



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
Thursday, February 3

WEBINARS

7 Ways to Get 25% More
From Every Advertiser:
Compare, Contrast, Close!
Thursday, December 9

2022 BETTER IOWA NEWSPAPER CONTEST ENTRY NUMBERS

ASSOCIATIONS THAT HAVE JUDGED IOWA'S CONTEST ENTRIES FROM 2012 TO PRESENT

SOUTH DAKOTA 2012	MINNESOTA 2014	NEW YORK 2015	COLORADO 2016	WISCONSIN 2017	INDIANA 2018	VIRGINIA 2019	MDCC 2020	OKLAHOMA 2021
----------------------	-------------------	------------------	------------------	-------------------	-----------------	------------------	--------------	------------------

38 NEWSPAPERS HAD TO MAKE **ZERO** CONTEST SUBMISSION CORRECTIONS

THE MOST COMMON MISTAKE WAS FORGETTING TO UPLOAD A PDF OF ADS IN ADDITION TO THE TEARSHEET

FIVE CIRCULATION GROUPS

54 CONTESTS

NUMBER OF CONTEST ENTRIES PER YEAR FROM 2016 TO 2022

Year	Number of Contest Entries
2016	4,000
2017	4,500
2018	4,300
2019	3,600
2020	3,300
2021	2,900
2022	2,577

60 OKLAHOMA JUDGES

FIVE INA STAFF MEMBERS

SPENT 130 HOURS REVIEWING ENTRIES

DIVISIONS

- EDITORIAL
- WRITING
- PHOTOGRAPHY
- INTERNET
- ADVERTISING
- SPECIAL
- MARKETING

INA members submit 2,577 contest entries

INA staff members have finished going through the thousands of entries submitted for the 2022 Better Newspaper Contests.

Each year, INA staff members check all entries to confirm they are prepared correctly. Newspapers are contacted to resolve any questions prior to the entries being judged, to ensure that all entries are judged fairly and properly. This year, the most common problems encountered were advertising entries submitted without a pdf included with the tearsheet, multiple entries being combined into one entry upload, missing payments, full tearsheets not being submitted and entries that were missing parts of the required examples.

If you did not hear from us, it means your entries were all prepared correctly ... congratulations and thank you! See page 3 for a complete list of entering newspapers that did

not have to be contacted to correct any errors.

Entries submitted by Iowa newspapers are being judged by members of the Oklahoma Press Association. With the online contest system, judges will have a three-week period in which to review the entries and make their winning selections.

INA members will be notified in December if they had winning entries. Winners' placings will be announced at the Awards Banquet during the annual INA Convention and Trade Show Feb. 3-4, 2022, in Des Moines.

INA/INF staff are already working to fine-tune the process for upcoming years. If you have suggestions for improvements that would make the contest submission process go more smoothly on your end, please send them to Jana Shepherd, INF Program Director, at jshpherd@inaews.com.



Now accepting board and committee nominations!

If you or someone you know is interested in serving as a board member, please email the name of the publisher, newspaper and the nominator's name and newspaper to spattersonplank@inaneews.com with the subject title "board nomination" by December 3, 2021 for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

If you or someone you know is interested in serving as a committee member, please email the name of the nominee, newspaper and committee (committee descriptions below) to spattersonplank@inaneews.com with the subject title "committee nomination" by December 3, 2021. People nominated will be recruited to serve and will be told their name was placed into nomination by a member.

- **Contest Committee (INF)** - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.
- **Convention & Programming Committee (INF)** - plans all educational programming including the annual convention, with committee members serving as moderators. Meets approximately one time per year.
- **Finance Committee (INA)** - reviews the INA financial statements and annual budget. Meets approximately one time per year.
- **Government Relations Committee (INA)**- monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.
- **Nominating Committee (INA & INF)** - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.
- **Scholarship Committee (INF)** – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

As a reminder, if you have agreed to upload your print editions to the NewzGroup site, you should be doing so regularly upon publication of each edition you print. Uploading your newspaper allows CNA to secure tearsheets more quickly and, in turn, pay you faster for advertising that runs in your newspaper. In addition, if you are uploading to NewzGroup, you only need to mail CNA two copies of each newspaper you publish, allowing you to save on postage.

If you're interested in getting more information on uploading your paper to NewzGroup, please contact Susan James at sjames@inaneews.com.

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

Executive Director

Susan Patterson Plank,
ext. 125, spattersonplank@inaneews.com

Sales and Marketing Director

Kris Maggard,
ext. 140, kmaggard@cnaads.com

Communications Director

Cicely Gordon,
ext. 133, cgordon@inaneews.com

Media Director

Autumn Phillips,
ext. 136, aphillips@cnaads.com

Program Director

Jana Shepherd,
ext. 159, jshepherd@inaneews.com

Technology & Digital Development Manager

Susan James,
ext. 129, sjames@cnaads.com

BOARD PRESIDENTS

Iowa Newspaper Association

Terry Christensen, Fort Dodge Messenger
515-573-2141,
tchristensen@messengernews.net

INA Services Company

Ron Gutierrez, Clinton Herald
563-242-7101
rgutierrez@cnihi.com

Iowa Newspaper Foundation

Mark Spensley, Monticello Express
319-465-3555
advertising@monticelloexpress.com

U.S. MAIL

Iowa Newspaper Association
319 East 5th St.
Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

The INA and INF appreciate the effort of the 38 newspapers listed below, who submitted Better Newspaper Contest entries without errors needing follow-up attention.

- | | |
|--|---|
| Adel - Dallas County News | Iowa Falls - Times Citizen |
| Ames - Ames Tribune | Lake City - The Graphic- Advocate |
| Anamosa - Journal Eureka | Lake Mills - Lake Mills Graphic |
| Boone - Boone News Republican | Madrid - The Madrid Register-News |
| Calmar - Calmar Courier | Mapleton - Mapleton Press |
| Cascade- Cascade Pioneer | Ocheyedan - The Ocheyedan Press/Melvin News |
| Clarion - The Wright County Monitor | Oskaloosa - The Oskaloosa Herald |
| Colfax - Jasper County Tribune | Parkersburg - Eclipse News Review |
| Croydon - Times Republican | Perry - Perry Chief |
| Danbury - The Danbury Review | Pocahontas - Pocahontas Record-Democrat |
| Elkader - Times-Register | Prairie City - PCM Explorer |
| Garner - The Leader | Riceville - Monitor Recorder |
| Greene - Greene Recorder | Spencer - Spencer Daily Reporter |
| Greenfield - Adair County Free Press | Storm Lake-Pilot Tribune |
| Grundy Center - The Grundy Register | Stuart - The Stuart Herald |
| Harlan Newspapers | Tama - Tama-Toledo News |
| Hartley - The Hartley Sentinel-The Everly/Royal News | Traer- North Tama Telegraph |
| Hawarden - Hawarden Independent/Ireton Examiner | Webster City - Daily Freeman Journal |
| Ida Grove - Ida County Courier | Westside - The Observer |

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 jshepherd@inanews.com



FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITOR. The Ottumwa Courier is looking for a journalist ready to move into the editor ranks.

Our associate editor serves as the paper's No. 2 editor and is a vital member of our team. The Courier's newsroom is a collaborative environment that seeks to use each other's strengths to build our product into the best it can be. This position manages our special publications and helps ensure we're publishing a quality news product daily.

This role is an excellent next step for journalists that are looking to gain supervisory responsibilities, while continuing to build their clips and experience toward their career goals. We are searching for someone who is a proficient writer, an organized self-starter, a collaborator, and clear communicator. A bachelor's degree in journalism or similar field is preferred, but we'll consider those who have on-the-job experience in lieu of a formal degree.

Other ideal (but not required) qualifications include proficiency of the AP Stylebook, accurate typing skills, experience with journalism ethics and standards, and prior experience in print journalism.

This position does require a valid driver's license, safe driving record and reliable transportation.

To apply, send cover letter explaining your qualifications for the position, a resume, and 3-4 samples of your best work to Editor Kyle Ocker, kocker@ottumwacourier.com. Any questions about the position should be routed to the Editor via email. 11.17

EDITOR. Seeking an Editor to oversee the newsroom operations of our 3-day-per-week well established community newspaper in Le Mars, Iowa.

The editor will be a reporter who is also responsible for organizing the newsroom. Working/coordinating with other office department heads, dealing with the public. The Editor will be well organized and efficient planner, team player and ambassador of the newspaper.

Some of the duties will include but not limited to: Design/layout of several news pages including the front page, update website and social media accounts, write multiple stories per day, take photos, organize and assign assignments for reporters, copy editing, format press release, point of contact for the community, attend community events, photo orders, contact for special occasion announcements, conduct weekly news meeting, decide what stories will publish on a given day and what stories can be held for future publication. Maintaining the newsroom budget and preparing the next year budget. Review all expenses and assure they are necessary to the department. Being team leader of the newsroom.

Preferred candidate will have a solid journalism background covering a variety of areas, knowledge using Adobe software and experience with social media and online strategies.

The Daily Sentinel offers a competitive salary and solid benefits package.

To apply for this position email a cover letter, resume and examples of your work – writing layouts to -Publisher Monte Josy, mjost70@gmail.com or mail to 41 1st Ave Ne Le Mars Iowa 51031 Attn: Publisher. 12.08

NEWS EDITOR. Woodward Community Media seeks a News Editor for the Solon office with the Solon Economist and North Liberty Leader. Must have a strong commitment to quality and service and be a team player. We need a News Editor with good organizational skills who can handle a range of duties that will include reporting, photography, editing and familiarity with websites and social media. Beats will include community and sports with some government coverage sprinkled in, depending on the skills of the top

candidate. Photo equipment is provided. College degree or equivalent in journalism, communications, or related field is required. This is a Full Time position. Benefits include employee stock ownership, 401(k), paid time off and holidays, parental leave, volunteer time off, and more. Health, dental, vision, life, disability, and supplemental insurance available. Continuing education assistance offered for further career development. 12.01

NEWS EDITOR. Consider joining the award-winning Harlan Newspapers in beautiful Shelby County in western Iowa as our next news editor. Join a dedicated and experienced team of professionals as we continue to grow our products, the Harlan Tribune and Harlan News-Advertiser. Bring fresh ideas as you coordinate our news coverage, from covering local meetings to writing feature stories, layout and design of the newspaper, photography and social media. We're excited to hear from you! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 712-755-3111. All inquiries to Bob Bjoin, Editor, at news@harlanonline.com. 12.01

NEWS REPORTER. In search of a news reporter to join the Le Mars Daily Sentinel's news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well-organized stories, and work well with our newsroom staff. Responsibilities include covering everything from hard news, business and government to personality features. The ideal candidate should be comfortable with digital photography and social media platforms. Page design abilities and experience with InDesign And Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefit package. Please forward resume, cover letter and writing samples to Monte Jost, mjost70@gmail.com or mail to Publisher Le Mars Daily Sentinel 41 1st Ave NE Le Mars Iowa 51031. 12.15

NEWS REPORTER. Join the award-winning Harlan Newspapers in beautiful Shelby County in western Iowa as a news reporter. We are a dedicated and experienced team of professionals continuing to grow our products, the Harlan Tribune and Harlan News-Advertiser. We welcome your fresh ideas as you become one of our premiere journalists, writing pieces you are excited about and helping in areas with regional meeting coverage, feature articles, sports coverage, photography and layout and design of the newspaper. Give us a look! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 712-755-3111. All inquiries to Bob Bjoin, Editor, at news@harlanonline.com. 12.01

NEWS WRITER. The Oskaloosa Herald is searching for a full-time news writer to join its award-winning staff. Our next reporter must be a self-starter with a passion for learning and reporting important stories to our community. The Oskaloosa Herald offers a great opportunity for reporters to grow in a variety of subjects and mediums. This position will report primarily on Marion County news, with an emphasis on Pella, Iowa and Knoxville, Iowa. This reporter will go from reporting feature stories on local people to producing important watchdog packages that either hold governments accountable or further educate readers on trends and happenings in their community. Our newsroom gives you the freedom to pursue projects you're interested in that go beyond the day-to-day responsibilities. We are a 21st-century newsroom that seeks to break the news that matters to our community. This is a

MEMBER EXCHANGE - cont. on page 5

great opportunity for a reporter to acquire quality experience and become a versatile multi-media journalist.

The Oskaloosa Herald operates a daily news website, <http://www.oskaloosa.com>, and publishes print editions on Tuesday and Saturday to more than 1,500 subscribers. The Oskaloosa Herald reports on the counties of Mahaska and Marion in central Iowa. Based in Oskaloosa, Iowa, the newspaper is located in the home of the four-year William Penn University. Pella, Iowa is home to Central College, Pella Windows, Vermeer Corporation and the annual three-day Tulip Time Festival. Knoxville, Iowa is home to the Sprint Car Racing Capital of the World in Knoxville Raceway. To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Editor Kyle Ocker by email to kocker@oskyherald.com. 11.17

▼ 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@inaneews.com.

AP to assess US local news AI readiness, with your help

AP

The Associated Press is bringing its know-how in artificial intelligence to local news operations and would like to understand your organization's familiarity with AI technologies. AI can be used to help with Friday night football coverage; to sort story, photo and video archives; convert website traffic into

subscriptions; and many other tasks. Please visit <https://www.research.net/r/AP-Local-AI> to fill out a form to help assess your newsrooms' AI readiness. They want to hear from newsrooms of all sizes and AP membership is not required.



Iowa Newspaper Association

Bulletin

www.INAnews.com

▶ IN THIS ISSUE...

- Reviving Newspapers in Digital News Deserts
- 7 Ways to Get 25% More From Every Advertiser: Compare, Contrast, Close!