads.com

BOARD PRESIDENTS

Iowa Newspaper Association

Karen Spurgeon, Bloomfield Democrat

641-664-2334

karen@bdemo.com

INA Services Company

Becky Maxwell, Albia-Monroe County News

641-932-7121

becky@albianews.com

Iowa Newspaper Foundation

Mark Spensley, Monticello Express

319-465-3555

advertising@monticelloexpress.com

U.S. MAIL

Iowa Newspaper Association

319 East 5th St.

Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (*paid service*)

Congress passes legislation honoring fallen journalists

Senate clears House-passed bill for the president's signature

The Fallen Journalists Memorial (FJM) Foundation thanked the U.S. Senate for passing bipartisan legislation (H.R. 3465) to authorize the foundation to establish a national memorial that honors reporters, editors, photographers and broadcasters who have lost their lives reporting the news.

The legislation, known as the Fallen Journalists Memorial Act, was passed by the House of Representatives on September 21, 2020, and is awaiting the president's signature. Sponsored by Senator Ben Cardin (D-Maryland), Representative Grace Napolitano (D-California), Senator Rob Portman (R-Ohio) and Representative Tom Cole (R-Oklahoma), the bipartisan legislation authorizes the foundation to begin the process of designing and constructing the first memorial on public land that honors journalists who sacrificed their lives in service to America's commitment to a free press.

"On behalf of all journalists who put their lives on the line each day fulfilling their duty to deliver the news, I want to thank the Congressional sponsors for their support in shepherding the measure through the House and Senate," FJM Foundation President Barbara Cochran said. "Once completed, this memorial will demonstrate to our citizens and visitors from around the world that our country values a free press, honors the sacrifices of journalists, and supports the family, friends and colleagues of the fallen."

On June 28, 2018, the deadliest attack on journalists in U.S. history took place at the office of the Capital Gazette, the local newspaper in Annapolis, Maryland, when a gunman shot and killed five employees and wounded two others. The memorial will honor those victims, along with journalists who have lost their lives

while reporting in dangerous conditions across the globe.

"Every year, journalists are attacked, imprisoned and murdered around the world," former U.S. Representative David Dreier, chairman of the FJM Foundation and former chairman of Tribune Publishing, said. "No matter the circumstances of their deaths, these journalists and their sacrifices deserve to be remembered by a free society that values a free press"

The FJM Foundation operates under the auspices of the National Press Club Journalism Institute, which is the nonprofit educational affiliate of the National Press Club. It was launched in 2018 with significant funding from the Annenberg Foundation and the Michael and Jacky Ferro Foundation.

Upon the legislation being signed into law, the FJM Foundation will lead a multi-year process to raise funds to design, develop, construct and maintain the memorial in compliance with the Commemorative Works Act of 1986, which established detailed standards and procedures for new memorials on federal land. No taxpayer funds are authorized for the project, and the legislation precludes the building of the memorial on what is known as the "Reserve," the area of the Mall in Washington, D.C., where new commemorative works are prohibited.

Other organizations supporting the Fallen Journalists Memorial Act include the National Newspaper Association, News Media Alliance, National Association of Broadcasters, Military Reporters and Editors Association, National Federation of Press Women, Committee to Protect Journalists, Freedom Forum, News Leaders Association, Reporters Committee for Freedom of the Press, and the Radio Television Digital News Association.

Additional information about the FJM Foundation and the Fallen Journalists Memorial Act can be found at www.fallenjournalists.org.

HAPPY BIRTHDAY TO FREEDOM OF THE PRESS.

It was on Dec. 15, 1791 that our nation promised liberty for all by ratifying the Bill of Rights. That included freedom of the press, giving journalists the right to report about our government, people in power and the issues that matter most. That mission hasn't changed.



America's freedoms. Respect them. Protect them.
freespeech.center

*This ad
and others are
available to
localize at [https://
www.mtsu.edu/
first-amendment/
ads/FSC_Bday_
PRESS_0.pdf](https://www.mtsu.edu/first-amendment/ads/FSC_Bday_PRESS_0.pdf)*



**FREE SPEECH
CENTER**
at Middle Tennessee State University

**MIDDLE
TENNESSEE**
STATE UNIVERSITY

Help celebrate the birth of the Bill of Rights!

At a time of deep partisanship in America, our goal is to remind America that the First Amendment, which gives us freedom of speech, religion, press, and the rights of petition and assembly, collectively gives each of us the right to be ourselves – expressing ourselves and enriching the nation through the free exchange of ideas.

In anticipation of the birthday of the Bill of Rights on December 15, 1791, the Free Speech Center at Middle Tennessee State University has released a collection of house ads to celebrate this special day.

Download the ads by visiting: https://www.mtsu.edu/first-amendment/ads/FSC_Bday_PRESS_0.pdf

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITORS, REPORTERS, GRAPHICS/COMPOSITION, SALES REPS, SALES MANAGERS AND PRESS OPERATORS.

Enterprise Media in Charles City, Iowa is expanding. I know, that sounds funny in this day and age, but we are in need of editors; reporters; graphics/composition folks; sales reps; sales managers; and press operators (preferably Goss, but will accommodate). We're looking for professionals who are interested in a career rather than just a job. We've got a plan and need dedicated team members. We publish 4 newspapers, 3 shoppers, several magazines, do web design, do web printing on a 7 unit Goss with 2 4 high stacks. The Charles City Press recently reduced to publishing twice weekly, but we wish to return to daily. We're privately owned, offer top salaries to the right individuals with health, life insurance and other incentives. This is a solid community and we offer a great working environment. If you are serious about your career in media, we could be the perfect landing spot for you. We want you as part of our team to help us grow. Now is the time! To explore your next career contact: Christopher Hall via email at christopherhall@charlescitypress.com equal opportunity employer.

MANAGING EDITOR. Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is seeking a managing editor for our community newspaper group based out of Seward, Neb.

Duties will include managing an editorial staff, story assignments, reporting, photography and oversight of our online digital products. If you're an experienced journalist, with good management skills, this could be a great opportunity for you. We're looking for someone who has a love of community journalism, and can bring new ideas to the table to help us better serve our communities.

At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations with 12 community newspapers in Nebraska and Iowa. We offer competitive pay, paid vacation, health insurance, retirement plan and other benefits.

Let us tell you more about this great opportunity. Please send your resume and cover letter to Group Editorial Director Leeanna Ellis: editor@enterprisepub.com

NEWS REPORTER. The Oskaloosa Herald is searching for a full-time news writer to join its award-winning staff. Our next reporter must be a self-starter with a passion for reporting important stories to our community. The Oskaloosa Herald offers a great opportunity for reporters to grow in a variety of subjects and mediums. This reporter will primarily report on Mahaska County and the city of Oskaloosa, writing about local government, business, education and people. Experience and degree preferred, but not required: We'll train the right person. To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Kyle Ocker, Group Editor of the Oskaloosa Herald and Ottumwa Courier, by email at kocker@oskyherald.com.

NEWS REPORTER/WRITER. The Avoca Journal-Herald is searching for a news writer/reporter to join its staff. We are seeking someone who is a self-starter that is passionate about reporting on important stories to our community. This individual will report on feature stories on local people and to further educate readers on trends and happenings in their community. In this role you will have the freedom to pursue stories that interest you as well. This is a great opportunity for a reporter to gain experience in the field of journalism. The reporter will attend various events such as city council

meetings, high school sporting and fine arts events, school board meetings, local events and celebrations, and any other newsworthy happenings that may be of interest to the local community.

This position does not require a degree or extensive experience. The successful candidate will possess creative writing skills, as well as be able to shoot photos. We're looking for a self-starter that is organized, able to meet deadlines, and able to juggle multiple stories at the same time.

The Avoca Journal-Herald publishes a weekly print edition every Thursday. The Journal-Herald reports on news in Avoca, IA, and the surrounding communities. Based in Avoca, Iowa, the newspaper is located a short drive from Council Bluffs, IA and Omaha, NE.

While this position will require after hours events attendance, the regular hours and scheduling are flexible. To apply, please send resume and any related credentials to: nielsonjh@windstream.net. 1202

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

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,

MEMBER EXCHANGE - cont. on page 5



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Classifieds 2021
- Rethinking Paywalls

MEMBER EXCHANGE - cont. from page 4

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.



An Iowa Newspaper Foundation webinar...

CLASSIFIEDS 2021



Thursday, December 17 · 1-2 p.m.

Registration fee: FREE · Deadline: December 14

IN THIS WEBINAR...

What's in store to increase revenue in your CORE classifieds? Is 2021 going to be a tough one or full of promise? Do you need to go out of your comfort zone to bring in the new money? This webinar will talk about stretching beyond and pulling in all the revenue you can from many new sources on top of the tried and true.

THE PRESENTERS...

Janet DeGeorge



Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She is a graduate of San Jose University with a degree in advertising and marketing and has completed all course work towards a master's of science in mass communications.

Follow us:



Online Media Campus



ONLINEMEDIACAMPUS



OnlineMediaCamp

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...

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

RETHINKING PAYWALLS

Friday, December 18 · 1-2 p.m.

Registration fee: FREE · Deadline: December 15

IN THIS WEBINAR...

During this live virtual conference, Matt Larson will review the most popular paywall configurations among local newspaper websites on Our Hometown's WordPress Publishing Platform.

He also will discuss various ways to market digital subscriptions across print, social and mobile.

Paywall Models we will review:

<https://our-hometown.com/introduction-to-paywall-models-available-on-oh/>

Early version of this presentation:

<https://our-hometown.com/virtual-conference-replay-rethinking-paywalls-part-1/>

THE PRESENTERS...

Matt Larson



Matt Larson is the president and CEO of Our-Hometown and has proudly served the newspaper industry for 12 years. His company provides a WordPress-based platform that has been customized for newspapers to help them monetize their content online. Their mission is to help community newspapers develop digital business models with tools for better storytelling and more efficient local news production. Larson leads a monthly virtual conference series, where he interviews newspaper publishers from all over the country on how they are utilizing digital to connect with socially-distant readers. He is also the publisher of "Our Hometown News," a weekly blog and video/audio podcast series, which discusses tech tips, marketing strategy and industry news/events.

Follow us:



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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