

March 10, 2021



Volume 38
Issue 10

Iowa Newspaper Association Bulletin

www.INAnews.com

Thank you to our State Wrestling photo pool photographers!

CALENDAR of EVENTS

WEBINARS

Programmatic Advertising
Demystified
Thursday, March 25

MEETINGS

INA, INF, INA Services
Company Board Meetings
Friday, April 23
@ 10 a.m. via Zoom



KRISTI NIXON
Mid-America Publishing



TROY HYDE
Newton News



ROY TUCKER
Freelance Photographer



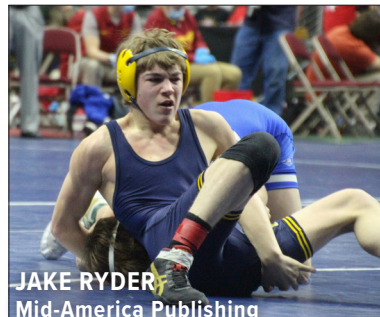
SCOTT SPURGEON
Bloomfield Democrat



KYLE OCKER
Oskaloosa Herald



JARED LARSON
Mid-America Publishing



JAKE RYDER
Mid-America Publishing



MATT GENGLER
Missouri Valley Times



MARY KLAES
Freelance
Photographer



JASON REEVES
Freelance
Photographer

We are also very grateful for INA technology and digital development director, Susan James. She organized this year's photo pool and went above and beyond to deliver our members the photos they needed for publication

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.

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	FEBRUARY SALES	Difference	% Increase
\$412,524	\$468,137		-\$55,613	-12%

2021	2020	Year-to-Date Sales	Difference	% Increase
\$680,987	\$1,276,483		-\$595,496	-47%

Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$680,987	\$1,095,000		-\$414,013	-38%

Sales Summary: In February, CNA sold **\$195,993** in display advertising into Iowa Newspapers.

meeting minutes

INA Ad Hoc Committee

INA Executive Director Review Process | March 4, 2021



INA Ad Hoc Committee Meeting Minutes

The INA Ad Hoc Committee to develop a process for reviewing the INA Executive Director met via Zoom at 1:00 p.m. with the following members present: Debbie Anselm, Davenport Quad-City Times; Terry Christensen, Fort Dodge Messenger; Mike Ralston Iowa Association of Business & Industry and Jeff Wagner, Sheldon N'West Iowa REVIEW. Susan Patterson Plank, Iowa Newspaper Association was also present.

Votes taken:

- A. On a motion by Anselm, seconded by Wagner, the committee recommends to the INA Board of Directors that the Executive Director review shall be an informal review that takes annually in the fall under the direction of the INA President, Vice President and Secretary/Treasurer.

Action agreed upon:

- A. The committee directed staff to work with the INA develop a tool to measure board effectiveness that would be performed every other year.

Items discussed:

- A. The committee discussed importance of back-up plans and succession planning.

There being no further business to come before the group, the meeting was adjourned at 11:53 a.m.

Respectfully submitted,
Susan Patterson Plank

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Let government know who's boss

This column is available for Sunshine Week, March 14-20.

KEN PAULSON

DIRECTOR, FREE SPEECH CENTER

When government fails, it's the rare public official who says, "Oops. My fault." That's human nature, particularly for officials in the public eye who may have to run for office again. No one wants to be held directly responsible for letting the public down.

Case in point is the recent catastrophe in Texas, when unexpected winter storms left 4 million homes without power, ruptured pipes and tainted the water supply for many.

Texas' energy grid essentially collapsed. While Texas Gov. Greg Abbott was quick to blame frozen wind turbines, the cause was much more complex than that. To truly understand how things went so terribly wrong will require time, study and research.

So, too, with the coronavirus vaccine distribution. In this state and others, residents are frustrated with the slow rollout of vaccines. Is it poor distribution? Politics? A flawed strategy? These are literally matters of life and death.

But how do you get to the truth when public officials so rarely step up to take direct responsibility for failures?

The answer is public records. And public meetings. And access to the information that taxpayers deserve.

States throughout the country have laws that guarantee access to government records and meetings. But the details vary widely and there are many statutory exceptions. New challenges to access emerge every year in virtually every state.

The need to fight for government transparency is reaffirmed each year during Sunshine Week, a national awareness event overseen by the News Leaders Association and keyed to the March 16 birthday of James Madison. The fourth president of the United States drafted the Bill of Rights – including the guarantee of a free press – in 1791.

That journalism connection reflects the role news media play in the free flow of information, but



Ken Paulson

it unfortunately can also leave the public with a sense that Sunshine Week reflects the concerns of a single industry.

To the contrary, access to government information is critical to every American who cares about the quality of his or her community, state and nation.

It's important to see government employees – including elected officials – as the people we hire through our tax dollars to do a good job for all of us. If you run a business or hire a contractor, you wouldn't hesitate to demand a full understanding of how something went wrong. That should be exactly our relationship with government.

Getting that information, though, requires public meetings where residents can ask questions. It also means access to the documents that led to a poor decision. Words on paper can be much more forthright than the dissembling of politicians.

It's critical that we hold government accountable, for better or worse. (It's also important to acknowledge when government leaders are doing a good job.)

How can you help? I have two suggestions.

First, keep doing exactly what you're doing at this moment. Read and support your local newspaper. Local journalists, more than anyone else, will stand up for your right to information. Facebook will not be going toe-to-toe with your mayor.

Second, when you believe government isn't doing its job, demand an explanation. Ask to see the documents. Attend public meetings. And above all, support legislative efforts to make government more transparent.

It's too easy for officials who have failed us to point fingers, blame the media and wait for their side of the partisan fence to rally to their defense. We deserve better. We all pay taxes to support the work of government. We should get our money's worth.

Ken Paulson is the director of the Free Speech Center at Middle Tennessee State University, a lawyer and a former editor-in-chief of USA Today.

Visit <https://www.newsleaders.org/sunshine-week-about-to-learn-more-about-Sunshine-Week>.

Visit <https://nna.us13.list-manage.com/track/click?u=841e00798b0084c7958ac4a97&id=0a96dcc351&e=8180c5da5b> to download and publish this column.

A letter to confirm your printing plant as an essential business is now available in the member's only section of our website. Visit <https://inanews.com/membersonly/> and use the password **news** to access it.

Des Moines Register reporter Andrea Sahouri acquitted after trial on charges from George Floyd protest in May 2020

WILLIAM MORRIS
THE DES MOINES REGISTER

Des Moines Register reporter Andrea Sahouri was acquitted Wednesday in a trial stemming from her arrest while covering the George Floyd protests in May 2020.

Sahouri was charged with failure to disperse and interference with official acts, both simple misdemeanors. Police claimed she remained in the area of the Des Moines protest despite orders to leave, and tried to pull away when a Des Moines police officer pepper-sprayed her and tried to arrest her.

After a three-day trial, the six-member jury returned a verdict of not guilty on both charges. Sahouri's then-boyfriend, Spenser Robnett, was arrested with her and faced the same charges, and he also was acquitted on both counts.

Her arrest — and the fact that the charges went to trial — were widely criticized as an attack on press freedom. The three day trial did not broadly discuss the First Amendment issues but Sahouri, a colleague who was with her and Register executive editor all testified that Sahouri's presence in the protest area was the very core of what journalist do.

"I'd like to thank my family and friends, my Des Moines Register and Gannett colleagues and people around Des Moines, nationally and globally who have supported me for nearly a year after I was unjustly assaulted and arrested. I'm thankful to the jury for doing the right thing. Their decision upholds freedom of the press and justice in our democracy," Sahouri said in a statement after the verdict.

During the trial, defense attorneys argued Sahouri and Robnett did not hear a clear, unambiguous directive to leave the area. Both took the stand to testify in their defense and denied they had tried to pull away from Officer Luke Wilson as he arrested Sahouri.

Prosecutors countered with body camera footage of loudspeaker instructions to disperse well before the

arrest, although the actual arrests were not recorded on Wilson's body camera.

"The job of the jury here is not to decide what the law should be. The job of the jury is not to like what happens," said prosecutor Brad Kinkade, adding that the jury was to limit itself to applying the "black-letter" law to the facts of the case.

After slightly less than two hours of deliberation, the jury delivered the not guilty verdicts.

Hunter and Gannett Media President/News Maribel Perez Wadsworth provided statements immediately after the verdict. Gannett is the parent company of the Register.

"We thank the jury for its time and thoughtful consideration of Andrea's case. We are grateful that the jury saw this case as the unjust prosecution of a reporter who was doing her job. Newsgathering is a fundamental part of press freedom. Reporters need to be at protests as the public's eyes and ears, to conduct interviews, take photos and witness for themselves the actions of protesters and law enforcement. If reporters are arrested and hauled away from protests, that denies people the right to know what's going on in their community," Hunter said.

"We are very grateful that justice was done today, and that Andrea was fully exonerated. But it should never have come to this. It was clear Andrea was at that protest as a working journalist. It was clear that police were allowing other journalists to do exactly what Andrea was doing that day — reporting from a breaking news scene. Andrea was assaulted, arrested, charged and ultimately tried for doing her job. Today's victory was as much a victory for the First Amendment as it was for Andrea," Perez Wadsworth said.

Gannett funded Sahouri's defense and will always stand behind its journalists when they are arrested for simply performing their jobs.

This article was originally published by The Des Moines Register. Visit <https://www.desmoinesregister.com/story/news/2021/03/10/andrea-sahouri-trial-des-moines-register-reporter-acquitted-george-floyd-protest-arrest/6933780002/> to read the article online.

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
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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@enterpriseipub.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 resumé, 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.

SPORTS EDITOR. The Tipton Conservative, a weekly newspaper in eastern Iowa, is seeking as sports editor. Strong writing, photo and layout (InDesign) skills required. Send cover letter and resume to Stuart Clark c/o The Tipton Conservative, Box 271, Tipton, Iowa 52772 or stuartC108@aol.com. 0414

MEMBER EXCHANGE - cont. on page 6

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Iowa Newspaper Association

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MEMBER EXCHANGE - cont. from page 5

▼ FOR SALE

Color Web Printers has the equipment, resources and experience to handle your news-print needs. We provide full color printing, stitching, inserting and postal services. To discuss your print needs please contact: Joe Wise, 319-265-6826, Joe.wise@color-webprinters.com

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.

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@inanews.com.



An Iowa Newspaper Foundation webinar...

PROGRAMMATIC ADVERTISING DEMYSTIFIED



Iowa New Member
Benefit: **FREE!**
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IAwebinars

Thursday, March 25 · 1-2 p.m.

Registration fee: FREE · Deadline: March 22

IN THIS WEBINAR...

Whether the digital advertising you're selling is restricted to your own newspaper's Web site or you're already selling programmatic advertising, this Webinar is for you.

That's because, likely there are now ad agencies and local media companies who are offering your current and prospective advertisers a different kind of online advertising, called programmatic advertising, that can reach the exact audience a business is targeting—on virtually any device on any Web site in any area at any time.

The session will also give a great refresher to salespeople, ad managers, and publishers at those newspapers who are already selling programmatic advertising. Bring your questions and the experts will answer them!

THE PRESENTER...

Bob McInnis

Bob McInnis is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group.

He eventually served as ad director there and at a larger group of 10 quality community newspapers before being hired by 750,000 circulation Newsday/New York Newsday as their training manager, responsible for the training and support of over 100 ad reps.

He then launched his consulting practice and has spent the years since working with over 1,000 newspapers and newspaper associations throughout the world. While the variety of products have evolved over the years to include digital, the motivations behind why local businesses buy advertising has not, making the integration of paid digital—and even selling against social media—seamless.

McInnis teaches the latest techniques in digital lead generation, revenue generation, and marketing automation at Hofstra University's Zarb School of Business in New York City. He also speaks extensively about programmatic advertising. You can learn more at www.ads-on-line.com.



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