



# Iowa Newspaper Association Bulletin

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## 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

## Public must be informed in doctor discipline

*This article is free to use and publish in your publication.*

BY RANDY EVANS

EXECUTIVE DIRECTOR

IOWA FREEDOM OF INFORMATION COUNCIL

The Iowa Legislature's "To Do" list should be a little longer after last week.

And people need to contact their senators and representatives in the Legislature to make sure they understand their duty is to protect the health and safety of Iowans.

The reason? The Iowa Supreme Court handed down a decision Friday that will pretty much keep the public in the dark when a physician is charged by state regulators with professional misconduct.

For decades, the Iowa Board of Medicine released the facts and legal basis for disciplinary charges the board filed against doctors. That basis might include a physician being impaired by alcohol or other drugs. The doctor may be accused of sexually molesting a patient in the exam room. Maybe the physician is accused of using improper, unnecessary or unskilled treatments.

All of these have occurred in Iowa. Each time, the board has shared basic case details with the public after filing charges, although patient names are never disclosed.

But under the Supreme Court's unanimous decision last week, those basic facts and circumstances must be kept confidential until the medical board issues its final ruling. That process often takes a few years. During that time, Iowans are deprived of vital information they should have when picking a doctor.

The court's decision was based on the justices' interpretation of the language in Iowa's licensing and disciplinary laws for physicians and other professions, including dentists, nurses, chiropractors and pharmacists.

The law says "investigative information" gathered as part of a complaint against a licensee must be kept confidential until the board issues its final, written decision — which is a public record.

Lawmakers wrestled long ago with a similar what-



Randy Evans

is-public-what-is-private conundrum involving criminal charges. They decided the facts and circumstances forming the legal basis for those charges must be made public when someone is accused of a crime.

With its decision last week, the Supreme Court seems to embrace the notion that the disciplinary charges filed by the medical board involve raw,

unproven allegations.

The board does not simply type up and file unverified charges after receiving allegations about a physician. The board's investigators dig into the accusations. They interview people. They study medical and scientific evidence with the help of experts.

Then the staff goes before members of the Board of Medicine and asks them to decide whether there is adequate legal basis and justification to warrant disciplinary charges. The board members are appointed by the governor, subject to confirmation by the Iowa Senate. Seven of the 10 members must be physicians.

The board staff and board members do not take their responsibility lightly. They know they are making decisions that could affect the livelihood of a physician — as well as the health and safety of the patients the doctor treats.

Kent Nebel, the executive director of the Board of Medicine, told reporters the implications of the court ruling are disturbing.

The board receives about 600 complaints each year against Iowa's 6,600 active physicians. Those complaints are kept confidential. It is only when the board concludes there is a factual and legal basis for filing disciplinary charges that a doctor is identified.

Only 25 to 30 of those 600 complaints lead to charges, Nebel said.

The medical board does have the power to order the emergency suspension of a physician's license if the person

DOCTOR DISCIPLINE - cont. on page 2



## 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](mailto:jshepherd@inanews.com).*

**DOCTOR DISCIPLINE** - cont. from page 1

poses an immediate danger to the public. But that power is rarely used.

The Supreme Court case involved a heart surgeon, Dr. Domenico Calcaterra, who worked at the University of Iowa Hospitals when he lived in Iowa. The medical board accused him of "a pattern of disruptive and/or unethical or unprofessional conduct."

The statement of charges in 2013 said he shoved another physician during surgery. The allegations were not the first against him. He had been accused of disruptive behavior at the hospital in 2003-2004 and again in 2007-2008.

Calcaterra eventually agreed to pay a \$5,000 fine to settle the latest charges.

He objected to the earlier allegations being made public because he said he had not admitted them. Those earlier allegations unfairly limited his employment opportunities, he said.

The dispute comes down to this: Is the Board of Medicine correctly balancing a physician's desire for privacy against the public's desire to know when a physician may have jeopardized the health, safety and welfare of patients?

It's the position of the Iowa Freedom of Information Council, the nonprofit organization I lead, that the facts and circumstances of such cases need to be disclosed immediately when the Board of Medicine brings disciplinary charges against a doctor. Otherwise, if secrecy is allowed to surround the basis for the medical board's charges, consumers cannot make informed decisions when they need a physician.

That is why the Legislature needs to step in and resolve this public-versus-privacy dispute.

It would be disturbing if lawmakers decide the public's safety is of less concern than ensuring that doctors accused of misconduct can keep their patients and prospective patients in the dark while these cases are being decided.

*Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at [IowaFOICouncil@gmail.com](mailto:IowaFOICouncil@gmail.com).*

*Visit <https://inanews.com/public-must-be-informed-in-doctor-discipline/> to use and publish this article.*

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515-283-3100 (paid service)



## Now accepting board and committee nominations!

If 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](mailto: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](mailto: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.

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](mailto:sjames@inanews.com).

# 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](mailto: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 Iowa, 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-

iple 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](mailto: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](mailto: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 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 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

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](mailto: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](mailto: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; 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

**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](mailto:editordgc@dailygate.com) for more information. 10.20

## ▼ FOR SALE

**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](mailto: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](mailto:mike.fortman@wcinet.com).

*View and submit ads on the Internet at [www.INAnews.com](http://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](mailto:cgordon@inanews.com).*



## Iowa Newspaper Association Bulletin

[www.INAnews.com](http://www.INAnews.com)

### ▶ IN THIS ISSUE...

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



An Iowa Newspaper Foundation webinar...

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

# SEEING THE WHOLE COMMUNITY

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 Hoepfner



Val Hoepfner, a renowned journalist, media instructor and strategist leads this discussion. Currently a media consultant, Hoepfner 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.



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An Iowa Newspaper Foundation webinar...

# REVIVING NEWSPAPERS IN DIGITAL NEWS DESERTS



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

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.

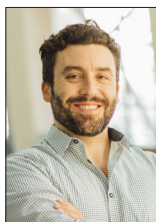
If you try to build a farm (website) without a clear path to the railroad (Google/Facebook), then there is no practical way of developing a sustainable town (digital business).

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.



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