



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

Mastering the Top 10
Critical Sales Questions
Friday, January 7

The NMA and NNA agree to combine forces on postal, public policy

NATIONAL NEWSPAPER ASSOCIATION

The News Media Alliance and National Newspaper Association, both long-standing newspaper advocacy organizations with Washington, D.C., area offices, have created a joint policy group to assist their members in the newspaper industry with postal issues and public policy.

NNA, founded in 1885 as Newspaper Editorial Association, will take the lead on postal issues, an area of expertise for its entire history. News Media Alliance, whose legacy organization was founded in 1887, will advise NNA on digital publishing policies, on which it has sharpened its expertise since the breakup of the Bell telephone companies in the 1990s.

As part of the agreement, the National Newspaper Association Foundation will open its postal training tools to NMA members and NNA will assist in case-specific postal problems through its Postal Hotline.

NMA will continue to factor in the concerns of community newspapers in its advocacy on important industry issues like the Journalism Competition and Preservation Act, and the two groups will form an consultative task force to help the industry to speak with one voice on other critical issues, such as journalism and First Amendment advocacy. NMA manages the media industry's News Media for Open Government coalition, which includes organizations that lobby for government transparency. NNA is a founding member of NMOG.

The agreement's member-benefits offerings will take effect in January 2022, and will feature training for newspapers and publishers in the use of Periodicals mail. Growing numbers of newspaper publishers are turning to mail delivery for distribution. Advocacy consultation has already begun.

NNA Chair Brett Wesner and NMA Executive Vice President & General Counsel Danielle Coffey said they saw this agreement as a powerful combination to create efficiency in newspaper industry advocacy and training.

"These are the two organizations that have been the voices for newspapers in Washington for more than a

century, NNA representing the smaller newspapers and NMA the larger ones," Wesner, president of Wesner Publications, Cordell, Oklahoma, said. "The demands and expenses of doing this work have accelerated in recent years and we see that this trajectory is going to continue. It seemed to both of us that we could do a better job if we eliminate duplication and amplify our voices wherever possible."

"The News Media Alliance is pleased to partner with NNA to help amplify our voice on key shared issues of importance to our members," Coffey said. "We look forward to collaborating with NNA to help drive important public policy results that will benefit local news publishers, as well as equip our members with resources and training to help navigate the changing postal landscape."

While NNA and NMA will handle the public policy side, the NNA Foundation's role will be the third leg of this innovative partnership, bringing a broad educational piece to the table.

"NNA Foundation has been accelerating its newspaper training programs all year," NNA Foundation President Matt Adelman, publisher of the Douglas (Wyoming) Budget, said. "We have periodic webinars on all sorts of subjects. This agreement will become part of our new Max Heath Postal Institute, whose mission is to make newspapers and printers better users of the mail. NMA's members will be eligible to join us for this training. We look forward to working together."

The faculty for the joint training endeavors will be the Washington office and headquarters personnel for NNA and NMA, including Danielle Coffey, NMA executive vice president and general counsel; Lynne Lance, NNA executive director; Tonda Rush, NNA General Counsel; and Matthew Paxton, publisher of the News-Gazette, Lexington, Virginia, and Bradley Hill, president of Interlink Inc., a postal software company.

This article was originally published by the National Newspaper Association. Visit <https://www.nna.org/the-nma-and-nna-agree-to-combine-forces-on-postal-public-policy> to read it online.



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.

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.

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INA LEGAL HOTLINE

515-283-3100 (paid service)

Q&A from the Iowa Public Information Board

Question: What should a newly elected government official know about open meetings and public records?

Answer: Congratulations on being elected to a government position in Iowa. Now, it is time to fulfill your duties as a city council person or school board member.

Iowa Code section 21.10 requires that you be provided with information about open meetings and public records laws. Failure to follow chapter 21 (open meetings) or chapter 22 (public records) can result in personal, individual liability for an offending public official.

The Iowa Public Information Board has a helpful training powerpoint available on the IPIB website at www.ipib.iowa.gov. The IPIB urges all government officials, elected or appointed, to seek appropriate training. Here is an overview of Iowa transparency laws:

Open Meetings

Iowa Code chapter 21 outlines the requirements of open meetings. The purpose of the Chapter is clearly stated in the first section: *“Intent — declaration of policy. This chapter seeks to assure, through a requirement of open meetings of governmental bodies, that the basis and rationale of governmental decisions, as well as those decisions themselves, are easily accessible to the people. Ambiguity in the construction or application of this chapter should be resolved in favor of openness.”*

An open meeting is required by Iowa law. Governmental bodies are mandated to provide at least 24 hour notice of meetings. No matter what the gathering is called (regular, special, work session, electronic, etc.), if there is deliberation or action upon any matter within the scope of the body’s policy-making duties by a majority of the members, it is considered a meeting and must be open.

Meetings can be held in person or electronically. Electronic meetings (which can include email and text meetings) must follow the requirements outlined in Iowa Code section 21.8.

The public must also have notice of the agenda for the meeting. This agenda shall be worded in a way that the public is reasonably apprised of the business to be conducted at the meeting. Voting must be conducted in open session. Closed sessions are strictly limited to the few exceptions outlined in Chapter 21 and must follow the rules outlined by Iowa law.

Minutes shall be kept of all meetings. The minutes must include the date, time and place, the members present, and the action taken at the meeting. The vote of each member present must be made public at the meeting and in the minutes. Secret votes are not allowed. These minutes are public records.

Public Records

Iowa Code chapter 22 addresses public records laws in Iowa. Each government body is required to delegate the responsibility of responding to public record requests and to “publicly announce” the lawful custodian of

its public records. Government cannot avoid the requirements of public records law by storing the record ‘off-site’ or by contracting with a third party to collect and store records.

Government officials also cannot avoid the public records laws by conducting government business on a privately owned cell phone, laptop, computer, or other electronic device. The government body is responsible for retrieving public records that are stored ‘off-site’ or by a third party.

Fees can be charged by a government body to retrieve, review, and release a government record. Such fees must be based upon the actual cost incurred by the government body. It is not required that a government body charge fees for public records. It is recommended by the Iowa Public Information Board that a government body develop a policy concerning fees and review it frequently for compliance with Iowa law.

Under Iowa law, some records may be confidential. The government body is not required under Chapter 22 to withhold a record that could be confidential. However, if a record is withheld, the government body will be responsible for showing why the record is confidential. Public records should be released promptly. If a delay is anticipated, it is recommended that the lawful custodian explain the reason for the delay.

Government settlements are public records. Iowa law sets forth the procedure a government body must follow to provide public access to a settlement agreement and the summary required by Iowa law.

All elected and appointed members of a governmental body are required to be trained about open meetings and public records laws. Failure to follow public records laws can result in court sanctions or review by the Iowa Public Information Board.

Specific information about Iowa transparency laws and training guidance is available at the Iowa Public Information Board website: www.ipib.iowa.gov or by calling the IPIB at 515-725-1781.

DID YOU KNOW that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa? During the month of November 2021, 41 contacts were made with the Iowa Public Information Board office.

WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE? Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. So far in 2021, 647 identifiable people have contacted the IPIB. Of these, 344 were private citizens, 229 were government officials or employees, and 74 were members of the media. In 2021, 69% of the incoming contacts were resolved the first day, 13% were resolved in one to five days, and 18% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – www.ipib.iowa.gov.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	OCTOBER TOTALS
10	0	0	4	19	8	41

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 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 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@inaneews.com.



Iowa Newspaper Association

Bulletin

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▶ IN THIS ISSUE...

- Mastering the Top 10 Critical Sales Questions
- Free Courtroom Training



An Iowa Newspaper Foundation webinar...



Iowa New Member
Benefit: **FREE!**
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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.



MEDIA CAMPUS

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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.