



Iowa Newspaper Association Bulletin

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CALENDAR of EVENTS

MEETINGS

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

WEBINARS

How to Use Light and
Composition to Make
Compelling Photos
Friday, August 20

National Newspaper Association, News Media Alliance and Others Ask Court to Intervene to Stop August 29th Postage Rate Increase

A coalition of organizations representing commercial and nonprofit users of the mail on Friday petitioned the US Court of Appeals for the District of Columbia Circuit to issue a stay preventing the US Postal Service from increasing postal rates on August 29. NNA appears as an intervenor with the News Media Alliance.

The motion for a stay is the second attempt to halt the rates, brought in a lawsuit challenging the Postal Regulatory Commission's authority to allow rate increases beyond the inflation-based cap in the Postal Accountability and Enhancement Act. Before USPS announced the August increase, the mailers' groups had asked for a judicial stay, but were turned down because the size of the rate increase was not yet known. Increases of nearly 9% are ahead for Periodicals newspapers.

Now, the mailers say, the impending rates are known and the damage from them will be irreparable unless the court holds off the increase until the end of the lawsuit. Among the petitioners explaining the harms being done to the publishing world were NNA member Multi-Media Channels, LLC, in Milwaukee, which detailed the negative impact upon news coverage from the postage increases. MMC was joined by Consumer Reports and Yankee Publishing in New Hampshire, among others.

The motion said, "the ability of movants to educate, advocate, and provide direct services will be significantly curtailed... (R)educed mailings

will curtail veterans' benefits, such as rides to medical appointments, career fairs, and free benefits counseling services on which veterans depend). MMC (newspapers) will be 'reducing news coverage and providing less service to our customers.' These harms will be irreparable."

Oral argument in the appeal is set for September 13. Unless the Court grants the stay, the postage rates will go into effect before the Court makes its decision about the PRC authority to allow the increases. Once the increased rate money is spent, it cannot be refunded by USPS.

NNA Chair Brett Wesner, president of Wesner Publications, Cordell, OK, said:

"We were shocked that the Postal Service decided to implement such dramatic postage increases just as the economy is struggling to re-emerge from the COVID shutdowns. The increases for newspaper mailers will be more than four times what they would have been under the inflation cap, but the ability of our readers and customers to pay for these increases certainly is still being held down by the very real cap on economic activity from COVID. NNA thanks News Media Alliance for forming our team to oppose the increases and get some clarity in what we can expect from the Postal Service in the future."

Visit <https://nna.org/pub/doc/07-23-2021-Motion-for-Stay-with-Exhibits-Declarations-Only-.pdf> to view a copy of the motion on the NNA website.

INA welcomes Kris Maggard as CNA Sales and Marketing Director

Maggard's experience and skills make her highly qualified to lead CNA and represent the newspapers of Iowa. She has an extensive background as a multimedia sales leader who consistently contributes to an organization's revenue and brand success. Maggard is a relationship-builder, a revenue creator and an innovator.

Maggard comes to the INA from The Avenues of Ingersoll & Grand having served as the Executive Director for the past two years leading a model



Kris Maggard

Business Improvement District nonprofit. Prior to that she spent over 15 years as the publisher of Business Publications where she was responsible for overseeing daily business operations of magazines and the custom content division. During her time there she drove revenue increases averaging 24% per year.

Maggard is no stranger to the Iowa Newspaper Association as she served as its communication director from 1995 to 2003. She understands and has a passion for Iowa newspapers and the critical work they do in their communities. Her first job out of college was writing and selling for a community newspaper.

meeting minutes

Iowa Newspaper Association Government Relations Committee | July 9, 2021



INA Government Relations Committee Minutes

The Iowa Newspaper Association Government Relations Committee met in Des Moines at the INA office at 10:00 a.m. with the following members present: Sarah Lefeber, Ames Iowa State Daily; Jared Strong, Carroll Times Herald; Zack Kucharski, Cedar Rapids Gazette; Ron Gutierrez, Clinton Herald; Rox Laird, Des Moines; Kathleen Richardson, Drake University; Bill Tubbs, Eldridge North Scott Press; Terry Christensen, Ft. Dodge Messenger; Jason Brummond, Iowa City Daily Iowan; Sara Konrad Baranowski, Iowa Falls Times Citizen; Randy Evans, Iowa Freedom of Information Council; Rick Morain, Jefferson; Abigail Pelzer, Marshalltown Times Republican; Trevis Mayfield, Maquoketa Sentinel-Press; and Jeff Wagner, N'West Iowa REVIEW. Also, in attendance were Brad Epperly, Dustin Miller, and Casey Nichols all of Nyemaster; and Susan Patterson Plank, Iowa Newspaper Association.

Votes taken:

- A. On a motion by Pelzer, seconded by Gutierrez, the Committee approved the minutes of the December 10, 2021 meeting.

Action agreed upon:

- A. The committee directed staff and the INA lobbyists to develop a legislative outreach plan for the committee to review. Additionally, the committee agreed to not hold the legislative reception.
- B. The committee directed staff to develop a "best practices" for newspapers as it relates to public notices.
- C. The committee directed staff and the INA lobbyists to reach out to the Florida Press Association to better understand its recent public notice legislation changes. Additionally, Patterson Plank will provide an update on Wisconsin legislation after the Newspaper Association Manager (NAM) August meeting.
- D. The committee discussed the concerns over the recent legislation impacting ballots and agreed to reconvene on the topic after the election.

Other items discussed:

- A. The committee heard a review of the 2021 legislative session.
- B. The committee heard an update on the IPIB and current board terms from Morain. There was also a brief discussion on the IPIB 2021 pre-filed bills and the status of discussion revolving around metadata as it relates to chapter 22.
- C. The committee heard an update from Kucharski on the InFocus Police Video Project and that all installments are still available and that the grant deadline was July 9.
- D. The committee discussed the impact on digital membership on lobbying efforts.

There being no further business, the meeting was adjourned at 3:45 p.m.

Respectfully submitted,
Susan Patterson Plank

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INA LEGAL HOTLINE
515-283-3100 (paid service)

Mudge-Monroe family continues their Next Generation Fund

In 2016, on the occasion of her retirement from her role as Executive Director of the Iowa Newspaper Association, Chris Mudge, with characteristic humility, quietly sent a message to board members and the INA management team to announce that she and her husband, Bill Monroe, would be pledging \$25,000 toward the work of the Iowa Newspaper Foundation.

Chris spent her entire 34-year career with the Iowa Newspaper Association, working to help Iowa newspapers make a difference in their communities. She was employed at the Iowa Newspaper Association in Des Moines from 1982 until her retirement in 2016 rising through the ranks from an advertising sales representative to become executive director. During her tenure, the INA saw incredible innovation and growth—including the creation of the Iowa Newspaper Foundation and the expansion of Customized Newspaper Advertising. She was also a tireless advocate on behalf of Iowa newspapers and passionately worked to uphold the principles of the First Amendment.

Chris (Mudge) Monroe passed away March 7 following an inspiring battle with metastatic breast cancer. At the Iowa Newspaper Association, Chris left a legacy of hard work, foresight and humility that still resonates today and her courageous battle with cancer continues to inspire all of us.

With 60 years of combined service to the INA between them, Chris and Bill have consistently displayed exceptional leadership and uncanny foresight. The Chris Mudge Next Generation Fund, which was established in 2015 to honor Chris, will be used to create an endowment to support the Iowa Newspaper Foundation's dedication to fostering quality journalism education for future



generations to come. Since the fund was established, donors have continued to contribute, allowing the INF to focus on youth programs that ensure our community's future journalists are educated about the newspaper industry and encouraged to join its ranks.

To donate to the Chris Mudge Next Generation Fund visit <https://tinyurl.com/nextgenerationfund>.

Iowa Summer Journalism Workshops 2021

In response to COVID-19, the 2021 Iowa Summer Journalism Workshops were held online. Online classes commenced at 9:00 am each morning in a large session for all workshop participants. From there students migrated to their topic specific workshop led by their instructor. Each day concluded at 3:30.

TOPIC SPECIFIC WORKSHOPS INCLUDED:

- Advanced Graphic Design
- Investigative Reporting
- Personal Writing
- Photojournalism with a Cell Phone Camera
- Publication Leadership Academy

Visit <https://www.iowajournalism.com/> to learn more and to view galleries of student work.

Your generous contributions to the Chris Mudge Next Generation Fund make it possible for us to support programs like this!

National Newspaper Association mourns the passing of postal guru Max Heath

BY TONDA RUSH

NATIONAL NEWSPAPER ASSOCIATION

The death of NNA's Postal Chair Emeritus Max Heath, Shelbyville, Kentucky, on July 28 set off a period of mourning across the community newspaper industry.

Heath's family told the National Newspaper Association/NNA Foundation Boards of Directors last weekend that Heath had suffered a hemorrhagic stroke on July 23. His wife, Ruth Ann of Shelbyville, and son Jason of Louisville, Kentucky, were at his side as local friends stopped at a Louisville hospital to pay respects.

Heath was 75. He went into semi-retirement as NNA's Postal Committee chair in phases during the past several years as the new Postal Team led by NNA Past President Matthew Paxton, publisher of The News-Gazette in Lexington, Virginia, and Brad Hill, CEO of Interlink, began to pick up his many duties. Heath remained as a consultant to the committee until his death.

He was executive editor of Landmark Community Newspapers Inc., for 21 years before retiring into a consultancy that continued until the newspapers' sale to Paxton Media in 2021. As editor and chief postal advisor, he oversaw 52 weekly and daily newspapers in 12 states, seven collegiate sports newspapers, seven free newspapers, 30 shoppers and more than 30 specialty titles. He was in charge of acquisition development from 2001 to 2008.

Heath stepped into NNA's top postal policy position in 1989 when he joined the Postmaster General's Mailers Technical Advisory Committee, a post he maintained in emeritus status through 2021. The Postal Service presented its first Special Achievement award at the National Postal Forum on Sept. 2, 1998. He served on numerous task forces and special committees to oversee the many changes in USPS and to guide its technical and logistical initiatives to preserve the affordable national mail delivery options of the community newspapers he

so cherished. As NNA's top guru, he conducted dozens of training seminars for NNA and other newspaper associations through the early 2000s, retiring only from the travel and never from the advisory function.

He was also called several times by NNA General Counsel and Director of Public Policy Tonda Rush to testify as the leading newspaper postal expert before the Postal Regulatory Commission, often educating the commissioners, staff and USPS logistics experts on how newspapers were being handled in the field by USPS. He was principal editor of NNA's Postal Tips book in 1998 and monthly contributor to Publishers' Auxiliary's Postal Tips column.

NNA Foundation President Matt Adelman noted that as NNA and NNAF shifted its postal training into the Foundation, Max had remained a constant source of wisdom and support. NNAF will continue to use Heath's educational materials to assist community newspapers, Adelman said.

"Max has long been a legend in the newspaper industry across the country as the go-to guy for anything postal and has always been a stalwart ally of newspapers of any size and shape," Adelman said. "He will be greatly missed as a true friend as well as a mentor, industry leader and invaluable partner in our constant struggle with postal issues on all fronts. His commitment and dedication to NNA and NNAF mirrored his passion for the newspaper industry throughout the many decades we have held him in such high regard. We look forward to honoring him and his immense level of service to our industry as we continue his work."

NNA Executive Director Lynne Lance said NNA members would continue to receive postal advice and assistance through NNA's Postal Hotline.

"Max's generous way of helping people to understand the ins and outs of using the mail will live on in the education he provided his successors. No one will ever replace the knowledge Max had. But we pledge to honor his legacy by making sure community newspapers remain in the forefront of the Postal Service's mission," she said.

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

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 08.18

INSIDE SALES EXECUTIVE. The sales division of the Iowa Newspaper Association, C.N.A. seeks to hire an inside sales position. This position represents all newspaper networks nationwide selling advertising solutions, print and digital, to national and regional companies; works with base accounts and responsible for new business development and has specific sales goals related to Iowa, Wisconsin and Michigan newspaper networks, both classified and display. This position works under the general supervision and direction of the Sales and Marketing Director. The ideal candidate would have 3+ years of sales experience, previous media experience is preferred. The candidate must demonstrate excellent written and oral communication skills, customer service skills, time management and organizational skills, and be proficient in Microsoft word products including Outlook and Excel. Interested candidates should send a cover letter and resume to INA Executive Director Susan Patterson Plank at spattersonplank@inanews.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 08.18

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. 08.18

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 08.18

REPORTER. The Business Record seeks a reporter with an interest in and understanding of community journalism. While all staff writers contribute reporting on a wide variety of topics, this role will focus on primary beat areas that include: technology and innovation, entrepreneurship, education and human resources.

In this role, the reporter will explain how technology, small business, education and HR trends are affecting businesses new and long-standing in Greater Des Moines and across Iowa. The right candidate will join a staff of senior reporters to assist with the Business Record's coverage of local business leaders. The Business Record strives to help businesses do business better by keeping them on the forefront of business trends while also presenting social issues through a business lens.

The position requires a strong writer who can develop relationships in their beat areas. Assignments will include a variety of quick-turnaround daily news reporting, long-term in-depth reporting, covering and moderating live panel events, and special project work. This person must function with a great deal of autonomy, building sources and independently managing story schedules as Business Record reporters are given a great deal of freedom to generate the majority of their own story ideas.

The reporter will conduct original reporting to create the weekly innovationIOWA e-newsletter, lead reporting on the annual innovationIOWA magazine and produce regular content across all Business Record products. As part of a strong and growing company supporting a strong and growing community, this person should be nimble to adapt to new initiatives on a regular basis.

Recent journalism grads to seasoned veterans will be considered for this position. 08.18

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. 08.18

▼ FOR SALE

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

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

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IN THIS ISSUE...

- How to Use Light and Composition to Make Compelling Photos

local & personal

Dirk van der Linden has been honored with the Lifetime Community Service Award from the Belmond Growth Alliance. He was recognized for working on and chairing dozens of projects over the past 35 years, including restoration of Belmond's movie theater, installing sidewalks and trails to the new elementary school, establishing a downtown improvement district, remodeling of the United Methodist Church, planting trees, volunteering with the annual July 4 celebration, and serving on the high school scholarship committee. He and his wife Lee are the publishers of the Belmond Independent.

MEMBER EXCHANGE - cont. from page 5

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@inaneews.com.



An Iowa Newspaper Foundation webinar...

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

How to Use Light and Composition to Make Compelling Photos

Friday, August 20 · 1-2 p.m.

Registration fee: FREE · Deadline: August 17

IN THIS WEBINAR...

Have you mastered the settings on your camera? Are you ready for the next step in advancing your photojournalism skills? No matter the device, a DSLR or iPhone, anyone can make a good photo with the right technique. This webinar will take an in-depth look at how to combine storytelling, light and composition to create compelling images.

THE PRESENTER...

Kelsey Kremer



Kelsey Kremer is an Emmy award winning photojournalist and life-long Iowan. Kremer has been making photos and videos for the state's largest newspaper, the Des Moines Register, since 2013. In her time at the Register she's traveled all over the state and half-way around the world sharing stories about Iowans. In 2017, she was the recipient of a Pulitzer Center on Crisis Reporting grant for a two-week reporting trip to China to document Iowa's role in U.S., China relations. She is a graduate of Iowa State University's Greenlee School of Journalism and Communication.



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