October 20, 2021



Volume 38 Issue 35

Iowa Newspaper Association Bulletin

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

Seeing the Whole Community Thursday, November 11

Reviving Newspapers in Digital News Deserts Thursday, November 18



Auditors may still run a ballot facsimile to avoid mistakes

owa election officials, like county auditors, now have the option simply to publish the names of candidates and offices for which they are running, rather than the official ballot as they have been doing for many years.

This is due to the passage of Senate File 568 which passed shortly before midnight on the final day of session as was covered in the INA Bulletin of June 9th. It addressed the conduct of elections, including nominations, procedures for proposed amendment to the Iowa constitution, absentee voting and effective date provisions. Unfortunately, a small change was made allowing for the list of names of all candidates or nominees and the office each seeks versus showing the names by publishing a facsimile of the ballot.

This doesn't mean that local officials can't still run a facsimile of the ballot in their local newspaper. There are several reasons why they should consider continuing to publish the official ballot.

Voters are used to looking in their local newspaper

for the ballot they will see when they go the polls. Many readers even mark their newspaper ballot the way they plan to do when they vote on Election Day, or use the newspaper ballot as a model for their actual absentee ballot. Running the actual ballot is a public service that voters appreciate.

For election officials like county auditors, simply giving a copy of the official ballot to their local newspaper to publish is the easiest way to fulfill the publication requirements of Iowa law. It's a heck of a lot easier than drafting a new list of candidates and elective offices.

And it's a surefire way to avoid mistakes. The official ballot has already been checked for typos and other errors – using it means that neither the auditor nor the newspaper runs the chance of making mistakes on a new manufactured list, which can be embarrassing or worse for smooth elections.

The Iowa Newspaper Association suggests you have a chat with your county auditor about election publication options.



Soviet Union Premier Nikita Khrushchev visited Iowa in September 1959, including stops in Ames, Des Moines and Coon Rapids, where farmer and businessman Roswell Garst (1898-1977) hosted him on his family farm. (Iowa Department of Cultural Affairs)

INF offers free content from Iowa Department of Cultural Affairs

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

• Iowa's 175th Anniversary: Special Section - Celebrate the State of Iowa's 175th anniversary, coming up on Dec. 28, with a bundle of historical content you can publish as a special section or in a series of weekly spotlights between now and then. Enjoy 16 mini-stories with photos, plus a timeline and a pair of games.

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



Auctioneer needed for 2022 Convention!

The Iowa Newspaper Association and Foundation is looking for an auctioneer to help us at this year's INA Convention and Trade show. If you or someone you know is interested in the opportunity, please email Jana Shepherd at jshepherd@inanews.com.

CONTACT US



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INA LEGAL HOTLINE

515-283-3100 (paid service)

As a reminder, if you have agreed to upload your print editions to the NewzGroup site, you should be doing so regularly upon publication of each edition you print. Uploading your newspaper allows CNA to secure tearsheets more quickly and, in turn, pay you faster for advertising that runs in your newspaper. In addition, if you are uploading to NewzGroup, you only need to mail CNA two copies of each newspaper you publish, allowing you to save on postage.

If you're interested in getting more information on uploading your paper to NewzGroup, please contact Susan James at sjames@inanews.com.

Now accepting board and committee nominations!

f you or someone you know is interested in serving as a board member, please email the name of the publisher, newspaper and the nominator's name and newspaper to spattersonplank@inanews.com with the subject title "board nomination" by December 3, 2021 for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

If you or someone you know is interested in serving as a committee member, please email the name of the nominee, newspaper and committee (committee descriptions below) to spattersonplank@inanews.com with the subject title "committee nomination" by December 3, 2021. People nominated will be recruited to serve and will be told their name was placed into nomination by a member.

- **Contest Committee (INF)** makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.
- Convention & Programming Committee (INF) plans all educational programming including the annual convention, with committee members serving as moderators. Meets approximately one time per year.
- Finance Committee (INA) reviews the INA financial statements and annual budget. Meets approximately
 one time per year.
- Government Relations Committee (INA)- monitors legislation and makes recommendations to the
 board regarding the INA's legislative program. Also monitors non-legislative government activities and
 when appropriate, makes recommendations to the board regarding INA activity. Meets approximately
 two times per year.
- Nominating Committee (INA & INF) develops a nominating report to the membership for the INA board elections. There is a committee for each board the INA board and the INF board. Each committee meets approximately one time per year.
- **Scholarship Committee** (**INF**) administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

Iowa Freedom of Information Council offers free courtroom training

he Iowa Freedom of Information Council and Iowa Judicial Branch will conduct a 90-minute training program on October 27 for journalists in southeast Iowa who want to use cameras, laptop computers, audio recorders or smartphones inside Iowa courtrooms.

There is no charge for this program. No reservations are necessary. The training will be repeated in the coming weeks in west central, northwest, southeast and far eastern Iowa.

The October 27 event will be in Atlantic from 10 a.m. until 11:30 a.m. at the Bridge View Center. You can find details on the attached flyer.

It is important that journalists -- photographers, videographers, reporters, assignment editors, etc. -- in southeastern Iowa make time for this training if you or your staff want to use electronic gear inside Iowa courtrooms. This training is being held to avoid problems in courtrooms like those that occurred during the recent trial of the man accused of killing Mollie Tibbetts.

Because electronic gear is permitted in courtrooms



only with the permission of the presiding judge, it is important that everyone have a thorough understanding of the do's, don'ts and procedures for Iowa's Expanded News Media Coverage rules established by the Iowa Supreme Court.

Avoiding problems is important, because judges have the authority to punish those who violate the court rules. That punishment could range from a verbal reprimand, to banning the journalist or his/her employer from using digital gear in future court proceedings, to criminal contempt-of-court charges against the journalist.

IowaWatch accepting nominations for returning Berry, Brubaker awards

owaWatch is taking nominations for the Stephen Berry and Randy Brubaker Free Press Champion awards. The awards are being presented this year after a break in 2020 due to COVID-19.

"We are thrilled to bring these awards back after a year off," Suzanne Behnke, editor of IowaWatch – the Iowa Center for Public Affairs Journalism. "These awards recognize the Iowans who bolster democracy as journalists and open records advocates, often persisting through opposition. I can't think of a more important time to honor those who do this important public service work on behalf of Iowans."

Nominations can be sent to Behnke at Suzanne-behnke@iowawatch.org by Oct. 29. They should include a letter of nomination and up to three examples of work or the nominee's efforts.

The awards will be presented Nov. 12 at the upcoming IowaWatch virtual storytelling event. The event is at 7 p.m.

The Berry award is named for IowaWatch's co-founder, who created the nonprofit news outlet in

2010 while a professor at the University of Iowa. Berry previously had a long a career as a Pulitzer Prize-winning investigative journalist. The award is given to a working journalist, journalism group or journalism educator in Iowa.

The Brubaker award honors Randy Brubaker, the a longtime Des Moines Register editor who died in 2014. It is given to an Iowan who has done significant open records work over several years in a role other than journalism.

In 2019, the Berry award was given to Carol Hunter, editor of the Des Moines Register editor. The Brubaker award was received by Margaret Johnson, the executive director of the Iowa Public Information Board.

The Iowa Center for Public Affairs Journalism is an independent, nonprofit, nonpartisan, investigative news service that does investigative and community affairs journalism in collaboration with other media and trains college student journalists to do this kind of reporting at a high level. The center was incorporated as a nonprofit in February 2010.

17th annual H. F. Guggenheim Awards for Excellence in Criminal Justice Reporting

Submissions are now being accepted for the 17th Annual Harry Frank Guggenheim Awards for Excellence in Criminal Justice Reporting, sponsored by the Center on Media, Crime and Justice at John Jay College of Criminal Justice.

ABOUT THE AWARDS

The prizes have been awarded annually since 2005 in two categories (Best Single Story and Best Series) for work published or posted in U.S. print, magazine and online media that has had a significant impact on criminal justice debate and policy.

The prestigious \$2,000 awards, unofficially called the "Pulitzers" of crime and justice journalism, are the only national journalism awards of their type, and are formally presented at a special event during the John Jay/Harry Frank Guggenheim Symposium on Crime in America.

The annual awards in two categories—single story and series—are open to print, broadcast and online U.S.-based publications. They honor investigative, feature, analytical, and enterprise journalism on criminal justice and related issues.

The 2022 awards will be presented in conjunction with the John Jay/Harry F. Guggenheim Annual Symposium on Crime in America in March 2022. The awards are administered by the Center on Media, Crime and Justice at John Jay, and judged by a panel of leading

journalists and educators.

You can submit entries at https://johnjaycollege-ugmtg.formstack.com/forms/17annualawardincjrjjc. First, please read the information about the prize below.

ELIGIBILITY: To be eligible for the prize, work must be published in a newspaper, magazine or online news outlet in the U.S. (broadcast work is eligible if it contains a significant online dimension) between November 1, 2020 and October 31, 2021.

CRITERIA: The awards honor enterprise, analytical and investigative reporting work that has had a demonstrated impact on public understanding or public policy (local or national) in any area related to criminal justice. Spot news stories may qualify if they advance this criteria. Each submission can only be entered in one category, but multiple submissions from the same news outlets are accepted. All submissions must include a nominating letter from a supervising editor providing details that can help the judges assess the impact and significance of the work.

DEADLINE: November 8, 2021, 11:59 pm EST **COST OF ENTRY:** \$90 per submission

The annual prizes are supported by a grant from the Harry Frank Guggenheim Foundation.

For questions about the prize, please contact Prize Administrator Wren Longno at wren@thecrimereport. org, or Ricardo Martinez at rmartinez@jjay.cuny.edu, or Stephen Handelman at shandelman@jjay.cuny.edu.

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITOR. The Ottumwa Courier is looking for a journalist ready to move into the editor ranks.

Our associate editor serves as the paper's No. 2 editor and is a vital member of our team. The Courier's newsroom is a collaborative environment that seeks to use each other's strengths to build our product into the best it can be. This position manages our special publications and helps ensure we're publishing a quality news product daily.

This role is an excellent next step for journalists that are looking to gain supervisory responsibilities, while continuing to build their clips and experience toward their career goals. We are searching for someone who is a proficient writer, an organized self-starter, a collaborator, and clear communicator. A bachelor's degree in journalism or similar field is preferred, but we'll consider those who have on-the-job experience in lieu of a formal degree.

Other ideal (but not required) qualifications include proficiency of the AP Stylebook, accurate typing skills, experience with journalism ethics and standards, and prior experience in print journalism.

This position does require a valid driver's license, safe driving record and reliable transportation.

To apply, send cover letter explaining your qualifications for the position, a resume, and 3-4 samples of your best work to Editor Kyle Ocker, kocker@ottumwacourier.com. Any questions about the position should be routed to the Editor via email. 11.17

MEDIA BUYER. This position is responsible for working closely with the sales department and advertising staff in processing advertising orders, estimates and scheduling information. This position will have national industry contacts and an aggressive sales-like attitude to buy media for print, online and digital. Responsible for being self-motivated, working independently, and well under conflicting deadlines.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The essential functions include, but are not limited to the following:

- Generating newspaper cost estimates and orders for print, online, networks and programmatic digital
- Coordinating with newspapers, other printed publications and media vendors throughout the United States and Canada in obtaining rate and general information for advertisers
- Serving as an information outlet to Outside and Inside Account Executives in securing publication information to match advertiser needs
- Coordinating, maintaining daily space, material and request deadlines
- Using analytical skills in researching and reviewing information provided by newspapers and media vendors to ensure accuracy of applicable pricing and details
- Serving as the liaison to in-house advertising accounts and vendors
- Deliver advertising ad copy weekly to member publications in lowa, Michigan and Wisconsin.
- Tearsheet daily/weekly for network and display advertising
- Update content management site with advertising copy

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- 1 to 2 years of college or equivalent experience in advertising/marketing required
- 2 to 3 years of customer service experience required
- Experience analyzing complex data, market research, and formulating actionable plans preferred
- · Excellent organizational skills; ability to prioritize mul-

- tiple tasks and conflicting deadlines; detail-oriented
- Must have ability to work well in a team-based environment
- Excellent oral/written communication skills, including well-developed presentation skills
- High comfort level for math and excel spreadsheets
- Proficient in Microsoft Office, specifically Excel, Word and PowerPoint

Interested candidates should send a cover letter and resume to CNA Sales and Marketing Director, Kris Maggard at kmaggard@cnaads.com.

NEWS REPORTER. The Mason City Globe Gazette is looking for a Local News Editor who will lead by example. We're an award-winning newsroom that likes to work collaboratively to inform and entertain our print and digital audiences. The Local News Editor will be the primary point of contact for the public, the person who sets the tone for the newsroom's work and its primary news coach. You'll need to be able to recognize a good story when you see it and help your staff do its best work. You'll be responsible for making the call on what goes in our print product each day as well as what gets priority online. We're looking for someone who is outgoing, comfortable with challenging status quo, and eager to innovate. Experience in coaching reporters and copy editing is helpful, but we're willing to train the right person looking to make the leap into management. Understanding analytics and multi-media as a tool to inform and supplement reporting is a must. What do you get? A close-knit, collegial newsroom ready and willing to push you to do your best work. Some of the lowest living costs in the Midwest, and a home less than a day's drive away from Minneapolis/St. Paul, Chicago, St. Louis, and Kansas City. Competitive wages, benefits, vacation time and a 401K are part of the package. Please submit a resume and a cover letter that explains how you would help your team do its best work to North Iowa Editor Jaci Smith at Jaci.Smith@GlobeGazette.com. No phone calls, please. The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit http:// www.lee.net. Drug free and Equal Opportunity Employer. 11.03

NEWS WRITER. The Oskaloosa Herald is searching for a fulltime 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 position will report primarily on Marion County news, with an emphasis on Pella, Iowa and Knoxville, Iowa. 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

MEMBER EXCHANGE - cont. on page 5



Iowa Newspaper Association

Bulletin

www.INAnews.com



- Seeing the Whole Community
- Reviving Newspapers in Digital News Deserts
- Courtroom Training

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@inanews.com.

local & personal

Promising journalism couple joining Times Herald newsroom. Trevor Babcock, a writer with the Marshalltown Times Republican, and Sarah Stortz, a reporter with the Oskaloosa Herald, will start in the Carroll Times Herald newsroom on Nov. 1 — Babcock as editor, and Stortz as a general-assignment reporter. Babcock and Stortz succeed former Times Herald crime and courts reporter Jared Strong and editor Rebecca McKinsey, whose last day at the Times Herald will be Nov. 5.

MEMBER EXCHANGE - cont. from page 4

great opportunity for a reporter to acquire quality experience and become a versatile multi-media journalist.

The Oskaloosa Herald operates a daily news website, http://www.oskaloosa.com, and publishes print editions on Tuesday and Saturday to more than 1,500 subscribers. 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. Pella, Iowa is home to Central College, Pella Windows, Vermeer Corporation and the annual three-day Tulip Time Festival. Knoxville, Iowa is home to the Sprint Car Racing Capital of the World in Knoxville Raceway. To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Editor Kyle Ocker by email to kocker@oskyherald.com. 11.17

REPORTER. The Globe Gazette in Mason City seeks a talented reporter who can apply their skills as an insatiably curious and colorful writer to our local government beat. We aim high - we're looking for someone who understands and believes in using analytics as a tool to help inform coverage, who can respond quickly and accurately to news as it develops and who can dig deep and ask tough questions as a watchdog. If you can only write institutional stories, this is not the job for you. Social media and mobile reporting skills (photography, video, Facebook Live) are also a must. So, what do you get? A close-knit, collegial newsroom with editors ready and willing to push you to do your best work. Some of the lowest living costs in the Midwest, and a home less than a day's drive away from Minneapolis/St. Paul, Chicago, St. Louis, Kansas City and five Major League ballparks. Competitive wages, benefits, vacation time and a 401K are part of the package. Please submit a resume, cover letter that explains what you'd do to develop local government sources in Mason City, and five of your best clips North Iowa Editor Jaci Smith at Jaci.Smith@GlobeGazette. com. The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Bill-ings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit http://www.lee.net. Drug free and Equal Opportunity Employer? 11.03

SPORTS/NEWS WRITER. The Keokuk Daily Gate City in Southeast Iowa is hiring for a Sports/news writer. We cover several schools in three states as we are on the border with Missouri and Illinois. If you know sports and also like writing on other topics, this job is right for you. We are looking for a person with flexibility and who likes to seek out stories on their own as well as take assignments.

Contact Joe Benedict at editordgc@dailygate.com for more information. 10.20

▼ FOR SALE

Considering a sale of your newspaper but not sure where to start? lowa'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.

Poly bags! Earlier this year, the Telegraph Herald, Dubuque, changed the physical size of the paper. With that, we now have lots and lots of cases of poly bags, used by carriers. that are better suited for a broadsheet size paper. The dimensions of the bags are 9" x 21"..... if you need bags, LET'S MAKE A DEAL! Contact Mike Fortman at 563-588-5740, mike. fortman@wcinet.com.



Thursday, November 11 • 1-2 p.m.

Registration fee: FREE • Deadline: November 8

IN THIS WEBINAR...

Communities, readers and audiences want to see themselves reflected in your local news coverage. Not just through words and stories, but also through the visuals, photos, art and designs in your various print and digital products. Doing so requires you to look, listen and learn.

This session will help editors and reporters visually cover their whole community. Topics include visual inclusion, intention and diversity as well as making tough visual calls.

THE PRESENTER...





Val Hoeppner, a renowned journalist, media instructor and strategist leads this discussion. Currently a media consultant, Hoeppner previously worked as director of education for the Diversity Institute at the John Seigenthaler Center and is a member of the Native American Journalists Association, Online News Association, Associated

Press Photo Managers, News Leaders Association, the Recording Academy and Public Radio in Mid America.



Follow us:



Online Media Campus



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REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers and state press associations.



Thursday, November 18 • 1-2 p.m.

Registration fee: FREE • **Deadline:** November 15

IN THIS WEBINAR...

The digital landscape is analogous to the Great Plains of 19th century middle America.

If you try to build a farm (website) without a clear path to the railroad (Google/Facebook), then there is no practical way of developing a sustainable town (digital business).

In this webinar, Our Hometown CEO, Matt Larson, will present the steps needed to forge and maintain digital channels to the major Internet platforms, where the newspaper's audience has already assembled. Learn how to:

- Help Google index your site
- Get headlines to appear in Google News
- Direct traffic from Facebook to your website
- Keep readers engaged on the website longer

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.



Follow us:





REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers and state press assocaitions.



Courtroom Training for Journalists

WHEN: Wednesday, Oct. 27, 2021

TIME: 10:00 a.m. to 11:30 a.m.

WHERE: Bridge View Center

102 Church St. Ottumwa, Iowa

WHO'S INVITED: Broadcast and print journalists

who want to use cameras, laptop computers, audio recorders or smart phones in Iowa courtrooms

This <u>free</u> program will explain the Iowa Supreme Court's Expanded News Media Coverage program, the court rules that govern journalists' use of ENMC devices, the process for obtaining permission to use this equipment, and the penalty for violating judges' ENMC orders.

<u>Reservations are NOT necessary</u>. This program will be offered in other cities in the coming weeks, too.

The presenters will be:

- o **Randy Evans**, executive director of the Iowa FOI Council, who is the Iowa Supreme Court's central logistics coordinator for ENMC, and
- o Steve Davis, communications director for the Iowa Judicial Branch

There will be plenty of time to get answers to your questions about the do's and don'ts for the Expanded News Media program.

All journalists who want to use cameras, laptops, smart phones or audio recorders inside lowa courtrooms must go through this training, either here or elsewhere. Attendees will receive a new lowa FOI Council courtroom photo ID badge that will signify to court officials you have completed this training.