

May 26, 2021



Volume 38
Issue 21

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
Friday, June 18

WEBINARS

#NoFilter: How to
Effectively Use Instagram
for Storytelling
Thursday, June 3

EVENTS

INA Summer Workshop
Thursday, June 17
Arrowhead Resort &
Convention Center
Okoboji, IA

Relevance Project now offers a growing Revenue Resource



NEWSPAPER ADS WORK.

7 out of 10 newspaper readers who read an **apparel** ad took action after seeing the ad.*

THE TOP ACTIONS ARE >>>

- >>> Gather more information regarding the product
- >>> More favorable opinion of the advertiser
- >>> Visit advertiser's website

ALL TOGETHER NOW As our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than we do.

Nobody delivers a more engaged audience than we do. Our growth online, combined with print, is impressive as more readers turn to us for local news.

Newspapers are your best investment.
We care about local.



NEWSPAPER ADS WORK.

7 out of 10 newspaper readers who read an **automotive** ad took action after seeing the ad.*

THE TOP ACTIONS ARE >>>

- >>> Gather more information regarding the product
- >>> More favorable opinion of the advertiser
- >>> Visit advertiser's website

ALL TOGETHER NOW As our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than we do.

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The Relevance Project, an initiative of the Newspaper Association Managers, now offers on www.relevanceproject.net a growing Revenue Resource section to boost your sales efforts, an insightful blog that highlights trends and smart advice, and a series of promotions to uplift community newspapers. All are regularly updated.

The Revenue Resource includes 15 powerful "Calls To Action" that prove newspaper ads work and a special offer where a newspaper can obtain market data on projected household spending for five ad categories -- along with teaser and spec ads.

Note: You can use everything on www.relevanceproject.com at no charge, thanks to your association's support of The Relevance Project.

Download this ad and other resources by visiting <https://relevanceprojectnet.wordpress.com/revenue-resource-2020/>



NEWSPAPER ADS WORK.

7 out of 10 newspaper readers who read a **CIRCULAR** take action after seeing the ad.*

THE TOP ACTIONS ARE >>>

- >>> Visit the store
- >>> Save the ad for future reference
- >>> Take advantage of the coupons/special offers*

ALL TOGETHER NOW As our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than we do.

Nobody delivers a more engaged audience than we do. Our growth online, combined with print, is impressive as more readers turn to us for local news.

Newspapers are your best investment.
We care about local.



NEWSPAPER POWER.
Print, Digital & Social Solutions for our advertisers.

Design by Metro Creative Graphics, Inc.
Source: Goldwire Newspaper Ad Effectiveness Service

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.

Join us this summer for the INA Summer Workshop!

Join your colleagues for a day of idea sharing. Lunch will be included during our moderated panel discussion, followed by idea exchanges from 1:00-4:00 p.m. Happy hour starts at 5:00 p.m. on the Sundeck Patio with an optional dinner at 6:00 p.m. Sessions that are currently being planned include:

- **RETAINING (OR GROWING!) PRINT AND DIGITAL SUBSCRIPTIONS**
- **NEW REVENUE IDEAS**— What services or products are members having success selling to advertisers?
- **PRINT VERSUS DIGITAL**— Successfully managing both for content and advertising!
- **TMC STRATEGIES**— What are different members doing? What does the future look like?

Following the moderated discussions, join us for happy hour at the bar and an optional dinner!

Register now for \$25.00 which includes lunch!

DETAILS

REGISTRATION: \$25.00

WHEN: Thursday, June 17, 2021

WHERE: Arrowwood Resort & Convention Center
1405 Highway 71, Okoboji, IA 51355

HOTEL RATE: \$124 +tax (Thursday evening)

Check in: 4:00 p.m. | Check out: 11:00 a.m.

HOTEL RESERVATION CUT OFF: Friday, May 28
Must call the front desk at (712) 332-2161 to reserve hotel room. Say you are with **Iowa Newspaper Association**.

TIME: Check-in/registration starts at 11:00 a.m. on the Sundeck Patio

Visit <https://tinyurl.com/INAsummerworkshop21> to register online today!

Register and book your room today!

Hotel deadline is Friday!

REMINDER: THE INA BULLETIN WILL BE PUBLISHED BIWEEKLY THROUGH THE SUMMER MONTHS.

INA MEMBER BENEFIT!

www.onlinemediacampus.com use code **IAwebinars** to register

Access to all Online Media
Campus webinars, free
of charge!

Nearly 150 archived
webinars!

Questions? Contact
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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

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.com

NEWS EDITOR/WRITER. Come join our team and do what you love! Mid-America Publishing and Printing is now seeking a full time news editor/writer for the Postville Herald. The successful candidate will possess creative writing skills as well as be able to shoot photos and video to post to social media platforms and our website. You will join a team of four others in Allamakee and Clayton Counties and when working for Mid-America become part of a network of dozens of other news professional throughout the state at a neighboring newspapers in Calmar and Monona. The editor will write news and items of general interest in Postville and nearby communities plus attend various events such as chamber of commerce, school board and city council meetings, business openings, high school fine arts events, local celebrations, and any other newsworthy happenings that may be of interest to the local community as time permits. Requires the ability to regularly write feature stories and conduct interviews, plus investigate news of all types in and around Butler County. An excellent opportunity to develop professionally, get involved in the local community and collaborate with professionals from 23 similar publications within Mid-America. Call Matt at 515-988-3726 for more details or apply online at Indeed.com! 06.23

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. 06.23

REGIONAL SALESPERSON. We're looking for a regional salesperson to help spread the word about our software platform. Workbench serves small and medium community newspapers, giving smaller teams a simple, cohesive tool that handles digital distribution, customer acquisition/retention, and USPS paperwork/labels -- all without requiring a computer science degree or countless hours of data wrangling. This work can be done in-person or virtually, but we're looking for someone with industry experience and relationships in Illinois publishing. For more information, visit lcp-news.com or contact patrick@lcp-news.com 06.23

REPORTER. The Spencer Daily Reporter, a family-owned newspaper in northwest Iowa, is seeking a talented reporter to join its award-winning editorial team. We focus on community journalism - the kind of issues which matter to those in our community. We look to give folks the "why" on issues affecting their lives. With strong mentors on the team, this is a position which allows reporters to hone skills while making a difference in the region. As part of a three-newspaper group in the Iowa Great Lakes region, you'll be part of a close-knit team which

works together on enterprise projects on issues in the region.

The Daily Reporter is a user-friendly workplace. We strive to accommodate your skill set, while helping you to be the best you can be.

Photography skills are a plus, but not required. Competitive wages, benefits, PDO time and a 401k are included in the hiring package. Send resume to:

Paula Buenger, Publisher, Spencer Daily Reporter, PO Box 197, Spencer, IA 51301 or via email at: pbuenger@spencer-dailyreporter.com

REPORTER. The Southeast Iowa Union is a regional daily newspaper searching for its next rising star reporter to cover stories throughout Southeast Iowa communities including Mt. Pleasant, Fairfield and Washington, Iowa. This position will be based in our Mt. Pleasant, Iowa, office. Our ideal candidate is hard-working, motivated and a self-starter willing to work with a team to produce exciting print and digital news products. You'll cover a wide variety of topics, from government meetings to community celebrations throughout Southeast Iowa.

We are a part of a progressive employee-owned print and digital media company including our daily regional publication, as well as our parent company, The Gazette in Cedar Rapids. Our ideal candidate will be someone who is curious about our communities and residents and is as comfortable covering a city meeting as you are writing a great feature or diving into an in-depth story. You'll work on multiple stories simultaneously and can jump between projects easily. We're looking for a candidate that has solid news judgment and is someone that finds themselves asking why or how, in addition to just telling readers what. You should be comfortable shooting video and still pictures and able to write a good outline. You'll be thinking about engaging with the audience through digital channels and be thinking how to present news and connect to the audience in an ever-changing media landscape. You should enjoy trying new things.

This is a full-time position with benefits including health, dental, vision, 401k, and participation in the employee stock ownership program.

You should have an undergraduate degree in journalism, English, communications or a related course of study. Prior experience is desired, but we'll consider you if you are a recent college graduate. You'll need a valid driver's license, a dependable car and a history of safe-driving habits. EOE pre-screening drug and background tests required. To apply, go to Folience.com/careers. 05.26

SPORTS EDITOR. Mid-America Publishing and Printing would like to announce an opening for a full-time sports editor for The News Review, a weekly newspaper based in Sigourney, Iowa, covering sports and recreation in and around Sigourney and surrounding communities. Requires the ability to write feature stories and interview, plus investigate news of all types related to Iowa sports. Come join us and work with an award-winning team in an exciting, fast-paced industry. Competitive compensation and excellent benefits including generous PTO, health, dental, vision 401k w/match and a great newspaper team to work with!

If you possess creative writing skills, are able to shoot photos and video and can manage social media platforms, then we encourage you to apply for this position today. Knowledge of high school sports is needed along with a willing attitude and interest in all things sports and recreation. Previous writing and newspaper experience is a big plus.

Great opportunity to get involved in the community and

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association Bulletin

www.INAnews.com

▶ IN THIS ISSUE...

- #NoFilter: How to Effectively Use Instagram for Storytelling

MEMBER EXCHANGE - cont. from page 5

network with professionals from 23 similar publications. Call Matt at 515-988-3726 for more details, apply online at Indeed.com or pick up an application at 120 E Washington Avenue in Sigourney! 06.23

SPORTS EDITOR. Mid-America Publishing and Printing would like to announce an opening for a full-time sports editor for The Hampton Chronicle, a weekly newspaper based in Hampton, Iowa, covering sports and recreation in and around Hampton. Requires the ability to write feature stories and interview, plus investigate news of all types related to Iowa sports. Come join us and work with an award-winning team in an exciting, fast-paced industry. Competitive compensation and excellent benefits including generous PTO, health, dental, vision 401k w/match and a great newspaper team to work with!

If you possess creative writing skills, are able to shoot photos and video and can manage social media platforms, then we encourage you to apply for this position today. Knowledge of high school sports is needed along with a willing attitude and interest in all things sports and recreation. Previous writing and newspaper experience is a big plus.

Great opportunity to get involved in the community and network with professionals from 23 similar publications. Call Matt at 515-988-3726 for more details, apply online at Indeed.com or pick up an application at 9 2nd St NW Hampton, IA 50441. 05.26

SUMMER INTERN. The Clinton Herald is seeking to fill a summer intern position. The intern would assist in creating news content for the Herald's print and online products, and would take photos and write news stories as assigned. The qualified candidate must be a proficient writer, typist, possess excellent people skills and have a valid driver's license and reliable transportation. This is a paid, part-time position with an immediate start date and would be filled through mid-August. Email clips and a resume to Editor Charlene Bielema at cbielema@clintonherald.com or mail them to the Clinton Herald at 221 Sixth Ave. South, Clinton, IA 52733.

▼ FOR SALE

Color Web Printers has the equipment, resources and experience to handle your newsprint needs. We provide full color printing, stitching, inserting and postal services. To discuss your print needs please contact: Joe Wise, 319-265-6826, Joe.wise@colorwebprinters.com

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.

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@ina-news.com.



An Iowa Newspaper Foundation webinar...

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

#NOFILTER:

How to Effectively Use Instagram for Storytelling



Thursday, June 3 · 1-2 p.m.

Registration fee: FREE · Deadline: May 31

IN THIS WEBINAR...

Instagram has quickly become a medium to share impactful, visual stories around the world. What began as a friendly photo-sharing app is now the way 1 in 10 Americans first hear about breaking news (Pew, 2020). In this session, we'll give you some tips and tools to best share stories on the Instagram platform as well as lots of examples of accounts to follow who are using it well. If you already have an Instagram account, bring your phone and open up the app to follow along with hands-on tutorials.

THE PRESENTER...

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.



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