

May 4, 2022



Volume 39  
Issue 17

# Iowa Newspaper Association Bulletin

www.INAnews.com

## convention news

### CALENDAR of EVENTS

#### MEETINGS

INA, INF, INA Services  
Company Board Meetings  
July 22, 2022

#### EVENTS

INF Summer Workshop  
July 21, 2022  
Downtown Des Moines  
Marriott

#### WEBINARS

From Once Upon a  
Time to the End  
May 12, 2022



Newspaper professionals gathered for the 2022 Iowa Newspaper Association Awards Banquet. (photo by Hillarie Koenig)

## Newspaper professionals gathered for annual 2022 INA AWARDS BANQUET

The presentation of awards culminated an evening of live music, a silent auction and social gatherings that made up the 2022 INA Awards Banquet, April 28 at the Des Moines

Marriott Downtown.

Hundreds of newspaper staffers turned out to celebrate the success of Iowa newspapers. A total of 282 people attended the annual event.



*The INF silent auction raised \$1,453.  
Thank you to everyone who donated baskets  
and participated in the bidding process!*

2022 Iowa Newspaper Foundation silent auction took place on April 28, 2022 at the INA Awards Banquet. (photo by Hillarie Koenig)

*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

## Iowa Newspaper Association Board of Directors | April 28, 2022



### Iowa Newspaper Association Board of Directors Minutes

The INA Board the Downtown Des Moines Marriott at 2:00 p.m. with the following members present Brad Hicks, Algona Kossuth County Advance; Zack Kucharski, Cedar Rapids Gazette; Christopher Hall, Charles City Press; Matt Grohe, Clear Lake Mirror Reporter; Debbie Anselm, Davenport Quad-City Times; Bill Tubbs, Eldridge North Scott Press; Terry Christensen, Fort Dodge Messenger; Trevis Mayfield, Maquoketa Sentinel-Press; Abigail Pelzer, Marshalltown Times-Republican; and Jeff Wagner, Sheldon N'West Iowa REVIEW. Also present were Kris Maggard, INA Services Co, and Susan Patterson Plank, INA

#### Votes taken:

- A. On a motion by Kucharski, seconded by Hall, the minutes of the February 3rd board meeting and the February 3rd annual meeting were approved.
- B. On a motion by Wagner, seconded by Kucharski, the Iowa Digital Newsboards was approved for INA Affiliate Membership.
- C. On a motion by Pelzer, seconded by Mayfield, the following changes to the INA Bylaws recommended by the INA Digital Membership Ad Hoc Committee were approved for membership communication via a roll call vote with Hall dissenting:
  1. A new membership classification would be added for Digital Membership.
    - To qualify for election as a Digital Member, a person:
    - Shall be an individual, partnership, corporation or other entity which publishes a digital news site;
    - The site must have been published for the previous 24 months;
    - Must be published using recognized standards of professional journalism. Its content must be revised on a regular basis, with timestamps, not less than once per week.
    - Must not serve primarily as a platform to promote the interests or opinions of a special interest group, political interest, individual or cause;
    - Must be principally devoted to the dissemination of local or general news with at least 50 percent of all editorial (non-advertising) content reported and original. It must be available to the public via the internet or digital platform. It must contain current contact information;
    - Must be registered as an Iowa state corporation with the Iowa's Secretary of State's office;
    - Each request for Digital Membership shall be submitted to and must be approved by the Board of Directors of the Association and must follow application procedures required by any membership application to Iowa Newspaper Association. A digital member shall pay dues.
  2. The classification of Affiliate Membership shall be renamed Friends of the Iowa Newspaper Association.
- D. On a motion by Mayfield, seconded by Tubbs, the 2023 INA active membership dues were approved with agreed upon adjustments to the staff recommendations. Adjustments to dues include raising the minimum dues to \$250, the maximum dues to \$12,000 and an aggregate increase or 1.7%.

INA MINUTES - cont. on page 6

## CONTACT US



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### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

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#### Sales and Marketing Director

Kris Maggard,  
ext. 140, [kmaggard@cnaads.com](mailto:kmaggard@cnaads.com)

#### Foundation Director

Jana Shepherd,  
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#### Communications Director

Cicely Gordon,  
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#### Media Director

Autumn Phillips,  
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#### Technology & Digital Development Manager

Susan James,  
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### BOARD PRESIDENTS

#### Iowa Newspaper Association

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563-383-2224 | [deb.anselm@lee.net](mailto:deb.anselm@lee.net)

#### INA Services Company

Ron Gutierrez, Clinton Herald  
563-242-7101 | [rgutierrez@cnhi.com](mailto:rgutierrez@cnhi.com)

#### Iowa Newspaper Foundation

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

### U.S. MAIL

Iowa Newspaper Association  
319 East 5th St.  
Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (paid service)



# 22 SPECIAL RECOGNITION

## 2022 NEWSPAPER OF THE YEAR

Dubuque Telegraph Herald

## BILL MONROE INA INNOVATION AWARD

Cedar Rapids Gazette

## BEST OF CLASS (ADS)

Dubuque Telegraph Herald  
Hull Sioux County Index Reporter  
Parkersburg Eclipse News-Review  
Maquoketa Sentinel-Press

## MASTER EDITOR-PUBLISHER



**BRAD SWENSON**  
Missouri Valley Times News



**KRISTIN GRABINOSKI**  
Armstrong Journal



**ZACK KUCHARSKI**  
Cedar Rapids Gazette



**WILLIAM & CONNIE LITTLER**  
Adair News

## DISTINGUISHED SERVICE



**STEVE PLAIN**  
Marshalltown Times Republican



**JOE QUINN**  
Nyemaster Goode

## 50 YEAR CLUB

**JOHN CULLEN**  
Storm Lake Times

**SHELIA TOMKINS**  
Guttenberg Press

**LINDA TUBBS**  
Eldridge North Scott Press

**BILL TUBBS**  
Eldridge North Scott Press

## KEN FUSON BEST WRITING

**COURTNEY CROWDER**  
Des Moines Register

## GENERAL EXCELLENCE

Webster City Daily Freeman Journal  
Dubuque Telegraph Herald  
Ackley World Journal  
Hawarden Independent/  
Ireton Examiner  
Iowa City Daily Iowan

## JAY P. WAGNER PRIZE FOR YOUNG JOURNALISTS

**MICHAELA RAMM**  
Cedar Rapids Gazette

**SARAH WATSON**  
Davenport Quad-City Times

**ALLEN HAMIL**  
Le Mars Daily Sentinel

## OUTSTANDING YOUNG IOWA JOURNALIST

**MATTHEW BAIN**  
Des Moines Register

**CLEO KREJCI**  
Iowa City Press-Citizen

**ISABELLA ROSARIO**  
Ames Tribune

## HARRISON "SKIP" WEBER INVESTIGATIVE REPORTING AWARD

**ERIC FERKENHOFF & ANDREA SAHOURI**  
Des Moines Register

**JARED STRONG**  
Carroll Times Herald

# Governor signs long-sought law on public record fees



**RANDY EVANS,**  
IOWA FREEDOM OF INFORMATION COUNCIL

*This article is  
free to use and  
publish in your  
publication.*

**G**ov. Kim Reynolds signed into law Monday a bill that has been on the Iowa Newspaper Association's "wish list" since 2018.

SF 2322 makes important changes in Iowa's public records law that relate to the fees state and local government officials can charge for copies of their records.

During the past three sessions of the Legislature, INA lobbyists worked diligently to build support for the bill among senators and representatives. Those efforts jelled this spring.

The Senate voted 48-0 in favor of the bill on February 23. The House followed on March 24, voting 93-0 to send the legislation on to the governor for her signature or veto.

The bill is an attempt by lawmakers to address one of the frequent criticisms of Iowa's public records law — the cost for copies of documents.

Journalists point to numerous examples of breathtaking fees being quoted for records.

During the early months of the Covid pandemic, the Iowa Department of Public Health said it would cost \$9,000 for copies of emails exchanged between the state epidemiologist and the U.S. Centers for Disease Control and Prevention that dealt with Covid outbreaks at Iowa meat packing plants.

The Linn-Mar School District told a reporter several months ago that it would cost about \$650,000 for copies of e-mails schools officials sent and received that dealt with planned "Trans Week" activities in their high school.

And last month, the Iowa Public Information Board upheld a \$58.50 charge for a one-page document from the Fayette County Secondary Road Department — a document that took 15 minutes to retrieve from the files for a \$4 million county construction project.

The new law makes a couple of significant changes to Iowa Code section 22.3. The changes take effect on July 1.

The existing law has this to say about obtaining public records: A request for documents "may be contingent upon the receipt of payment of expenses to be incurred in fulfilling the request."

But the amended wording approved by lawmakers and governor says: "Although fulfillment of a request for a copy of a public record may be contingent upon receipt of payment of reasonable expenses, the lawful custodian shall make every reasonable effort to provide the public record requested at no other than copying costs for a record which takes less than thirty minutes to produce."

The amended statute makes another important clarification: "Costs for legal services should only be

utilized for the redaction or review of legally protected confidential information."

And the amendment also plainly states that someone requesting a public record may go to court or to the Iowa Public Information Board if the requester believes the costs are not reasonable.

Zack Kucharski, executive editor of the Cedar Rapids Gazette, is chair of the INA's Government Relations Committee. He said after Governor Reynolds's bill-signing:

"Working to preserve the openness and accessibility of public records has been one of the top priorities of the Iowa Newspaper Association's Government Relations Committee for years. This bill further defines what a reasonable fee for records is and sets additional parameters in what can be factored into the cost charged for getting public records.

"We sought to address this legislatively because we were seeing an increase in high-cost responses to open records requests — even for requests that were basic in nature.

"Establishing a higher cost for records was becoming a strategy to prevent their release to members of the press and public. Public records should be available to the public at the lowest possible cost. This bill is a step in the direction of transparency, and we're thankful for the efforts to make it law."

Brad Epperly leads the INA's lobbying efforts at the Capitol, working closely with his law partner, Dustin Miller, and with INA Executive Director Susan Patterson Plank and the Government Relations Committee.

Epperly said after Reynolds signed the fee bill:

"Access to public records is vital to maintaining trust in our public institutions and officials. SF 2322 attempts to strike a workable balance between the cost to the public for this access and the cost to taxpayers for excessive or overly burdensome requests.

"While many legislators were involved in its passage, I would extend specific appreciation for the individual efforts of Representative Megan Jones and Senator Waylon Brown, who spearheaded the unanimous approval in each of their respective chambers."

Jones is from Sioux Rapids. Brown is from Osage.

Michael Ralston, president of the Iowa Association of Business and Industry, is a member of the Iowa Newspaper Foundation Board of Directors. He has good insight into the important work the INA lobbying team does — advocating for bills the association supports and pointing out problems and potential changes needed in bills the association opposes.

Ralston said this week, "Some of the most critical work INA does is advocate on behalf of its members. It was INA's leadership in working with the General

**GOVERNOR** - cont. on page 6

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**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

**GROUP PUBLISHER.** Woodward Communications, Inc., an employee-owned media company, is looking for a dynamic Group Publisher to lead their Southwest Wisconsin weekly locations in print, digital, and video publishing along with community events. This key position will lead a group of dedicated employee owners in the Platteville, Prairie du Chien and Richland Center markets from a local office to be agreed upon.

A pivotal leadership role in the divisions, it is important to the success of our employee owners, company, and the communities we serve. Our new Group Publisher needs to be present and active in the community, able to communicate well, both verbally and in writing, with internal and external stakeholders. He or she also needs to be able to share a vision, set goals and help the group achieve them in this ever changing environment.

A background in media (print, digital, radio or television) is preferred but not required. An ability to think creatively, promote a team atmosphere, act with purpose and integrity are important to the role.

Competitive salary, healthcare, 401(k), paid time off are included in the total benefits package. Also included is stock ownership in the entire company, which includes radio, niche publishing, and agency services.

To learn more contact Bob Woodward, VP-Community Media, at 563/543-2194 or at [bob.woodward@wcinet.com](mailto:bob.woodward@wcinet.com). To view the job description and submit your application please use the following link: <https://bit.ly/3slvoMF> 0505

**MANAGING EDITOR.** We are seeking a managing editor who is willing to accept the duties and responsibilities of a total newspaper operation of three major publications in NW Iowa. The managing editor would be responsible for writing, editing, advertising, and photography. The managing editor would provide direction, advice and assignments to free-lance writers and photographers. This position requires understanding and knowledge of newspaper publishing. Serious interested persons may write to: SBA&SSA, 204-1st Street, STE. 103, Sergeant Bluff, IA. 51054. All correspondence and inquiries are confidential. 0505

**MEDIA BUYER.** Customized Newspaper Advertising is seek-

ing 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.

**PUBLISHER.** Are you a strong advertising manager or salesperson looking for a move up? Growing Iowa media company is searching for a leader who recognizes the vital blend of news and advertising. Our candidate will be computer literate, understands the digital landscape and works well with others. We're looking for someone to lead by example and immerse themselves in the community. A working knowledge of central printing plants a plus. Bring your own team with you is a real possibility. The right candidate is creative, hands-on and able to develop a dynamic staff. Duties will involve the direction of three community newspapers, two shoppers, a central printing plant, a plethora of special sections and digital products. Privately held, local company offers top compensation, bonus, health, life and 401K. Send resume and cover letter to: [christopherhall@charlescitypress.com](mailto:christopherhall@charlescitypress.com). Enterprise Media Inc. We want to meet you!

**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 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 Slechts, 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 Slechts, The News, 419 B Avenue, Kalona, IA. 319-656-2273 or [publisher@thenews-ia.com](mailto:publisher@thenews-ia.com) 02.16

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

# Bulletin

www.INAnews.com

## IN THIS ISSUE...

- From Once Upon a Time to the End

**MEMBER EXCHANGE** - cont. from page 5

**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 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@inaews.com](mailto:cgordon@inaews.com).*

**INA MINUTES** - cont. from page 2

### Action agreed upon:

- The board agreed that the INA Digital Membership Ad Hoc Committee should continue to meet and make further recommendations to policies to consider as the bylaws are changed to add a new classification for Digital Membership.
- The board agreed that its next board meeting would be July 22, 2022 in Des Moines.

### Other items discussed:

- The board heard an update from Patterson Plank the organization including its financials through the first quarter and its 2021 audit.
- The board heard an update from Patterson Plank regarding the legislative session.
- The board received a board attendance report.

There being no further business, the meeting was adjourned at 3:40 p.m.

Respectfully submitted,  
Susan Patterson Plank

**GOVERNOR** - cont. from page 4

Assembly and governor that led to passage of this important bill.

"The real winners are not only INA members but Iowans, too."

Randy Evans, executive director of the Iowa Freedom of Information Council and also a member of the INA Government Relations Committee, echoed the praise for the new law.

Some journalists may have preferred that lawmakers prohibit governments from passing along any fees for the work done by their lawyers, Evans said. But the quest for a "perfect" bill should not get in the way of legislation that clearly is better, overall, than the current statute, he said.

He encouraged journalists to contact the Iowa FOI Council after July 1 if they believe government officials are disregarding the terms of the new law.

Representative Mary Mascher of Iowa City called the bill a consumer protection law. During debate in the House, she said, "Obviously, we want to make sure people have access to copies. It allows anyone to visually look at public records at any time without any cost at all."

*Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at [IowaFOICouncil@gmail.com](mailto:IowaFOICouncil@gmail.com).*

*Visit <https://inaews.com/wp-content/uploads/2022/05/SF2322-1.pdf> to read the bill.*

**REMINDER: The Bulletin will be published every other week after Memorial Day.**



IOWA NEWSPAPER FOUNDATION

# SUMMER WORKSHOP

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**Thursday July 21, 2022**

Downtown Des Moines Marriott

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*Be on the lookout for additional  
information about the event!*



IOWA NEWSPAPER  
FOUNDATION



# Courtroom Training for Journalists

- DATE:** Friday, May 20, 2022
- TIME:** 10:30 a.m. to 12:00 noon
- WHERE:** Sioux City Public Library  
529 Pierce St.  
Sioux City, 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 new court rules governing use of ENMC devices during Zoom hearings, the process for obtaining permission, and the penalty for violating judges' ENMC orders. Reservations are not necessary.

The final program in this year-long series of training events will be in Council Bluffs in the coming weeks.

The presenters are:

- 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...

# FROM ONCE UPON A TIME TO THE END

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

Thursday, May 12 • 1-2 p.m.

Registration fee: FREE • Deadline: May 9

## IN THIS WEBINAR...

Or as journalists say, from the lead to the kicker. This session explores why beginnings and endings are so important to your writing, and how to nail them every time. Plus, beginnings and endings are just as important in a paragraph as they are to the overall arc of the story. This isn't just an academic session on writing. This is about grabbing readers' attention, keeping them engaged, and rewarding them at the end. Where are you likely to lose a reader? In the middle. This hands-on session will leave you with concrete tips to keep readers' attention until the end.

## THE PRESENTER...

### Jean Hodges



Jean Hodges is senior director of news culture and communication for Gannett. She works with local newsrooms throughout the country on strategy, training and diversity initiatives. She's a news veteran, who spent more than 20 years as a reporter and editor, getting her start at a small daily in Clovis, New Mexico, and working in California, England and Texas before moving back home to the Chicago suburbs. You can follow Jean on Twitter @jeanhodges.



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