

December 1, 2021



Volume 38
Issue 40

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
Thursday, February 3

WEBINARS

7 Ways to Get 25% More
From Every Advertiser:
Compare, Contrast, Close!
Thursday, December 9

Mastering the Top 10
Critical Sales Questions
Friday, January 7



INA offices continue to call downtown Des Moines home

The Iowa Newspaper Foundation Board is selling its building in Des Moines, home of the Iowa Newspaper Association offices since 1984.

However, INA's offices will remain at 319 E. Fifth St. in the East Village of downtown Des Moines, as the organization will lease part of the building from the new owner.

The board approved the sale Oct. 28 to JAW Properties of Des Moines for \$850,000. The INF bought the building in 1984 for \$140,000. The building's ownership will officially change Dec. 31.

"The foundation had an unexpected opportunity when we were approached to sell the building," INA Executive Director Susan Patterson Plank said. "There was a realization by the foundation board that the building is larger than we need. The opportunity to sell gives us the ability to take the proceeds and invest them. Those earnings give us the ability to provide more programming and as the industry changes, to use the funds for the organization's long-term viability."

INF Board President Mark Spensley (Monticello Express) credited the long-term vision of past organization leaders to make this possible.

"We are so fortunate that in the early 1980s the foundation board and our executive director at the time, Bill Monroe, were so forward-looking to make the investment by purchasing this building," Spensley said.

While INA's offices will occupy a smaller footprint on the second floor of the building, Patterson Plank said the building sale will have "zero effect on programs or how we interact with members and how we serve our clients."

And while operating in smaller space, Patterson Plank said this does not reflect any changes in staffing or downsizing of the organization.

"As an association we are financially very healthy," Patterson Plank said. "This gives us an opportunity to make sure we continue to be financially healthy into the future."

The building was purchased by JAW Properties, owned by Joel Westrum. He also owns the building next door at 315 E. Fifth St., where he owns and operates Westrum Optometry. Patterson Plank said he plans to lease the remainder of the INA's current building to commercial tenants.

OFFICES - cont. on page 4

meeting minutes

Iowa Newspaper Foundation Board of Directors | September 22, 2021



Iowa Newspaper Foundation Board of Directors Meeting Minutes

The Iowa Newspaper Foundation Board met via Zoom at 3:00 p.m. with the following members present: Kristin Grabinoski, Armstrong Journal; Kendra Breitsprecher, Dayton Leader; Chris Conetzkey, Des Moines Business Record; Carl Vieregger, Drake University; Randy Evans, Iowa Freedom of Information Council; Corey Lindsey, Leon Journal-Reporter; Mark Rhoades, Missouri Valley Times-News; Mark Spensley, Monticello Express; Lisa Miller, Rock Rapids Lyon County Reporter and Brian Steffen, Simpson College. Also, present were Terry Christensen, Fort Dodge Messenger and Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Evans, seconded by Steffen, the board appointed Ralston, Rhoades and Spensley to a committee to work with the executive director to evaluate and negotiate the potential sale of the building owned by the Iowa Newspaper Foundation located at 319 E. 5th, Des Moines, IA 50309. The sale agreement negotiated by the committee would need final approval by the Iowa Newspaper Foundation board.

Action agreed upon:

- A. The board directed the executive director to begin work on a transition plan for the organization and its needs for office space moving forward. This plan will be a valuable tool for the Association, regardless of whether the sale is consummated or not.

Other items discussed:

- A. The board heard an update from Patterson Plank regarding the revenues, expenses and values associated with the building.

There being no further business the meeting was adjourned at 3:55 p.m.

Respectfully submitted,

Susan Patterson Plank

Iowa Newspaper Foundation Board of Directors | October 28, 2021

The Iowa Newspaper Foundation Board met Des Moines at the Iowa Newspaper Association offices at 11:00 a.m. with the following members present: Kendra Breitsprecher, Dayton Leader; Chris Conetzkey, Des Moines Business Record; Carl Vieregger, Drake University; Randy Evans, Iowa Freedom of Information Council; Corey Lindsey, Leon Journal-Reporter; Mark Rhoades, Missouri Valley Times-News; Mark Spensley, Monticello Express; Lisa Miller, Rock Rapids Lyon County Reporter; and Brian Steffen, Simpson College. Also, present were Jana Shepherd, INF; Kris Maggard, C.N.A.; and Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Evans, seconded by Vieregger, the minutes of the June 18, 2021, board meeting were approved.
- B. On a motion by Rhoades, seconded by Miller, the minutes of the September 22, 2021, board meeting were approved.
- C. On a motion by Vieregger, seconded by Conetzkey, the board approved the Deposit Resolution—Banking and Treasury Management Authorization Certificate.
- D. On a motion by Rhoades, seconded by Conetzkey, the board approved the sale of the building owned by the Iowa Newspaper

INF MINUTES - cont. on page 6

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INA LEGAL HOTLINE

515-283-3100 (paid service)

Legal needs survey for news organizations

The Reporters Committee for Freedom of the Press — a nonprofit that provides free legal resources to journalists — asks news organizations to complete a survey gauging the legal needs of journalists.

The Reporters Committee has a grant from the Knight Foundation to study the legal needs of our industry as part of an effort to expand the Protecting Journalists Pro Bono Program. This program was launched last year by Microsoft and the law firm Davis Wright Tremaine, and it currently makes pro bono legal services available to reporters and nonprofit newsrooms in California and Washington state that cannot otherwise afford legal representation. It currently accepts projects in three areas: pre-publication review, access to public records, and subpoena defense.

Your responses to the survey will help us better

understand your overall legal needs as well as the gaps that the expansion of this program — and other Reporters Committee initiatives — will seek to fill.

Visit <https://docs.google.com/forms/d/e/1FAIpQLSewFNfkPmGwFCEiVJxDkZ2tYAsWCR9scAcMC-XuRbQoQ76oIQ/viewform> to complete the survey. A direct link is provided in the digital version of this week's Bulletin.

We would appreciate getting responses by Dec. 10, 2021. You may also see this survey circulating through other networks, but news organizations only need to complete it once. If you have any questions, please feel free to reach out to Flavie Fuentes at ffuentes@rcfp.org. Please also know that the Reporters Committee has a legal hotline available to any journalist with specific legal questions or needs.

Times Citizen Communications announced promotions of five employees

Times Citizen Communications, a privately-held media company headquartered in Iowa Falls, has announced the promotions of five employees, effective immediately. The changes follow the untimely death of the company's general Manager, John Goossen, in September.

"John left us with a strong team ready to lead the 38-year-old company into the next generation," TCC owner and CEO Mark Hamilton said.

The promotions include the following:

- Carie Goodknight, of Alden, has been named Chief Operating Officer. She was most recently the company's chief financial manager. Goodknight has worked at Times Citizen Communications since 2005.
- Tony Baranowski and Sara Konrad Baranowski, both residents of Iowa Falls, have been named co-publishers. Tony joined the company in 2005 and has most recently been director of local media, overseeing two newspapers, a radio station and a press release distribution service. Sara, who began working at Times Citizen Communications in 2006, has been - and will continue to be - editor of the Iowa Falls Times Citizen newspaper.

- Josh Lovelace, of Webster City, who joined the company in 2017 as director of media marketing, has been named Chief Marketing Officer. He will continue to lead a team of marketing consultants who sell print and digital advertising into the Iowa Farm Bureau Spokesman and 19 other farm publications across 17 states.

- Jay Luther, of Ames, will continue to serve as Chief Technology Officer. He has been a Times Citizen Communications employee since 1986.

"This is an exciting team with energy and innovation," Hamilton said. "We look forward to our future with much anticipation."

Times Citizen Communications operates the Iowa Falls Times Citizen and Ackley World Journal newspapers, The Advertiser shopper and KIFG Radio. The Times Citizen's history in Hardin County stretches back more than 100 years. Today, in addition to the local media products, Times Citizen Communications operates an electronic press release distribution service, a commercial printing operation, and it serves as a full-service digital marketing partner for 20 partner publications across the U.S.



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.

RATE INFORMATION FORMS DUE DECEMBER 3, 2021

It's that time of year to update rates on file!

Customized Newspaper Advertising (CNA) is the sales and marketing affiliate of the Iowa Newspaper Association, which includes more than 250 newspapers. CNA is an extension of your newspaper's local sales staff and has a mission to drive new revenue to your newspaper!

The CNA staff is your partner in making newspapers and their print and digital solutions an even more attractive and easy advertising option for advertisers. If you have not yet submitted your rate changes/updates, please do so by **December 3, 2021**. All rates should be updated online for CNA placement purposes.

Please provide updated rates, deadlines, and production details. CNA then uses this information for the next year to quickly develop proposals and estimates for current and potential clients. Rates provided will be valid January 1-December 31, 2022. If new rates are not received, CNA will use rates on file from 2021.

For questions regarding the Rate Information Form access, or if you did not receive your email access for updating, please contact the CNA Media Department 515-244-2145 ext. 152, media@cnaads.com.

Iowa Freedom of Information Council offers free courtroom training

The Iowa Freedom of Information Council and Iowa Judicial Branch will conduct a 75-minute training program on December 10 for journalists in southwest 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 December 10 event will be in Dubuque from 10 a.m. until 11:30 a.m. at the Carnegie-Stout Public Library auditorium. You can find details on the attached flyer.

It is important that journalists -- photographers, videographers, reporters, assignment editors, etc. -- in southwestern 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.

OFFICES - cont. from page 1

"Joel has a real interest in the history of both properties, which he calls sister buildings," Patterson Plank said. Both buildings were once owned by the same person but were split in an estate. The INA's building was built in 1891 and Westrum's was built in 1888, according to Polk County Assessor's Office records.

Both have been extensively remodeled over the years.

Patterson Plank also said the INA will take the opportunity of this notable moment in organization history to remember its past by commissioning Brian Cooper, retired editor of the Dubuque Telegraph Herald, to write a historical piece about the history of the INA. Cooper's Crestwood Publishing has published several books of corporate histories.

FREE MEMBER EXCHANGE

▼ HELP WANTED

COMMUNITY JOURNALIST. Be part of a great team and help inform and enlighten the communities we serve through print, online, social and video. One of our core values is 'fun' so you'll have a good time while reporting on a wide variety of stories from hard news, to features and even some sports and a podcast if you'd like. You owe it to yourself to find out more about this opportunity with Enterprise Media Group headquartered in Blair, NE. We offer award winning coverage in dozens of communities in eastern Nebraska and western Iowa, and have opportunities in several of our markets. We're a family owned company and offer a very competitive salary, benefits including a matching 401K plan, health insurance, vacations, holiday pay and more. If you have a solid journalism background and want to help make a difference in the communities we serve, please get in touch. Contact Mark Rhoades, at mrhoades@enterprisepub.com. 01.05

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

EDITOR. Seeking an Editor to oversee the newsroom operations of our 3-day-per-week well established community newspaper in Le Mars, Iowa. The editor will be a reporter who is also responsible for organizing the newsroom. Working/coordinating with other office department heads, dealing with the public. The Editor will be well organized and efficient planner, team player and ambassador of the newspaper. Some of the duties will include but not limited to: Design/layout of several news pages including the front page, update website and social media accounts, write multiple stories per day, take photos, organize and assign assignments for reporters, copy editing, format press release, point of contact for the community, attend community events, photo orders, contact for special occasion announcements, conduct weekly news meeting, decide what stories will publish on a given day and what stories can be held for future publication. Maintaining the newsroom budget and preparing the next year budget. Review all expenses and assure they are necessary to the department. Being team leader of the newsroom. Preferred candidate will have a: solid journalism background covering a variety of areas, knowledge using Adobe software and experience with social media and online

strategies.

The Daily Sentinel offers a competitive salary and solid benefits package.

To apply for this position email a cover letter, resume and examples of your work – writing – layouts to -Publisher Monte Josy, mjost70@gmail.com or mail to 41 1st Ave NE Le Mars Iowa 51031 Attn: Publisher. 12.08

NEWS EDITOR. Woodward Community Media seeks a News Editor for the Solon office with the Solon Economist and North Liberty Leader. Must have a strong commitment to quality and service and be a team player. We need a News Editor with good organizational skills who can handle a range of duties that will include reporting, photography, editing and familiarity with websites and social media. Beats will include community and sports with some government coverage sprinkled in, depending on the skills of the top candidate. Photo equipment is provided. College degree or equivalent in journalism, communications, or related field is required. This is a Full Time position. Benefits include employee stock ownership, 401(k), paid time off and holidays, parental leave, volunteer time off, and more. Health, dental, vision, life, disability, and supplemental insurance available. Continuing education assistance offered for further career development. 12.01

NEWS EDITOR. Consider joining the award-winning Harlan Newspapers in beautiful Shelby County in western Iowa as our next news editor. Join a dedicated and experienced team of professionals as we continue to grow our products, the Harlan Tribune and Harlan News-Advertiser. Bring fresh ideas as you coordinate our news coverage, from covering local meetings to writing feature stories, layout and design of the newspaper, photography and social media. We're excited to hear from you! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 712-755-3111. All inquiries to Bob Bjoin, Editor, at news@harlanonline.com. 12.01

NEWS REPORTER. In search of a news reporter to join the Le Mars Daily Sentinel's news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well-organized stories, and work well with our newsroom staff. Responsibilities include covering everything from hard news, business and government to personality features. The ideal candidate should be comfortable with digital photography and social media platforms. Page design abilities and experience with Indesign And Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefit package. Please forward resume, cover letter and writing samples to Monte Jost, mjost70@gmail.com or mail to Publisher Le Mars Daily Sentinel 41 1st Ave NE Le Mars Iowa 51031. 12.15

NEWS REPORTER. Join the award-winning Harlan Newspapers in beautiful Shelby County in western Iowa as a news reporter. We are a dedicated and experienced team of professionals continuing to grow our products, the Harlan Tribune and Harlan News-Advertiser. We welcome your fresh ideas as you become one of our premiere journalists, writing pieces you are excited about and helping in areas with regional meeting coverage, feature articles, sports coverage, photography and layout and design of the newspaper. Give us a look! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 712-755-3111. All inquiries to Bob Bjoin, Editor, at news@harlanonline.com. 12.01

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association Bulletin

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IN THIS ISSUE...

- 7 Ways to Get 25% More From Every Advertiser: Compare, Contrast, Close!
- Mastering the Top 10 Critical Sales Questions
- Free Courtroom Training

MEMBER EXCHANGE - cont. from page 5

▼ 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 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.

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@ina-news.com.

INF MINUTES - cont. from page 2

Foundation located at 319 E. 5th, Des Moines, IA 50309 to JAW Properties, LLC effective December 31, 2021.

- E. On a motion by Steffen, seconded by Miller, the board approved the hiring of Crestwood Publishing, LLC. to write a book chronicling the history of the organization. The project will commence in 2022.

Action agreed upon:

- A. The board agreed that upcoming 2022 meetings would be scheduled for February 3, April 28 and November 10. The summer board meeting is tentatively scheduled for either July 15 or 22.
- B. The board directed the staff to work with the INF Nominating Committee to consider upcoming vacancies and its recommendations regarding it.

- C. The board directed the staff to work with the InFocus subcommittee on a recommendation on how to utilize the remaining \$6,479.34 from the Fund for Investigative Reporting grant received earlier this year.

Other items discussed:

- A. The board heard an update from Shepherd on programming and the INA Annual Convention.
- B. The board heard an update from Patterson Plank on the consolidated financials and a recent management team retreat.
- C. The board received a board attendance report.

There being no further business the meeting was adjourned at 11:45 a.m.

Respectfully submitted,

Susan Patterson Plank



An Iowa Newspaper Foundation webinar...



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

7 WAYS TO GET 25% MORE FROM EVERY ADVERTISER: **COMPARE, CONTRAST, CLOSE!**

Thursday, December 9 • 1-2 p.m.

Registration fee: FREE • Deadline: December 6

IN THIS WEBINAR...

We've all heard it before: No budget. Or, we are moving in a different direction. So, how do you sell past these objections and get more ad dollars than ever before? Compare, consult and conquer! Ad sales adviser, Ryan Dohrn, will show you a daring and inventive way to ethically share what competitive advertisers are doing in the market to draw out money from those reluctant advertisers that give us the same lame excuses. **COMPARE** them to others in their category that are doing great. **CONSULT** with them on how to be bigger and better. Then, **CONQUER** the close by showing the advertiser how to dominate the companies they hate most...their competition. This is an advanced selling workshop that has received a five-star rating from more than 1,000 salespeople.

THE PRESENTER...

Ryan Dohrn



Ryan Dohrn is a top motivational speaker that won an Emmy for marketing excellence while working for ABC TV/Walt Disney Co. and was recognized by Forbes.com with the "Best of the Web" award for his business strategies. Dohrn's focus is leadership training and team performance development. His passion for sales and marketing has given him the unique opportunity to touch half a billion dollars in revenue for companies in seven countries. Dohrn was one of the youngest managers in Walt Disney history. His management insights have been featured in USA Today and on CNN. He is an internationally certified business coach, has trained over 30,000 professionals, and works monthly with companies in 15 business sectors.



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An Iowa Newspaper Foundation webinar...



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

MASTERING THE TOP 10 CRITICAL SALES QUESTIONS

Friday, January 7 • 1-2 p.m.

Registration fee: FREE • Deadline: January 4

IN THIS WEBINAR...

We all know we need to ask questions to understand our client's goals, but what are the best questions to ask? What questions make clients mad? What questions do Millennials hate? What questions are over-used and a waste of the clients' time? Ryan Dohrn will break down the 10 critical questions and explain the purpose behind each one in vivid detail. Then you will have the opportunity to share your best questions for us all to discuss as a group. This is a mission-critical workshop for sales reps - even those that have been selling for years.

THE PRESENTER...

Ryan Dohrn



Ryan Dohrn is a top motivational speaker that won an Emmy for marketing excellence while working for ABC TV/Walt Disney Co. and was recognized by Forbes.com with the "Best of the Web" award for his business strategies. Dohrn's focus is leadership training and team performance development. His passion for sales and marketing has given him the unique opportunity to touch half a billion dollars in revenue for companies in seven countries. Dohrn was one of the youngest managers in Walt Disney history. His management insights have been featured in USA Today and on CNN. Ryan is an internationally certified business coach, has trained over 30,000 professionals, and works monthly with companies in 15 business sectors.



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Online Media Campus is brought to you by a partnership of state press associations.



Courtroom Training for Journalists

- DATE:** Friday, December 10, 2021
- TIME:** 10:00 a.m. to 11:30 a.m.
- WHERE:** Carnegie-Stout Public Library auditorium
360 W. 11th St.
Dubuque, Iowa
- WHO'S INVITED:** Broadcast and print journalists
who want to use cameras, laptop
computers, audio recorders or
smart phones in Iowa courtrooms

This free 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.

Reservations are NOT necessary. This program WILL be offered in Davenport and Dubuque 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 Iowa courtrooms must go through this training, either here or elsewhere. Attendees will receive a new Iowa FOI Council courtroom photo ID badge that will signify to court officials you have completed this training.