

May 19, 2021



Volume 38
Issue 20

Iowa Newspaper Association Bulletin

www.INAnews.com

Join us this summer for the INA Summer Workshop!

CALENDAR of EVENTS

MEETINGS

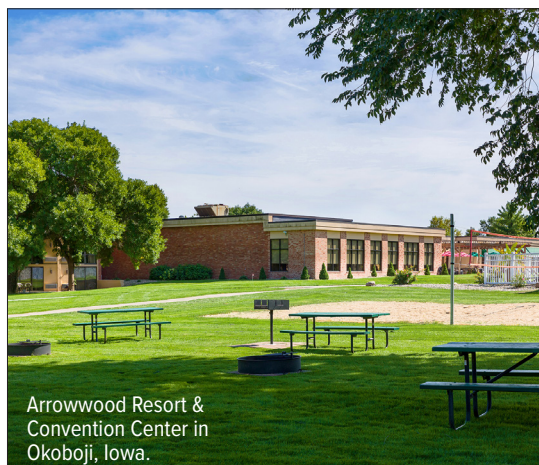
INA, INF, INA Services
Company Board Meetings
Friday, June 18

WEBINARS

#NoFilter: How to
Effectively Use Instagram
for Storytelling
Thursday, June 3

EVENTS

INA Summer Workshop
Thursday, June 17
Arrowhead Resort &
Convention Center
Okoboji, IA



Arrowwood Resort &
Convention Center in
Okoboji, Iowa.

Join your colleagues for a day of idea sharing. Lunch will be included during our moderated panel discussion, followed by idea exchanges from 1:00-4:00 p.m. Happy hour starts at 5:00 p.m. on the Sundeck Patio with an optional dinner at 6:00 p.m. Sessions that are currently being planned include:

- **RETAINING (OR GROWING!) PRINT AND DIGITAL SUBSCRIPTIONS**
- **NEW REVENUE IDEAS**— What services or products are members having success selling to advertisers?
- **PRINT VERSUS DIGITAL**— Successfully managing both for content and advertising!
- **TMC STRATEGIES**— What are different members doing? What does the future look like?

Following the moderated discussions, join us for happy hour at the bar and an optional dinner! Register now for only \$25.00 which includes lunch!

DETAILS

REGISTRATION: \$25.00

WHEN: Thursday, June 17, 2021

WHERE: Arrowwood Resort & Convention Center
1405 Highway 71, Okoboji, IA 51355

HOTEL RATE: \$124 +tax (Thursday evening)
Check in: 4:00 p.m. | Check out: 11:00 a.m.

HOTEL RESERVATION CUT OFF: Friday, May 28
Must call the front desk at (712) 332-2161 to reserve hotel room. Say you are with **Iowa Newspaper Association**.

TIME: Check-in/registration starts at 11:00 a.m. on the Sundeck Patio

Visit <https://tinyurl.com/INAsummerworkshop21> to register online today!

meeting minutes

Iowa Newspaper Association

INA Digital Membership Ad-Hoc Committee | May 14, 2021



INA Digital Membership Ad-Hoc Committee Minutes

An ad hoc subcommittee to discuss the possibility of a new Iowa Newspaper Association membership classification for digital-only members, met via Zoom at 9:00 a.m. with the following members present: Zack Kucharski, Cedar Rapids Gazette; Jason Brummond, Iowa City Daily Iowan; Trevis Mayfield, Maquoketa Sentinel Press; Abigail Pelzer, Marshalltown Times Republican; Mark Rhoades, Missouri Valley Times-News; and Jeff Wagner, N'West Iowa REVIEW. Also present was Susan Patterson Plank, INA.

Action agreed upon:

- A. The committee directed staff to reach out to potential digital-only members to gauge interest.

Other items discussed:

- A. The committee reviewed the results of the survey of the committee that measured the interest level in providing access to different INA, INF or INA Services Co. programs and/or benefits.
- B. The committee directed staff to gather the credentialing process for media by the Nebraska legislative body.
- C. The committee agreed to attend the next INA Government Relations Committee meeting to discuss public notice lobbying.
- D. The committee agreed to meet again Friday, June 11th.

There being no further business the meeting was adjourned at 9:50 a.m.

Respectfully submitted,
Susan Patterson Plank

REMINDER: THE INA BULLETIN WILL BE PUBLISHED BIWEEKLY THROUGH THE SUMMER MONTHS.

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webinars!

Questions? Contact
jshepherd@inanews.com





River Glen Breitbach. (Photo: River Glen Breitbach.)

INF offers free content from Iowa Department of Cultural Affairs

New articles available today! The May series of articles are available today for download from the INA website, and cover the follow topics:

- **Preserve Iowa Summit** - Did you know Google built one of its biggest data centers in Council Bluffs because of its early days as a railroad hub? The city's colorful history will be in the spotlight during the virtual Preserve Iowa Summit, an annual statewide conference for historic-preservation professionals and volunteers, set for June 3-5.

- **All-Iowa concert and album** - River Glen Breitbach, an Iowa Artist Fellow and folk musician from the Dubuque area, is rounding up dozens of Iowa musicians for a project called "We Are Here" to celebrate the hopeful return of live music across the state. A free concert is set for May 29 in Des Moines and for live-streaming, before the release of a new statewide album.

Visit <https://inanews.com/resources/sponsoredcontent/> to download this month's series and to view the archive of articles from previous months.

More Americans now see the media's influence growing compared with a year ago

JEFFREY GOTTFRIED &
NAOMI FORMAN-KATZ
PEW RESEARCH CENTER

Americans' views about the influence of the media in the country have shifted dramatically over the course of a year in which there was much discussion about the news media's role during the election and post-election coverage, the COVID-19 pandemic and protests about racial justice. More Americans now say that news organizations are gaining influence than say their influence is waning, a stark contrast to just one year ago when the reverse was true.

When Americans were asked to evaluate the media's standing in the nation, about four-in-ten (41%) say news organizations are growing in their influence, somewhat higher than the one-third (33%) who say their influence is declining, according to a Pew Research Center survey conducted March 8-14, 2021. The remaining one-quarter of U.S. adults say they are neither growing nor declining in influence.

By comparison, Americans in early 2020 were far more likely to say the news media were declining in influence. Nearly half (48%) at that time said this, compared with far fewer (32%) who said news organizations were growing in influence.

The 2021 figures more closely resemble responses from 2011 – the next most recent time this was asked – and before, in that more Americans then said the news media were growing in influence than declining. Views could have shifted in the gap between 2011 and 2020, but if so, they have now shifted back. (It should be noted that prior to 2020, this question was asked on the phone instead of on the web.)

What's more, this shift in views of the media's influence in the country occurred among members of both political parties – and in the same direction.

Republicans and Republican-leaning independents are about evenly split in whether they think news organizations are growing (40%) or declining in influence (41%). This is very different from a year ago, when Republicans were twice as likely to say their influence was declining than growing (56% vs. 28%).

And Democrats and Democratic leaners are now much more likely to say news organizations are growing (43%) than declining in influence (28%), while a year ago they were slightly more likely to say influence was declining (42% vs. 36% growing).

Overall, then, Republicans are still more likely than Democrats to say the news media are losing standing in the country, though the two groups are more on par in thinking that the media are increasing in their influence. (Democrats are somewhat more likely than Republicans to say news organizations are neither growing nor declining in influence – 29% vs. 19%.)

Trust in media closely ties to whether its influence is seen as growing or declining. Those who have greater trust in national news organizations tend to be more likely to see the news media gaining influence, while those with low levels of trust are generally more likely to see it waning.

Americans who say they have a great deal of trust in the accuracy of political news from national news organizations are twice as likely to say the news media are growing than declining in influence (48% vs. 24%, respectively). Conversely, those who have no trust at all are much more likely to think that news organizations are declining (47% vs. 33% who say they are growing).

Black Americans are far more likely to think that the news media are growing in influence rather than declining (48% vs. 19%, respectively), as are Hispanic Americans though to a somewhat lesser degree. White Americans, on the other hand, are about evenly split in thinking the news media are growing or declining in influence (39% vs. 37%, respectively). And while men are about evenly split (39% growing vs. 38% declining), women are more likely to say news organizations are growing (43%) than declining (29%) in influence.

Jeffrey Gottfried is a senior researcher focusing on journalism research at Pew Research Center.

Naomi Forman-Katz is a research assistant focusing on journalism and media at Pew Research Center.

This article was originally published by the Pew Research Center. Visit <https://www.pewresearch.org/fact-tank/2021/05/17/more-americans-now-see-the-medias-influence-growing-compared-with-a-year-ago/> to read the article online.

FREE MEMBER EXCHANGE

▼ HELP WANTED

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.com

GENERAL ASSIGNMENT REPORTER/PAGE DESIGNER.

The Fort Dodge Messenger is looking for a talented journalist to join its newsroom team. Experience required in writing, photography and page design. Experience with Adobe Photoshop and InDesign preferred. Need to be skilled at generating story ideas, developing sources and working quickly with minimum supervision. Please send resume and cover letter to Bill Shea bshea@messengernews.net 05.19

NEWS EDITOR/REPORTER. Come join our team! Mid-America Publishing and Printing is now seeking a part time news editor/writer for the News Review in Sigourney, Iowa. The successful candidate will possess creative writing skills as well as be able to shoot photos and video to post to social media platforms and our website. You will join a team of three others in Keokuk County and when working for Mid-America become part of a network of dozens of other news professional throughout the state.

The editor will write news and items of general interest plus attend various events such as chamber of commerce, school board and city council meetings, business openings, high school fine arts events, local celebrations, and any other newsworthy happenings that may be of interest to the local community as time permits. Requires the ability to regularly write feature stories and conduct interviews, plus investigate news of all types in and around Keokuk County.

Great opportunity to develop professionally, get involved in the local community and collaborate with professionals from 23 similar publications within Mid-America. Call Matt at 515-988-3726 for more details, apply online at Indeed.com or pick up an application today at The News Review offices at 120 E Washington St, Sigourney, IA! 05.19

NEWS EDITOR/REPORTER. Come join our team and do what you love! Mid-America Publishing and Printing is now seeking a full time news editor/writer for the The Hampton Chronicle in Hampton, Iowa. The successful candidate will possess creative writing skills as well as be able to shoot photos and video to post to social media platforms and our website. You will join a team of four others in Franklin County and when working for Mid-America become part of a network of dozens of other news professional throughout the state.

The editor will write news and items of general interest plus attend various events such as chamber of commerce, school board and city council meetings, business openings, high school fine arts events, local celebrations, and any other newsworthy happenings that may be of interest to the local community as time permits. Requires the ability to regularly write feature stories and conduct interviews, plus investigate news of all types in and around Franklin County.

Great opportunity to develop professionally, get involved in the local community and collaborate with professionals from 23 similar publications within Mid-America. Call Matt at 515-988-3726 for more details, apply online at Indeed.com or pick up an application today at The Hampton Chronicle offices at 9 2nd St NW Hampton, IA! 05.19

NEWS EDITOR/REPORTER. Come join our team! Mid-America Publishing and Printing is now seeking a full time news editor/writer for the Eclipse in Parkersburg, IA. The successful candidate will possess creative writing skills as well as be able to shoot photos and video to post to social media platforms and our website. You will join a team of three others in Butler County and when working for Mid-America become part of a network of dozens of other news professional throughout the state.

The editor will write news and items of general interest plus attend various events such as chamber of commerce, school board and city council meetings, business openings, high school fine arts events, local celebrations, and any other newsworthy happenings that may be of interest to the local community as time permits. Requires the ability to regularly write feature stories and conduct interviews, plus investigate news of all types in and around Butler County.

Great opportunity to develop professionally, get involved in the local community and collaborate with professionals from 23 similar publications within Mid-America. Competitive benefits include health, dental and vision insurance, generous paid time off and 401K w/ match. Great opportunity to get involved in the community and network with professionals from 23 similar publications. Call Matt at 515-988-3726 for more details, apply online at Indeed.com or pick up an application at 503 Coates St., Parkersburg, IA 50665. 05.19

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. 06.23

REGIONAL SALESPERSON. We're looking for a regional salesperson to help spread the word about our software platform. Workbench serves small and medium community newspapers, giving smaller teams a simple, cohesive tool that handles digital distribution, customer acquisition/retention, and USPS paperwork/labels -- all without requiring a computer science degree or countless hours of data wrangling.

This work can be done in-person or virtually, but we're looking for someone with industry experience and relationships in Illinois publishing.

For more information, visit lcp-news.com or contact patrick@lcp-news.com 06.23

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



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- **#NoFilter: How to Effectively Use Instagram for Storytelling**

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.

MEMBER EXCHANGE - cont. from page 5

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

REPORTER. The Southeast Iowa Union is a regional daily newspaper searching for its next rising star reporter to cover stories throughout Southeast Iowa communities including Mt. Pleasant, Fairfield and Washington, Iowa. This position will be based in our Mt. Pleasant, Iowa, office. Our ideal candidate is hard-working, motivated and a self-starter willing to work with a team to produce exciting print and digital news products. You'll cover a wide variety of topics, from government meetings to community celebrations throughout Southeast Iowa.

We are a part of a progressive employee-owned print and digital media company including our daily regional publication, as well as our parent company, The Gazette in Cedar Rapids. Our ideal candidate will be someone who is curious about our communities and residents and is as comfortable covering a city meeting as you are writing a great feature or diving into an in-depth story. You'll work on multiple stories simultaneously and can jump between projects easily. We're looking for a candidate that has solid news judgment and is someone that finds themselves asking why or how, in addition to just telling readers what. You should be comfortable shooting video and still pictures and able to write a good cutline. You'll be thinking about engaging with the audience through digital channels and be thinking how to present news and connect to the audience in an ever-changing media landscape. You should enjoy trying new things.

This is a full-time position with benefits including health, dental, vision, 401k, and participation in the employee stock ownership program.

You should have an undergraduate degree in journalism, English, communications or a related course of study. Prior experience is desired, but we'll consider you if you are a recent college graduate. You'll need a valid driver's license, a dependable car and a history of safe-driving habits. EOE pre-screening drug and background tests required.

To apply, go to Folience.com/careers. 05.19

SPORTS EDITOR. Mid-America Publishing and Printing would like to announce an opening for a full-time sports editor for The Eldora Herald-Ledger, a weekly newspaper based in Eldora, Iowa, covering sports and recreation in and around Eldora. Requires the ability to write feature stories and interview, plus investigate news of all types related to Iowa sports. Come join us and work with an award-winning team in an exciting, fast-paced industry. Competitive compensation and excellent benefits including generous PTO, health, dental, vision 401k w/match and a great newspaper team to work with!

If you possess creative writing skills, are able to shoot photos and video and can manage social media platforms, then we encourage you to apply for this position today. Knowledge of high school sports is needed along with a willing attitude and interest in all things sports and recreation. Previous writing and newspaper experience is a big plus.

Great opportunity to get involved in the community and network with professionals from 23 similar publications. Call Matt at 515-988-3726 for more details, apply online at Indeed.com or pick up an application at 1254 Edgington Ave Eldora, IA 50627. 05.19

SPORTS EDITOR. Mid-America Publishing and Printing would like to announce an opening for a full-time sports editor for The Hampton Chronicle, a weekly newspaper based in Hampton, Iowa, covering sports and recreation in and around Hampton. Requires the ability to write feature stories and interview, plus investigate news of all types related to Iowa sports. Come join us and work with an award-winning team in an exciting, fast-paced industry. Competitive compensation and excellent benefits including generous PTO, health, dental, vision 401k w/match and a great newspaper team to work with!

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Great opportunity to get involved in the community and network with professionals from 23 similar publications. Call Matt at 515-988-3726 for more details, apply online at Indeed.com or pick up an application at 9 2nd St NW Hampton, IA 50441. 05.19

▼ 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

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.



An Iowa Newspaper Foundation webinar...

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Use Discount Code:
IAwebinars

#NOFILTER:

How to Effectively Use Instagram for Storytelling



Thursday, June 3 · 1-2 p.m.

Registration fee: FREE · Deadline: May 31

IN THIS WEBINAR...

Instagram has quickly become a medium to share impactful, visual stories around the world. What began as a friendly photo-sharing app is now the way 1 in 10 Americans first hear about breaking news (Pew, 2020). In this session, we'll give you some tips and tools to best share stories on the Instagram platform as well as lots of examples of accounts to follow who are using it well. If you already have an Instagram account, bring your phone and open up the app to follow along with hands-on tutorials.

THE PRESENTER...

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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