



Iowa Newspaper Association Bulletin

www.INAnews.com

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

BREWING UP BUSINESS
Breweries in the Corridor face many obstacles as they navigate pandemic
Business 300, 1P

Police Video CAN BE REVEALING
if public is allowed to see

More kids in class risks less distancing
School officials worry they

Push for higher wage endangers pandemic aid
Senators could start debating

IN FOCUS | A SPECIAL REPORT

Body cameras/Policies vary

ON THE POLICE
BY JARED STRONG

IF BODY CAMERAS
ARE USED

POLICE MUST
KNOW WHEN

CONTRAST
POLICE VIDEO

IN PERSON CLASSIFY?
Area administrators weigh
in on new school legislation
Page 1P

MEADOKETA
Sentinel Press

IN FOCUS:
Iowa police video is sometimes revealing — if the public is allowed to see it

Victims and reporters often have to go to court to gain access

Statewide project traces to Jackson, Clinton counties

New city leader sought
Inspector possible
Mayor's manager

YMCA to offer Saturday Sizzler

Eighteen MCSD teachers retiring
Retirement incentive aims to save district money

The Cedar Rapids Gazette published the first installment of the series on January 31, 2021. Maquoketa Sentinel Press published the first installment of the series on February 3, 2021

First installment of INA police video investigative series available!

INA members have started publishing the series in their local newspapers



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.

Some INA members have already taken advantage of multi-part series of investigative articles, available without charge to all!

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, highlights 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 became available to all INA members for download Thursday, Jan. 28. 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://innews.com/membersonly/infocus> (the password news), to sign up. The link is on the right hand side. Those requesting access 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://innews.com/membersonly/infocus> which is available in the member area with the password news.

meeting minutes

Iowa Newspaper Association Board of Directors | January 28, 2021



INA Board of Directors Meeting Minutes

The INA Board via Zoom at 10:00 a.m. with the following members present: Kristen Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Christopher Hall, Charles City Press; Matt Grohe, Clear Lake Mirror Reporter; Debbie Anselm, Davenport Quad-City Times; Bill Tubbs, Eldridge North Scott Press; Terry Christensen, Fort Dodge Messenger; Jaime Zweibohmer, Humboldt Independent; Jason Brummond, Iowa City Daily Iowan; Abigail Pelzer, Marshalltown Times-Republican; Trevis Mayfield, Maquoketa Sentinel-Press; Tom Hawley, Mount Ayr Record-News; Jeff Wagner, Sheldon N'West Iowa REVIEW and Paula Buenger, Spencer Daily Reporter. Also present were Susan Patterson Plank, INA; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

Votes taken:

- A. On a motion by Christensen, seconded by Grabinoski, the minutes of the November 12, 2020 board meeting were approved.
- B. On a motion by Hall, seconded by Anselm, the minutes of the December 16, 2020 board meeting were approved.
- C. On a motion by Pelzer, seconded by Mayfield, the board approved the recommendation of from the INA Bylaws Ad Hoc Committee to make changes to 3.4 Qualifications of Academic Members.

Action agreed upon:

- A. The board discussed the executive director review process. The board made the decision to have form an ad hoc committee with representation from INA, INF and INA Services Co. Boards.
- B. The board reviewed an associate member request and directed the staff to work with incoming INA President to form an ad hoc committee to review issues concerning digital membership.
- C. Grohe and Christensen agreed to attend the new board orientation scheduled for March 12.

Action agreed upon:

- A. The board heard an update from Patterson Plank on the year-end consolidated financials.
- B. The board received a board attendance report.

The meeting was recessed at 2:05 p.m. to conduct the Annual Meeting of the INA Services Co.

The meeting was reconvened at 2:07 p.m.

The meeting was recessed at 2:30 p.m.

The meeting was reconvened at 3:24 p.m. on for the election of officers.

A quorum was present.

Votes taken:

- C. On a motion by Grohe, and seconded by Wagner, the following slate of officers was elected:
 - President - Terry Christiansen, Fort Dodge Messenger
 - Vice President - Debbie Anselm, Davenport Quad-City Times
 - Sec/Treasurer - Trevis Mayfield, Maquoketa Sentinel-Press
 - Member-at-large - Abigail Pelzer, Marshalltown Times-Republican
 - Executive Director - Susan Patterson Plank, Iowa Newspaper Association

The meeting was adjourned at 3:26 p.m.

Respectfully submitted,
Susan Patterson Plank

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INA LEGAL HOTLINE

515-283-3100 (paid service)

FEBRUARY 11

2021

4:00 P.M.

VIRTUAL
AWARDS
CEREMONY

SAVE THE DATE!

A link to the presentation will be available at INAnews.com

IowaWatch offers news stories for free

Stories from IowaWatch - The Iowa Center for Public Affairs Journalism are open to any Iowa news outlet to republish, with appropriate credit given to the decade-old nonprofit news outlet.

Executive Director Suzanne Behnke offered these tips:

- Email her at suzanne-behnke@iowawatch.org to be added to the distribution list.
- When a story is published, an email with directions, the story text, photos, and cutlines is sent to the list.
- News outlets may use part or all of a story.
- You may go to iowawatch.org and republish stories or parts of stories that are not the newest one. All are open source. IowaWatch asks for credit to be given to it.

"We want to add to the body of great journalism being produced by Iowa journalists," said Behnke. "IowaWatch understands newsrooms run on fewer resources and the goal is to help fill in gaps. The center welcomes any and all outlets using these stories."



Suzanne Behnke, executive director-editor of IowaWatch, teaches a journalism course in September 2020 at Simpson College. (Photo by Shandy Mikkelsen)

Iowa Public Information Board 2020 year-in-review

The Iowa Public Information Board (IPIB) celebrated its seventh full year of operation in 2020. Created in 2012, IPIB is a free source of information for citizens and public officials on open meetings and public records laws. When there is a dispute involving these laws, the IPIB can resolve it inexpensively and efficiently.

The IPIB also provides public information and training opportunities on open meetings and public records laws. The IPIB is easily accessible to the public. It is located on the third floor of the Wallace Building, maintains a website at www.ipib.iowa.gov, and can be reached by telephone at 515-725-1781.

Iowans frequently turn to the IPIB as a resource. In 2020, 743 inquiries or actions were opened. This is on par with the last few years. Iowans from at least 83 of the 99 counties contacted the IPIB office.

The IPIB website also experienced a significant activity with 20,408 visitors in 2020. Around 86 percent of these visitors were first-time contacts.

The IPIB acts with speed. Of these 743 matters, most were resolved in less than a day, and 80 percent were resolved in five calendar days or less.

In addition to the 20,408 visitors to the IPIB website, members of the media (13%), citizens (49%), and government officials and staff (38%) also made direct contact with the IPIB in 2020.

The IPIB continues to conduct training presentations throughout the year upon request. Another resource is a monthly informational column on topics of current interest. A slide presentation on the

fundamentals of open meetings and public records is also available on the IPIB website.

In 2020, the IPIB also presented state-wide training on promoting transparency during the COVID-19 restrictions and safety concerns. The website also provided information on this topic.

For more information on the activities of IPIB, or to learn more about IPIB's past performance, view our annual reports on the IPIB website.

Opinions, rulings, FAQs, monthly columns, and training documents are also 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.

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? During the month of January 2021, 49 contacts were made with the Iowa Public Information Board office.

WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE? Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the website. In January 2021, 49 identifiable people contacted the IPIB. Of these, 29 were private citizens, 16 were government officials or employees, and 4 were members of the media.

In the month of January 2021, 74% of the incoming contacts were resolved the same day, 14% were resolved in one to five days, and 12% were resolved in six or more days.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	DECEMBER TOTALS
6	0	0	5	31	7	49

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@nethhc.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?

MEMBER EXCHANGE - cont. from page 4

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumé's 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.



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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