

April 7, 2021



Volume 38
Issue 14

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

Getting Beyond the
Buzzword to Engage Your
Community - Part 1
Thursday, April 15

Getting Beyond the
Buzzword to Engage Your
Community - Part 2
Thursday, April 29



Celebrate 2021 First Amendment Days

Celebrate your First Amendment freedoms — religion, speech, press, assembly and petition — during First Amendment Days, April 12-16, 2021. The 2021 theme is “Some Assembly Required” with a special focus on protest. This year all events are virtual. See the complete schedule.

First Amendment Days is a weeklong celebration of our First Amendment freedoms — religion, speech, press, assembly, petition. A diverse assortment of speakers, events and activities are offered on campus every spring as a creative way to engage students and the entire Iowa State community to better understand the power of free expression. First Amendment Days is also designed to provide opportunities to exercise our five freedoms.

Now in its 19th year, First Amendment Days is the longest-running continual student-led First Amendment celebration at any university in the U.S. The celebration is organized by the First Amendment Committee, which is made up of members of the Greenlee School of Journalism and Communication and the Iowa State Daily Media Group.

All are invited to join one or all of the events planned. All activities are virtual this year. Find

the complete schedule with links to register by visiting <https://greenlee.iastate.edu/experience/first-amendment/first-amendment-days/schedule/>.

Sign up for one, two or all three sessions including:

- You Can't Say That! Cancel Culture and the First Amendment
- Free Assembly in a Time of Polarization
- Making Free Speech an Ally on Campus

Also check out the keynotes throughout the week at ISU's First Amendment Days celebration:

- The First Amendment and the Civil Rights Movement with Gene Policinski and Robert Bickel
- Signs of Resistance: A Visual History of Protest in America with Bonnie Siegler
- Hate: Why We Should Resist It With Free Speech, Not Censorship
- Think Like a Journalist: Arrested on the Job with Andrea Sahouri

There is also a free screening of the documentary “Raise Your Voice” and a Zoom panel discussion with Maribeth Romslo, the director, and Mary Beth Tinker, who is in the film, on Friday, April 16 at 1 and 2 p.m.



Don't miss the two part webinar series 'Getting Beyond the Buzzword to Engage Your Community'

Visit www.onlinemediacampus.com to register online today!

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The first of our two sessions is on April 15th. Val will break down the different types of engagement and help you focus your energies on the type of engagement most valuable to your newsroom.

Our second session on April 29th, will focus on 5-10 strategies and tools your newsroom can employ to cultivate the kinds of engagement you value most. These aren't pie in the sky theories, just practical solutions for refining your engagement strategy.

ABOUT THE PRESENTER...



Val Hoepfner

Val Hoepfner is a digital journalist, training and media strategist. She has worked in digital, mobile and multi-platform journalism for more than 15 years. As CEO of Val Hoepfner Media and Consulting, LLC, Hoepfner travels to newsrooms, universities and media conferences where she creates and leads training for journalists in engagement, change management and developing digital and mobile workflow. Hoepfner is a member of the Native American Journalist Association, Online News Association, Association Press Photo

Managers, American Society of News Editors, the Recording Academy and Public Radio in Mid America.

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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	MARCH SALES	Difference	% Increase
\$564,112	\$664,412		-\$100,300	-15%
2021	2020	Year-to-Date Sales	Difference	% Increase
\$1,439,375	\$2,127,895		-\$688,520	-32%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$1,439,375	\$1,716,682		-\$277,307	-16%

Sales Summary: In March, CNA sold **\$309,917** in display advertising into Iowa Newspapers.



Q&A from the Iowa Public Information Board

Question: Are emails sent by a government body public records?

Answer: The definition of public records under Iowa Code section 22.1(3) is broad enough to encompass email messages and other electronic correspondence, if the email concerns public business relating to the public duties of an official or employee.

The Iowa Supreme Court, in a 1967, pre-email decision, addressed the idea that you must look at the contents of the document or communication to determine whether it is a public record: "It is the nature and purpose of the document, not the place where it is kept, which determines its status", *Linder v. Eckard*, 152 N.W.2d 833, 835 (Iowa 1967).

It may be wise to add a notation to emails from government bodies to advise the recipient (and remind the sender) of this. An example: "Email correspondence to and from this address may be subject to the Iowa Public Records Law (Iowa Code chapter 22) and may be

disclosed to third parties."

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 March 2021, 67 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 IPIB website. So far in 2021, 170 identifiable people have contacted the IPIB. Of these, 86 were private citizens, 62 were government officials or employees, and 22 were members of the media. In 2021, 70% of the incoming contacts were resolved the first day, 13% were resolved in one to five days, and 17% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – www.ipib.iowa.gov.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	MARCH TOTALS
14	1	0	7	40	5	67

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Questions? Contact
jshepherd@inanews.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 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.
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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

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.

REPORTER. The Spencer Daily Reporter, a family-owned newspaper in northwest Iowa, is seeking a talented reporter to join its award-winning editorial team. We focus on community journalism - the kind of issues which matter to those in our community. We look to give folks the "why" on issues effecting their lives. With strong mentors on the team, this is a position which allows reporters to hone skills while making a difference in the region.

As part of a three-newspaper group in the Iowa Great Lakes region, you'll be part of a close-knit team which works together on enterprise projects on issues in the region.

The Daily Reporter is a user-friendly workplace. We strive to accommodate your skill set, while helping you to be the best you can be.

Photography skills are a plus, but not required. Competitive wages, benefits, PDO time and a 401k are included in the hiring package.

Send resume to:

Paula Buenger, Publisher

Spencer Daily Reporter

PO Box 197

Spencer, IA 51301

Or via email at: pbuenger@spencerdailyreporter.com

SPORTS EDITOR. The Tipton Conservative, a weekly news-

paper 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

▼ FOR SALE

Color Web Printers has the equipment, resources and experience to handle your newsprint 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@colorwebprinters.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 resúmes 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@inaews.com.



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Bulletin

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▶ IN THIS ISSUE...

- Getting Beyond the Buzzword to Engage Your Community - Part 1
- Getting Beyond the Buzzword to Engage Your Community - Part 2



An Iowa Newspaper Foundation Webinar...

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GETTING BEYOND THE BUZZWORD TO ENGAGE YOUR COMMUNITY - PART 1

Thursday, April 15 · 1-2 p.m.

Registration fee: FREE · Deadline: April 12

IN THIS WEBINAR...

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GETTING BEYOND THE BUZZWORD TO ENGAGE YOUR COMMUNITY - PART 2

Thursday, April 29 · 1-2 p.m.

Registration fee: FREE · Deadline: April 26

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