



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

Rethinking Paywalls
Friday, December 18

Submit your proposal for a grant up to \$5,000! *Deadline is January 6, 2021.*

The Iowa Newspaper Foundation will make grants available for local journalism projects that would not be otherwise be funded or executed as well without financial support. The Foundation anticipates providing up to \$5,000 in for worthy projects.

WHAT IS THE PURPOSE OF THIS PROGRAM?

To advance the cause for local journalism in Iowa, by providing financial support for specific journalism initiatives that are of high value to stakeholders [INA members, general public] and address areas of particular need or could not otherwise be accomplished without the support.

WHAT CAN THE FUNDS BE USED FOR? BY WHOM?

Grant requests covering a variety of purposes will be considered; all requests must align with the statement of purpose. Proposals must be for a specific project— general or operational funding proposals will not be considered. The Grant Review Committee has discretion over the approval of grant funds. INA members, nonprofit organizations, institutions of higher education, K-12 schools, and individuals associated with these organizations may apply.

EXAMPLES OF PROJECTS INCLUDE:

- an investigative reporting project
- costs associated with staff professional development training
- support for a project by a like-minded non-profit organization

THE _____ **STRONG** COMMUNITIES STRONG **NEWSPAPERS** _____ FUND

WHO WILL COMPRISE THE GRANT REVIEW COMMITTEE?

All requests are considered by the Grant Review Committee. The committee is comprised of the INF Executive Committee, additional committee members may be nominated by the INF President.

HOW CAN I APPLY?

Apply at: <https://forms.gle/su2UyAtsi7ysi6bC6>.

The deadline to apply is January 6, 2021. Recipients will be announced in February.

If you have any questions feel free to reach out to Jana Shepherd at (515) 422-9051 or jrshepherd@inanews.com.

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The INA Bulletin will not be published 12/30/19.

meeting minutes

Iowa Newspaper Association Nominating Committee Minutes | December 9, 2020



INA Nominating Committee Meeting Minutes

The committee met at 11:00 a.m. via conference call with the following members present: Karen Spurgeon, Bloomfield Democrat; Rich Paulsen, Creston News Advertiser; Mary Unga-Sogaard, Dyersville Commercial; Chris Rhoades, Missouri Valley Times-News and Paula Buenger, Spencer Daily Reporter. Susan Patterson Plank, INA, was also present.

Votes taken:

- A. On a motion by Buenger, seconded by Paulsen, the committee nominated the following newspaper representatives to second three-year terms on the INA board:
 - Bill Tubbs, Eldridge North Scott Press
 - Jeff Wagner, Sheldon N'West Iowa REVIEW
- B. On a motion by Paulsen, seconded by Buenger, the committee nominated the following newspaper representatives to a first three-year term on the INA board:
 - Zack Kucharski, Cedar Rapids Gazette
 - Bob Woodward, Dubuque Telegraph-Herald

The meeting was adjourned at 11:18 a.m.

Respectfully submitted,
Susan Patterson Plank

Iowa Newspaper Foundation Nominating Committee Minutes | December 10, 2020



INF Nominating Committee Meeting Minutes

The committee met at 11:00 a.m. via Zoom with the following members present: Dodie Hook, Akron Hometown; Mary Unga-Sogaard, Dyersville Commercial; John Goossen, Iowa Falls Times-Citizen; Mark Spensley, Monticello Express and Paula Buenger, Spencer Daily Reporter. Also, in attendance was Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Goossen, seconded by Hook, the committee nominated the following newspaper representatives to second three-year terms on the INA board:
 - Chris Conetzkey, Des Moines Business Record
 - Carl Vieregger, Drake University
 - Mike Ralston, Iowa Association of Business and Industry
- B. On a motion by Unga-Sogaard, seconded by Buenger, the committee nominated the following newspaper representatives to a first three-year term on the INA board:
 - Lisa Miller, Rock Rapids Lyon County Reporter

Items Discussed:

- A. The INA Board has selected Kris Grabinoski, Armstrong Journal as its representative on the INF board.

The meeting was adjourned at 11:18 a.m.

Respectfully submitted,
Susan Patterson Plank

CONTACT US



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BOARD PRESIDENTS

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karen@bdemo.com

INA Services Company
Becky Maxwell, Albion-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)

TRI-STATE NEWSPAPER CONVENTION

INA • MNA • WNA



SAVE THE DATE!

for our **virtual** event **February 4-5, 2021**

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.

If your newspaper placed in the INF Better Newspaper Contests publishers, ad managers and editors will be receiving letters this week by email.



From all of us at CNA, we have appreciated your partnership through 2020! We will continue to work hard for you into 2021!
Enjoy the holiday season!



*Reports the monthly sales activity of Customized Newspaper Advertising.
 Figures compare each month to the year before and 2020 sales with budgeted projections.*

2020	2019	NOVEMBER SALES	Difference	% Increase
\$827,624	\$838,123		\$34,501	4%
2020	2019	Year-to-Date Sales	Difference	% Increase
\$6,417,517	\$5,626,513		\$791,004	14%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$6,417,517	\$6,617,600		-\$200,083	-3%

Sales Summary: In November, CNA sold **\$588,431** in display advertising into Iowa newspapers.

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...

- 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 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.



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.

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