

September 22, 2021



Volume 38
Issue 31

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
Thursday, October 28

WEBINARS

Tools for Trust: A Guide
to Connecting with Your
Audience
Friday, October 8

Winning Digital Strategies
in Key Verticals
Thursday, October 21



IT'S CONTEST TIME!

Entries can now be submitted online at

<https://betternewspapercontest.com/iowa2022>



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

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@ina-news.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.



Two children pore over a newspaper in Dickens, Iowa, in 1936. (Library of Congress)

INF offers free content from Iowa Department of Cultural Affairs

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

- **Newspaper Preservation** - National Newspaper Week, Oct. 3-10, offers an occasion to celebrate the past as communities rally to preserve and digitize their hometown newspapers. The State Historical Society of Iowa holds hundreds of English and foreign-languages titles dating back to 1836, with more than 22 million pages available to the public.

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

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INA MEMBER BENEFIT!

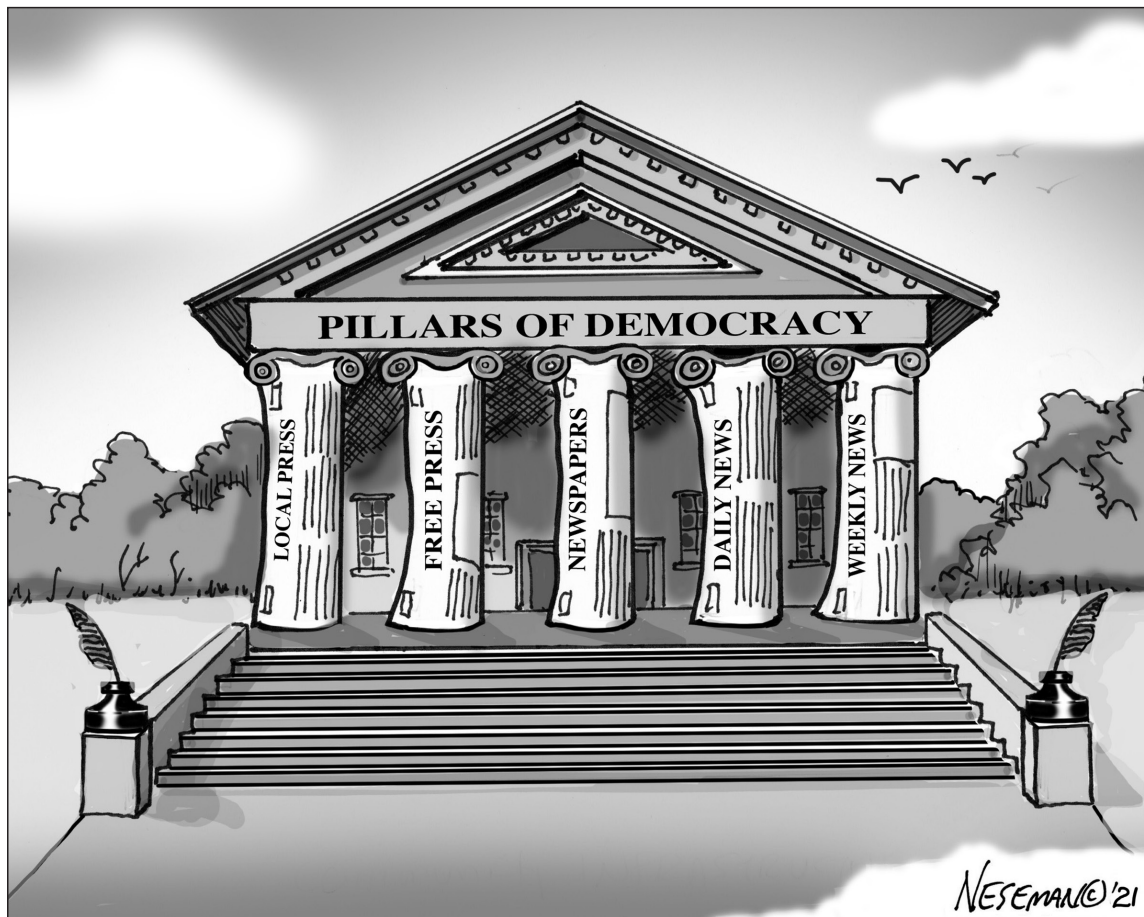
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Questions? Contact
jshepherd@inanews.com





Editorial cartoon by Dan Neseman.
Find this cartoon and other helpful materials by visiting nationalnewspaperweek.com

Don't miss out on National Newspaper Week 2021

BRIAN ALLFREY

EXECUTIVE DIRECTOR, UTAH PRESS ASSOCIATION
NATIONAL NEWSPAPER WEEK CHAIR

This year's observance will be held Oct. 3-9, 2021. This 81st 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.

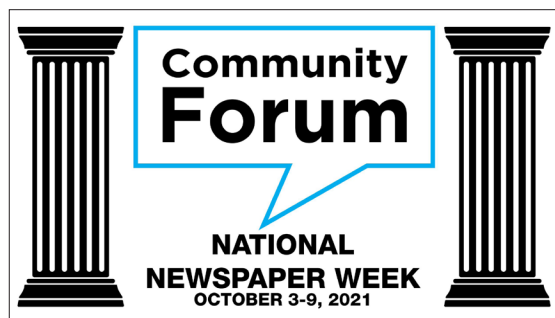
"Community Forum" is this year's theme. We want to thank the The Relevance Project and the Newspaper Association Managers for with the concept of this year's theme.

The content kit below is a little different than in years past. The kit will contain promotional ads, editorials and the like, all suitable for you to publish in celebration of National Newspaper Week.

Additionally, we are also including resources to help each Newspaper become the Community Forum in their community. Additional resources are available at no cost to all newspapers at www.relevanceproject.net.

All of this 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.

Additional materials for use by newspapers



promoting NNW will be posted below as they become available.

PLAN TO CELEBRATE. National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

MAKE IT LOCAL. Plan to Celebrate National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

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 visit:
<https://www.nationalnewspaperweek.com/>.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ASSISTANT NEWS EDITOR/REPORTER. ASSISTANT News editor/reporter needed for The News of Kalona, a growing weekly serving four communities and four schools, located in Eastern Iowa near Iowa City, Iowa. Duties would include covering area city councils, school boards and other activities in neighboring communities. You also must be able to write features for the weekly newspaper plus stories for several special sections and two seasonal visitors guide. Knowledge of photography with a 35mm digital camera beneficial. Starting pay depends on experience with a minimum of \$14 an hour. Must be willing to move to one of our communities. This is a full time position with flexible work schedule, 40 hours a year sick leave possible, mileage and more. Must have own transportation. Send resume and clippings to publisher Ronald C. Slechta by email at publisher@thenews-ia.com or mail to The News, PO Box 430, Kalona, IA 52247. Or Call Ron Slechta at 319-656-2273. 09.29

ASSISTANT PROFESSOR. The School of Journalism and Mass Communication at the University of Iowa seeks to hire a tenure-track or clinical faculty member at the Assistant Professor rank in the area of multimedia storytelling with a preferred focus on and commitment to working with historically marginalized communities (examples include, but are not limited to, communities defined by race, class, ethnicity, national origin, sexuality, and geography). Applicants may come from the world of journalism, strategic communication, or creative media. Professional experience producing multimedia stories is required, as demonstrated by a strong record of creative activity. This position is ideal for a working professional wishing to transition into college teaching while maintaining professional output or a former/current professional who has obtained a Master's or PhD interested in research or professional creative activities. Our School's social justice mission leads us to invest in recruiting colleagues who in their scholarship, professional activity, teaching, and service demonstrate experience, knowledge of, and sensitivity to the needs of marginalized communities and students holding a range of worldviews. The expectations of tenure-track faculty are 40% teaching (2 courses per semester), 40% research or professional creative activity, and 20% university and professional service. The expectations of clinical faculty are 60% teaching (3 courses per semester), 30% professional creative activity, and 10% university and professional service. The appointment will begin August 17, 2022. Education Requirement: Tenure-track: Doctoral degree in Mass Communication or related discipline in hand by August 17, 2022. Clinical-track: Master's or doctoral degree in mass communication or related discipline. Required Qualification: Demonstrated professional experience in multimedia storytelling. Desired Qualifications: Experience telling stories about marginalized communities; University-level teaching experience. Applications should be submitted online at <http://jobs.uiowa.edu/74238> (requisition #74238). Attachments to the application should include a cover letter, curriculum vitae, statement of teaching philosophy, diversity statement, and contact information for three references. Applicants should submit examples of their relevant work in multimedia practice. Questions should be directed to Associate Professor Brian Ekdale, Search Chair, brian-ekdale@uiowa.edu. Review of applications will begin October 15, 2021, and

will be ongoing until the position is filled. Located in Iowa City (population 70,000), The University of Iowa is the state's flagship educational institution with more than 31,000 students and 1,700 faculty. The University of Iowa's School of Journalism and Mass Communication, with roughly 400 undergraduate majors and 100 masters and doctoral students, is housed in the Philip D. Adler Journalism and Mass Communication Building and features the Moeller Media Research Lab. The School is a unit of the College of Liberal Arts and Sciences, the largest of the university's 11 colleges. Visit the School's website at <http://clas.uiowa.edu/sjmc/> for more information. The University of Iowa understands the link between diversity, equity, and inclusion (DEI) and excellence in education. As demonstrated by the University's 2019-2021 DEI Action Plan, we embrace our responsibility to create a welcoming and inclusive campus culture so that all community members are able to realize their full potential. Faculty members in the School of Journalism and Mass Communication contribute to this mission by designing curricula, research programs, and engagement opportunities that advance understanding of DEI, uphold social justice, and emphasize the value of global citizenship. As part of the application, candidates are required to describe their past, current and planned future efforts to advance diversity and inclusion in alignment with the University of Iowa's mission and values in the areas of teaching, mentoring, research and broader impacts, or professional service. To learn more about the University of Iowa's commitment to diversity, equity, and inclusion, visit <https://diversity.uiowa.edu/>. The University of Iowa is an equal opportunity/affirmative action employer. All qualified applicants are encouraged to apply and will receive consideration for employment free from discrimination on the basis of race, creed, color, religion, national origin, age, sex, pregnancy, disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, associational preferences, or any other classification that deprives the person of consideration as an individual. 09.29

EDITOR. The Marshalltown Times-Republican is seeking an editor to join its esteemed and award-winning staff. The editor is charged with leading a staff in producing quality community-oriented news, sports and opinion content. Our hyperlocal content is produced for print, digital and social. The editor will oversee the production of the six-day newspaper with responsibilities including generating story ideas, coaching reporters, copyediting, designing news pages, overseeing the website and social media, writing news stories and editorials and strong community involvement. Must thrive in a fast-paced environment and be disciplined with meeting short and long-term deadlines. Must be proficient in AP Style, InDesign and Photoshop. The preferred candidate will have a bachelor's degree in journalism or related field and at least five years of experience in a leadership role. This full-time, salaried position offers a competitive salary, health benefits and 401(k). To apply, send a cover letter and resume to Publisher Abigail Pelzer at apelzer@times-republican.com. 10.08

GRAPHIC DESIGNER. Harlan Newspapers is looking for a driven, creative designer to join our team. The designer position is integrated within the print & digital advertising department and will be primarily accountable for day-to-day creation of print and digital ads. But don't worry, you won't be bored! We have a healthy commercial print

MEMBER EXCHANGE - cont. from page 6

business and we handle everything from golf scorecards to newsletters to banners and signs. There probably isn't a print product in Harlan that we haven't touched at one time or another and we're always expanding our offerings. The successful candidate will be a creative, self motivated team player. Send all resumes and inquires to tojosh@harlanonline.com. 10.08

MEDIA BUYER. This position is responsible for working closely with the sales department and advertising staff in processing advertising orders, estimates and scheduling information. This position will have national industry contacts and an aggressive sales-like attitude to buy media for print, online and digital. Responsible for being self-motivated, working independently, and well under conflicting deadlines.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Generating newspaper cost estimates and orders for print, online, networks and programmatic digital
- Coordinating with newspapers, other printed publications and media vendors throughout the United States and Canada in obtaining rate and general information for advertisers
- Serving as an information outlet to Outside and Inside Account Executives in securing publication information to match advertiser needs
- Coordinating, maintaining daily space, material and request deadlines
- Using analytical skills in researching and reviewing information provided by newspapers and media vendors to ensure accuracy of applicable pricing and details
- Serving as the liaison to in-house advertising accounts and vendors
- Deliver advertising ad copy weekly to member publications in Iowa, Michigan and Wisconsin.
- Tearsheet daily/weekly for network and display advertising
- Update content management site with advertising copy

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- 1 to 2 years of college or equivalent experience in advertising/marketing required
 - 2 to 3 years of customer service experience required
 - Experience analyzing complex data, market research, and formulating actionable plans preferred
 - Excellent organizational skills; ability to prioritize multiple tasks and conflicting deadlines; detail-oriented
 - Must have ability to work well in a team-based environment
 - Excellent oral/written communication skills, including well-developed presentation skills
 - High comfort level for math and excel spreadsheets
 - Proficient in Microsoft Office, specifically Excel, Word and PowerPoint
- Interested candidates should send a cover letter and resume to CNA Sales and Marketing Director, Kris Maggard at kmaggard@cnaads.com.

NEWS EDITOR. Farm News is looking for a full-time news editor. The news editor will be responsible for journalistic reporting, news writing, photography, and page design. The news editor will work to ensure the newsroom's tradition of quality, accuracy, and community trust.

Responsibilities:

- Manages and coordinates coverage of local agricultural news throughout the coverage area
- Supervising news team
- Works with newspaper staff to ensure the day-to-day operations at the highest level of quality
- Writing and editing news stories

- Taking photographs to supplement news articles
- Page design
- Solely oversee the Weekender, a weekly section on arts, entertainment and events

Qualifications:

- Knowledge of Iowa agriculture and agribusiness
- Two years of full-time journalism experience
- Ability to multi-task and work efficiently under deadlines
- Self-motivation and self-direction
- Applies innovative and creative thinking to tasks
- Communicate and share ideas with team members
- Strong writing and editing skills
- Experience with InDesign preferred

We offer a highly competitive compensation and benefit package. Please submit a resume, references and three writing samples to bshea@messengernews.net

Farm News and farm-news.com cover farming and farm issues in 33 counties in Northwest and North Central Iowa. Farm News is part of Ogden Newspapers, Inc. Founded in 1890, Ogden Newspapers has since grown to over 40 daily newspapers, along with several weeklies and a magazine division-stretching from New York to Hawaii.

For consideration, please apply by Thursday, August 26. 09.29

NEWS EDITOR. If you're ready to join an award-winning media news operation as it expands coverage across its digital and print platforms, we want to hear from you. The Harlan Newspapers in western Iowa has an opening for its News Editor position. This position is the most flexible in the newsroom and includes general assignment reporting and regular coverage of HMU Board of Trustees, Myrtue Medical Hospital Board and regional city, county and schools coverage as assigned. It is best served by a creative writer who is also able to handle strict deadlines and write compelling stories in AP style. The position requires good observation, deduction and investigative skills while being able to handle daily tasks on deadline. This position is the also back-up for the editor. In the event the editor is unable to work, you lead the newsroom. The position contributes content to special sections when assigned. While the role accommodates some remote work, especially during a pandemic or natural disaster, the position will be based in Harlan, with day-to-day attendance in the office necessary. Editors with the Harlan Newspapers should be passionate about community journalism. They must be disciplined with meeting short- and long-term deadlines, proficient in AP style, and able to shoot their own photos and video. There will be night and weekend assignments. In addition to your regular newsroom duties, you will be asked to update our digital offerings. This begins with audio and video and will expand through our many current digital platforms.

Job Skills & Qualifications

- Bachelor's Degree or equivalent newsroom experience
- Ability to work nights, weekends and holidays
- A focus on producing accurate and factual stories
- Experience as a newspaper reporter or newspaper intern
- Meet all deadlines
- Proficiency with computers and other office equipment
- Background knowledge of the local community

About Harlan Publishing LLC

Harlan Newspapers prints a twice-weekly newspaper and has been family owned since its inception in 1870. The newspaper was purchased in September 2020 by J. Louis Mullen, an owner who is committed to local community news and believes in the power of print media. We offer health care, a 401(K) program with a match and paid time off. Send resumes to josh@harlanonline.com. 09.29

MEMBER EXCHANGE - cont. on page 8



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Tools for Trust: A Guide to Connecting with Your Audience
- Winning Digital Strategies in Key Verticals
- 2022 Call for Entries

MEMBER EXCHANGE - cont. from page 7

NEWS REPORTER/FEATUREWRITER/PHOTOGRAPHER. The N'West Iowa REVIEW has an opening for a full-time news reporter/feature writer/photographer. The applicant will be responsible for reporting on a range of topics, from hard news to features to sports with an opportunity to serve as a managing editor of one of our many sister publications.

The REVIEW is multipublication weekly newspaper based in Sheldon covering a four-county area that makes up the far northwest corner of the state.

We have a circulation of about 5,000, making The REVIEW the largest weekly newspaper in Iowa.

The REVIEW has been named Iowa Newspaper of the Year 17 times since 1982 and consistently has been named one of the top weeklies in the nation by the National Newspaper Association.

Key to our success is we take a big-city newspaper approach to community journalism.

Our staff is a mixture of experienced veterans and young, enthusiastic journalists, which makes The REVIEW a great place for someone just out of college or for someone who wants to further their journalism skill set.

A love for small-town living in the Midwest is a must for success in this position.

Send resume, writing samples and potential start date to Jeff Grant, editor, The N'West Iowa REVIEW, at editor@iowainformation.com. 09.29

REPORTER. Driftless Multimedia is looking for a passionate and energetic FT Reporter to join our media team! As a Reporter at our company, you will be responsible for delivering fresh and interesting news, features, and/or Sports to our audience for our weekly Newspaper, the Public Opinion.

Applicant should be reliable, ethical, and adaptable to a wide variety of writing styles and subject matter.

Driftless Multimedia offers flexible hours, a collaborative working environment, and opportunities for growth.

Interested parties should contact Kate.Klimesh@driftlessjournal.com, and submit three writing samples and resume. For more information on the position or Driftless Multimedia, feel free to call 563-382-4221 or 563-379-4224. Driftless Multimedia is an EOE employer, veteran friendly. 09.29

SPORTS/NEWS WRITER. The Keokuk Daily Gate City in Southeast Iowa is hiring for a Sports/news writer. We cover several schools in three states as we are on the border with Missouri and Illinois. If you know sports and also like writing on other topics, this job is right for you.

We are looking for a person with flexibility and who likes to seek out stories on their own as well as take assignments.

Contact Joe Benedict at editordgc@dailygate.com for more information. 10.08

▼ FOR SALE

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.

Poly bags! Earlier this year, the Telegraph Herald, Dubuque, changed the physical size of the paper. With that, we now have lots and lots of cases of poly bags, used by carriers. that are better suited for a broadsheet size paper. The dimensions of the bags are 9" x 21".....if you need bags, LET'S MAKE A DEAL! Contact Mike Fortman at 563-588-5740, mike.fortman@wcinet.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.



2022 IOWA BETTER NEWSPAPER CONTESTS

SPONSORED BY THE IOWA NEWSPAPER FOUNDATION

CALL FOR ENTRIES

DEADLINE - OCTOBER 15, 2021

All contest entry materials must be:

Uploaded to the contest entry website by October 15, 2021 at 4:30 p.m. **OR**

Postmarked (for hard-copy entries) by October 15, 2021 **OR**

Hand delivered to the INF (for hard-copy entries) by October 15, 2021 at 4:30 p.m.

*All material must have been generated for publication between
October 1, 2020 and September 30, 2021 for Editorial, Photography, Digital and Writing contests.*

STATEMENT OF INTENT

It is the intent of the INA's Better Newspaper Contests to recognize and reward Iowa newspaper enterprises for content of a local nature, that content which is unique to the communities the newspapers serve. However, the INA Contest Committee and its boards of directors also recognize that the contests must reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before. To better reflect how newspaper enterprises operate today, changes have been made in the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is the INA's hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the Better Newspaper Contests is maintained.

All entries should be submitted online unless otherwise noted.

See the Entry Guide for instructions on using the online entry tool. Payments can be made online using a credit card or by mailing a check to the Iowa Newspaper Foundation.

Categories that allow mailed hard-copy entries:

- Best Special Section (Editorial)
- Best Headline Writing
- Best Special Section (Advertising)
- Total Newspaper Design *Entries in the Total Newspaper Design category must be submitted by hard copy*

For mailed entries, entry tags must be produced and printed through the BetterNewspaperContest.com online system. Each entry should be placed in its own separate envelope, and then all entry envelopes should be gathered together in one box or package.

Send contest fee payments (if not paying online) and hard-copy entries to:
Iowa Newspaper Foundation
319 East 5th Street
Des Moines, Iowa 50309

Judging. Judging for the 2022 Better Newspaper Contests will be provided by members of the *Oklahoma Press Association*.

Awards. First-place plaques will be awarded in each class. Certificates will be awarded for second and third place. There will be no honorable mention awards. Judges will be instructed to award a first, second and third place winner in all contest classes for which at least six entries were submitted; if a contest has five or fewer entries, it will be at the judge's discretion whether to select a third place. Awards will be presented during the Awards Banquet at the Annual Convention February 3, 2022.

Entry Fees. There will be an entry fee of \$6.25 for each contest entry.

The entry fee must be paid online when submitting entries or mailed to the INF with mailed contest entries.



CONTEST ENTRY PROCEDURES

Eligibility

Any INA Active (newspaper) member in good standing may enter the contests. Eligible publications must meet the definition of an active INA member as outlined in section 3.2 of INA by-laws, including but not limited to having a paid circulation of at least 50 percent of total circulation, publishing 50 times per year and having completed one year of publication with a Periodicals mailing permit.

Entries not produced by a member(s) of the newspaper staff must meet **all of** the following criteria to be eligible:

- The newspaper paid to have the content created;
- The content was created as the result of a contract directly between the newspaper and the freelancer (no third party was involved in the transaction);
- The newspaper had substantial editorial and content control (syndicated or wire service material is not eligible for submission).

Entry Classes

There will be two daily entry classes and three weekly entry classes. Weekly classes will be determined by dividing weekly newspapers in thirds based on newspaper participation of the previous year. The 2020 Statements of Ownership will be used as the determinant of each paper's circulation. A newspaper that combines or changes class will be judged in the class in which it published the majority of the year. The newspaper will be responsible for submitting documentation to INA staff.

Dailies and weeklies must compete in their respective divisions and class sizes.

Twin weeklies, semi-weeklies and tri-weeklies should be considered one newspaper for contest purposes. For these newspapers, the issue with the largest circulation published in the 2020 Statements of Ownership will determine the newspaper's circulation entry class.


See the box below for a breakdown of classes by circulation.

ENTRY CLASSES	
DAILY division	WEEKLY division
CLASS I - Under 5,050	CLASS I - 840 and under
CLASS II - 5,051 and greater	CLASS II - 841 to 1,550
	CLASS III - 1,551 and above


Collaborative entries appearing in more than one paid or unpaid editorial publication must be entered in what would be the contest class of the larger (or largest) publication.

However, a **non-collaborative** photo or story produced by a staff member(s) of one newspaper may be entered in that newspaper's class, even if it is also published in another newspaper. Advertising-only publications are not to be included in the determination of contest class. Entries from auxiliary publications of an active member — shopper, total market coverage product, special sections labeled as part of the newspaper, niche publications — will be accepted if the auxiliary publication is distributed with the member newspaper on a full run or zoned basis.



Entry Submission

All entries should be submitted online at [BetterNewspaperContest.com](https://www.betternewspapercontest.com) unless noted with  symbol. For entries that can be submitted by mail, entry labels must be created through the online entry site. It is important that you use the required entry tags as they contain specific codes that judges will use to enter their results online.

For mailed entries, each entry must be placed in a separate envelope, with entry tags attached to each entry AND to each envelope.

Entries may be submitted as full-page (PDF) tearsheets or whole issues. Where noted with  symbol, **digital content may be entered as a URL or screenshot.** See page 6 for additional details.

Digital Entry Submission

Content published on digital platforms is eligible for entry in select categories. The complete list of eligible categories is below and is indicated by a  symbol throughout the Call for Entries. For these categories, your entry submissions may have been published in printed form, digital form or a combination of the two. Categories without a  symbol must have been published in printed form. All print entries must be full page tearsheets.

When submitting entries that have been published on digital platforms, provide a URL or a screenshot of the content as it originally appeared.

OVERALL RECOGNITION AWARDS

Newspaper of the Year

All newspapers entered in any contest will automatically be considered for this award.

The award will be presented to the newspaper which has accumulated the highest point totals from placing first, second or third in the following contests. ***There is no entry fee for this contest.***

The points will be awarded as follows:

FIRST PLACE: 6 POINTS • SECOND PLACE: 4 POINTS • THIRD PLACE: 2 POINTS

Best Editorial Page(s)	Coverage of Business
Best Front Page	Coverage of Courts and Crime
Best Sports Section	Best Special Section (Editorial Content)
Best Feature Page(s)	Total Newspaper Design
Coverage of Govt. and Politics	Community Leadership
Coverage of Education	Best Newspaper Website
Coverage of Agriculture	Best of Class Advertising

FIRST PLACE: 3 POINTS • SECOND PLACE: 2 POINTS • THIRD PLACE: 1 POINTS

Best Headline Writing	Best Sports Story	Best Podcast
Best Use of Graphics	Best Sports Feature Story	Best Use of Social Media
Best News Photo	Best Series	Best Ad Featuring Grocery
Best Breaking News Photo	Excellence in Editorial Writing	Best Ad Featuring Financial
Best Sports Photo	Master Columnist	Best Ad Featuring Furniture
Best Sports Feature Photo	Best Sports Columnist	Best Ad Featuring Automotive
Best News Feature Photo	Best Continuing Coverage	Best Ad Featuring Miscellaneous
Best Photo Story	Best COVID-19 Coverage	Best Special Section (Advertising)
Best Photographer	Best Newspaper Marketing	Best Ad Series or Campaign
Best News Story	Best Video	Best Ad Idea for Community Promotion
Best Breaking News Story	Best Slideshow	Best Ad Featuring Agriculture
Best News Feature Story	Best Special Digital Project	Best Web Ad
Best Personality Feature Story		Best Ad Designer

In the event of a tie, co-newspapers of the year will be awarded.

General Excellence

Winners will be determined by the same point accrual system used to name Newspaper of the Year.

The three newspapers in each class that accrue the most overall points will be named first-, second- and third-place

General Excellence winners. There is no entry fee for this contest.

All participating newspapers are automatically eligible for General Excellence.

Questions?

Having a hard time with contest preparation? Questions about uploading to the online entry system? Don't hesitate to ask! We are prepared to answer your questions. Call (515) 244-2145 or e-mail ina@inanews.com. You can also view an online tutorial at INAnews.com featuring information on submitting entries, what judges are looking for when selecting winners and tips for producing and selecting successful contest submissions.

EDITORIAL CONTESTS

E1. Best Editorial Page(s)

Judges will be looking for overall excellence in editorials and commentary, layout and design, **with emphasis on local content.**

Newspapers should submit the best editorial page(s) from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending March 13, 2021 - Issue date must be 3/7/21 - 3/13/21

Week ending June 26, 2021 - Issue date must be 6/20/21 - 6/26/21

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E2. Best Front Page

Judges will be looking for overall excellence in news, photography, layout and design **with emphasis on local content.**

Newspapers should submit the best front page from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending October 10, 2020 - Issue date must be 10/4/20 - 10/10/20

Week ending July 17, 2021 - Issue date must be 7/11/21 - 7/17/21

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E3. Best Sports Section

Judges will be looking for overall excellence in news, photography, and layout and design **with emphasis on local content.** Submissions can be one page or multiple pages depending on the length of the newspaper's sports section.

Newspapers should submit the best sports page/section from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending April 17, 2021 - Issue date must be 4/11/21 - 4/17/21

Week ending September 18, 2021 - Issue date must be 9/12/21 - 9/18/21

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E4. Best Feature Page(s)

Judges will be looking for overall excellence in layout and design, writing, photography and graphics **with an emphasis on local content.** The page may or may not contain advertising, but the advertising content will not be considered by judges.

Newspapers should submit the best feature page(s) from **three issues of their choosing.**

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E5. Coverage of Government and Politics

Judges will consider the quality of coverage of municipal, public school, county, state and national government and reporting and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of local, state and national governmental units. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand local, state and national government issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

E6. Coverage of Education

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of education. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand education issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

E7. Coverage of Agriculture

Judges will consider the significance, quality and depth of locally initiated news and feature stories and editorials which illuminate challenges and changes in Iowa agriculture. Entries that deal with social, economic, political, ecological or technological problems or innovations will be given more consideration than routine coverage of special agriculture editions or county fairs. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand agricultural issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

EDITORIAL CONTESTS

E8. Coverage of Business

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to help readers understand business issues. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand business issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. ***The five examples to be submitted will constitute your newspaper's entry in this contest.***

1 entry per newspaper | 5 samples

E9. Coverage of Court and Crime

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to inform readers about court and crime activity. Judges will focus on the quality of the reporting, not the nature or severity of the crime(s). Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. ***The five examples to be submitted will constitute your newspaper's entry in this contest.***

1 entry per newspaper | 5 samples

E10. Best Special Section - Editorial

Submit **up to three entries per newspaper**; ***each special section constitutes one entry.*** Judges will be looking for sections that are locally prepared, contain quality news content and are graphically pleasing. Judges will consider graphics and graphic design of the section. Advertising content shall not be considered.

3 entries per newspaper

E11. Total Newspaper Design

Entries in this category must be submitted in hard-copy format. Submit one issue from the week ending **May 8, 2021 - Issue date must be 5/2/21 - 5/8/21**, and any two other consecutive issues (total of 3 issues). Judges will consider the design of advertising and news elements and how they blend to create a total newspaper design. **Scoring will be on a 100-point basis as follows:**

Head & body dress, selection and effective use of type faces	15
General makeup	30
Use of photos	20
Advertising typography, selection and effective use of faces, illustrations, borders, ornaments, flags, mastheads and other units.....	20
Press work.....	10
Use of color	5

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E12. Community Leadership

This award will recognize overall outstanding contributions to community leadership. The category is intended to be broad and allow newspapers the flexibility to demonstrate their leadership in the community. Judges will give special consideration to promotion and activities that benefit the community outside of regular news coverage and commentary. Among materials that may be submitted, include: testimonials, news stories, editorials, etc., and description of public leadership projects. One entry per newspaper.

1 entry per newspaper

E13. Best Headline Writing

Submit the best overall issue demonstrating an effective use of ***non-advertising*** headlines from each of the following two weeks and one issue of choice (total of 3 issues):

Week ending December 12, 2020 - Issue date must be 12/6/20 - 12/12/20
Week ending February 27, 2021 - Issue date must be 2/21/21 - 2/27/21

Judges will consider whether headlines throughout the issues attract readers' attention and accurately reflect the stories.

Remember that your entry consists of three issues.

1 entry per newspaper | 3 samples

E14. Best Use of Graphics

Submit **up to six examples** of information graphics and/or illustrations. Entries will be judged on design, with emphasis on usefulness to the reader.

Up to six examples submitted will constitute your newspaper's entry in this contest.

1 entry per newspaper | 1 - 6 samples

PHOTOGRAPHY CONTESTS

Photos must be submitted as a full-page PDF tearsheet or screenshot showing proof of publication. A jpeg of the photo also must be included in addition to the required full-page tearsheet. Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.

The same photo may not be entered in more than one category P1-P5.

Daily newspapers may submit up to six entries for each of these contests. Weekly newspapers may submit up to four entries for each of these contests. Submit an entry fee for each entry.

P1. Best News Photo

A single image of a news event. Judges will consider news value, timeliness, story-telling impact, composition and overall quality.

P2. Best Breaking News Photo

A single image of a news event for which no advance planning was possible. Examples include, but are not limited to, fires, traffic accidents, police standoffs and some natural disasters. Unexpected occurrences at scheduled events and weather-related events that could have been anticipated (such as predicted snowstorms or floods) should be entered in Best News Photo. Judges will consider news value, timeliness, difficulty or danger in capturing the image, composition and overall quality. Entrants are encouraged to include brief written details about how the image was captured.

P3. Best Sports Photo

A single image of competitors during competition. Images of fans, cheerleaders and coaches, as well as athletes before and after competition, should be entered in Best Sports Feature Photo. Judges will consider news value, timeliness, story-telling impact, composition and overall quality.

P4. Best Sports Feature Photo

A single sports-related image taken outside of actual competition. Examples include reaction shots (celebration, dejection, etc.) as well as portraits of athletes and coaches. Judges will consider news value, story-telling impact, composition and overall quality.

P5. Best News Feature Photo

A single image not eligible for the News, Breaking News, Sports or Sports Feature categories. Examples include but are not limited to portraits or other posed images; "slice-of-life" scenes; humorous, tender or light-hearted moments at scheduled and unscheduled events; and landscapes. Judges will consider impact, composition and overall quality.

P6. Best Photo Story

Multiple images that tell one story about an event, person, scene or issue on any subject, including those covered in the other Photo Contest categories. The entry will consist of up to seven images. If the originally published or posted package consisted of more than seven images, only the images to be considered for judging should be submitted. Entrants are encouraged to include brief written details about their entry. Judges will consider news value, story-telling impact, composition and overall quality.

FOR CATEGORIES P1 THROUGH P6

Daily Newspapers: **Up to 6 entries per newspaper**

Weekly Newspapers: **Up to 4 entries per newspaper**

P7. Best Photographer

Individual photographers may submit a "portfolio" of 6-10 examples of their published photos from the contest year. Entries will be judged on technical ability and the breadth of work. Explanatory material is welcome but not required. One entry fee per photographer required. Photographers will be limited to one entry per photographer, regardless of the number of newspapers the individual shoots photos for. Portfolio submissions must be from the same newspaper.

FRANK NYE NEWSWRITING CONTESTS

W1. Best News Story

Judges will consider community-wide importance of the story and quality of writing. No consideration will be given to headlines, photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W2. Best Breaking News Story

A Breaking News Story is defined as one in which no advance planning is possible (examples: natural disasters, fires, accidents, etc.). Judges will consider community-wide importance of the story, **timeliness** and quality of writing. No consideration will be given to photos or artwork. Breaking News reporting emphasizes entries that, as quickly as possible, capture events accurately as they occur, and, as time passes, illuminate, provide context, and expand upon the initial coverage. Judges will take into consideration not only the quality of the work but the amount of time writer(s) had to prepare it before publication. Newspapers are encouraged to use the comments section of the entry website to briefly detail the timing of the event and publication of the article(s) being entered.

W3. Best News Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W4. Best Personality Feature Story

A Personality Feature Story is defined as one in which the writer explores the characteristics of a person and presents his/her unique story. Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W5. Best Sports Story

Entries will be judged on the basis of subject and quality of writing. Game coverage or sports-related news coverage that does not include features may be entered. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W6. Best Sports Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W7. Best Series

Entries **must be clearly marked as a series when published**. Entries will be judged on topic, with emphasis on local content or impact, depth of reporting, quality of writing, graphics, photography and page design.

FOR CATEGORIES W1 THROUGH W7

Daily Newspapers: **Up to 6 entries per newspaper**
Weekly Newspapers: **Up to 4 entries per newspaper**

W8. Excellence In Editorial Writing

Submit three editorials written by the same writer or writers. Entries to be judged on logic, persuasiveness, originality and manner of presentation with emphasis on local issues. **Three editorials constitute one full entry.**

The same entry may not be submitted in both (W8) Excellence in Editorial Writing and (W9) Master Columnist.

W9. Master Columnist

Submit three columns written by the same writer. **Journalists will be limited to one entry per person in this category. Three columns constitute one full entry. Blog entries are allowed.**

The same entry may not be submitted in both (W8) Excellence in Editorial Writing and (W9) Master Columnist.

W10. Best Sports Columnist

Submit three columns written by the same columnist. Entries are limited to columns written by sports writers.

Journalists will be limited to one entry per person in this category. Three columns constitute one full entry.

FOR CATEGORIES W8 THROUGH W10

Daily Newspapers: **6 entries per newspaper** | **3 samples per entry**
Weekly Newspapers: **4 entries per newspaper** | **3 samples per entry**

W11. Best Continuing Coverage

Entries must be for continuing coverage of an event of importance to the community that is not part of a previously planned series. Papers are allowed one entry of 3-5 items, which may include stories, editorials, columns, graphics and multimedia. Papers are encouraged to attach a note outlining how the issue is important to the community and how coverage had an effect. Entries will be judged on the depth of coverage and community-wide importance. **No COVID-19 coverage accepted.**

1 entry per newspaper | **3-5 samples**

W12. Best COVID-19 Coverage

COVID-19 will be one of the top stories of the year. Every newspaper covered the disease and its effect on their community. This one-year special category looks to highlight that coverage in Iowa newspapers. Papers are allowed one entry of 3-5 items, which may include stories, editorials, columns, graphics and multimedia. Papers are encouraged to attach a note outlining how their newspaper covered the COVID-19 effect on their community and special circumstances such as reduced staff that affected coverage. Entries will be judged on the depth of coverage and communitywide importance.

1 entry per newspaper | **3-5 samples**

DIGITAL CONTESTS

I1. Best Newspaper Website

The Best Newspaper Website contest is open to any member newspaper with an active website. Your website will be randomly visited by our judges on multiple occasions.

The contest will be judged on the following criteria:

- Content - Quality of news and editorial matter
- Navigation - Ease of finding and retrieving information from the website
- Visual/Design - Layout, use of graphics, photographs, animation, color and other visuals
- Advertising - Innovative strategies and/or evidence of revenue generation
- Community - Demonstration that the website fulfills a “community gatekeeper” role

Entries should be submitted as a URL.

1 entry per newspaper

I2. Best Video

Recognizes a video to tell a story and serve a community. Emphasis will be placed on visitor experience, quality of the story and use of the technology. It may be part of a larger project or stand on its own. The entry should include a description of the video and any information on the print story that it accompanied, if there was one. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

Entries should be submitted as a URL.

I3. Best Slideshow

Recognizes an audio slideshow or narrated online photo gallery to tell a story. Emphasis will be placed on quality of the photos and visitor experience as well as on creative use of technology. It may be part of a larger project or stand on its own. The entry should include a description of the slideshow and any information on the print story that it accompanied, if there was one. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

Entries should be submitted as a URL.

FOR CATEGORIES I2 AND I3

Daily Newspapers: **Up to 6 entries per newspaper**
Weekly Newspapers: **Up to 4 entries per newspaper**

I4. Bill Monroe Best Special Digital Project

Recognizes digital storytelling in a diversity of platforms. The project should be conceived, planned, and executed as a digital product where tools such as video, still images, data visualization, and timelines, among others, are used in innovative ways. The judges will also consider the user experience on desk and mobile platforms. One winner will be selected. Bill Monroe, the INA's executive director for 29 years and a champion for the newspaper industry, was an “early adopter” for technology positioning newspapers for long-term success.

1 entry per newspaper

I5. Best Use of Social Media

This contest recognizes the most effective use of social media by a news organization overall, or a for a specific news event. Judges will consider your use of social media to increase readership, drive revenue or engage with your community. They will look for new and novel uses of social media, better than expected response rates or even praise from readers received via social media. The judges also want to know if you have grown your followers or likes dramatically – and how. Judges will visit your social media pages/feeds on multiple occasions.

Entries should be submitted as a URL. Include links to all of your organization's social media offerings that you would like judges to consider (Facebook page, Twitter feed, LinkedIn profile, etc.).

1 entry per newspaper

I6. Best Podcast

This contest recognizes an outstanding digital presentation. Each paper is allowed one entry consisting of no more than three podcast episode.

Emphasis will be placed on the listener experience and relevance to the community. The podcast may be part of a larger series or stand on its own. Entries may be on the entrant's website or on a hosted channel, but must be recorded, edited and produced by the newspaper's staff. Entrants are encouraged to include a description of the podcast's mission.

Entries should be submitted as a URL.

1 entry per newspaper

MARKETING CONTEST

M1. Best Newspaper Marketing

This contest recognizes the newspaper's initiatives to promote the newspaper and its various products. Entries may include materials to promote digital, readership, advertising, circulation, etc. Submit up to three entries per newspaper; each promotion or campaign constitutes an entry.

Up to 3 entries per newspaper

ADVERTISING CONTESTS

Entries must have been published in a paid circulation newspaper. This does not include stand-alone shoppers. General advertising run as part of a national schedule will not be judged. General advertising created for a specific market will be accepted for competition (example: Auto Dealer Association ad).

CRITERIA:

Originality	30
Headline and body copy	25
Design, layout, illustrations and photography	25
Adaptability	10
Explanatory material	10

Each newspaper may enter up to three entries in each category.

The entries must conform to the categories that follow. Each entry will require a separate entry fee. A pdf of the ad in color or black/white must be included in addition to the required full-page tearsheet (**except for A6, A8 and A10**). Editing should maintain the integrity of the images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects. **The categories are:**

A1. Best ad featuring grocery/food/entertainment

Example: live music events, bake sale, cook off, haunted house

A2. Best ad featuring financial, insurance or other professional service

Example: clinics, banks, retirement communities, chiropractors

A3. Best ad featuring furniture, furnishings, appliances or hardware

Example: carpet stores, antique shops, mattress stores, lumber company

A4. Best ad featuring automotive, boats, aircraft, tires, gasoline, etc.

Example: car sales, tire shops, repair services, airports

A5. Best ad featuring miscellaneous

(not covered in categories 1-4)

A6. Best special section advertising

(judges will consider quality of advertising with no regard to editorial content)

A7. Best advertising series or campaign featuring any service or merchandise category

Example: golf course, retail, coops, dentist (a series constitutes more than one related ad)

A8. Best advertising idea for a community promotion or event

Example: sidewalk sales, visitor guides, homecoming features, elected official candidate features

A9. Best ad featuring agriculture

(ads that feature local agriculture from any business)

FOR CATEGORIES A1 THROUGH A9

3 entries per newspaper

STATEMENT OF INTENT

It is the intent of the INA's Better Newspaper Contests to recognize and reward Iowa newspaper enterprises for content of a local nature, that content which is unique to the communities the newspapers serve. However, the INA Contest Committee and its boards of directors also recognize that the contests must reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before. To better reflect how newspaper enterprises operate today, changes have been made in the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is the INA's hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the Better Newspaper Contests is maintained.

A10. Best Web Advertisement

Recognizes visual appeal and creativity in design and content of a single static or animated ad appearing online at the newspaper's website.

Up to 3 entries per newspaper

A11. Ad Designer

Individual graphic designers may submit a "portfolio" of 6-10 examples of their published ad design work. Entries will be judged on overall design, typography and effectiveness. Explanatory material is welcome but not required. One entry fee per designer required. Designers will be limited to one entry per designer, regardless of the number of newspapers the individual designs for. Portfolio submissions are to be from one newspaper.

Unlimited entries per newspaper

Best of Class Advertising

All newspapers that enter advertising contests A1 through A10 will automatically be considered for these awards. Judges will choose the Best of Class winners from the first place ads in each class. No entry fee is required.

SPECIALITY REPORTING CONTESTS

R1. Harrison “Skip” Weber Investigative Reporting Awards

For each entry, newspapers shall submit tearsheet(s) with story or related stories. Entry may include a series. Investigative stories are defined as those which demand (a) research into documents and public records; (b) multiple interviews, which may include background sources never mentioned in the story; (c) documentation of time and depth of research on story; (d) planning for the articles. Judges will take into consideration such points as community-wide interest; effect of the story on the community; staff time spent on the story; depth of research; commitment of the newspaper to the project and risks involved in publishing the information. Entrants are asked to submit an explanation responding to points (a) through (d) and closing with a statement explaining the necessity of the entry and its impact on the community. The explanation is to be no more than two pages, double-spaced. Judges will award one winner in each circulation class.

R2. Genevieve Mauck Stoufer Outstanding Young Iowa Journalists Awards

To qualify for consideration, the nominee must be under 30 years of age as of December 31, 2021, and have worked at least one year for his or her current employer. A statement attesting to the nominee’s qualifications is to be submitted by his or her editor or publisher and must be accompanied by six examples of the nominee’s work within the past two years and a statement of not less than 150 words written by the nominee telling of his or her journalistic goals. This contest includes the work of all journalists, including but not limited to, reporters, photographers, graphic designers, production and advertising professionals. Judges shall name three winners for the Young Iowa Journalists Award. One winner must be from a daily and one winner must be from a weekly.

R3. Ken Fuson Best Writing Award

This award recognizes the best single piece of writing across all circulation classes and categories that published during the contest year. That includes features, news, sports, opinion, etc. The winning entry should draw readers in with compelling prose and keep them engaged until the end. Judges will look at the writing quality and the effectiveness of the writer in telling the story, regardless of its length. All entrants are limited to one submission. In the case of a series, the entrant must choose one part to submit. Judges shall award one winner and two finalists.

Jay P. Wagner Prize for Young Journalists

The Jay P. Wagner Prize for Young Journalists was created to honor the memory of Wagner, a lifelong Iowa newspaper reporter and editor whose passions included encouraging young reporters and promoting great community journalism. The contest is open to any reporter, columnist, editorial writer or blogger working on a newspaper in Iowa who is 30 years old or younger as of Dec. 31, 2021. There is no entry fee for this award.

Additional details on this award can be found in the inserted flyer or at INAnews.com.

Appeals

Any contest appeals of rules violations relating to contest entry procedures must be submitted in writing to the INF board within 30 days after the INA Annual Convention to be reviewed and resolved by the INF executive committee, and resulting communications will be handled by the INF board president or another member of the INF executive committee.



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News distrust is a pressing problem – but there are steps your newsroom can take to better connect with readers and gain their confidence. The Center for Media Engagement has collaborated with newsrooms across the country to identify concrete actions news organizations can take to address trust issues.

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- How to explain your reporting process in a way that builds trust
- Addressing common reader concerns in a story
- How supporting your comment moderators affects trust
- Bridging divides with disinvested audiences

THE PRESENTER...

Natalie (Talía) Jomini Stroud



Natalie (Talía) Jomini Stroud (PhD, University of Pennsylvania) is the founding and current director of the Center for Media Engagement and a professor of Communication Studies and Journalism at The University of Texas at Austin. Her book, *Niche News: The Politics of News Choice*, received the Outstanding Book Award from the International Communication Association and inspired the early development of the center. Her research examines the use and effects of political news content.



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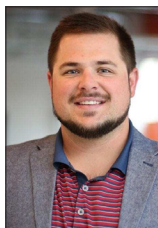
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IN THIS WEBINAR...

In this webinar, AdCellerant presents on key verticals to go after to drive success with O&O and digital media. AdCellerant will be bringing tribal knowledge from their publisher-partners on how to set yourselves up for a successful Q4 and 2022, how to create and execute on the right product mix based on your clients' objectives, and how to bundle your O&O with digital to maximize effectiveness. This webinar will round out with steps on how to get started with digital and ways to implement these tactics with your teams today. As always, case studies and testimonials will be provided to highlight success for not only advertisers, but for publishers as well!

THE PRESENTERS...

Ben Bouslog & Elizabeth Bernberg



Ben Bouslog is the vice president of Business Development for AdCellerant, a tech-enabled marketing services company. AdCellerant partners with publishers to leverage their turn-key solutions to drive digital revenue streams. Ben's experience spans 8+ years in the digital space with a background in ad operations that gives him an intimate familiarity with how digital really works and the value it can bring to any advertiser or media organization. His favorite part about working with media companies is helping them to realize and actualize the opportunities to connect with the businesses in their communities more than ever before. With experience in

SEO, SEM, video, OTT, social media and a specialty in programmatic, he's been able to help hundreds of media companies grow their digital revenue streams and supported thousands of advertisers by connecting them with their target consumers.

Elizabeth Bernberg: With more than 15 years of digital marketing experience, Elizabeth's background and experience includes leadership roles within all major media categories including: Print (The Denver Post and Colorado Press Association), Television (CBS Television Network) and Radio (Entercom Communications). Fun fact, Elizabeth was also an AdCellerant partner. Elizabeth's passion, industry knowledge and creative leadership style has enabled her to directly impact the accelerated growth of digital revenue within media organizations while maintaining focus on developing goal driven digital marketing strategies for SMBs.



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