

March 9, 2022



Volume 39
Issue 10

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
April 28, 2022

EVENTS

INA Awards Banquet
April 28, 2022
Downtown Des Moines
Marriott

WEBINARS

Easy Upselling Strategies
with Digital Sales
Thursday, March 24



Join me Thursday, April 28th to celebrate!

This year the INA Better Newspaper Contest Awards Banquet will be in person for the first time since February 2020.

All of us in the newspaper industry work tirelessly on behalf of our communities and as leaders it can sometimes be hard to stop and smell the roses—or in this case collect the plaques!

It's about more than winning though. It's about getting new ideas, spending time with our teams and colleagues, and celebrating milestones. Along with the Better Newspaper Contest we'll also be recognizing the best and brightest with the Jay P. Wagner Young Journalist Awards and the Mauck Stouffer Outstanding Young Iowa Journalist Awards. One of my favorite moments each year is when the Distinguished Service Awards and the Master Editor-Publisher Awards are given to recipients—and their family and friends surprise them by attending too!



Terry Christensen

The program starts at about 6:15 p.m.—but you'll want to get there early as the doors open at 5:30 p.m. to enjoy a drink and listen to live music by Health Alan—who this summer will be inducted into the Iowa Rock 'n Roll Music Association's Iowa Rock Hall of Fame! And after all the awards are announced, please join me at the Presidential Suite and other Celebratory Suites.

The Registration for the banquet is now open so get yourself and your team registered! There are a limited number of hotel rooms available so I encourage you to book a room now.

I hope to see you at the Des Moines Downtown Marriott on April 28th at the INA Awards Banquet!

P.S. Mark your calendars for the INA Summer Sessions & Workshop which will feature multiple session tracks, roundtables, and a luncheon speaker on July 21st. I encourage you to invite your staff to join you for those educational sessions. More details will be provided as we get a little closer so keep your eye on the INA Bulletin!

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.



Celebrate open government this Sunshine Week!

Sunshine Week was launched in 2005 by the American Society of News Editors — now News Leaders Association — and has grown into an enduring initiative to promote open government.

Join News Leaders Association in the annual nationwide celebration of access to public information and what it means for you and your community. It's your right to know.

HOW TO GET INVOLVED:

- Share your stories: Please share your experiences, success stories, FOIA battles, new laws and other efforts on behalf of open government. Tweet to us @SunshineWeek or use #SunshineWeek to share.
- If your organization is holding an event to highlight this year's Sunshine Week, and you would like to have it considered for submission on our events calendar, fill out the event form here.
- News Organizations: If you would like to submit stories, editorials, columns, cartoons or graphics for public use during Sunshine week, email your content links to sunshineweek@newsleaders.org. Please include a brief description and/or headlines suitable for posting on our Sunshine Week web page.
- If you are in the world of journalism, you can highlight the importance of openness through stories, editorials, columns, cartoons or graphics.
- If you are part of a civic group, you can organize local forums, sponsor essay contests or press elected officials to pass proclamations on the importance of open access.
- If you are an educator, you can use Sunshine Week to teach your students about how government transparency improves our lives and makes our communities stronger.
- If you are an elected official, you can pass a resolution supporting openness, introduce legislation improving public access or encourage training of government employees to ensure compliance with existing laws mandating open records and meetings.
- If you are a private citizen, you can write a letter to the editor or spread the word to friends through social media.

Visit <https://www.newsleaders.org/sunshine-week-about> to learn more and explore free resources!

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U.S. MAIL

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

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, March 25 for journalists in Spencer, 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 March 25 event will be in Spencer from 10 a.m. until 11:30 a.m. at the Spencer Reporter. 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.

'60 Minutes' report on crisis in local journalism gives local media opportunity to elaborate and reinforce the message

AL CROSS, DIRECTOR AND PROFESSOR
INSTITUTE FOR RURAL JOURNALISM AND COMMUNITY
ISSUES, UNIVERSITY OF KENTUCKY

The local news crisis got its biggest play yet to an American audience Sunday night, as CBS's "60 Minutes" did a story that reached perhaps 9 million viewers. It didn't make the best case ever for local journalism, but as the show usually does, it told the tale through some compelling personal stories.

Most of those stories, and the belief that "Journalism is essential for the survival of American democracy," as one former reporter put it, are familiar to readers of The Rural Blog. But they are not well known by many Americans, so for local news media, the network report is an opportunity to reinforce the message, and elaborate on it.

The story's only evidence of "increased corruption by local officials," was a rather old story: the 2010 revelation by the Los Angeles Times (uncredited by CBS) that officials in the small L.A. County city of Bell were paying themselves exorbitant salaries after "the local newspaper there shut down," as CBS put it. Actually, the area had a paper, but it was covering so many municipalities that Bell got little attention.

There's plenty of other evidence that lack of local journalism is bad for taxpayers, such as studies showing

higher interest rates for bond issues, fewer candidates for local office, and more straight-ticket voting and political polarization. But those points didn't have compelling video, like the footage "60 Minutes" used, showing enraged citizens at a meeting of the Bell City Council.

Beyond academic studies, in other places with shriveled journalism we have seen the election of bigoted but unprofiled candidates, parroting of politicians' press releases, and use of disaster funds with little oversight. And lawsuits to get public records are no longer filed mainly by the news media. Meanwhile, partisan websites, often masquerading as news media, fill the vacuum. Even some politicians have voiced concern about reduced coverage of elections.

At the same time, local reporters have also exposed such evils as pharmacies' role in the opioid epidemic and ripoffs by contractors, forced resignation of corrupt officials, and there are examples of newspapers that have improved their bottom lines through accountability reporting. So, there's a much larger story to tell about local news than CBS did, but its report tees up the ball for local news media to remind their audiences of their value to their communities.

For some of us in journalism, the headline on the story could have been what Steven Waldman of Report for America said near the end of the report: "We need a dramatic increase in the commitment of foundations,

60 MINUTES - cont. on page 4

2022

IOWA NEWSPAPER ASSOCIATION AWARDS BANQUET

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60 MINUTES - cont. from page 3

and philanthropists, and donors like you and me, to actually supporting local news."

Waldman elaborates on that in a two-part essay for Columbia Journalism Review, in which he writes, "Our goal should be to create a better local news system than we had in the past, including far better service for communities of color and for rural areas. To make that local news system a reality, I believe that we need to add 50,000 local reporters." He also calls for better business models, enlightened public policy and creating new methods of financing news operations, such as tax credits for organizations that take over local newspapers.

The more philanthropy the better, from big grants to small donations, reader memberships and so on. That said, grants have a way of running out, so they are more likely to be bridges to transformed business models for newspapers as they shift to an online existence -- gradually, so they can still enjoy the revenue generated by print, their main revenue source, as print fans gradually leave the scene. And that's a reality of the newspaper business that papers need to explain to their readers -- and potential readers, using social media.

For those who didn't see "60 Minutes," here are a few excerpts:

The first protagonist was Evan Brandt, sole reporter at the Pottstown Mercury, which has won two Pulitzer Prizes and "at one time had dozens of reporters;" anyone in the town of 23,000 could walk into the newsroom and give a tip for a story to hold local officials and institutions accountable. Now Brandt covers 21 eastern Pennsylvania towns and nine school districts from home.

"He says the worst culprit is the hedge fund, Alden Global Capital," the second largest owner of U.S. newspapers, which "has been called a vulture, bleeding newspapers dry." Brandt said he went to Alden CEO Heath Freeman's home on Long Island to ask "What value do you place on local news? And I'm not talking about money." But Freeman walked off before Brandt could pose the question.

As the industry shrinks, correspondent Jon Wertheim asked, "to what extent does democracy shrink with it?"

Former Chicago Tribune reporter Gary Marx said, "This is an attack on our democracy," which papers serve by "holding our leaders accountable." He and colleague David Jackson investigated Alden before it bought the paper and found profit margins as high as 30 percent in one market. "We felt that Alden didn't realize the civic trust that's embedded in this profit-making machine," Jackson said.

CBS paraphrased Freeman as saying that "Alden is committed to providing robust, independently minded local journalism and that it's time for tech giants to start paying for the 'billions of dollars' they're making off of news publishers' content."

The story had five RFA reporters in a group interview, including Chris Jones of 100 Days in Appalachia, who covered the Jan. 6 riot because he had developed sources among extremists. The former Marine has a community journalism ethic: "These are our neighbors, you know? We're not writing about someone I'm never gonna talk to again. They're people before they're interview subjects."

Visit <https://irjci.blogspot.com/2022/02/60-minutes-report-on-crisis-in-local.html> to read this article online.

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

MEDIA BUYER. This position is responsible for working closely with the sales department and advertising staff in processing advertising orders, estimates and scheduling information. This position will have national industry contacts and an aggressive sales-like attitude to buy media for print, online and digital. Responsible for being self-motivated, working independently, and well under conflicting deadlines.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Generating newspaper cost estimates and orders for print, online, networks and programmatic digital
- Coordinating with newspapers, other printed publications and media vendors throughout the United States and Canada in obtaining rate and general information for advertisers
- Serving as an information outlet to Outside and Inside Account Executives in securing publication information to match advertiser needs
- Coordinating, maintaining daily space, material and request deadlines
- Using analytical skills in researching and reviewing information provided by newspapers and media vendors to ensure accuracy of applicable pricing and details
- Serving as the liaison to in-house advertising accounts and vendors
- Deliver advertising ad copy weekly to member publications in Iowa, Michigan and Wisconsin.
- Tearsheet daily/weekly for network and display advertising
- Update content management site with advertising copy

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- 1 to 2 years of college or equivalent experience in advertising/marketing required
- 2 to 3 years of customer service experience required
- Experience analyzing complex data, market research, and formulating actionable plans preferred
- Excellent organizational skills; ability to prioritize multiple tasks and conflicting deadlines; detail-oriented
- Must have ability to work well in a team-based environment
- Excellent oral/written communication skills, including well-developed presentation skills
- High comfort level for math and excel spreadsheets
- Proficient in Microsoft Office, specifically Excel, Word and PowerPoint

Interested candidates should send a cover letter and resume to CNA Sales and Marketing Director, Kris Maggard at kmaggard@cnaads.com.

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.

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 deci-

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Easy Upselling Strategies with Dlgital Sales
- Spencer Courtroom Training

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumé's 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.

MEMBER EXCHANGE - cont. from page 5

sions 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. 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. 04.01

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.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 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



Courtroom Training for Journalists

DATE: Friday, March 25, 2022

TIME: 10:00 a.m. to 11:30 a.m.

WHERE: Spencer Reporter
310 E. Milwaukee St.
Spencer, 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, Davenport and Council Bluffs 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.



An Iowa Newspaper Foundation webinar...

Iowa New Member
Benefit: **FREE!**
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EASY UPSELLING STRATEGIES WITH DIGITAL SALES

Thursday, March 24 • 1-2 p.m.

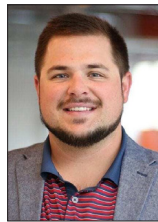
Registration fee: FREE • Deadline: March 21

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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