

March 2, 2022



Volume 39  
Issue 9

# Iowa Newspaper Association Bulletin

www.INAnews.com

## Thank you to our State Wrestling photo pool photographers!

### 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



KRISTI NIXON  
Saint Ansgar Enterprise Journal



TROY HYDE  
Newton News



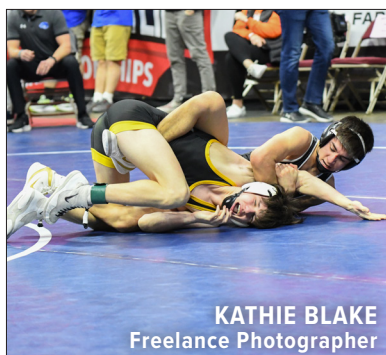
ROY TUCKER  
Freelance Photographer



SCOTT SPURGEON  
Bloomfield Democrat



KYLE OCKER  
Oskaloosa Herald



KATHIE BLAKE  
Freelance Photographer



JASON REEVES  
Freelance Photographer



MATT GENGLER  
Missouri Valley Times

We are also very grateful for INA technology and digital development director, Susan James, who organized this year's photo pool and went above and beyond to deliver our members the photos they needed for publication!

*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.*



Dixie Cornell Gebhardt poses around 1910 with the state flag she designed.  
(Iowa Department of Cultural Affairs)

## INF offers free content from Iowa Department of Cultural Affairs

**N**ew articles from the Iowa Department of cultural affairs is available today! This month's series of articles are available today for download from the INA website, and cover the follow topics:

- **March is Iowa History Month-** Every March, during Iowa History Month, Iowans are encouraged to discover something new about the past. The annual tradition offers a chance to learn about earlier Iowans who have influenced their communities, their state, their country and, in many cases, the entire world. (More content for the month, including photos, an op-ed and two guest essays are available online. Two more guest essays will be available March 9.)
- **Iowa History Book Club-** Since the Iowa History Book Club started last year, hundreds of Iowans have tuned in to participate in online discussions with leading historians and authors. The 2022 lineup features books about the Mormon Trail, Vice President Henry A. Wallace, and an influential member of the Dakota Nation.

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

## CONTACT US



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

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#### Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of  
Information Council  
515-745-0041 | [iowafoicouncil@gmail.com](mailto:iowafoicouncil@gmail.com)

### U.S. MAIL

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319 East 5th St.  
Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (*paid service*)



## COVID-19 in Iowa

Use the map or dropdown tool below to filter data by county.

County

Total COVID-19 cases since March 2020

**754,511**

Total COVID-19 deaths since March 2020

**9,171**

7-day average of COVID-19 hospitalizations

**381**

COVID-19 hospital admissions over past 7 days

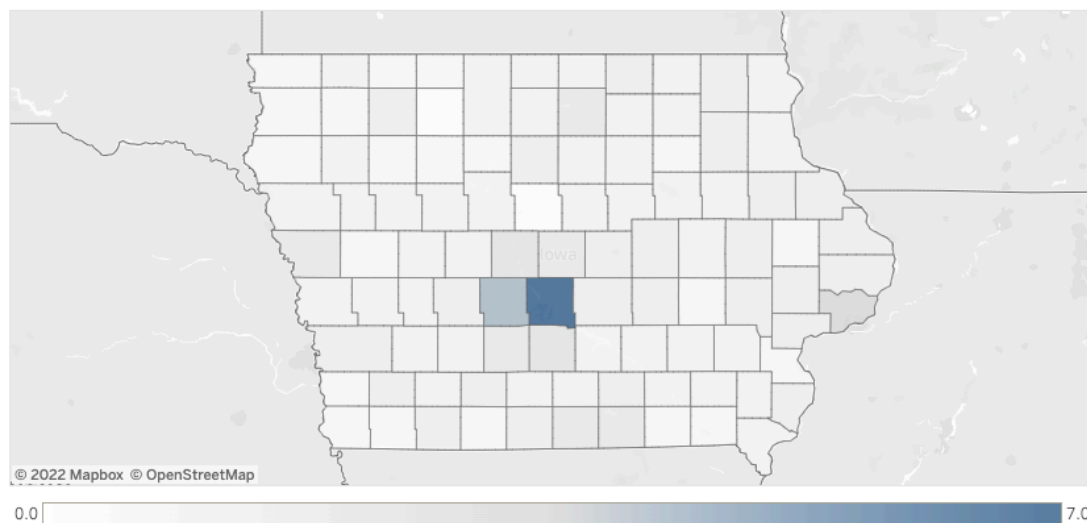
**338**

New COVID-19 cases reported over past 7 days

**6,809**

NOTE: Hospitalization data is based on the county of the hospital treating the patient, NOT the patient's county of residence. To account for potential unreported data or other statistical variation, this data is based on the previous seven days, rather than just the most recent data.

New reported cases per 1,000 residents over past seven days



SOURCES: Iowa Department of Public Health, U.S. Department of Health and Human Services

## Get Iowa COVID updates on this new dashboard

**T**he Iowa Newspaper Association is launching a new website that will serve as a central source of Iowa COVID-19 data.

The project is led by the Cedar Rapids Gazette, Des Moines Register, Iowa City Daily Iowan and Iowa Falls Times Citizen. It was created in response to the state's decision to decommission its coronavirus data website and move disease reports to the Iowa Department of Public Health website.

The new website – [iowacoviddata.com](https://iowacoviddata.com) – pulls data from the Iowa Department of Public Health and U.S. Health and Human Services to report information about new COVID-19 cases, deaths and hospitalizations at the state and county levels. It includes a map that reports

new cases per capita for each county over a previous seven-day period. The website also includes links to data sources, an option to download data, and instructions for embedding the map graphic on a website.

The site is accessible to the public and is also meant to be a clearinghouse of data for other Iowa news organizations to use for their own reports. Directions on how news organizations can use the data on their websites and in their news pages are available online.

Visit [https://inanews.com/get-iowa-covid-case-deaths-and-data-updates-on-this-new-dashboard-after-states-shut-down/?utm\\_source=BenchmarkEmail&utm\\_campaign=COVID&utm\\_medium=email](https://inanews.com/get-iowa-covid-case-deaths-and-data-updates-on-this-new-dashboard-after-states-shut-down/?utm_source=BenchmarkEmail&utm_campaign=COVID&utm_medium=email) to learn more.

# 2022

## IOWA NEWSPAPER ASSOCIATION **AWARDS BANQUET**

Visit [www.inanews.com](http://www.inanews.com) to learn more and register for the event today!

## INA MEMBER BENEFIT!

[www.onlinemediacampus.com](http://www.onlinemediacampus.com) use code **IAwebinars** to register!

Access to all Online  
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webinars, free of charge!

Nearly 150 archived  
webinars!

Questions? Contact  
[jshepherd@inanews.com](mailto: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. 03.30

**EDITOR/OFFICE MANAGER.** Looking for an enthusiastic and responsible person interested in excelling in community journalism. Coverage of school and community news and local issues is our top priority. Work with writing and layout of weekly newspaper, e-edition and Facebook page. Long-term situation including possible ownership is a possibility. Please forward resume, cover letter and writing samples to Janine Kock, observer@westianet.net or mail to The Observer, PO Box 156, Westside, IA 51467. 04.01

**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 and using social media to gather information and inform readers.

**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

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).

### MEMBER EXCHANGE - cont. from page 5

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.wcnet.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.** The Telegraph Herald, an employee-owned daily newspaper located in Dubuque, Iowa, seeks a talented regional reporter to join our news team. Be part of a hard-working, aggressive newsroom working to produce the best newspaper in the state, both in print and online. We are 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, and using social media to gather information and inform readers.

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**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 stories
- Meet new people
- Be part of a team within a team
- Entertain readers with dynamic feature articles
- Take engaging photographs
- 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.wcnet.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](mailto: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](mailto: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





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# 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.

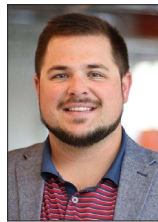
Registration fee: FREE • Deadline: March 21

## 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.



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