

March 23, 2022



Volume 39  
Issue 12

# 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*



## Help us celebrate Iowa journalism at the 2022 Iowa Newspaper Association Awards Banquet!

**T**he Iowa Newspaper Association is thrilled to invite you to celebrate Iowa's talented journalists at its 2022 awards banquet. The event will once again be held at the Downtown Marriott Hotel in Des Moines on April 28, 2022.

This year's event is dedicated to honoring the newspaper's role in our ever-changing media climate. Whether it be a local election, a charity fundraiser or a high school sporting event, newspapers play a key role in educating their readers and bringing attention to topics close to home. Join us to honor and celebrate the service of these deserving individuals.

The opening reception, presented by Iowa Bankers Association, starts at 5:30 p.m. and includes live music, a silent auction, cocktails and the opportunity to catch up and network with industry professionals.

The awards banquet kicks off at 6:15 p.m. The program honors winners in the Better Newspaper Contests and we will announce the 2022 Newspaper of the Year.

Following the awards ceremony is the presidential reception, presented by Iowa Gaming Association.

In addition to the banquet, we'll host a workshop with sessions this summer. Be on the lookout for additional sessions that will be made available via the Online Media Campus that is free to all INA members!

### BANQUET TABLES

The option to reserve a table for your company at the 2022 INA Awards Banquet on Friday, April 28, 2022 is located on the registration form. Visit <https://inanews.com/convention/#registration> to register today!

### HOTEL RESERVATIONS

The deadline to reserve a hotel room at the Marriott Hotel and receive the INA's discounted rate of \$149 is April 21, 2022. Visit <https://inanews.com/convention/#registration> to secure your hotel room today!



During one recent session of Iowa History Book Club, Art Cullen, the editor of The Storm Lake Times, explained how he collected his thoughts about agriculture, immigration and the environment into a book called "Storm Lake: Change, Resilience and Hope in America's Heartland." **Photo courtesy of 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 are available! 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.



IOWA NEWSPAPER ASSOCIATION  
**AWARDS BANQUET**

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

## CONTACT US



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

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### U.S. MAIL

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319 East 5th St.  
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.

## INA MEMBER BENEFIT!

[www.onlinemediacampus.com](http://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](mailto:jshepherd@inanews.com)



# You know that person you always see in your community? Write about them.

## *Tips from Lane DeGregory on telling everyday stories*

**AMARIS CASTILLO**

WRITING/RESEARCH ASSISTANT, NPR PUBLIC EDITOR

I knew if I didn't do it now, I would never have the opportunity again. So I parked my car and chased down the senior couple on their daily walk.

I was a reporter for *The Sun* in Lowell, Massachusetts. For more than two years, I observed Ismael Rodriguez and Margarita Garcia Lozada walking through downtown Lowell on my way to and from assignments. Margarita's barely 5-foot frame ambled behind her walker, her gray hair always hidden under a plain red cap. Ismael loomed over her with a confident gait and neck draped in gold chains and a beaded rosary.

They weren't public officials. They were your everyday residents. But I knew I wanted to tell their story. And time was ticking: It was June 2019 and I was months away from returning to Florida to be closer to family. It was now or never.

Thankfully, they agreed to let me accompany them on their walk for a feature story. I learned how they fell in love in Puerto Rico, settled in Lowell and had three children. The story also captured our walk. It was less than a block before Margarita, who suffered from osteoporosis, stopped. She told me in Spanish that she was tired. End of story ... or so I thought.

After the article ran, I watched as readers flooded the newspaper's Facebook page. Many commented on how they had always seen the couple walking but never knew their story. A good portion of the commenters were other Puerto Ricans, delighted to see a part of their community reflected in the paper.

This got me thinking about the ways in which local journalists can find similar stories in their own communities — that person (or people) you always see and have wondered about. What inspired me to do this kind of reporting — and this column focus — was "WriteLane," a podcast by Pulitzer Prize-winning Tampa Bay Times journalist Lane DeGregory and Maria Carrillo, a former senior deputy editor at the newspaper. DeGregory has a keen eye for these kinds of stories. Soon after she arrived at the Times (which is owned by Poynter), she was at a local pier with her boys when she noticed an elderly man singing. His name was Elmer Wright.

"Everybody had seen him, and no one had ever done a story on him," she told me. "I think every community has its people that are out there as characters."

I asked DeGregory last week if she could share how local journalists could find their own Elmer Wright. Below are a few tips to start.

**TIP NO. 1:** Be curious. "I really think a lot of my best stories came from when I wasn't working — when I was out being curious or noticing something," DeGregory said. "If you're a reporter and you're out having a beer with your friends and see something cool, write it down, or introduce yourself. You can still find stories while you're not supposed to be working."

One time, DeGregory was in line at a convenience store when she overheard a man say it was the best day of his life. He recently found out he had a daughter, and she wanted to meet him. DeGregory ended up writing a story about them.

When I was still a reporter for *The Sun*, I wrote about an elderly man who takes his adult daughter with cerebral palsy out for trick-or-treating every Halloween. I had not been searching for that story — it came about because I met them at a local festival. I ended up writing a story about one father's unconditional love for his daughter.

**TIP NO. 2:** Be a joiner. Sign up for a yoga class, a beer-making club or any niche group. "You get to know other people in the community and they start bringing you stories," DeGregory said.

**TIP NO. 3:** Seek out places where people gather. DeGregory said she's become more intentional about this since not as many people have been coming to her with stories because of the pandemic. She's been able to write several stories from a senior center near her home, for example.

"Whether you join a church, or a synagogue, or a YMCA, always being part of something helps the stories come to you," she said. "If you wonder about something, chances are somebody else was wondering about that, too."

*This article was originally published by Poynter. Visit <https://www.poynter.org/reporting-editing/2022/you-know-that-person-you-always-see-in-your-community-write-about-them/> to read it online.*

*Amaris Castillo is a writing/research assistant for the NPR Public Editor and a contributor to Poynter.org. She's also the creator of Bodega Stories and a very tired mom. Amaris can be reached at [acastillo@poynter.org](mailto:acastillo@poynter.org) or on Twitter @AmarisCastillo.*



# 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](mailto:observer@westianet.net) or mail to The Observer, PO Box 156, Westside, IA 51467. 04.01

**FULL-TIME STAFF WRITER.** The Oskaloosa Herald and Ottumwa Courier have two full-time staff writer openings on its regional news staff. We're seeking reporters who live for the next good story to contribute stories to our news and magazine products. The Ottumwa Courier and Oskaloosa Herald share a regional newsroom that creates content for our newspaper and magazine products, with reporters located in either Ottumwa or Oskaloosa. Occasional remote work is possible depending on the situation, but we generally expect reporters to maintain office hours in either Ottumwa or Oskaloosa, Iowa.

Our newsroom gives you the freedom to pursue projects you're interested in that go beyond your day-to-day responsibilities. We are a 21st-century newsroom that seeks to break the news that matters to our community. This is a great opportunity for a reporter to acquire quality experience and become a versatile multi-media journalist.

This position is best suited for entry-level journalists who were active at their college's campus media (newspaper, TV, radio, etc.) or for early-career journalists looking for an exciting challenge. A bachelor's degree in journalism, mass communications, or related field, is preferred. Though we will consider those who have relevant experience and a passion for journalism in lieu of a degree.

To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Editor Kyle Ocker by email to [kocker@ottumwacourier.com](mailto:kocker@ottumwacourier.com). 0505

**MEDIA BUYER.** Customized Newspaper Advertising is seeking a 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. Interested candidates should send a cover letter and resume to CNA Sales and Marketing Director, Kris Maggard at [kmaggard@cnaads.com](mailto:kmaggard@cnaads.com) by April 1, 2022.

**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 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.greater-dubuque.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

**MEMBER EXCHANGE** - cont. on page 6



Iowa Newspaper Association

# Bulletin

www.INAnews.com

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- Spencer Courtroom Training

MEMBER EXCHANGE - cont. from page 5

**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](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

*View and submit ads on the Internet at [www.INAnews.com](http://www.INAnews.com). Students and professionals may also submit their resu  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](mailto:cgordon@inaneews.com).*



# 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  
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# EASY UPSELLING STRATEGIES WITH DIGITAL SALES

Thursday, March 24 • 1-2 p.m.

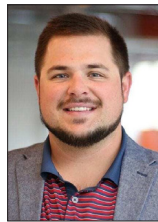
Registration fee: FREE • Deadline: March 21

## 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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