



Iowa Newspaper Association Bulletin

www.INAnews.com

► president's report

CALENDAR of EVENTS

SAVE THE DATE

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

INA Virtual Awards
Ceremony
February 11, 2021
@ 4 p.m.

WEBINARS

The (in) boxing match: Why
is everyone talking about
email?
Friday, February 12

MEETINGS

INA, INF & INA Services
Company Board Meeting
Thursday, January 28
@ 1 p.m.

Annual Meeting
Thursday, January 28
@ 3 p.m.

C.N.A. exceeds Iowa sales goal by \$1 million in 2020

BECKY MAXWELL

2020 INA SERVICES COMPANY PRESIDENT
ALBIA—MONROE COUNTY NEWS

The mission of the INA Services Company is to advance the economic well-being of Iowa newspaper enterprises primarily through, research, promotion, and advertising sales. INA Services Company does business under the branded name Customized Newspaper Advertising, CNA. The team at CNA, is driven to increase sales, manage expenses and provide excellent customer service to members and clients. The team works as an extension of your sales staff as a member newspaper of the Iowa Newspaper Association.

In 2020, Customized Newspaper Advertising ended the year with total gross sales of \$7,953,938. This number includes sales into Iowa, Wisconsin, and other states' newspapers, digital advertising, classified and small space display network advertising. This is 11% higher than 2019!

Display advertising, defined as advertising that is placed by CNA staff into print or digital newspaper products across the state or country totaled \$7,223,469. This includes more than \$4.2 million sent specifically to Iowa newspapers, which was \$1 million over the 2020 budget!

Iowa newspapers received more than \$1.5 million in political and advocacy advertising this past year. This activity was driven by the Iowa Caucus and the national political cycle of 2020. In addition to the success in political advertising, Iowa newspapers had many wins in other categories of display advertising including sales from the Iowa Department of Public Health, Iowa Gambling Program, and the Iowa Governor's Office COVID-19 campaign. CNA also continued its partnership with Wisconsin Newspaper



Becky Maxwell

Association and works as their sales arm increasing commission for CNA.

CNA commissioned a customized statewide Iowa readership survey with Coda Ventures in 2020. This statewide survey was used this fall by the CNA staff to present to political prospects. The compiled study

will be available to member newspapers through our www.inanews.com.

CNA continues to focus on the classified and small space newspaper networks in Iowa, Michigan, and Wisconsin. The newspaper networks primary supports the association and the efforts of the CNA display department. Commission retained or revenue generated from the networks in 2020 was \$511,789 or 40% below budget. This decline was primarily due to the closures of COVID-19. Sales into the newspaper networks are traditionally from three categories including recruitment, entertainment/ events, and home improvement. These three categories suffered many losses as events were cancelled and companies put hiring on hold. More than \$100,000 in event advertising was cancelled in 2020.

More than 250 Iowa newspapers participate in either the classified or small space display networks. If your newspaper is interested in joining your colleagues in these programs, visit www.inanews.com/inadownloads

KYLE OCKER
Knoxville Journal



INA to provide photos from State Wrestling Tournament

The Iowa High School Athletic Association and the Iowa Newspaper Association are again working together to facilitate the INA Photography Pool service for Iowa newspapers during the 2021 State Wrestling Championships.

The IHSAA will be announcing changes and possible restrictions later this week for its annual state wrestling tournaments. The tournaments are currently scheduled for February 17-20 at Wells Fargo Arena in Des Moines. The Iowa Newspaper Association is in discussions with the IHSAA regarding updated procedures for credentialed media, including likely workspace and capacity limitations at the venue. Both the INA and IHSAA encourage newspapers to utilize the INA Photo Pool and to consider staffing requirements before credential registration opens on February 14, 2021. IHSAA plans to post media procedures in the days following its tournament release. Visit the IHSAA Media page for more information: www.iahssaa.org/resources/media. The IHSAA will have all state-qualifying wrestlers listed on its website at <http://www.iahssaa.org/> by Sunday, Feb. 14.

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INA LEGAL HOTLINE

515-283-3100 (paid service)

Miller nominated to INF Board

The Iowa Newspaper Foundation Nominating Committees has nominated Lisa Miller for a new board term beginning in February 2021. Board elections will be conducted during the INA's Annual Meeting on January 28.



Board elections
will be held
January 28

LISA MILLER - Iowa Newspaper Foundation Nominee



Lisa Miller

TITLE: General Manager

NEWSPAPER: Lyon County Reporter, Sioux County Index-Reporter & West Lyon Herald

PROFESSIONAL BACKGROUND: Lisa is the General Manager of New Century Press based in Rock Rapids, IA. Lisa has experience in many aspects of small community papers including circulation, production and management. She currently oversees operations for 21 community publications.

FAMILY: Husband, Ryan; son, Devin (sophomore at Iowa State); daughter, Kylee (junior in high school)

OFF THE JOB INTERESTS: Reading, running and watching a good Hallmark movie.

AREAS OF MOST INTERESTED RELATED TO INA: Lisa respects the changes newspapers have experienced within the industry as a whole. She has found having strong associations such as INA to lean on makes those changes more easily-accomplished and gives newspapers the possibility to grow.

CORRECTION: Last week, INA board nominee, Zack Kucharski, was featured in the Bulletin. Kucharski is Executive Editor / Co-Publisher of the Cedar Rapids Gazette.

First installment of INA police video investigative series available soon!

On Nov. 2, the Iowa Newspaper Association launched a statewide project focused on police video rules, regulations and associated policies. Since the launch of the project, over 30 different journalists from across the state have requested copies of these policies from local police departments, sheriff departments and other law enforcement agencies.

This multi-part series of investigative articles are being made available without charge to all INA members. The first part of the series highlights that a decade after law enforcement agencies in Iowa started using body cameras, there are a widely-divergent and unregulated system of rules and policies in place, according to a review of more than 200 policies. Those disparities can endanger the ability of everyday Iowans to answer questions about a family member's death or prove their innocence. This story, the first in the Camera Shy series, will highlight disparities in video use, retention and public release, along with examples of police videos that have been made available through the efforts of Iowa newspapers and the public.



CAMERA SHY

The installment will be available to all INA members for download by Thursday, Jan. 28. The story should be embargoed until Sunday, Jan. 31. We strongly encourage all newspapers to download and use the story and available graphics. If you are interested in access, please fill out the *publication sign up form* at <https://inanews.com/membersonly/camerashy> (the password *news*), to sign up. Prior to Thursday, Jan. 21, those requesting access will receive instructions on how to download the first installment in the series. The Iowa Newspaper Association would like to thank the project team of Jared Strong, Carroll Times Herald; Erin Jordan and Zack Kucharski, Cedar Rapids Gazette; and Jason Clayworth, formerly of The Des Moines Register. To learn more about the project, upcoming stories and how you can help, visit <https://inanews.com/membersonly/camerashy> which is available in the member area with the password *news*.



Burlington served as Iowa's first territorial capital, from 1838 through 1841. This print shows the riverfront in the 1850s. (Photo: State Historical Society of Iowa)

INF offers free content from Iowa Department of Cultural Affairs

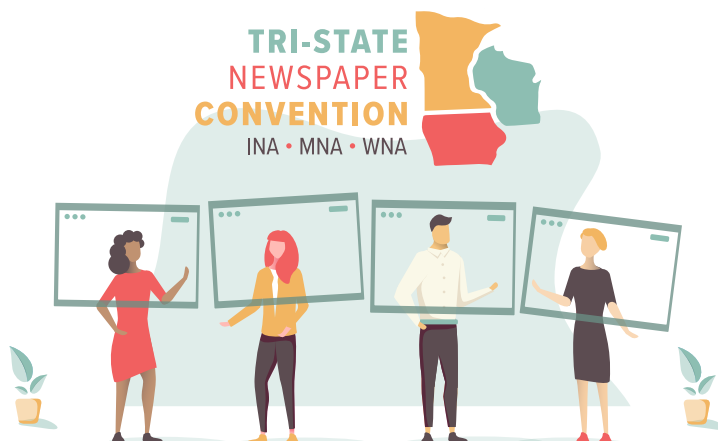
New articles available today! The January series of articles are available today for download from the INA website, and cover the follow topics:

- **Donna Reed centennial** - A century after Donna Reed was born in Denison, on Jan. 27, 1921, her hometown and home state plans to honor her life (1921-1986) with a live tribute on Facebook, special displays in Denison and Des Moines and, later this year, commemorative events to mark the 75th anniversary

of "It's a Wonderful Life."

- **Iowa's 175th Anniversary** - On the day Iowa became a state, on Dec. 28, 1846, President James Polk wrote in his diary that "nothing much happened." But Iowans disagree -- and have lined up a year of special programs and events to mark the 175th anniversary.

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



REGISTER TODAY

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

Visit tinyurl.com/tristate2021
to view the agenda!

FREE MEMBER EXCHANGE

▼ HELP WANTED

FEATURE/SPORTS REPORTER. Feature/Sports reporter needed for The News of Kalona Iowa. Must be able to cover meetings, do features and help with covering high school sports events. Full or part time position Must also be able to do some photography.. Hourly pay depends on ability and experience. Contact Ron Slechta, The News 319-400-7072 or publisher@thenews-ia.co.m

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 Le Mars Daily Sentinel, a four-day-a-week newspaper in northwest Iowa, seeks a motivated news reporter who can generate ideas, turn in accurate and well-organized stories, meet daily deadlines and work well with our newsroom. The ideal candidate must have experience using InDesign and be comfortable with digital photography. The Daily Sentinel also offers a competitive starting salary and solid benefits package. Please forward resume, cover letter and clips to Kim Fickett, senteditor@gmail.com, or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, IA, 51031.

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

MANAGING EDITOR. What's not to like? Great newspaper town, big coverage area, assistant editor, sports editor, experienced ad and design staff, publisher from the news side, insurance and benefits, family ownership that cares about the product in addition to the bottom line - how does it get better in this modern media age? So, are you interested in discussing being the next managing editor of the Kossuth County Advance in Algona, where you will plan, write, shoot, design and impress the community with a great product? Are you ready to step in where our retiring ME is leaving off? Email your credentials, list of skill sets, accomplishments and resume to publisher@algona.com. This position requires relocation to the immediate area. All applications held in the highest confidence.

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.

REPORTER. The Globe Gazette in Mason City seeks a talented reporter who can apply their skills as an insatiably curious and colorful writer to our education and public safety beat. We aim high - we're looking for someone who understands and believes in using analytics as a tool to help inform coverage, who can respond quickly and accurately to news as it develops and who can dig deep and ask tough questions as a watchdog. If you can only write institutional stories, this is not the job for you. Social media and mobile reporting skills (photography, video, Facebook Live) are also a must. So, what do you get? A close-knit, collegial newsroom with editors ready and willing to push you to do your best work. Some of the lowest living costs in the Midwest and a home less than a day's drive away from Minneapolis/St. Paul, Chicago, St. Louis, Kansas City and five Major League ballparks. Competitive wages, benefits, vacation time and a 401K are part of the package. Please submit a resume, cover letter that explains what you'd do to develop education and public safety sources in Mason City and five of your best clips with your online application. The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit <http://www.lee.net>. Drug free and Equal Opportunity Employer. 0217

MEMBER EXCHANGE - cont. on page 5



Iowa Newspaper Association Bulletin

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IN THIS ISSUE...

- The (in) boxing match: Why is everyone talking about email?

ANNUAL MEETING

The Annual Meeting that is normally scheduled during the INA Convention and Trade Show will be on Thursday, January 28th at 3:00 p.m. Publishers, General Managers and members are encouraged to attend. This business meeting is held for electing directors and other business that may come before the meeting. This year's meeting will be held via Zoom. Along with the electing of directors, members will hear an update from the three board presidents along with a legislative update from the INA executive director.

Please plan to attend. The Zoom link is:
<https://us02web.zoom.us/j/89939587425>

MEMBER EXCHANGE - cont. from page 4

▼ FOR SALE

NEW LISTING! For sale: Bunn Tying machine for sale. Very little use. Excellent condition. \$300 or OBO. Call Jeff Wagner at The N'West Iowa REVIEW by phone at 712-348-3351 or email jwagner@iowainformation.com.

Forsale: 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 legal. 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 legal. 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@ina-news.com.



An Iowa Newspaper Foundation webinar...

THE (IN)BOXING MATCH: WHY IS EVERYONE TALKING ABOUT EMAIL?

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

Friday, February 12 · 1-2 p.m.

Registration fee: FREE · Deadline: February 9

IN THIS WEBINAR...

They say "what's old is new again" and it seems email is no exception. Publishers large and small are finding success in connecting with audiences more frequently and personally via email newsletters and campaigns. In this session, we'll cover best practices for email marketing, provide examples of emails done well, and explain some of the potential pitfalls to look out for when using email as an engagement tool.

THE PRESENTERS...

Tyson Bird



Tyson Bird is from Sandpoint, Idaho and studied journalism graphics and entrepreneurial management at Ball State University. Bird currently works for Texas Highway Magazine in Austin, Texas as a digital strategy manager. He creates digital experiences that get audiences excited about travel and tourism in the great state of Texas. Bird loves talking about the many intersections of design, product and our world.



MEDIA CAMPUS

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