

May 8, 2019



Volume 36
Issue 18

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Foundations: Ledes,
Sources and Meetings
Thursday, May 23

MEETINGS

INA, INF & INA Services
Co. Boards
Friday, July 19

What's New Under the Sun?

Facts, data and information about the State of Iowa's Public Information Board.



Margaret Johnson

MARGARET JOHNSON, J.D.
IOWA PUBLIC INFORMATION BOARD

Did you know..... that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa?

QUESTION: Who can contact the IPIB and how long does it take?

ANSWER: Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website.

WHO IS ASKING? In April 2019, 65 identifiable people contacted the IPIB. Of these, 46% were private citizens,

38% were government officials or employees, and 16% were members of the media.

TIME TO RESOLVE: In April 2019, 69% of the incoming contacts were resolved the first day, 15% were resolved in one to five days, and 16% were resolved in six or more days.

SEE MORE! Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – www.ipib.iowa.gov.

Margaret Johnson is executive director of the Iowa Public Information Board. You can email her at margaret.johnson@iowa.gov.

"What's New under the Sun" is a periodic publication of the Iowa Public Information Board to update Iowans on changes to the Sunshine Laws concerning open meetings and public records. These monthly articles are designed for newspapers to publish as space allows. Download them at <https://inaneews.com/resources/ipib/>. Opinions, rulings, FAQs, monthly columns, and training documents are available on the IPIB website – www.ipib.iowa.gov. Questions for the IPIB can be posted on the website or by calling 515-725-1781.

| FORMAL COMPLAINTS | ADVISORY OPINIONS | DECLARATORY ORDERS | INFORMAL COMPLAINTS | INFORMAL REQUESTS | MISCELLANEOUS | APRIL TOTALS |
|-------------------|-------------------|--------------------|---------------------|-------------------|---------------|--------------|
| 14 | 0 | 0 | 2 | 38 | 11 | 65 |

Reports the monthly sales activity of Customized Newspaper Advertising.
Figures compare each month to the year before and 2019 sales with budgeted projections.



| 2019 | 2018 | APRIL SALES | Difference | % Increase |
|-------------|-------------|--------------------|------------|-------------|
| \$581,449 | \$612,751 | | -\$31,302 | -5% |
| 2019 | 2018 | Year-to-Date Sales | Difference | % Increase |
| \$2,074,455 | \$2,685,199 | | -\$610,744 | -23% |
| Actual | Budget | Actual-vs.-Budget | Difference | % of Budget |
| \$2,074,455 | \$2,033,343 | | \$41,112 | 2% |

Sales Summary: In April, CNA sold **\$142,235** in display advertising into Iowa newspapers.

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 April 26, 2019 Minutes



INF Board of Directors Meeting Minutes

The INF Board met at the Iowa Newspaper Association in Des Moines at 12:40 p.m. with the following members present: Dave Paxton, Albia Union-Republican; Scott Anderson, Ames Tribune; Carl Vieregger, Drake University; Kendra Breitsprecher, Dayton Leader; Mary Ungs-Sogaard, Dyersville Commercial; Alan Mores, Harlan Newspapers; Randy Evans, Iowa Freedom of Information Council; Mark Rhoades, Missouri Valley Times-News; Mark Spensley, Monticello Express; and Brian Steffen, Simpson College. 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 Ungs-Sogaard, seconded by Anderson, the minutes of the February 6 and 7, 2019 board meetings were approved.
- B. On a motion by Spensley, seconded by Vieregger, the board approved the INF Executive Committee's recommendation that the INF Board of Directors shall be 13 Directors and that this number would be communicated to the INF Nominating Committee for future considerations.

Action Agreed Upon:

- C. The board set its next meeting date as Friday, July 19 in Grinnell.

Other items discussed:

- A. The board heard an update from Patterson Plank on the 2018 audit.
- B. The board heard a programming update from Shepherd.
- C. The board heard a development update from Fischer.

There being no further business the meeting was adjourned at 1:07 p.m.

Respectively submitted,
Susan Patterson Plank

? question of the week

If I inadvertently copy an image from the Internet that is copyrighted, can the owner of the copyright collect damages?

We have seen a case where an Iowa publisher found a very generic outdoor photo through Google and posted it to the newspaper's website, not realizing that it was copyrighted. The result was a fine imposed by the owner of the photo. Copyright laws provide automatic protection to authors that "publish" their materials. Registration is not required to invoke copyright protection, but it is a prerequisite to filing suit. Registration of an image, photo, etc. prior to infringement entitles the owner to statutory damages in the event of an infringement, which can vary from \$750-\$30,000 per work. For an "author" to show copyright infringement, he/she must show access to the copyrighted work and that the work displayed or used is substantially similar to the copyrighted work.

CONTACT US



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319 East 5th St.
Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

FREE MEMBER EXCHANGE

▼ HELP WANTED

ACCOUNT EXECUTIVE. The Newton Daily News located in Newton, IA has a sales opening in the Advertising Department. This is an exciting opportunity for those that like to get out and meet people! About This Opportunity: This position is responsible for selling advertising in a variety of print and online products, including but not limited to newspapers, magazines, websites and much more in an established territory. Some sales experience is desired, but we look for a person with personality, drive, and ambition more than just past sales experience. We are always willing to train a person with a great attitude and shows the desire to grow and learn. If you are looking for a career change or new to the workforce and want to join an established but growing company, then we'd like to meet you! The successful candidate must have and maintain a valid drivers license, dependable transportation, and proof of insurance. This position is Monday - Friday and offers base pay along with a generous commission program, making this an excellent opportunity! 0626

ADVERTISING SALES REPRESENTATIVE. The Diocese of Sioux City is seeking an experienced advertising sales representative for its weekly newspaper, The Catholic Globe. High-energy individual responsible for identifying new marketing opportunities and further expansions of existing clients. Duties include writing ad copy and designing layout of ads. Successful candidate must have strong communication skills with 2-4 years previous experience in ad sales and graphic arts, preferably with a newspaper or magazine publisher. Experience with QuarkXpress, Word & Excel preferred, with an understanding of current issues within the church. Benefits package including 401(k) and half-paid Catholic school tuition. Position open until filled. Please send resume, cover letter with salary requirements, and three professional references to: Margaret Fuentes, Director of Human Resources, Diocese of Sioux City, PO Box 3379, Sioux City, IA 51102-3379 Or E-mail: margaretf@scdiocese.org 0522

COMMUNITY JOURNALIST. The Newton Daily News is seeking a community journalist to join its award-winning news staff. This reporter will be responsible for coverage of public safety in Newton and the surrounding area, including the Newton Police Department, Jasper County Sheriff's office and Iowa Department of Corrections. We're looking for a creative writer, comfortable covering crime and courts as well breaking down wider trends in criminal justice impacting Newton. This reporter will split their time between the daily paper and our two weekly newspapers - The Jasper County Tribune and PCM Explorer - and will have the opportunity for general assignment reporting as needed. About This Opportunity: This position is ideal for an entry-level reporter wanting to cover a growing market not far from the Des Moines metro area and is passionate about community journalism. Must be disciplined with meeting short and long-term deadlines, proficient in AP Style, able to shoot their own photos and video. Experience with Adobe InDesign and Photoshop is a plus. The position requires occasional night and weekend assignments. The preferred candidate will have a bachelor's degree in journalism or related field and at least 1 year of deadline-driven reporting experience in a daily newsroom. Must possess and maintain a valid drivers license, dependable transportation and proof of insurance. 0626

EDITOR. The Fort Dodge Messenger, a 7 day a week, morning newspaper in a thriving northcentral Iowa community of 25,000+ is looking for an editor to lead our award-winning newsroom staff. The ideal candidate will be a positive, detailed, hands-on leader who will be involved in communities throughout our region. The successful candidate will have superior news judgment and be deadline oriented. Knowledge of municipal, state, federal workings is necessary. The successful applicant will have superior editing and writing skills, excellent page design skills with knowledge of Quark, InDesign, Excel, Word all crucial. Digitally savvy, including all online platforms, is a must. First Amendment, FOIA and libel knowledge is a plus. Full benefits package including matching 401k. Contact Terry Christensen by phone at 515-573-2141 ext. 211 or by email at tchristensen@messengernews.net . 0529

GENERAL SALES MANAGER. Woodward Community Media (WCM) is looking for a General & Sales Manager of weekly publications to provide leadership for local weekly newspapers and shoppers in eastern Iowa. This position will report directly to the Regional Publisher for the Eastern Iowa Media Group (EIMG). Our Community Media Division's EIMG-South provides web and newspaper/shopper media publications in and around the Mount Vernon, Solon, Central City and Marion, Iowa locations. As a General Manager, you will be in a key leadership role overseeing publishing content and operations related to culture, employee owner development, customer focus, community trends, financial and short/long-term planning, achievement of goals, and open book management. You will champion the division's efforts to achieve company objectives, strategic plans and customer satisfaction. As a Sales Manager, you will lead a team of account executives, to generate advertising revenue that will meet/exceed annual goals, through coaching, development and recognition. To be successful in this leadership role, you will possess a high level of emotional intelligence, problem solving and analytical skills, the ability to think strategically, a drive to succeed and a keen focus on employee development and customer satisfaction. Above average ability to communicate at all levels and knowledge of leadership, participatory management, team dynamics and group process techniques are essential. A four-year degree or equivalent experience and a minimum of five years in advertising, marketing, journalism or a business-related field is required to be successful in this role. A record of continuous learning through seminars, conferences and workshops required. The General-Sales Manager is based out of the Mount Vernon, Iowa location with regular travel to all EIMG-S locations. Travel to other WCM locations required for meetings, training and planning. A valid driver's license and proof of insurance is necessary. To learn more about our employee-owned organization and to apply online, visit our website at www.wcnet.com/careers. The deadline to apply for this exciting career opportunity is May 24, 2019. Woodward Community Media is a division of employee-owned Woodward Communications, Incorporated (WCI), headquartered in Dubuque, Iowa. WCI is an equal opportunity employer. 0522

NEWS REPORTER. Plymouth County's official newspaper, The Le Mars Daily Sentinel, is in search of a news reporter to join our 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

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.

MEMBER EXCHANGE - cont. on page 4



And
Finally

You do not need a parachute to skydive. You only need a parachute to skydive twice.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Foundations: Ledes, Sources and Meetings

MEMBER EXCHANGE - cont. from page 3

news, business and government, to personality features. The ideal candidate should be comfortable with digital photography. Page design abilities and experience with InDesign and Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefits package. Please forward resume, cover letter and clips to Kim Fickett, Editor at senteditor@gmail.com or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, Iowa 51031. No phone calls please. 0821

NEWS REPORTER. The Daily lowegian in Centerville is seeking a full-time news reporter to join its award-winning staff.

This reporter will compliment the Daily lowegian's watchdog focus, reporting on local education, businesses and more.

We seek someone who is curious, a strong writer and learner, and determined to produce important journalism. A recent college graduate or someone with a few years of experience would be well-suited for this position. The Daily lowegian offers great opportunity for reporters to grow in a variety of subjects and mediums.

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.

The Daily lowegian publishes a print edition on Tuesday, Thursday and Friday and operates a seven-day website. This position comes with a competitive salary and benefits.

The lowegian has a marked history in creating important, award-winning journalism despite its status as a small southern Iowa newspaper.

In the last year, the newspaper has reported on news that took honors on a statewide and national scale, facing outlets more than 100 times its size. The lowegian's watchdog reporting on local government consistently earns honors.

A college-degree is not required. On-the-job experience preferred but we'll train the person who is eager to learn and succeed in the field.

Interested candidates should email their resume and writing samples to Daily lowegian editor Kyle Ocker by email at kocker@dailyiowegian.com. 0529

SOLD!

THE WINTERSET MADISONIAN AND SHOPPER

Previously owned by Ted Gorman Acquired by "Madco Media Group"

"I want to thank Ed Anderson of National Media Associates for his professional work on this transaction. Anderson has decades of experience in this area; he really understands the publishing business and was very helpful in effecting a smooth transition right up to the date of closing."

**Ted Gorman, former Publisher
4th Generation owner**

We look forward to speaking with you about the potential of representing you in the sale of your company.

Call my office anytime.

NATIONAL MEDIA ASSOCIATES

Brokers • Consultants • Appraisers

Edward M. Anderson
417.338.6397 Fax: 417.338.6510
P.O. Box 2001 Branson, MO 65615

Thomas C. Bolitho
580.421.9600 Fax: 580.332.3949
P.O. Box 849 Ada, OK 74821

▼ 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.

Profitable weekly newspaper for sale in Winfield, IA. Covers 4 communities/3 school districts. If interested contact: robin.therme@gmail.com.

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, dtappnews-brokerageofiowa@gmail.com, 319-350-2770.

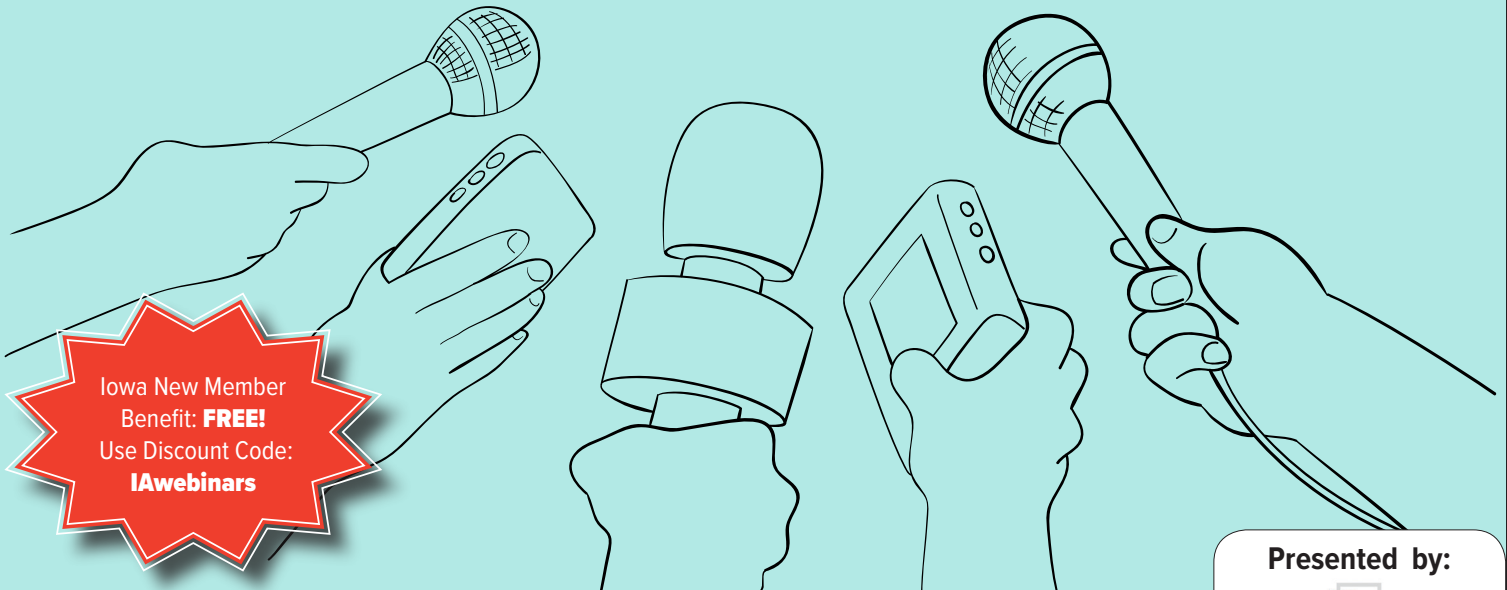
Two Weekly Newspapers: Great opportunity for first-time owner or company seeking to expand to West Central Iowa. Can be purchased individually or as a pair. Great community support; city, county, school legals. Contact WCIA, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Just listed! County seat weeklies with top line revenues at \$1.4M. Over \$200k in cash flow. This listing won't last long. Please call today--Edward Anderson, Broker--National Media Associates--417-338-6397 or email: brokered1@gmail.com



An Iowa Newspaper Foundation webinar...

FOUNDATIONS: LEDES, SOURCES AND MEETINGS



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

Thursday, May 23
1:00-2:00 p.m.

Registration Deadline: May 20
Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

During this session, we'll dig into some of the foundations of journalism:

- We'll take a comprehensive look at ledes and what makes them jump. And while we're at it, how can we take a story, and start preparing for a follow-up or bigger story?
- Getting sources and maintaining them is half the job. This session will discuss how to approach the people you need to know on your beat and how to build mutually rewarding connections with sources.
- How do you make the most out of every meeting, including a better attack on print and digital, and a bona fide roster of enterprise stories in the future? We'll look at proactive tactics to keep meeting coverage relevant.

The presenters...

Tim Schmitt



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 News in New York, where he led an award-winning editorial page. He has worked as an editor, staffer and longtime contributor with the Arizona Daily Sun, the Mesa Tribune, the Arizona Republic, the Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.

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Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *Foundations: Ledes, Sources and Meetings* webinar **Thursday, May 23**

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: May 20

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

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.