

July 7, 2021



Volume 38
Issue 24

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

Leo Mores Newspaper
Leadership Institute
Application
Monday, August 2

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



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.

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

Q&A from the Iowa Public Information Board

Question: Is there a time requirement for filing a complaint with the Iowa Public Information Board?

Answer: Yes, under Iowa Code section 23.7, the complaining party must file a formal complaint with the IPIB within 60 days from the time the alleged violation occurred or the complainant could have become aware of the violation with reasonable diligence.

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 June 2021, 71 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, 374 identifiable people have contacted the IPIB. Of these, 191 were private citizens, 139 were government officials or employees, and 44 were members of the media. In 2021, 71% of the incoming contacts were resolved the first day, 13% were resolved in one to five days, and 16% 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	JUNE TOTALS
15	0	0	10	40	6	71

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/>.

Senator Wyden Introduces Federal Shield Bill, the Protect Reporters from Excessive State Suppression (PRESS) Act

NEWS MEDIA ALLIANCE

The News Media Alliance applauds Senator Ron Wyden (D-OR) for today introducing the Protect Reporters from Excessive State Suppression (PRESS) Act, which establishes reasonable ground rules for when the government can obtain confidential source information from the media and their third-party service providers.

Whether it is the mistreatment of soldiers at Walter Reed Army Medical Center, safety problems at nuclear power plants, or reporting on the government's secret and warrantless wiretapping program, groundbreaking stories would remain unknown – both to the public

and to Congress – without information gathered from confidential sources by investigative journalists.

The legislation introduced today by Senator Wyden prevents government overreach in obtaining information that would expose sources and jeopardize the public's right to know, while at the same time, enables law enforcement officials to get the information they need to investigate and prosecute crimes to keep the nation secure.

Alliance President and CEO, David Chavern, stated, "Our nation's history has shown that confidential sources are often crucial to helping journalists shed light on important public matters critical to a strong democracy. We are grateful to Senator Wyden for his leadership on this issue and we look forward to working with him and others in Congress to enact this important legislation."

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

meeting minutes

Iowa Newspaper Association Executive Committee Meeting Minutes | June 2, 2021



INA Executive Committee Minutes

The INA Board of Directors Executive Committee conducted an electronic meeting June 2, 2021, with the following members: Karen Spurgeon, Bloomfield Democrat; Debbie Anselm, Davenport Quad-City Times; Terry Christensen, Fort Dodge Messenger; Trevis Mayfield, Maquoketa Sentinel-Press; and Abigail Pelzer, Marshalltown Times Republican. Also, present was Susan Patterson Plank, INA

Votes taken:

1. On a motion by Mayfield, seconded by Pelzer, the Executive Committee voted to not hold the Master Editor-Publisher and Distinguished Service Awards selection committees this year, as the committees selected recipients in August of 2020 that due to the pandemic were not awarded in 2021 but will be awarded during the INA Annual Convention and Trade Show.

Respectfully submitted,
Susan Patterson Plank

Iowa Newspaper Association Board of Directors Meeting Minutes | June 18, 2021



INA Board of Directors Meeting Minutes

The INA Board met in Okoboji at the Arrowwood Resort and Conference Center at 10:15 a.m. with the following members present: Karen Spurgeon, Bloomfield Democrat; Zack Kucharski, Cedar Rapids Gazette; Christopher Hall, Charles City Press; Matt Grohe, Clear Lake Mirror Reporter; Bob Woodward, Dubuque Telegraph-Herald; Debbie Anselm, Davenport Quad-City Times; Terry Christensen, Fort Dodge Messenger; Jason Brummond, Iowa City Daily Iowan; Abigail Pelzer, Marshalltown Times-Republican; Trevis Mayfield, Maquoketa Sentinel-Press; Jeff Wagner, Sheldon N'West Iowa REVIEW and Paula Buenger, Spencer Daily Reporter. Also present was Susan Patterson Plank, INA.

Votes taken:

1. On a motion by Hall, seconded by Kucharski, the minutes of the April 23, 2021, board meeting were approved.
2. On a motion by Wagner, seconded by Kucharski, the board approved the recommendation from INA Bylaws Ad Hoc Committee to make changes to 3.4 Qualifications of Academic Members

Action agreed upon:

1. The board agreed that upcoming meetings would be scheduled for October 28, 2021, and February 3, 2022.

Other items discussed:

1. The board heard an update from Patterson Plank on the consolidated financials and the 2021 legislative session.
2. The board heard an update on the 2021-22 strategic planning process.
3. The board heard an update on the Master Editor-Publisher and Distinguished Service Awards.
4. The board heard an update from Brummond on the Digital Membership Ad Hoc Committee and its current progress.
5. The board received a board attendance report.

There being no further business the meeting was adjourned at 11:40 a.m.

Respectfully submitted,
Susan Patterson Plank

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

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 07.07

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

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 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

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

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@inanews.com.

New Polling Shows Majority of Republican Voters Support the Journalism Competition and Preservation Act

NEWS MEDIA ALLIANCE

New polling from Echelon Insights, in partnership with the News Media Alliance, found that a majority of the 956 Republican voters surveyed support the Journalism Competition and Preservation Act (JCPA), a bipartisan bill that would grant news publishers a limited, temporary safe harbor to negotiate better business terms with Big Tech platforms, including Facebook and Google.

KEY DATA POINTS INCLUDE:

- 73% of Republican voters surveyed believe that local news outlets and conservative media need to be able to band together to better negotiate a fair deal with Big Tech.
- Three out of four (75%) Republican voters surveyed believe that Big Tech should not be allowed to profit from news content unless it is fairly compensating news organizations for using that content.
- 70% of Republican voters surveyed believe Facebook and Google take advantage of news publishers when they negotiate on a one-on-one basis and use their power to ignore small, local, and conservative news publishers, leaving them out of negotiations entirely.
- More than two-thirds (67%) of Republican respondents agree that elected officials who

oppose the JCPA are allowing Big Tech to have all the negotiating power instead of arming conservative and local media with the tools to fight back.

The results of this poll further cement what JCPA supporters in Congress have been saying: voters value their local news publishers and believe that it is now more important than ever to level the playing field between small, local and independent publications and Big Tech. Congress must pass the JCPA to protect quality, local journalism.

For more information on the JCPA, visit the Alliance's Safe Harbor Resource Center at www.SafeHarborBill.com.

MEDIA CONTACT:

Lauren Edmonds, lauren.edmonds@fgh.com

The News Media Alliance is a nonprofit organization representing more than 2,000 news organizations and their multiplatform businesses in the United States and globally. Alliance members include print, digital and mobile publishers of original news content. Headquartered near Washington, D.C., in Arlington, Va., the association focuses on ensuring the future of news media through communication, research, advocacy and innovation. Information about the News Media Alliance (formerly NAA) can be found at www.newsmediaalliance.org.



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...



Iowa New Member
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Use Discount Code:
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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