

February 10, 2021



Volume 38  
Issue 6

# Iowa Newspaper Association Bulletin

[www.INAnews.com](http://www.INAnews.com)

## CALENDAR of EVENTS

### **SAVE THE DATE**

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



FEBRUARY 11

2021

4:00 P.M.

**VIRTUAL  
AWARDS  
CEREMONY**

## JOIN US TOMORROW AT 4 P.M.

A link to the presentation will be available at [INAnews.com](http://INAnews.com)

Use the hashtag **#INA2021** to help us celebrate!

# meeting minutes

## Iowa Newspaper Foundation Board of Directors | January 28, 2021



### INF Board of Directors Meeting Minutes

The Iowa Newspaper Foundation Board via Zoom at 1:00 p.m. with the following members present: Kendra Breitsprecher, Dayton Leader; Chris Conetzkey, Des Moines Business Record; Carl Vieregger, Drake University; Randy Evans, Iowa Freedom of Information Council; Mike Ralston, Iowa Association of Business & Industry; Corey Lindsey, Leon Journal-Reporter; Mark Rhoades, Missouri Valley Times-News; Mark Spensley, Monticello Express and Brian Steffen, Simpson College. Also present were Susan Patterson Plank, INA; Angie Ahrens, INA; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

#### Votes taken:

- A. On a motion by Ralston seconded by Evans, the minutes of the November 12, 2020 board meeting were approved.
- B. On a motion by Rhoades, seconded by Steffen, the board approved a policy that provides for INF account balances that have reached 90 days, that payment may be obtained by deducting the amount due from future checks for advertising from Customized Newspaper Advertising.

#### Action agreed upon:

- A. The board directed the staff to re-open the Strong Communities Strong Newspapers Grant Fund in the spring 2021.

#### Other items discussed:

- A. The board heard an update from Shepherd on the Tri-State Convention being held by the Iowa Newspaper Association, Minnesota Newspaper Association, and the Wisconsin Newspaper Association on February 4 and 5.
- B. The board heard an update from Patterson Plank on the In Focus (police video) Project
- C. The board heard a Tri-State Convention and programming update from Shepherd.
- D. The board received a board attendance report.

There being no further business the meeting was recessed at 1:34 p.m.

The meeting was reconvened at 3:27 p.m. for the election of officers, with a quorum present. Also present were Susan Patterson Plank, and Samantha Fett, INA Services Co.

#### Votes taken:

- A. On a motion of Ralston, seconded by Lindsey, the following slate of officers was elected:
  - Mark Spensley, Monticello Express, President
  - Dave Paxton, Iowa Freedom of Information Council, Vice President
  - Chris Conetzkey, Des Moines Business Record, Secretary/Treasurer
  - Kendra Breitsprecher, Dayton Leader, Member-at-large

Additionally, the INA Board has selected Kris Grabinoski, Armstrong Journal as its representative on the INF Board.

There being no further business, the meeting was adjourned at 3:28 p.m.

Respectfully submitted,  
Susan Patterson Plank

## CONTACT US



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Website [www.INAnews.com](http://www.INAnews.com)

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

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#### Sales and Marketing Director

Samantha Fett  
ext. 140 [sfett@cnaads.com](mailto:sfett@cnaads.com)

#### Communications Director

Cicely Gordon  
ext. 133 [cgordon@inanews.com](mailto:cgordon@inanews.com)

#### Media Director

Autumn Phillips  
ext. 136 [aphillips@cnaads.com](mailto:aphillips@cnaads.com)

#### Program Director

Jana Shepherd  
ext. 159 [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

#### Technology & Digital Development Manager

Susan James  
ext. 129 [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

#### Iowa Newspaper Association

Karen Spurgeon, Bloomfield Democrat  
641-664-2334  
[karen@bdemo.com](mailto:karen@bdemo.com)

#### INA Services Company

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#### Iowa Newspaper Foundation

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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)

Reports the monthly sales activity of Customized Newspaper Advertising. Figures compare each month to the year before and 2021 sales with budgeted projections.

2021	2020	JANUARY SALES	Difference	% Increase
\$268,463	\$808,346		-\$539,883	-67%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$268,463	\$545,000		-\$276,537	-50.5%

**Monthly Sales Summary:** In January, CNA sold **\$119,148** in display advertising into Iowa Newspapers.



# Initiate conversations with your readers

**JIM PUMARLO**

A reader questions your policy for reporting suicides. A retailer challenges your staff to produce timely and relevant business news. A reporter is confronted for printing a press release charging a candidate with unfair campaign practices without contacting the accused for a response. A family member gets emotional over publication of an accident photo.



These scenarios plus many more are excellent topics for newsroom discussion. Most editors will likely respond directly to the individuals who raise the questions.

But how many newsrooms explain their policies and operations to readers on a regular basis? A column by the editor or publisher should be a fixture if you want to connect with readers.

Fresh off a contentious election season, this is an excellent time to review and identify ways to communicate with readers. Election coverage always prompts questions from readers on everything from candidate announcements to the rollout of press releases to treatment of letters to the editor.

My recommendation: Be on the offense. First, don't let questions fester. Respond immediately to individual inquiries. Second, communicate with your entire readership. If the question is on the mind of one person, it's likely piqued the interest of others, too.

Educating readers on a variety of topics should be a priority. What are your guidelines for wedding, engagements and obituaries? Do you publish photos of all proclamations—why or why not? What circumstances warrant publishing the salaries of public officials? Which public records do you regularly monitor and publish?

The lineup of issues is endless.

A newspaper's role as a government watchdog provides ample opportunities for initiating conversations with readers as well. Why should readers care about changes in a state's open meeting law? Why does a newspaper demand the names of finalists for key public officials? How does a proposed privacy law threaten the disclosure of information vital to citizens' everyday lives?

Columns are also a great tool to preview special projects and explain everyday coverage. Newspapers devote a great deal of time and talent reporting on local governing bodies; a column might educate readers why your staff cannot be everywhere and why an advance can be more important than attending a meeting. Crime and courts coverage, by its nature, draws a chorus of detractors; the hows and whys of your process are ready-made content.

Three points are important when detailing newspaper policies and operations:

- Have the same person — preferably the editor — communicate policies. It's OK to acknowledge differences of opinion among staff, but one person should be the liaison to readers. Be certain to share policies with all newspaper employees. Remember those on the front line — the receptionist — who will likely be the first to field a question or complaint. Receptionists should direct inquiries to the appropriate person.
- Be open to feedback and criticism. Policies, to be effective, must have a foundation of principles. They also should be subject to review and tweaking, depending on specific circumstances.
- Don't be afraid to accept mistakes or errors in judgment. Saying "we erred" will go a long way toward earning respect and trust from readers.

Talking with individuals inside and outside your newspaper family is an important aspect of developing policies. Connecting with as many people as possible guarantees thorough examination of the various perspectives. The more opinions received, the stronger the policies will be.

Editors and publishers still must make the final decision. But readers will appreciate that policies are not made on a whim.

*Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at [www.pumarlo.com](http://www.pumarlo.com) and welcomes comments and questions at [jim@pumarlo.com](mailto:jim@pumarlo.com).*

# 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](http://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](http://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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:scenictrailmediabrokers@gmail.com) for more information.

MEMBER EXCHANGE - cont. on page 5



## ▶ local & personal

Gene Paul Andrews, the son of Wilbur Arthur and Flossie (Surber) Andrews, was born July 12, 1937, on a farm in Dallas County. He attended Washington Township school, graduating in 1955. He worked construction for 2 years before he attended the University of Iowa for a semester to learn vocational studies of printing and journalism. He moved to Anita in 1958 to begin working at the Anita Tribune. There he met and married LaDonna Christensen on April 21, 1962. They are the parents of two daughters, Dana and Deanna. Gene bought The Anita Tribune in 1975 and owned it until his death. He was a big part of the community; he was a member of the Anita Chamber of Commerce, serving several terms as president; was a member of the Anita School Board and served on the Anita City Council; was a member of the Lions Club, the Quasquicentennial Board and a member of the Anita Volunteer Fire Dept. for 16 years, serving as captain of the ambulance crew for 14 of those years.



Iowa Newspaper Association

## Bulletin

[www.INAnews.com](http://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](http://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@inanews.com](mailto:cgordon@inanews.com).



# Thank you to over 500 people who attended!

Fun facts and photos will be featured in next week's Bulletin!



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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