



Iowa Newspaper Association Bulletin

www.INAnews.com

► president's report

The Foundation successfully pivots

MARK SPENSLEY

2020 IOWA NEWSPAPER FOUNDATION PRESIDENT
MONTICELLO EXPRESS

The Iowa Newspaper Foundation was uniquely positioned to navigate the online world of 2020 due to the work done by INF board members, committees, and staff in previous years. When other organizations were scrambling to move business online, the INF had already provided hundreds of online training programs and was well-versed in the ever popular, Zoom.



Mark Spensley

Over the past year, we have continued to impact newspapers across Iowa and the nation through high-quality, accessible programming. Some highlights from the Foundation's 2020 year include:

- 25 new Online Media Campus webinars that reached at least 2,300 views. This does not include the 145 archived webinars also available for download through Online Media Campus!
- The INF Annual Writing Workshop (formerly Mauck Stoufer) transitioned online with a half-day opening educational session followed by three weeks of top-

notch mentor opportunities. Registrations maxed out and feedback from participants on the experience was overwhelmingly positive.

- INF's new summer camp partnership program Media Now, provided intense online training for more than 80 Iowa high school journalism students over the course of three-days.
- The Iowa Newspaper Association, the Minnesota Newspaper Association and the Wisconsin Newspaper Association joined forces to plan two days of top-notch training for the Tri-State Virtual Convention. Register your team today to take advantage of this great opportunity.
- The INF Better Newspaper Contest brought in nearly 3,000 entries. The contests are a critical piece to INF's fundraising efforts. Awards will be announced online February 11, 2021. Please consider gathering your team for your very own watch party!

None of this would be possible without the support of our member newspapers and individual donors. Newspapers who participate in our Pages for the 21st Century or Kitty fundraisers along with individual donations underwrite nearly \$140,000 of our costs each year. We are grateful for your continuing support.

ANNUAL MEETING

The Annual Meeting that is normally scheduled during the INA Convention and Trade Show will be on Thursday, January 28th at 3:00 p.m. Publishers, General Managers and members are encouraged to attend. This business meeting is held for electing directors and other business that may come before the meeting. This year's meeting will be held via Zoom. Along with the electing of directors, members will hear an update from the three board presidents along with a legislative update from the INA executive director.

Please plan to attend. The Zoom link is: <https://us02web.zoom.us/j/89939587425>

CALENDAR of EVENTS

SAVE THE DATE

2021 Tri-State Newspaper
Convention
February 4-5, 2021

INA Virtual Awards
Ceremony release
February 11, 2021
@ 4 p.m.

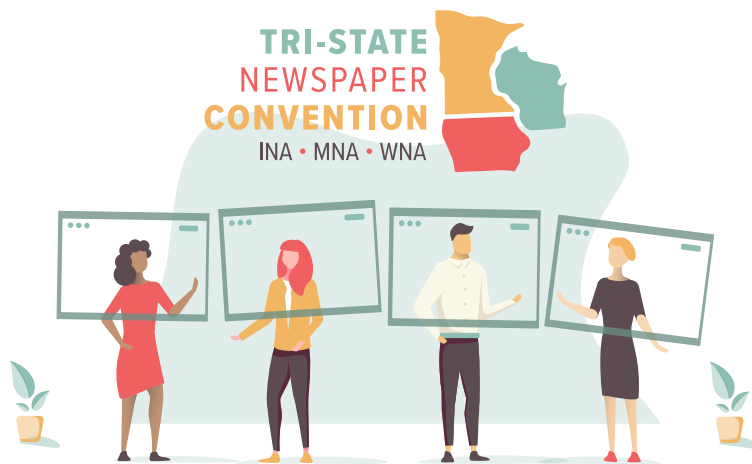
WEBINARS

The (in) boxing match: Why
is everyone talking about
email?
Friday, February 12

MEETINGS

INA, INF & INA Services
Company Board Meeting
Thursday, January 28
@ 1 p.m.

Annual Meeting
Thursday, January 28
@ 3 p.m.



REGISTRATION DEADLINE: MONDAY, FEBRUARY 1

join our **virtual** event **February 4-5, 2021**

Visit tinyurl.com/tristate2021 to view the agenda!

Session sneak peek! *Don't miss Russell Viers at the 2021 Tri-State Newspaper Convention*



Russell Viers

ALTERNATIVES TO THE CREATIVE CLOUD

Friday, February 5 from 9-10 a.m.

Adobe's Creative Cloud has proven to be the most powerful set of tools for publishing on the market. Unfortunately, with the subscription model they imposed years ago, keeping current with it is beyond the budgets of many of today's smaller newspapers. Fortunately, there are alternatives to the Adobe tools that are within most budgets and are usable for today's publishing needs.

Some of the topics covered include:

- What tools do you really need?
- Changing workflow to reduce cost
- Photoshop alternatives
- Page layout options
- What about PDFs
- Are there good ad creation tools
- Ideas for converting to new software
- Conversion plans and ideas

ADOBE'S PHOTO TOOLS ECOSYSTEM

Friday, February 5 from 1-2 p.m.

The needs of publishing and digital photography have moved beyond the capabilities of Photoshop alone. The days of taking a few photos, choosing the one you want, and adjusting it are over. Now we take digital cameras to an event, shoot far more shots than we need (just in case), then need to quickly sort the ones we want, adjust, apply info, and move on to other projects. Thankfully, Adobe has given us a bevy of tools to help us with our demanding modern photo adjustment needs.

- Working collaboratively in a photo adjustment workflow
- Why Bridge matters
- Adjusting in the field with Lightroom Mobile
- Lightroom vs. Camera Raw Filter
- Adjusting many photos simultaneously
- Where does Photoshop fit?
- From Camera to export workflow ideas for faster results

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INA LEGAL HOTLINE

515-283-3100 (*paid service*)

Pauling nominated to INA Services Company board

INA Services Company Nominating Committees has nominated Chad Pauling for a new board term beginning in February 2021. Board elections will be conducted during the INA's Annual Meeting on January 28.



*Board elections
will be held
January 28*

CHAD PAULING - INA Services Company Nominee



Chad Pauling

TITLE: Publisher

NEWSPAPER: The Sioux City Journal

PROFESSIONAL BACKGROUND: I have been with the Sioux City Journal for 12 years. I took over for Ron Peterson as the publisher of the paper in June of 2019. Ron was a mentor to me and I appreciate all his guidance. Before becoming the publisher I served in various leadership roles with the company after being promoted from the sales team. Before joining the Journal I worked as a sales executive and system management expert with Verizon Wireless and before that I was a key FOH manager with Outback Steakhouse. I enjoy working in the team environment we have here at the Journal and love sharing my knowledge and insight.

FAMILY: I have been married for 11 years to my wife, Shannon Pauling, and we have 2 wonderful children, Emily (8) who loves to read, and Landen (almost 6) the daredevil.

OFF THE JOB INTERESTS: During the warmer months, I love to camp, fish, boat, and play golf. When the weather turns cooler I enjoy playing fantasy football, watching my Dallas Cowboys or Michigan Wolverines play, even though they've been losing a lot lately, and competing in various rec leagues.

AREAS OF MOST INTERESTED RELATED TO INA: I am looking forward to meeting and networking with my peers across the state of Iowa. I have a passion for marketing, media, and helping my community. I hope to share my passions with this group in an effort to improve newspapers across the state.

First installment of INA police video investigative series available this week!

The Iowa Newspaper Association launched a statewide project focused on police video rules, regulations and associated policies late last year. Since the launch of the project, over 50 different journalists from across the state have requested copies of these policies from local police departments, sheriff departments and other law enforcement agencies.

This multi-part series of investigative articles are being made available without charge to all INA members.

The first part of the series highlights that a decade after law enforcement agencies in Iowa started using body cameras, there are a widely-divergent and unregulated system of rules and policies in place, according to a review of more than 200 policies. Those disparities can endanger the ability of everyday Iowans to answer questions about a family member's death or prove their innocence. This story, the first in the In Focus series, will highlight disparities in video use, retention and public release, along with examples of police videos that have been made available through the efforts of Iowa newspapers and the public.

The installment will be available to all INA members for download by Thursday, Jan. 28. The story should be embargoed until Sunday, Jan. 31 for print and until



Monday, February 1 for online. We strongly encourage all newspapers to download and use the story and available graphics. If you are interested in access, please fill out the publication sign up form at <https://inanews.com/membersonly/infocus> (the password news), to sign up. The link is on the right hand side. Those requesting access by Friday, January 29 will receive instructions on how to download the first installment in the series.

The Iowa Newspaper Association would like to thank the project team of Jared Strong, Carroll Times Herald; Erin Jordan and Zack Kucharski, Cedar Rapids Gazette; and Jason Clayworth, formerly of The Des Moines Register and the over 50 journalists from across the state who assisted in gathering policies.

To learn more about the project, upcoming stories and how you can help, visit <https://inanews.com/membersonly/infocus> which is available in the member area with the password news.

Repeat after me: Let the public know

RANDY EVANS, EXECUTIVE DIRECTOR
IOWA FREEDOM OF INFORMATION COUNCIL

The purpose was pretty simple when the Iowa Legislature wrote the state's public meetings law many years ago:

Government boards are required to announce their meetings at least one day in advance, and officials must tell the public what will be discussed and voted on.

People are entitled to participate in our democracy by attending these meetings, so they can understand what the law calls "the basis and rationale" for government decisions.

If that was unclear to anyone, lawmakers added a second sentence to that declaration: "Ambiguity in the construction or application of this chapter should be resolved in favor of openness."

Today, we are in the middle of the worst health crisis since the early 1900s. A dozen or more people die in Iowa each day from coronavirus, and hundreds more contract the disease. Government officials across Iowa are making decisions about the virus that affect all of us.

But officials in Floyd County seem to have forgotten about truly informing the public before they meet.

It is unfortunate that some members of the Iowa Public Information Board, which is supposed to referee possible violations of the law, seem not to grasp the significance of the Floyd County case.

Last week, the state board heard a citizen complaint about the advance notice the Floyd County Board of Supervisors provides for its meetings. While that might seem fairly mundane, the ruling the state board hands down next month could provide government officials across Iowa with a road map for evading an important requirement in the law.

For their past 30 meetings, the Floyd County supervisors have included an item on each tentative agenda that says, somewhat cryptically: "Review/Action coronavirus (COVID-19) issues as applicable."

State and local government boards must inform the citizens what issues and topics will be discussed and acted upon at each meeting. But the Floyd County agendas do not meet this requirement.

The wording on Floyd County's agendas is not sufficient to inform the public of what aspect of "coronavirus issues" will be discussed or acted upon. That omission deprives people of knowing whether a topic they care deeply about will come up, because a multitude of issues fall under the coronavirus umbrella.

Subjects include setting up test sites, the trends in positive case numbers and deaths, and noteworthy outbreaks in care centers or large employers in a county.

In Floyd County, there have been concerns about



Randy Evans

coronavirus cases among employees in courthouse offices, about public access to the building, cleaning and sanitation procedures county employees follow, and more recently, whether to require masks for employees and visitors in the courthouse.

In some counties, topics for discussion have included food insecurity among unemployed and low-income residents. Counties also have discussed assistance for renters and small businesses and county budget implications caused by the virus. In recent weeks, supervisors in all counties have dealt with issues of vaccine supplies and plans for inoculating residents.

The residents of Floyd County --- and the 98 other counties in Iowa, too --- deserve to be told what topics related to the disease are coming up for discussion or action at the next meeting of the county supervisors.

Residents should not have to guess. A cryptic, catch-all agenda item like Floyd County's is not adequate. People should be clearly informed so they can express their opinions to their officials.

I'm not the only person who believes this.

In 2002, Attorney General Tom Miller's staff issued guidance to government officials on agendas. That guidance was direct: "Agendas must provide notice sufficient to inform the public of the specific actions to be taken and matters to be discussed at the meeting."

The Iowa Public Information Board's own guidance says agendas "must include more information than simply reciting such catch-all terms as ... 'old business;' 'new business;' or by using the same agenda contents for meeting after meeting."

Nevertheless, the staff of the state board recommended last week that the Floyd County citizen's complaint be dismissed as "legally insufficient" for the case to proceed.

The state board voted to delay its decision for a month. But one member said she does not believe the board has authority to accept the Floyd County case because county supervisors followed their attorney's legal advice when the agenda was issued without mentioning specific coronavirus matters that would be taken up.

The public meetings law states, "Ignorance of the legal requirements of this chapter shall be no defense to an enforcement proceeding brought under this section."

That applies irrespective of whether the ignorance is that of the supervisors, their lawyer who gives bad advice, or members of the Iowa Public Information Board who forget the policy declaration that says any ambiguity in the public meetings law should be resolved in favor of openness.

Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at IowaFOICouncil@gmail.com.

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FREE MEMBER EXCHANGE

▼ HELP WANTED

ADVERTISING SALES OPPORTUNITIES. Eastern Iowa Media Group - Mount Vernon/Lisbon Sun in Mount Vernon, Iowa. Support your business community and your neighbors with local advertising in print and online. This position is full-time, ensures a competitive wage and is eligible for a truly comprehensive benefit package. Apply online and include your resume and a cover letter. The Mount Vernon/Lisbon Sun is a product of Woodward Community Media, a division of Woodward Communications, Inc. Account Executive - Outside Sales - EIMG-S - Mt. Vernon wcinet.com/careers 0224

ADVERTISING SALES OPPORTUNITIES. Eastern Iowa Media Group - Solon Economist in Solon, Iowa. Support your business community and your neighbors with local advertising in print and online. This position is full-time, ensures a competitive wage and is eligible for a truly comprehensive benefit package. Apply online and include your resume and a cover letter. The Solon Economist is a product of Woodward Community Media, a division of Woodward Communications, Inc. Account Executive - Outside Sales - EIMG-S - Solon wcinet.com/careers 0224

FEATURE/SPORTS REPORTER. Feature/Sports reporter needed for The News of Kalona Iowa. Must be able to cover meetings, do features and help with covering high school sports events. Full or part time position Must also be able to do some photography. Hourly pay depends on ability and experience. Contact Ron Slechta, The News 319-400-7072 or publisher@thenews-ia.co.m

MANAGING EDITOR. Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is seeking a managing editor for our community newspaper group based out of Seward, Neb. Duties will include managing an editorial staff, story assignments, reporting, photography and oversight of our online digital products. If you're an experienced journalist, with good management skills, this could be a great opportunity for you. We're looking for someone who has a love of community journalism, and can bring new ideas to the table to help us better serve our communities. At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations with 12 community newspapers in Nebraska and Iowa. We offer competitive pay, paid vacation, health insurance, retirement plan and other benefits. Let us tell you more about this great opportunity. Please send your resume and cover letter to Group Editorial Director Leeanna Ellis: editor@enterprisepub.com

NEWS REPORTER. The Le Mars Daily Sentinel, a four-day-a-week newspaper in northwest Iowa, seeks a motivated news reporter who can generate ideas, turn in accurate and well-organized stories, meet daily deadlines and work well with our newsroom. The ideal candidate must have experience using InDesign and be comfortable with digital photography. The Daily Sentinel also offers a competitive starting salary and solid benefits package. Please forward resume, cover letter and clips to Kim Fickett, senteditor@gmail.com, or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, IA, 51031.

MANAGING EDITOR. What's not to like? Great newspaper town, big coverage area, assistant editor, sports editor, experienced ad and design staff, publisher from the news side, insurance and benefits, family ownership that cares about the product in addition to the bottom line - how does it get better in this modern media age? So, are you

interested in discussing being the next managing editor of the Kossuth County Advance in Algona, where you will plan, write, shoot, design and impress the community with a great product? Are you ready to step in where our retiring ME is leaving off? Email your credentials, list of skill sets, accomplishments and resume to publisher@algona.com. This position requires relocation to the immediate area. All applications held in the highest confidence.

REPORTER. The Globe Gazette in Mason City seeks a talented reporter who can apply their skills as an insatiably curious and colorful writer to our education and public safety beat. We aim high - we're looking for someone who understands and believes in using analytics as a tool to help inform coverage, who can respond quickly and accurately to news as it develops and who can dig deep and ask tough questions as a watchdog. If you can only write institutional stories, this is not the job for you. Social media and mobile reporting skills (photography, video, Facebook Live) are also a must. So, what do you get? A close-knit, collegial newsroom with editors ready and willing to push you to do your best work. Some of the lowest living costs in the Midwest and a home less than a day's drive away from Minneapolis/St. Paul, Chicago, St. Louis, Kansas City and five Major League ballparks. Competitive wages, benefits, vacation time and a 401K are part of the package. Please submit a resume, cover letter that explains what you'd do to develop education and public safety sources in Mason City and five of your best clips with your online application. The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit <http://www.lee.net>. Drug free and Equal Opportunity Employer. 0217

▼ FOR SALE

NEW LISTING! For sale: Bunn Tying machine for sale. Very little use. Excellent condition. \$300 or OBO. Call Jeff Wagner at The N'West Iowa REVIEW by phone at 712-348-3351 or email jwagner@iowainformation.com.

For sale: Northwest Iowa weekly newspaper with supplement and printing shop. County legal plus legal for four towns. Newly remodeled brick/block building, equipment, large inventory included. Selling because of age/health. Phone 712/230/1405 or e-mail rouse@nethtc.net

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.

MEMBER EXCHANGE - cont. on page 5



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- The (in) boxing match: Why is everyone talking about email?

local & personal

The Iowa Supreme Court appoints Jim Johnson, managing editor of the Southeast Iowa Union, to serve as the news media coordinator for Region 13, which includes Des Moines, Henry, Lee, Louisa and Washington counties.

Wally Johnson passed away January 16, 2021 at age 86 in Waukon, Iowa. After graduating from Drake University, Wally took a job at the Burlington Gazette. In 1957, Wally was offered a job at the Eagle Grove Eagle, where he and his family resided for five years. In 1962, Wally, with co-investors, purchased the newspapers Waukon Republican-Standard and Waukon Democrat, from Leslie and Louis Hull. He was managing editor/publisher in Waukon until 1986. Wally also helped out with ad sales and photography for the newspaper during this time. In 1981, Wally's son Tom joined the newspaper staff. Together they co-published Waukon Newspapers until 1986.

MEMBER EXCHANGE - cont. from page 4

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.

FEBRUARY 11

2021
4:00 P.M.

VIRTUAL
AWARDS
CEREMONY

SAVE THE DATE!



An Iowa Newspaper Foundation webinar...

THE (IN)BOXING MATCH: WHY IS EVERYONE TALKING ABOUT EMAIL?

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

Friday, February 12 · 1-2 p.m.

Registration fee: FREE · Deadline: February 9

IN THIS WEBINAR...

They say "what's old is new again" and it seems email is no exception. Publishers large and small are finding success in connecting with audiences more frequently and personally via email newsletters and campaigns. In this session, we'll cover best practices for email marketing, provide examples of emails done well, and explain some of the potential pitfalls to look out for when using email as an engagement tool.

THE PRESENTERS...

Tyson Bird



Tyson Bird is from Sandpoint, Idaho and studied journalism graphics and entrepreneurial management at Ball State University. Bird currently works for Texas Highway Magazine in Austin, Texas as a digital strategy manager. He creates digital experiences that get audiences excited about travel and tourism in the great state of Texas. Bird loves talking about the many intersections of design, product and our world.



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