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The Outlook

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 OFFICIAL NEWSPAPER OF MFL MARMAC COMMUNITY SCHOOL DISTRICT | CLAYTON COUNTY | CITIES OF MONONA, FARMERSBURG, LUANA

POSTAL CUSTOMER



Outlook publishing final edition under Mid-America Publishing ownership

MONONA – The Outlook is publishing its final edition under the ownership of Mid-America Publishing today, April 1, 2026.

The company announced to its employees March 20 that papers that it owns would be either sold or closed. As of this writing, The Outlook and its sister papers in Postville and Calmar remain for sale.

“This is a difficult day for our newspaper and our community,” Mid-America Regional News Editor John Jensen said. “Dwindling readership and advertising revenue have taken their toll on newspapers across the nation for years.”

“We will miss serving Monona, Farmersburg, Luana and other communities in northern Clayton County,” he said. “Thank you for your patronage

and for allowing us into your homes.”

The Outlook was established in 1999 and has had various ownership. Mid-America Publishing purchased the publication in January, 2015.

Following is statement from Mid-America Publishing regarding the future of the newspaper and refunds for unused subscriptions.

Dear Outlook Subscriber, It has been an honor and privilege to serve as a trusted news source in Clayton County for many years. We have appreciated you letting us into your homes and allowing us to chronicle your community. Unfortunately, however, the subscriber base for The Outlook has shrunk to the point where publication and

mailing of the newspaper is not profitable and has not been for some time. We have been unable to find a publisher that will step in to keep the publication going, and unless an 11th-hour solution emerges, this will be the last edition of this newspaper.

Subscribers can collect a refund by calling mailing: Mid-America Publishing 9 2nd St. NW Hampton, Iowa 50441 Phone 641-456-2585 and referencing this notice.

In lieu of a refund, we would ask you to consider making a donation of your unused subscription so that we may settle all the accounts of your publication, which have exceeded revenues for the past year.

Many thanks again for your patronage and for the time we have been able to share together.



Roe, Halvorson sign Letters of Intent

By JOHN JENSEN
 Mid-America Publishing

MONONA – A pair of MFL MarMac High School seniors signed paperwork Wednesday that will allow them to live out a dream.

During a ceremony attended by family, friends, school faculty and teammates, Braxton Halvorson signed a National Letter of Intent to play college football at Luther College while Brent Roe signed a Letter of Intent to play college baseball at Cornell College.

“I knew I want to play college football for sure,” Halvorson said. “I didn’t know, really, where. I did a lot of visits, and the one that really stood out to me was Luther.”

“Their coaching staff was perfect for me,” he said. “I mean, the connection I made right away.”

Halvorson said his mother was also impressed with the coaches at Luther.

“When she went with me on my visit, they split off like where players would go into a little group and then parents would go with the head coach. The head coach basically said are there any questions you want to



MFL MarMac seniors Brent Roe (second from left) and Braxton Halvorson (third from left) sign letters of intent to compete in college sports. They are pictured with Mud Puppies coach Jeremy Schellhorn (left) and MFL MarMac Head Football Coach Dan Anderson (right). (John Jensen/The Outlook photo)

ask ... like, you know, pricing, everything.”

Roe said a lot of his decision had to do with the academic side.

“Especially my major. I love sports journalism, so that will be good,” he said. “It’ll be good opportunity for baseball, too. They’re a rising program and I’m

pretty excited for it now.”

Roe has been part of MFL MarMac baseball teams that have gone 47-15 over the past two years. He is expected to be one of the top pitchers on a young team this year.

“I’ve been working every single day,” Roe said. “Those seven

(graduated) seniors left a lot of legacy for us to rebuild. I’m pretty excited for what we have to come, especially for this year.”

Northeast Iowa Mud Puppies coach Jeremy Schellhorn spoke about how Roe was never afraid to work hard and how he taught him to pitch under pressure.

“I remember one time I told him, ‘I’m going to start yelling at you just to get you all messed up. It took a while, but he continued to work hard and got the opportunity,’” he said.

See LETTERS OF INTENT, Page 6



Secretary Naig visits Clayton County farm

Iowa Secretary of Agriculture Mike Naig visited the Jason Klinge farm in rural Farmersburg Thursday to talk about the rotational grazing system that Klinge has used for nearly 30 years. The pasture land at Klinge’s farm supports his beef cattle herd. Forty years ago, Jason’s father, Stanton Klinge built an extensive system of terraces to reduce erosion on the farm’s steeply sloped cropland. As Jason expanded his cattle enterprise, he installed electric fences, developed water sources and seeded the cropland to a mix of grasses and legumes. All of his acres were grazed in 2025. Jason uses new seed mixes and adjusts paddock sizes and grazing patterns each year to keep his cattle fed and healthy. He was recognized as Owner/Operator of the year by the Clayton Soil & Water Conservation District in 2023.

DEADLINES

LEGALS.....FRIDAY, 12 P.M. NEWS.....FRIDAY, 12 P.M. | DISPLAY ADS..... THURSDAY, 4 P.M. CLASSIFIEDS.....FRIDAY, 12 P.M. OBITUARIES.....MONDAY, 9 A.M.