

June 23, 2021



Volume 38
Issue 23

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
Thursday, October 28

WEBINARS

Email Newsletter Basics
Thursday, July 15

Effective Advertising for a
Small Business Budget
Thursday, July 22

DEADLINES

INA In Focus Grant Fund
Application
Thursday, July 1

Leo Mores Newspaper
Leadership Institute
Application
Monday, August 2



Don't miss out on the third installment of the INA police video investigative series!

Available without charge to all INA members tomorrow

In November, the Iowa Newspaper Association launched a statewide project focused on police video rules, regulations and associated policies. Since the launch of the project, numerous journalists from across the state have requested copies of these policies from local police departments, sheriff departments and other law enforcement agencies.

This multi-part series of investigative articles are being made available without charge to all INA members. The third installment of the series titled "Iowa State Patrol, without body cameras, is an outlier among Iowa law enforcement" will be available to all newspapers on June 24 for printing anytime on or after Sunday, June 27. We strongly encourage all newspapers to download and use the story, editorial, photos and sample page provided.



The Iowa Newspaper Association would like to thank the project team of Erin Jordan, Cedar Rapids Gazette; Zack Kucharski, Cedar Rapids Gazette; Jared Strong, Carroll Times Herald; Daniel Lathrop, Des Moines Register and William Steiden, Des Moines Register.

If you requested the first and second installment you will automatically receive an email with downloading instructions. **If you'd like access to the first in the series, or the second and have not made the request before please email Zack Kucharski, at the Cedar Rapids Gazette Zack.Kucharski@thegazette.com.**

Apply today for the In Focus Grant Fund

Deadline to apply is July 1, 2021

The Iowa Newspaper Foundation and its partners received a grant through the Fund of Investigative Journalism to help cover costs associated with this project, specifically to cover costs associated with record requests. All request for reimbursement will be reviewed by a 5-person committee chaired by Iowa Newspaper Foundation President, Mark Spensley. It's our hope to accommodate as many requests as possible but funds are limited. Please submit your request by July 1, 2021.

Newspapers should make no more than one request. All newspapers will be notified by July 30, 2021, regarding the amount it is to receive. There are no guarantees that all requests will be filled but we are optimistic that we will be able to fulfill many requests. The amount requested should be for actual cost the newspaper was charged for records requests.

Visit <https://forms.gle/4ugX8JAFw1voPQvMA> to apply!

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.

WNA is inviting INA members to attend a series of two webinars

THE RELEVANCE PROJECT IS FOR YOU

Jul. 8, 2021 at 1 p.m. CDT via Zoom

In this webinar:

Learn the “10 Things You Should Know” about The Relevance Project, a community newspaper initiative in North America that the Iowa Newspaper Association helped create. Tom Silvestri, executive director of The Relevance Project, will present this session.

Most of this workshop will focus on The Relevance Project’s FREE resources, which delivers promotions and advice aimed at advancing community newspapers and their hard-charging staffs. Stick around so you also can score yourself on how Relevant you are.

Visit https://wnanews.formstack.com/forms/relevance_project_is_for_you to register.

HOW TO BE THE COMMUNITY FORUM

Jul. 23, 2021 at 1 p.m. CDT via Zoom

In this webinar:

Relevant newspapers purposely demonstrate they’re THE community forum for the public they serve. Sharpening a strategy to engage citizens in meaningful ways is the indispensable twin of trusted journalism. But it’s not easy to maintain a program of civil, civic conversations on issues of importance. It takes discipline, resolve, and, yes, earnest listening.

Learn from Tom Silvestri, creator of a 15-year initiative called the Public Square, and help The Relevance Project advance the cause of the community forum.

Visit https://wnanews.formstack.com/forms/relevance_project_community_forum to register.

About the presenter:

Tom Silvestri is the executive director of The Relevance Project. Prior to this role, he served as president and publisher of the Richmond (Va.) Times-Dispatch for 15 years. Inducted in 2013, Silvestri is a member of the Virginia Communications Hall of Fame. He also has served as president of the Southern Newspaper Publishers Association and chairman of the SNPA Foundation.

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

INA MEMBER BENEFIT!

www.onlinemediacampus.com use code **IAwebinars** to register

Access to all Online Media Campus webinars, free of charge!

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Questions? Contact jshepherd@inanews.com



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INA LEGAL HOTLINE

515-283-3100 (paid service)

Leo Mores Newspaper Leadership Institute

Application Deadline is August 2

The Leo Mores Newspaper Leadership Institute is a three-day program created to enhance the leadership, organizational and performance skills of mid-to-upper level newspaper professionals. The program establishes a network of current and future newspaper leaders who understand and can respond to local, regional and national issues impacting the newspaper industry.

Since 2009, 62 newspaper professionals have graduated from the leadership institute.

The INF is grateful to Steve and Alan Mores of Harlan Newspapers for their commitment of \$60,000 to establish the Leo Mores Newspaper Leadership Institute. The gift is in honor of their father Leo Mores, longtime publisher of the Harlan News-Advertiser and Harlan Tribune.

The Institute is comprised of three one-day seminars. Each session explores an area of professional interest. Learning focuses on developing a solid understanding of the skills necessary for leadership, which participants can immediately put into practice. The number of participants is limited to 12 newspaper professionals to maintain the effectiveness of small-group instruction.

The Leo Mores Newspaper Leadership Institute has become a program recognized for building the talents and advancing the careers of Iowa's newspaper leaders. It is an exciting opportunity for any newspaper employee seeking a leadership role at their newspaper and in their community. It will provide support and assistance to newspaper professionals at any size operation as they build newspaper operations relevant to their communities.

Applications can be found at <https://inanews.com/learn/moresleadership/>. **The deadline to apply is August 2, 2021.** Contact Jana Shepherd at Iowa Newspaper Foundation by calling 515-422-9051 or emailing jshepherd@inanews.com if you have any questions.



Here is what previous Leadership students are saying about the experience!

"I thought the Mores Institute program was outstanding. Along with networking with classmates, and learning about how newspapers large and small have similar challenges, the program also helped to define what leadership really is and how to become a leader in the industry and in your community. I really came to understand myself and my role much better. The time commitment is minimal compared with the knowledge you take from the program."

- Ken Brown

City Editor

Dubuque Telegraph Herald

"It's easy to seal ourselves off in our own little portion of the media world. We think of our neighboring newspapers as the competition and believe the way we are doing things is the right way; the ONLY way. This class allowed me to venture outside my comfort zone and realize my interest in the industry ran much deeper than the sports page I edited at the time. We didn't solve all the problems the newspaper industry faces, but opportunities to discuss those issues are too few in our business. The Leo Mores Leadership Institute was one of the most productive experiences of my journalism career."

- Tony Baranowski

Director of Local Media

Times Citizen Communications, Iowa Falls

meeting minutes

Iowa Newspaper Foundation Convention Program Committee | June 10, 2021



INF Convention Program Committee Minutes

Terry Christensen of the Webster City Freeman Journal called the meeting to order at 1:00 p.m. on Thursday, June 10, 2021. Those present were Karen Spurgeon, Bloomfield Democrat; Marcia Jensen, Carroll Daily Times Herald; Zack Kucharski, Cedar Rapids Gazette; Marcie Klomp, Cresco Times Plain Dealer; Sara Konrad Baranowski, Iowa Falls Times-Citizen; Emily Barske, Marshalltown Times-Republican; Jeff Wagner, Sheldon N'West Iowa Review; Gage Miskimen, Washington; and Derek Sawvell, Wilton-Durant Advocate News. Also present were Susan Patterson Plank, INA and Jana Shepherd, INF.

Items Discussed:

A. The committee discussed the following potential session topics.

1. Digital/Technology:
 - a. Facebook live and Zoom, how to use effectively
 - b. How to use less Facebook
 - c. Total overall newspaper design
 - d. Newsletter strategy
 - e. Segment digital audience
2. Advertising:
 - a. Developing relationships again
 - b. Expectations of sales staff and how do you measure productivity
 - c. How to do more with fewer reps
 - d. How are ad agencies working?
 - e. How to package print
 - f. Call to action ads, what makes a

good ad

3. Editorial
 - a. Examples of newspaper collaborations over the past year
 - b. Hands-on writing session, beginning and ending paragraphs
 - c. Writing coaching
 - d. Reporting in a post Covid world. What's changed for businesses and the do's/don'ts for covering government
 - e. Data records and how to obtain information from government
4. Management:
 - a. How to coach and train staff
- B. The committee discussed the following potential speakers.
 - Beth Shelton, CEO Girls Scouts Greater Iowa
 - Dr. Megan Srinivas
 - Kelly Sullivan
 - Dr. Deming
 - Joy Mayer
- C. Additional suggestions
 1. Updated AP style discussion during flash session
 2. Roundtable for young professionals

The meeting was adjourned at 2:45 p.m.

Respectfully submitted,
Jana Shepherd

New public notice rates take effect July 1

Effective July 1, the public notice advertising rate will increase from 50.3 cents for a 12- pica wide line of eight-point type (or its equivalent) to 52.4 cents per line (35.3 cents per line for subsequent insertions). These rates should be charged for all public notices published on or after July 1, 2021.

2021 marks the nineteenth year in which public notice rates have increased (they

decreased in 2009 and 2015). Public notice rates are tied to the consumer price index as a result of a bill backed by the INA and passed by the Legislature in 2000. New rate charts and law change updates will be mailed to all newspapers and rates are available at <https://inanews.com/resources/public-notice-resources/public-notice-rates-forms/>.

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

NEWS EDITOR. Vinton Newspapers, a twice-weekly publication, with mastheads for The Vinton Eagle and Cedar Valley Times, Iowa, is seeking an experienced and ambitious editor to direct and implement the coverage of hyperlocal news on multiple platforms.

A seasoned journalist, dedicated to the craft, and eager to help continue to build on what we have accomplished so far, would be a great fit. Deep understanding of the philosophy and practice of community newspapering is of the essence. Solid organizational and reporting skills are a must. This is a full-time position with benefits. Compensation is commensurate with experience. Send resumes to: mona@vintonnewspapers.com 07.21

NEWS EDITOR/WRITER. 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 Postville Herald. 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 Allamakee and Clayton Counties and when working for Mid-America become part of a network of dozens of other news professional throughout the state at a neighboring newspapers in Calmar and Monona. The editor will write news and items of general interest in Postville and nearby communities 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. An excellent 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 or apply online at Indeed.com! 06.23

NEWS REPORTER. The Oskaloosa Herald is searching for a full-time news writer to join its award-winning staff. Our next reporter must be a self-starter with a passion for learning and reporting important stories to our community. The Oskaloosa Herald offers a great opportunity for reporters to grow in a variety of subjects and mediums. This reporter will go from reporting feature stories on local people to producing important watchdog packages that either hold governments accountable or further educate readers on trends and happenings in their community. Our newsroom gives you the freedom to pursue projects you're interested in that go beyond the day-to-day responsibilities. We are a 21st-century newsroom that seeks to break the news that matters to our community. This is a great opportunity for a reporter to acquire quality experience and become a versatile multi-media journalist. The Oskaloosa Herald operates a daily news website, www.oskaloosa.com, and publishes print editions on Tuesday and Friday. The Oskaloosa Herald reports on the counties of Mahaska and Marion in central Iowa. Based in Oskaloosa, Iowa, the newspaper is located in the home of the four-year William Penn University and a short drive from Des Moines and Iowa City.

To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Kyle Ocker, Group Editor of the Oskaloosa Herald and Ottumwa Courier by email to kocker@oskyherald.com. 07.07

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 best you can be.

Photography skills are a plus, but not required. Competitive wages, benefits, PTO 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@spencer-dailyreporter.com 06.23

SPORTS EDITOR. Mid-America Publishing and Printing would like to announce an opening for a full-time sports editor for The News Review, a weekly newspaper based in Sigourney, Iowa, covering sports and recreation in and around Sigourney and surrounding communities. 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 recre-

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Email Newsletter Basics
- Effective Advertising for a Small Business Budget

local & personal

Jerry and Rebecca Wiseman and their business partner Kristin Grabinoski have Purchased the Estherville News and the Emmetsburg Reporter and Emmetsburg Democrat.

MEMBER EXCHANGE - cont. from page 5

ation. 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 120 E Washington Avenue in Sigourney! 06.23

SUMMER INTERN. The Clinton Herald is seeking to fill a summer intern position. The intern would assist in creating news content for the Herald's print and online products, and would take photos and write news stories as assigned. The qualified candidate must be a proficient writer, typist, possess excellent people skills and have a valid driver's license and reliable transportation. This is a paid, part-time position with an immediate start date and would be filled through mid-August.

Email clips and a resume to Editor Charlene Bielema at cbielema@clintonherald.com or mail them to the Clinton Herald at 221 Sixth Ave. South, Clinton, IA 52733. 07.07

▼ 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

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 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@inaneews.com.



An Iowa Newspaper Foundation webinar...

Email Newsletter Basics



Iowa New Member
Benefit: **FREE!**
Use Discount Code:
IAwebinars

Thursday, July 15 · 1-2 p.m.

Registration fee: FREE · Deadline: July 12

IN THIS WEBINAR...

Email newsletters are a key component of any business' marketing toolkit.

Unlike social media marketing, which uses top-secret algorithms to distribute content, the email newsletter allows you to control the communication with your audience. Learn more about the strategies that newspapers are using to harness the power of the original "push notification".

This webinar will cover techniques to automate the process of creating newsletters, growing your subscriber lists and monetizing that audience.

THE PRESENTER...

Matt Larson



Matt Larson is the President & CEO of Our-Hometown.com and has proudly served the newspaper industry for 12 years. His company provides a WordPress-based platform that has been customized for newspapers to help them monetize their content online. Their mission is to help community newspapers develop digital business models with tools for better storytelling and more efficient local news production. Larson leads a monthly virtual conference series, where he interviews newspaper publishers from all over the country on how they are utilizing digital to connect with socially-distant readers. He is also the publisher of the "Our Hometown News", a weekly blog and video/audio podcast series, which discusses tech tips, marketing strategy and industry news/events.



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An Iowa Newspaper Foundation webinar...



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IAwebinars

Effective Advertising for a Small Business Budget



Thursday, July 22 · 1-2 p.m.

Registration fee: FREE · Deadline: July 19

IN THIS WEBINAR...

In this webinar, you will learn how to make the most out of the smaller budgets that some of your clients may have. Especially after a pandemic year, consumers need to be connected with in ways that are veering from the traditional communication channels. AdCellerant will be presenting on what tactics generate results for specific Industries, and also best practices for small business advertisers. Now is the time for your advertisers to be ready for the economy to open up and get in front of their customers now! Here are a few ways they can stretch their budgets most effectively.

THE PRESENTER...

Ben Bouslog



Ben Bouslog is the Senior Director of Business Development for AdCellerant, an advertising technology company. His experience spans 8+ years in the digital space with a background in ad operations that gives him an intimate familiarity with how digital really works and the value it can bring to any advertiser or media organization.

Ben's favorite part about working with media companies is helping them to realize and actualize the opportunities to connect with the businesses in our communities more than ever before. With experience in SEO, SEM, video, OTT, social media, and a specialty in programmatic, he's been able to help hundreds of media companies grow their digital revenue streams and supported thousands of advertisers by connecting them with their target consumers. He credits his work in the digital realm for fueling his day-to-day enthusiasm for advertising and meeting the love of his life, Mallory.



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