

February 23, 2022



Volume 39
Issue 8

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

EVENTS

INA Awards Banquet
April 28, 2022
Downtown Des Moines
Marriott

WEBINARS

Another 60 Story Ideas in
60 Minutes
Thursday, March 10

Easy Upselling Strategies
with Digital Sales
Thursday, March 24

2022

IOWA NEWSPAPER ASSOCIATION AWARDS BANQUET



Join us for a new spin on convention and awards banquet!

Convention is about networking, celebrating, and learning among other industry professionals. The Iowa Newspaper Association is excited to announce the 2022 INA Awards Banquet. The event will be held at the Downtown Marriott Hotel in Des Moines on Thursday, April 28. Doors open at 5:30 p.m. with live music, cocktails, and a silent auction. The program will begin at 6:15 p.m. and receptions will follow the banquet.

Winners in the Better Newspaper Contests will be honored and the 2022 Newspaper of the Year will

be announced.

Meal prices remain among the lowest in the nation, making the annual INA Banquet an outstanding deal.

REGISTER FOR THE EVENT: <https://secure.inanews.com/np/clients/inanews/eventRegistration.jsp?forwardedFromSecureDomain=1&event=1130>

BOOK YOUR HOTEL ROOM: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1644610248228&key=GRP&app=resvlink>

The deadline to book your room and register for banquet is April 21, 2022.

Visit www.inanews.com to learn more and register for the event today!

The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.

meeting minutes



INA Services Company Annual Meeting of Shareholders Minutes

INA Services Company Annual Meeting of Shareholders | February 3, 2022

Matt Bryant, Washington Southeast Iowa Union called the Annual Meeting of the Shareholders to order at 9:40 a.m. via Zoom. Susan Patterson Plank acted as secretary of the meeting.

Present was Terry Christensen, Ft. Dodge Messenger representing the Iowa Newspaper Association, the sole shareholder of the INA Services Company.

Votes taken:

- A. Upon a motion duly made and adopted, the following were elected as directors of the corporation:
- Sarah Lefebber, Ames Iowa State Daily
 - Ron Gutierrez, Clinton Herald
 - Debbie Anselm, Davenport Quad-City Times
 - Tony Baranowski, Iowa Falls Times-Citizen
 - Trevis Mayfield, Maquoketa Sentinel-Press
 - Abigail Pelzer, Marshalltown Times-Republican
 - Chad Pauling, Sioux City Journal
 - Matt Bryant, Washington Southeast Iowa Union

There being no further business, the meeting was adjourned at 9:41 a.m.

Respectfully submitted,
Susan Patterson Plank



INA Services Company Board of Directors Meeting Minutes

INA Services Company Board of Directors | February 3, 2022

The INA Services Co. Board met via Zoom at 10:00 a.m. with the following members present: Debbie Anselm, Davenport Quad-City Times; Terry Christensen, Fort Dodge Messenger; Tony Baranowski, Iowa Falls Times-Citizen; Sarah Lefebber, Iowa State Daily; Trevis Mayfield, Maquoketa Sentinel-Press; Chad Pauling, Sioux City Journal and Matt Bryant, Washington Southeast Iowa Union. Also present were Kris Maggard, INA Services Co; Jana Shepard, INF; Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Lefebber, seconded by Pauling, the minutes of the October 28 and December 17, 2021 board meetings were approved.

Other items discussed:

- A. The board heard a sales update from Maggard.
B. The board received a board attendance report.

There being no further business the meeting was recessed at 10:05 a.m.

The meeting was reconvened on at 10:46 a.m. for the election of officers, with a quorum present.

Votes taken:

- A. On a motion by Pauling seconded by Anselm, the following slate of officers was elected:
- Ron Gutierrez, Clinton Herald, President
 - Tony Baranowski, Iowa Falls Times-Citizen, Vice President
 - Matt Bryant, Washington Southeast Iowa Union, Secretary/Treasurer

There being no further business the meeting was adjourned at 10:47 a.m.

Respectfully submitted,
Kris Maggard

CONTACT US



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Website www.INAnews.com

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BOARD PRESIDENTS

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563-383-2224 | deb.anselm@lee.net

INA Services Company

Ron Gutierrez, Clinton Herald
563-242-7101 | rgutierrez@cnhi.com

Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of
Information Council
515-745-0041 | iowafoicouncil@gmail.com

U.S. MAIL

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

Here's another place we need more transparency

RANDY EVANS, EXECUTIVE DIRECTOR
IOWA FREEDOM OF INFORMATION COUNCIL

There has been a lot of talk lately about why Iowa's K-12 school districts need to be more transparent, and more accessible and more accountable, to parents and the rest of the tax-paying people of Iowa.

That is the justification offered for a bulging backpack full of bills introduced in the Legislature this year.

But lawmakers should not stop with their push for improved transparency in schools.

There are bills before the Legislature this year that would require a monitoring camera be installed in every classroom, online lists of every book in every school library and every book used in every classroom assignment, posting of teachers' lesson plans and resource materials online months in advance, new criminal charges for teachers and school librarians who put sexually inappropriate books into the hands of students, and another bill that would create what is called the Parents Bill of Rights.

Leaders in the Iowa House and Senate have nixed some of these bills. But a proposal is not truly dead until lawmakers finish their work for the year. I will leave it to you readers to decide whether these proposals are good ideas or not.

But as long as lawmakers are exploring ways to make government more accountable and more open to citizen oversight, there's another part of Iowa government that would benefit from this desire to bring more "sunshine" to the state's K-12 school districts.

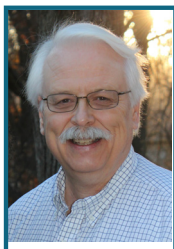
The Legislature should require itself to follow the same laws that cities, counties, public school districts and state executive branch agencies now must follow that guarantee citizen access to their meetings and their records.

An Iowa school board cannot vote on a contract to buy those little bottles of milk for school lunches without first posting the agenda for its meeting a minimum of 24 hours in advance. That proposed contract is available for review by anyone who asks to see it.

If a majority of the members of the school board gather to discuss and deliberate on policies for the district, that gathering has to be open to the public.

In contrast, the Legislature gets to decide how much, or how little, advance notice to give for meetings of its subcommittees and committees before members vote on a particular legislative bill — such as those requiring more transparency by K-12 school districts.

This year, for example, some widely anticipated bills have been introduced late in the afternoon, with the first vote scheduled for 8 a.m. the next day. And some bills have been cleared through the entire committee process



Randy Evans

and are ready for a vote by the full House or full Senate less than 24 hours after being introduced.

Lawmakers defend that small window of advance notice by talking about how it would reduce their flexibility and tie their hands if they had to provide more notice to the tax-paying public.

Except for few limited situations involving confidential matters, a local school board must allow the public to attend whenever more than half of its members gather to discuss school business.

In contrast, members of the Iowa House or Iowa Senate belonging to the same political party can go behind closed doors for private discussions on any topic, including proposals that affect every taxpayer.

If you want to see the correspondence sent to the local school superintendent or members of the local school board by groups on all sorts of controversial topics, the public records law allows you to submit a request for those letters and emails.

But if you want to see the correspondence sent to senators and representatives by well-funded interest groups or business executives, save your stamp. There is no use asking, because lawmakers are not required to share that.

The Legislature does not have to follow those requirements in the open meetings law for one simple reason: It chose to exempt itself when lawmakers wrote the state's open meetings law 40+ years ago. The Legislature also chooses not to follow the open records law.

This loophole deprives the people of Iowa of adequate time to study and carefully analyze proposals that are moving through the House and Senate.

This loophole keeps the public in the dark — about the grease that is being applied, and by whom, to hasten passage of some piece of legislation, or to torpedo its passage.

These "sunshine" laws are an important foundation for our government in Iowa. These laws enable citizens to understand the basis and rationale of decisions their governments make, as well as those decisions themselves, even though the requirements may cause inconvenience and embarrassment for officials.

As long as lawmakers are interested in bringing more transparency to the operation of Iowa's 327 public school districts, let's not stop there. Let's throw open the drapes of the Legislature and let more of that sunshine into the legislative chambers, too.

Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at IowaFOICouncil@gmail.com.

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This article is free to use and publish in your publication. Visit <https://inanews.com/heres-another-place-we-need-more-transparency/> to use.

Iowa Freedom of Information Council offers free courtroom training

The Iowa Freedom of Information Council and Iowa Judicial Branch will conduct a training program on Friday, February 25 for journalists in Fort Dodge, 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 February 25 event will be in Fort Dodge from 10 a.m. until 11:30 a.m. at the Fort Dodge Public Library meeting room. 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.

INA MEMBER BENEFIT!

www.onlinemediacampus.com use code **IAwebinars** to register!

Access to all Online
Media Campus
webinars, free of charge!

Nearly 150 archived
webinars!

Questions? Contact
jshepherd@inanews.com



FREE MEMBER EXCHANGE

▼ HELP WANTED

AUDIENCE DEVELOPMENT AND SALES DIRECTOR. TH

Media is seeking an Audience Development and Sales Director. This position is part of the TH Media leadership team. TH Media, an employee-owned company located in Dubuque, Iowa, sits on the banks of the beautiful Mississippi River. Both Wisconsin and Illinois are directly across the river and Dubuque serves as the Tri-States regional hub for business and entertainment. TH Media is focused on local content and serves the market through a variety of print and digital platforms including: the Telegraph Herald, a six day print/seven day digital newspaper with extremely high penetration; telegraphherald.com (and the TH app), a local news, information and advertising website with over 3 million visitors each month; AccessDubuqueJobs.com, the area's leading employment website; BizTimes, a publication focused on the business community, Her Magazine, a magazine just for women; numerous digital newsletters, events, and more.

As an employee-owner, the Audience Development and Sales Director will be involved in all TH Media platforms, overseeing print and digital subscription growth, classified advertising, and distribution. As part of the leadership team, you will not only be an integral part of the day-to-day operation of the company, you will help position TH Media for the future.

Qualified candidates should have a track record of growing revenue and possess a strong knowledge of sales and subscription management, along with distribution. You will need a solid business acumen with experience in budgeting revenue and expenses, leading teams, and working with Microsoft products. You will be expected to be active in the business community. This position provides the right candidate an opportunity for future growth within our company. The Audience Development and Sales Director position offers a competitive salary, attractive benefits package, employee ownership, schedule flexibility, a family atmosphere, work/life balance and more.

TH Media is part of Woodward Communications, Inc., with headquarters in Dubuque. Our employee-owned company also includes weekly publications in Iowa and Wisconsin, radio stations, a commercial printing facility, and a full-service advertising agency.

Visit <https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=51678&clientkey=41E82EC60AAD792EC7018E3AB22DE8D2> to learn more about this opportunity and to submit a resume and application. 0330

EDITOR. Immediate opening for an Editor to produce news, sports and photo content for print, website and social media to grow already-strong circulation and reader engagement for 155-year-old award-winning eastern Iowa weekly newspaper. Work with our team of experienced professionals at affiliated newspapers, Eldridge North Scott Press and West Liberty Index to fulfill our mission: "To provide information to readers in an accurate, dependable and professional manner which reflects the uniqueness and similarities of the communities it serves."

Résumé with references: btubbs@northscottpress.com

NEWS SERVICES COORDINATOR. Do you have a passion for writing that matters? Do you thrive in a collaborative work environment? Are you a go-getter with high initiative and keen attention to detail that meets deadlines? If so, this News Services Coordinator opportunity could be a great fit for you!

Who We Are: At Iowa Farm Bureau Federation (IFBF), we are committed to the people, progress, and pride of Iowa. IFBF is Iowa's largest farm organization, established in

1918. We remain a statewide, non-profit grassroots farm organization dedicated to our mission of creating a vibrant future for agriculture, farm families, and their communities. We work for family farmers in areas critical to the success of their farm enterprises, from representing their public policy interests at the local, state, and national levels, to enhancing market opportunities and providing cutting-edge information to enhance their decision-making abilities. In addition to working for farmers, we are strengthening rural communities, investing in youth and education, and promoting quality healthcare - serving Iowans in all walks of life.

What You'll Do: The News Services Coordinator is a high-profile position where you will oversee the weekly news gathering, story placement, and layout of the Iowa Farm Bureau Spokesman, a key vehicle for communicating state and national legislative and general news of interest to over 153,000 Farm Bureau members in Iowa. You will also write and edit articles for the Farm Bureau website, blog, e-newsletter, podcast and other outlets. Additional responsibilities will include:

- Create content and write stories for the Iowa Farm Bureau Spokesman and other news sources related to national policy; crop and livestock production and production costs; conservation, technology and the Shop and Field column.

- Work with freelancers to ensure news events of interest to members are covered and timely articles are published in the Iowa Farm Bureau Spokesman and other outlets as directed.

- Coordinate with the News Services Manager to determine which articles and photographs will be produced for the Iowa Farm Bureau Spokesman.

- Manage the weekly production of the Iowa Farm Bureau Spokesman by running the weekly news meeting; determining which stories and photographs to run and making sure they are produced during the week, including ROP.

- Manage the layout of the Iowa Farm Bureau Spokesman. Determine where stories and photos will be placed and assign layout duties to staffers.

- Contribute blog entries to Farm Fresh and articles for the Farm Bureau website and conduct interviews for the Spokesman Speaks podcast.

- Collaborate with the News Services Manager on exploring and implementing alternative news delivery methods to meet member needs.

- Work with Time Citizens Communications to make sure that the weekly pages are at the press and ready to be printed.

- Determine which Spokesman stories will be used on the Iowa Farm Bureau Internet pages and make sure those stories are posted.

- Identify and manage the Iowa Farm Bureau Spokesman crop reporters from a cross section of the state that provide readers first-hand knowledge of crop conditions during the growing season.

External Application Link: <https://fbfs.csod.com/ux/ats/careersite/3/home/requisition/3251?c=fbfs> 03.09

REGIONAL REPORTER. The Telegraph Herald in Dubuque, IA is looking for a confident journalist comfortable keeping tabs on a portion of our coverage area. He or she will handle everything from features to hard news, from education to politics, and must be as adept at breaking a story on our website in the middle of the afternoon as on the front page the next morning. The position will provide an opportunity for a diversity of stories and trend pieces. Primary responsibilities include writing news and feature stories, taking video

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Another 60 Story Ideas in 60 Minutes
- Easy Upselling Strategies with Digital Sales
- Fort Dodge Courtroom Training

MEMBER EXCHANGE - cont. from page 5

and using social media to gather information and inform readers.

Prior professional or collegiate media experience is required. Prior experience at a daily newspaper is preferred, but we are willing to consider any talented journalist. New graduates of collegiate journalism programs are encouraged to apply.

Joining our team offers more than just the daily grind of churning out small stories. Reporters have time to tackle Sunday centerpieces on larger issues and to craft strong series. Investigative reporting and data-driven work also is encouraged.

Our salaries are very competitive with others in the industry. In addition, our employee-owned paper offers the possibility of raises after one year, and current employees earn shares in the company annually that vest after five years, providing another significant financial benefit.

Additionally, due to our local ownership, the important decisions about our products are made by people who live and work in our community. Visit our website to learn more about this employee-owned organization.

Want to know more about our beautiful tri-state area right on the Mississippi River? Learn more from Greater Dubuque Development Corp. by clicking here: <https://www.greaterdubuque.org/>
APPLY ONLINE: <http://www.wcinet.com/career-opportunities>

The Telegraph Herald is a product of TH Media, a division of Woodward Communications, Inc. (WCI). WCI is an equal-opportunity employer. 03.09

REPORTER/PHOTOGRAPHER. With the Eastern Iowa Media Group, we don't just drop you into a job, we all work together and co-mentor to get everyone's best. We have a strong, collaborative news gathering organization that's looking for talented journalists who know how to relay important news in a way that people can understand and enjoy reading. Our reporters are a team within a team, and we've all got one another's backs as we are constantly learning what drives our local communities - and then teaching our readers about it.

As part of our fun and close-knit team, you get to:

- Learn new thing
- Write informative news storie
- Meet new peopl
- Be part of a team within a tea
- Entertain readers with dynamic feature article
- Take engaging photograph
- Attend events throughout the area

Advancement opportunities are available for the right candidate.

The job averages 37 hours a week and is based in Dyersville, IA. It includes a comprehensive benefit package including health, dental, paid time off, tuition reimbursement, retirement, gym membership reimbursement, employee stock ownership (ESOP) and much more.

The Eastern Iowa Media Group is part of Woodward Community Media, a division of Woodward Communications, Inc., an employee-owned company based in Dubuque, Iowa.

Apply online at <http://www.wcinet.com/career-opportunities> 03.09

▼ FOR SALE

FOR SALE-HAND OPERATED ADVANTAGE PAPER CUTTER WITH A PATENT OF JULY 23, 1889. 2 blades included. Works fine. Best offer. Must come and get it. Best offer. Contact, Ron Slechta, The News, 419 B Avenue, Kalona, IA. 319-656-2273 or publisher@thenews-ia.com 02.16

FREE-2 ARTWAXERS AND A LABEL DISPENSER FOR MAILING. Must pay shipping or come and get them. Contact, Ron Slechta, The News, 419 B Avenue, Kalona, IA. 319-656-2273 or publisher@thenews-ia.com 02.16

FOR SALE: WESTERN IOWA WEEKLY NEWSPAPER NEAR SIOUX CITY. Legals for two counties, five schools and eight towns. Strong community support. Phone 712-870-9807

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.



An Iowa Newspaper Foundation webinar...

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

ANOTHER 60 STORY IDEAS IN 60 MINUTES

Thursday, March 10 • 1-2 p.m.

Registration fee: FREE • Deadline: March 7

IN THIS WEBINAR...

Need an idea for your next enterprise story? Don't worry we've got you covered. The Cedar Rapids Gazette's Zack Kucharski returns for a webinar featuring rapid-fire story ideas that are guaranteed to cure a case of writer's block. This session will include ideas from all areas of the newsroom: news, features, sports and more.

THE PRESENTER...

Zack Kucharski



Zack Kucharski is Executive Editor of The Gazette in Cedar Rapids, where he has worked since 2000. Kucharski leads content strategies for the organization. He has worn many hats within the organization, starting as a freelancer and moving up to reporter, news and database editor. He is a University of Iowa graduate.



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EASY UPSELLING STRATEGIES WITH DIGITAL SALES

Thursday, March 24 • 1-2 p.m.

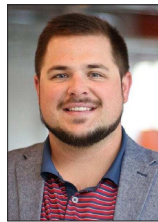
Registration fee: FREE • Deadline: March 21

IN THIS WEBINAR...

In this webinar, AdCellerant explains how publishing companies are upselling advertisers and complementing their campaigns with Targeted Display. We're going to learn about why programmatic display is the foundation to any digital campaign, easy upselling strategies for your legacy sales reps, and reviewing case studies of other publisher's success by adding targeted capabilities to their product set.

THE PRESENTERS...

Ben Bouslog & Elizabeth Bernberg



Ben Bouslog is the vice president of Business Development for AdCellerant, a tech-enabled marketing services company. AdCellerant partners with publishers to leverage their turn-key solutions to drive digital revenue streams. Ben's experience spans 8+ years in the digital space with a background in ad operations that gives him an intimate familiarity with how digital really works and the value it can bring to any advertiser or media organization.



With more than 15 years of digital marketing experience, Elizabeth's background and experience includes leadership roles within all major media categories including print and radio. Fun fact, Elizabeth was also an AdCellerant partner. Elizabeth's passion, industry knowledge and creative leadership style has enabled her to directly impact the accelerated growth of digital revenue within media organizations while maintaining focus on developing goal driven digital marketing strategies for SMBs.



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, February 25, 2022
- TIME:** 10:00 a.m. to 11:30 a.m.
- WHERE:** Fort Dodge Public Library meeting room
424 Central Ave.
Fort Dodge, 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 do's and don't's, the court rules governing use of ENMC devices, the process for obtaining permission, and the penalty for violating judges' ENMC orders. Reservations are NOT necessary.

This program will be offered in Sioux City, Spencer and Davenport in the coming weeks.

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
- o **Steve Davis**, communications director for the Iowa Judicial Branch

There will be plenty of time to get answers to your questions answered.

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.