

February 27, 2019



Volume 36
Issue #08

Iowa Newspaper Association Bulletin

www.INAnews.com

Thank you to our State Wrestling photo pool photographers!

View photos
on page 4

CALENDAR of EVENTS

WEBINARS

50 MORE Ideas in 50
Minutes
Thursday, March 14

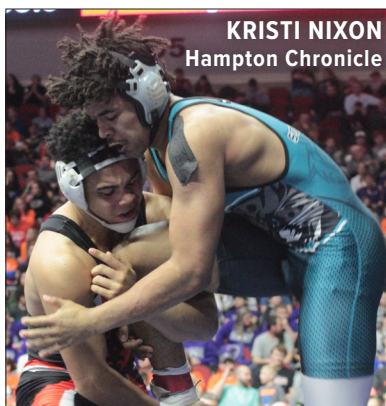
Money Beyond Money
Thursday, March 28

EVENTS

Stand Up, Speak Up! Tinker
v. Des Moines Turns 50
Drake University Cowles
Library Reading Room
Wednesday, February 27

MEETINGS

INA, INF & INA Services
Co. Boards
Friday, April 26



KRISTI NIXON
Hampton Chronicle



COREY MEINTS
Ackley World
Journal



MIKE BURVEE
Sigourney
News-Review



ROY TUCKER
Freelance
Photographer



SCOTT SPURGEON
Bloomfield Democrat



KYLE OCKER
Knoxville Journal



JAKE RYDER
The Grundy Register



DAN VOIGT
Emmetsburg
Newspapers



JASON REEVES
Freelance
Photographer



MATT GENGLER
Missouri
Valley Times

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.

meeting minutes

Iowa Newspaper Foundation Board of Directors February 6, 2019



Iowa Newspaper Foundation Board of Directors Meeting Minutes

The INF Board met at the Downtown Des Moines Marriott at 2:30 p.m. with the following members present: Chris Conetkey, Des Moines Business Record; Carl Vieregger, Drake University; Mary Unga-Sogaard, Dyersville Commercial; Alan Mores, Harlan Newspapers; Mike Ralston, Iowa Association of Business and Industry; Mark Rhoades, Missouri Valley Times-News; Brian Steffen, Simpson College; Ron Peterson, Sioux City Journal and Paula Buenger, Spencer Daily Reporter. Also present were Susan Patterson Plank, INA; Geof Fischer, INF; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

Votes Taken:

- A. On a motion by Peterson, seconded by Buenger, the minutes of the October 26, 2018 board meeting were approved.

Action Agreed Upon:

- A. The board set its next meeting date as Friday, April 26 in Des Moines.

Other Items Discussed:

- A. The board heard a programming update from Shepherd.
- B. The board heard a development update from Fischer.
- C. The board heard a long-range planning update from staff.
- D. The board received a board attendance report.
- E. Conetkey volunteered to attend the new board member orientation on March 1 to represent the INA board.
- F. The board received a board attendance report.

The meeting was adjourned at 2:58 p.m.

The meeting was reconvened at 4:40 p.m. on Thursday, February 7th for the election of officers. A quorum was present.

Votes taken:

- A. On a motion by Paulsen and seconded by Buenger, the following slate of officers was elected:
- President Mark Rhoades
 - VP Scott Anderson
 - Sec/Treasurer Mark Spensley
 - Member-at-large Alan Mores

The meeting was adjourned at 4:45 p.m.

Respectfully submitted,
Susan Patterson Plank

Iowa Newspaper Foundation Annual Meeting February 7, 2019

The meeting was called to order at 4:40 p.m. at the Marriott Hotel in Des Moines with a quorum present.

Votes Taken:

- A. On a motion by Rhoades, Missouri Valley Times-News, seconded by Buenger, Spencer Daily Reporter, the following slate of candidates nominated by the INA Nominating Committee was elected to the INF Board of Directors:
- Dave Paxton, Albia Union-Republican to a first three-year term.
 - Kendra Breitsprecher, Dayton Leader to a first three-year term.
 - Randy Evans, Iowa Freedom of Information Council to a first three-year term.
 - Mark Spensley, Monticello Express to a first three-year term.
 - Brian Steffen, Simpson College to a second three-year term.

The meeting was adjourned at 4:45 p.m.

Respectfully submitted,
Susan Patterson Plank, Executive Director

CONTACT US



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Technology & Digital Development Manager

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BOARD PRESIDENTS

Iowa Newspaper Association

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712-868-3460
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U.S. MAIL

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

INA LEGAL HOTLINE

515-283-3100 (paid service)

? question of the week

Is there any reason to keep track of your newspaper's trust account with the post office?

Yes. While the post office maintains a running tally of account information, closely monitoring the account yourself is a good way to double-check for any potential errors. One Iowa publisher came close to losing out on a week's worth of postage

due to an error made at the post office. When she received her verification from her local post office, the amount was less than what her records showed. She shared her records with her local post office, who then contacted the main post office in Des Moines, where it was found that she had been charged twice in one week for the same amount of postage. So the safest way to ensure no billing errors are made is to keep your own running tally.

The Iowa Freedom of Information Council Needs Your Help

The Iowa Freedom of Information Council is trying to help officials at the Iowa Capitol understand why their arbitrary rules for press credentials for the Iowa House and Iowa Senate chambers and for the governor's press conferences are in sharp contrast to the longstanding traditions of open media coverage that have been in place for generations at the Statehouse.

FOI Council Executive Director Randy Evans has written a letter to Gov. Reynolds and to the top leaders in the House and Senate in which he makes the case for them to use a broader definition of journalists who are eligible for media credentials.

Editors, publishers and editorial page editors of Iowa newspapers are invited to "sign" Evans' letter. We hope that the more signers we get will make the Council's suggested resolution to this controversy harder to ignore.

If you want to sign onto the letter, email Evans by the end of this week at IowaFOICouncil@gmail.com. Or you can send him a text message at 515-745-0041.

Be sure to provide your name, your title and your publication so that information can be incorporated into the signature sheet on the letter.

A copy of the letter has been provided in this issue of the Bulletin.

RJIFellow helps Missouri teens engage with local newspaperstoseevalue, lives in news

News outlets need the buy-in and trust of teens as news targets now and in the future, says Nico Gendron, freelancer and creative strategist at The New York Times.

That inspired her to tackle a fellowship project at the Donald W. Reynolds Journalism Institute to help a group of Missouri teens see themselves in news and see the value of news.

"If you see yourself reflected in your local paper or the media overall, you'll see the media as a resource and news as worth reading," says Gendron.

<https://www.rjionline.org/stories/rji-fellow-helps-missouri-teens-engage-with-local-newspapers-to-see-value-l>

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jshepherd@inanews.com



2019 WRESTLING PHOTO POOL SNAPSHOTS

31 PHOTOS WERE SENT TO
MEMBER NEWSPAPERS

197 MEMBER NEWSPAPERS UTILIZED
THE INA WRESTLING PHOTO POOL

Photo by Kristi Nixon/
Hampton Chronicle.



Photo by Jake Ryder/
The Grundy Register.



Photo by Dan Voigt.



Photo by Jason Reeves.



And
Finally

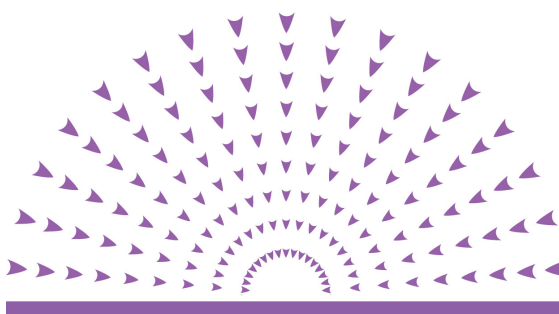
A horse walks into a bar. The bartender asks, "why the long face?"

Summer Media Experience for High School Students

The Iowa Newspaper Foundation (INF) is excited to announce the continuation of a program specifically targeting the next generation of Iowa newspaper professionals. The INF has again partnered with the Iowa Association of Business and Industry Foundation's Business Horizons program to offer an in-depth media experience for Iowa high school students (9-12 graders.) Business Horizons (BH) is a unique, action-packed weeklong summer program for Iowa high school students who want to experience the world of business and discover what the future holds for them. For the eighth year, Business Horizons will offer a media track for students interested in a career in the newspaper industry.

The goal of the media track is to develop the next generation of Iowa newspaper professionals. The program has been designed to spark students' understanding of the media industry as a viable career opportunity in Iowa.

The camp will be held July 14 - 18 on the campus of Central College in Pella. High school students who participate in Business Horizons and then go on to attend Central College will receive a \$1,500 scholarship, renewable for four years. This scholarship is in addition to academic and talent-based scholarships already awarded



by the college, not to exceed tuition.

Enclosed is a sample guest column which may be helpful in promoting the program. Please feel free to use the column as you see fit.

A \$60 discount is currently being offered for applications postmarked or submitted by May 10. At this special discounted rate, the week-long program is only \$325. If you are interested in getting involved with the program or know a student who would like to attend, please contact Jana Shepherd at jshepherd@inanews.com or 515-422-9051.

Five inducted into INF Lifetime Giving Level Clubs this month

On Friday, February 8, the Iowa Newspaper Foundation was proud to honor three new inductees into the Heritage Club. Since 1985, the Foundation has honored 88 individuals, recognizing our most loyal supporters for their uncommon generosity and foresight. These patrons of Iowa journalism have each given at least \$5,000 and are a major reason for the success of the Foundation in the last three decades. The Foundation impacts thousands of media professionals, aspiring journalists and students each year because of the leadership and generosity of this select group.

Christopher Hall is Publisher of the Charles City Press, and currently serves as Vice President of the INA Services Co. board.

Mary Unga-Sogaard is Publisher of the Dyersville Commercial, Manchester Press and Cascade Pioneer, and currently serves as Past President on the Iowa Newspaper Foundation board. She served as President of the Foundation Board last year.



**CHRISTOPHER
HALL**



**MARY
UNGA-SOGAARD**



**JEFF & MYRNA
WAGNER**

Jeff & Myrna Wagner, President and Vice President of Operations of Iowa Information, Inc. in Sheldon, Iowa. Jeff currently serves on the Iowa Newspaper Association board.

In 2015, the INF expanded our donor recognition opportunities to include the Diamond Club. This group of visionary philanthropists – all already members of the Heritage Club – have given at least \$10,000 to the Iowa Newspaper Foundation. This influential group has had an extraordinary impact on community journalism in Iowa with their investment of time, leadership and generous financial support that is truly humbling. For this we owe them a major debt of gratitude.

Chris & Bill Monroe, of Crosslake, Minnesota collectively led the Iowa Newspaper Association for over three decades; upon retiring Chris made a financial pledge to create the Chris Mudge Next Generation Fund, which will be used to help fund the Foundation's annual summer high school journalism camp.

Mark Rhoades is President and Publisher of Enterprise Media Group, and currently serves as the Iowa Newspaper Foundation board President.



**CHRIS & BILL
MONROE**



**MARK
RHOADES**



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- 50 MORE Ideas in 50 Minutes
- Money Beyond Money

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumés for online viewing.

There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.

If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.

Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.

Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.

Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.

For more information, contact Cicely Gordon at cgordon@inaneews.com.

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDUCATION & BUSINESS REPORTER. The Ottumwa Courier is seeking a reporter to cover education and business, fast-paced beats that generate award-winning stories. The full-time position reports to the managing editor. We're looking for someone who is enthusiastic and would rather be out working a story than working a desk. Two to three years' experience is preferred, but ambitious new reporters will be considered. The successful applicant will be willing to dive in headfirst, work well in a close-knit newsroom, and have a clean driving record. Send a resume and writing samples to Managing Editor Matt Milner at mmilner@ottumwacourier.com. 0327

FULL-TIME NEWS EDITOR. Mid-America Publishing and Printing is seeking a full-time news editor for The Ogden Reporter weekly based in Ogden, Iowa. Successful candidate will possess creative writing skills, be able to shoot photos and video and be able to manage social media platforms. Must have a passion for feature stories and ability to interview plus investigate news of all types in and around Boone County. Column writing proficiency a huge plus. Above average communication skills, the ability to meet deadlines and flexibility in scheduling also required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Great opportunity to network with professionals from 23 similar publications. Call Pam at 641-456-2585 ext. 119 for more details today! 0227

MARKETING REPRESENTATIVE. Mid-America Publishing, publisher of the Eagle Grove Eagle and Wright County monitor and 22 other weekly newspapers in Iowa is now hiring a marketing representative to sell advertising solutions and custom print products in Wright County, Iowa. The ideal candidate will be personable, able to communicate effectively both in person and by phone and have above average presentation skills. Responsibilities will include developing ad campaigns and promotional materials to service existing clients, prospecting for new clients in person and by phone, maintaining client and prospect databases and promoting sales of the company's custom print products. Prior sales experience a plus but will train motivated candidate. Driver license and own vehicle required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Complete orientation and ongoing one on one training plus group coaching and self-study webinars. Compensation based on an hourly wage plus commission. How to apply: Please submit a resume to pam@midamericapub.com, or call Pam at 641-456-2585 ext. 119 for more details today! 0313

▼ 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.

Iowa weekly newspaper for sale; excellent community; city, school, county legals, gross around \$200K. 40 year owner seeking to slow down. Contact Northeast Iowa, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa 50309. Contact: Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Two weekly newspapers, including one in county seat community. Progressive communities. City, county, school legals. Located in southwest Iowa. Contact: Weekly Newspapers, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa. Profitable group of three small weekly newspapers for sale in South Dakota, two in Black Hills. If interested write to: S.D. Newspapers c/o Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309.

IN NEED OF NEW LISTINGS. This could be the right time to sell! *Appraisals-Consultations-Brokerage services* Your full service broker, News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.



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Cedar Rapids Gazette
Centerville Iowegian
Cityview, Des Moines
Community Publishing Co., Armstrong
Des Moines Register
Iowa Broadcasters Association
Iowa Cubs
Iowa Newspaper Association
Iowa Public Television
KCCI-TV, Des Moines
KCRG-TV, Cedar Rapids
Meredith Corporation
N'West Iowa REVIEW, Sheldon
Quad-City Times, Davenport
Sioux City Journal
Storm Lake Times
WHO-TV, Des Moines
Woodward Communications Inc.,
Dubuque Telegraph Herald,
Dyersville Commercial, Cascade
Pioneer, Manchester Press, Mount
Vernon-Lisbon Sun, Marion Times,
Anamosa Journal-Eureka, Solon
Economist, North Liberty Leader,
Linn News-Letter

FIRST AMENDMENT MEMBERS

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Associated Press, Iowa Bureau
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Burlington Hawk Eye
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Drake University School of Journalism
Greenlee School of Journalism and
Communication, Iowa State University
Harlan News-Advertiser, Harlan Tribune
Indiana-Illinois-Iowa Foundation for
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Iowa Association for Justice
Iowa Association of School Boards
Iowa Broadcast News Association
Iowa Center for Public Affairs
Journalism, IowaWatch.org
Iowa High School Press Association
Iowa Institute for Public Accountability
KWWL-TV, Waterloo
RAYGUN LLC
School of Journalism and Mass
Communication, University of Iowa
Washington Evening Journal, Fairfield
Ledger, Mount Pleasant News
Waterloo-Cedar Falls Courier

March 4, 2019

Gov. Kim Reynolds
Iowa Capitol

Speaker Linda Upmeyer
Iowa House

Chief Clerk Carmine Boal
Iowa House

President Charles Schneider
Iowa Senate

Secretary Charles Smithson
Iowa Senate

Greetings:

I write to you on behalf of the Iowa Freedom of Information Council. We are an education and advocacy organization that was established 40 years ago by leaders from across Iowa — business executives, representatives of broadcasting and publishing, attorneys, educators, librarians and open-government advocates — to provide a shared voice on issues affecting open government and government accountability.

There has been much discussion in Iowa in the past two months about the criteria for journalists wanting media credentials to cover proceedings in person of the Iowa Senate, Iowa House and the governor's press conferences. The questions have arisen over the decision to deny Laura Belin credentials to cover the House from inside the chamber and from the requirements communicated to Ms. Belin that both House and Senate credentials are necessary to participate in the governor's press conferences in Des Moines.

The Iowa FOI Council is concerned about these decisions. But our concerns are more broad and fundamental than simply the response to Ms. Belin's request.

Without regard to the editorial views of journalists or their employers, the Council believes Iowa government leaders should be encouraging journalists to cover the important policy discussions, deliberations and decisions by the General Assembly and by the governor — rather than discouraging coverage through arbitrary rules that we believe deny media credentials to legitimate reporters.

At a time when the number of reporters employed by traditional media outlets is declining nationwide, the role being played by non-traditional media is growing in importance. The Iowa Supreme Court was cognizant of this



Page 2

fact in 2014 when the Court expanded the definition of news media eligible to cover court proceedings using computers, smart phones and still and video cameras inside Iowa's courtrooms.

Iowa Court Rule 25.1(5) contains the following definition, which we think should guide leaders of the General Assembly and the governor's staff in determining who is eligible for media credentials:

"News media" includes any person who regularly gathers, prepares, photographs, records, writes, edits, reports, or publishes news or information about matters of public interest in any medium and who successfully applies to participate in expanded news media coverage and agrees to comply with all court rules.

The Iowa FOI Council does not believe it is appropriate for decisions about access to the press bench in the House or Senate or to the governor's press conferences at the Capitol to be based on how a reporter's content is distributed, or whether the journalist is paid, or whether the journalist is supervised by a manager, or whether the journalist writes opinions or produces news analyses as part of his/her journalistic reports.

The controversy that has enveloped Ms. Belin's application for House credentials stands in stark contrast with the tradition of openness to in-depth media coverage that the General Assembly and Iowa's governors have long facilitated.

The following undersigned members and friends of the Iowa FOI Council encourage Governor Reynolds, House Speaker Upmeyer, Senate President Schneider, Chief Clerk Boal and Secretary Smithson to immediately revise your policies and practices on media credentials and to begin granting them in ways that are above question and that ensure fairness and equality of access.

Thank you for your consideration of our concerns. We hope to hear from you soon.

Respectfully,

A handwritten signature in black ink, appearing to read "Randy Evans". The signature is fluid and cursive, with a large loop at the beginning and a long, sweeping tail.

Randy Evans
Executive Director

(515) 745-0041
IowaFOICouncil@gmail.com



An Iowa Newspaper Foundation webinar...

50 MORE IDEAS IN 50 MINUTES

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Thursday, March 14
1:00-2:00 p.m.

Registration Deadline: March 11

Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

This webinar will offer up creative ideas you can start working on in your newsroom immediately. This will be fast-paced, and will include references to the original stories as well as some great techniques to help you execute these stories in newsrooms of all sizes.

The presenters...

Tim Schmitt & Zack Kucharski



Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda (N.Y.) News, where he led an award-winning editorial page. He's worked as an editor, staffer or longtime contributor with the Arizona Daily Sun in Flagstaff, the Mesa Tribune, the Arizona Republic, the alt-weekly Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.



Zack Kucharski is executive editor of The Gazette in Cedar Rapids, where he has worked since 2000. Kucharski leads content strategies for the organization. He has worn many hats within the organization, starting as a freelancer and moving up to reporter, news and database editor. He is a University of Iowa graduate.

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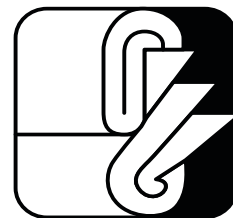


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Webinar Registration

YES! Sign me up for the *50 MORE Ideas in 50 Minutes* webinar **Thursday, March 14**

Registration fee: free to Iowa Newspaper Association members

Find out more at www.onlinemediacampus.com or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: March 11

Name _____ Newspaper _____

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Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309,
EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

You will receive log-in instructions 48-hours prior to the webinar you've registered for. If you have questions, please contact Erica Wipperling at ewipperling@inanews.com or 515-422-9052.



An Iowa Newspaper Foundation webinar...

MONEY BEYOND MONEY



Iowa New Member
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Thursday, March 28 1-2 p.m. CST

Registration fee: FREE · Deadline: March 25

IN THIS WEBINAR...

Finding new revenue streams -- the real money beyond the "marketing budget" -- in an industry undergoing rapid disruption can seem overwhelming. This insightful webinar will demystify the traditional sales process from selling print and digital to non-traditional in your local market. The presenter will provide tips and ready-for-market ideas that you can implement in your weekly or daily immediately from the perspective of a fundraiser. Hint: It isn't about selling -- it's about helping businesses and decision makers follow their own interests, express their values and advance their own aspirations. To grow your newspaper's market share and capture unbudgeted dollars, your work is about emotional fulfillment. In the words of the 1930s communications guru Dale Carnegie, "You'll have more fun and success when you stop trying to get what you want and start helping other people get what they want."

Follow us:



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THE PRESENTER...

Zack Ahrens



Zack Ahrens spent nearly 20 years in the newspaper industry serving as president and publisher of the Topeka Capital-Journal, president and publisher at the Log Cabin Democrat in Conway, Ark., and vice president of sales for GateHouse Media's Ohio units. Ahrens began his career in 2000 at the York News-Times and served as publisher of several weeklies in Nebraska before moving to Lee Enterprises in 2006 as advertising director for a Nebraska daily. He later worked as advertising and digital media director for the Grand Forks Herald. Ahrens has been rated as a top presenter, serving as a keynote speaker at the 2012 Mega-Conference, presenter at numerous press conventions, live trainer and webinar speaker.



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Webinar Registration

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Registration fee: free to Iowa Newspaper Association members

Find out more at www.onlinemediacampus.com or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: March 25

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Phone _____ E-mail _____

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Address _____ City _____ State _____ Zip _____

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