

May 11, 2022



Volume 39
Issue 18

Iowa Newspaper Association Bulletin

www.INAnews.com

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

How to do more enterprise
reporting while still
feeding the daily beast
June 16, 2022

Join us for the 2022 INF Summer Workshop!

The Iowa Newspaper Foundation is excited to announce the 2022 INF Summer Workshop. The event will be held at the Downtown Marriott Hotel in Des Moines on Thursday, July 21. The workshop will include educational sessions as well as opportunities to network with other newspaper professionals.

Workshop sessions include:

SALES-X-TREME - INNOVATE & INITIATE, KELLY WIRGES

Everyone's talking about the "return to normal" with our sales and business practices. However, we are embarking on a new frontier, one that operates differently. A hybrid world that consists of successful methods of the past augmented with today's advanced solutions, all of which are focused on customers' new buying behaviors. We are evolving and creating an innovative sales and marketing paradigm. Yet, one constant is connectivity ~ us with our clients and our clients with their customers. Sales-X identifies current, successful approaches and provides tips and techniques to launch or boost sales for you, your company, and your clients. Join this exploration to discover new sales approaches to propel your business and revenue.

RELATIONSHIPS BEGIN WITH A HANDSHAKE FIST BUMP, KELLY WIRGES

The goal of media advisors is to help clients achieve their business goals. The ability to meet with advertisers to learn their challenges and stay current with their promotional needs is instrumental in creating professional partnerships. However, during the pandemic, connecting in person was difficult, if not impossible. Sure, we spoke on

the telephone or engaged via Zoom; however, nothing replaces in-person interaction. Now that restrictions are lifted or relaxed, it is vital to reengage with clients to reaffirm our commitment to achieving their success. Join this session to learn more about the 93/7 rule of communication and the proven methods of reconnecting with customers safely and professionally.

PAST TO PRESENT — IT'S HOW YOU PRESENT IT, TYSON BIRD

Newsletters have been a hot topic in publishing for many years, and the pandemic only underscored how much audiences value timely, friendly, and reliable news content in their inbox. Though starting a newsletter may feel like a monumental task, news organizations can leverage their existing content to create engaging and unique experiences that draw a wide audience. In this session, we'll explore how a two-person digital team created a newsletter product with a far-above average open rate that kept readers coming back for more.

DIGITAL TRENDS — HITS AND MISSES, TYSON BIRD

A popular session for the INA, in this workshop we'll analyze and discuss several trending topics in digital and how they may (or may not!) make an impact on your storytelling. The landscape of digital news is constantly changing, and it's important to have a sense of what trends are worth investing time in and which are worth letting pass. We'll look at a variety of publishers, large and small, to see what's working and what's not. Come prepared to discuss some of your own digital hits and misses, too!

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 Foundation Board of Directors Minutes

Iowa Newspaper Foundation Board of Directors | April 28, 2022

The Iowa Newspaper Foundation Board met at the Des Moines Marriott at 3:40 p.m. with the following members present: Kristin Grabinoski, Armstrong Journal; Kendra Breitsprecher, Dayton Leader; Chris Conetzkey, Des Moines Business Record; Carl Vieregger, Drake University; Josh Byers, Harlan Newspapers; Randy Evans, Iowa Freedom of Information Council; Corey Lindsey, Leon Journal-Reporter; Mark Spensley, Monticello Express; and Lisa Miller, Rock Rapids Lyon County Reporter. Also present were Kris Maggard, INA Services Co; and Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Grabinoski, seconded by Spensley, the minutes of the February 3, 2022 board meetings were approved.

Action agreed upon:

- A. The board agreed that its next board meeting would be July 22, 2022 in Des Moines.

Other items discussed:

- A. The board heard an update from Patterson Plank the organization including its financials through the first quarter and its 2021 audit.
- B. The board heard a Foundation update from Patterson Plank.
- C. The board heard an update on the history book from Patterson Plank
- D. The board received a board attendance report.

There being no further business, the meeting was adjourned at 3:45 p.m.

Respectfully submitted,
Susan Patterson Plank



INA Services Company Board of Directors Minutes

INA Services Company Board of Directors | April 28, 2022

The INA Services Co. Board met at the Des Moines Marriott at 3:44 p.m. with the following members present: Debbie Anselm, Davenport Quad-City Times; Ron Gutierrez, Clinton Herald Press; Tony Baranowski, Iowa Falls Times-Citizen; Sarah Lefebvre, Iowa State Daily; Trevis Mayfield, Maquoketa Sentinel-Press; Chad Pauling, Sioux City Journal; Abigail Pelzer, Marshalltown Times-Republican and Matt Bryant, Washington Southeast Iowa Union. Also present were Kris Maggard, INA Services Co; and Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Pauling, seconded by Baranowski, the minutes of the February 3, 2022 board meetings were approved.
- B. On a motion by Pauling, seconded by Lefebvre, the board approved funding a 50% subsidy for each newspaper purchasing individual market profile and research for a total cost of \$300 resulting in a savings of \$150 for each participating newspaper.
- C. On a motion by Bryant, seconded by Pelzer, the board approved a budget amendment of \$18,500 to purchase Media Usage Research.

Action agreed upon:

- A. The board agreed that its next board meeting would be July 22, 2022 in Des Moines.

Other items discussed:

- A. The board heard an update from Patterson Plank the organization including its financials through the first quarter and its 2021 audit.
- B. The board heard a sales update from Maggard.
- C. The board received a board attendance report.

There being no further business, the meeting was adjourned at 4:00 p.m.

Respectfully submitted,
Kris Maggard

CONTACT US



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INA Services Company

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Iowa Newspaper Foundation

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

U.S. MAIL

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

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, May 20 for journalists in Sioux City, 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 May 20 event will be in Sioux City from 10 a.m. until 11:30 a.m. at the Sioux City Public Library. 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.

The Iowa Public Information Board seek to provide easy-to-use information for citizens

Iowa has a long tradition of open government. In 2012, the Iowa Public Information Board (IPIB) was established to efficiently resolve disputes over open meeting (Chapter 21) and public record (Chapter 22) laws without going to court. In 2022, we celebrate the ten-year anniversary of the organization of the IPIB. It is the only agency of its type in the country.

A citizen has the option of going to the IPIB for resolution of an issue or proceeding to district court. These ten years have shown the IPIB to be a low cost and efficient option for citizens.

The IPIB "opened for business" on July 1, 2013, after a year of preparation. Nine Board members representing public, government, and media sectors have met monthly since July 2012.

Our staff receives many inquiries about open meetings and public records and answers questions informally by telephone or email. However, not all questions can be resolved by this "help desk," so from time to time formal complaints are filed. A typical IPIB meeting involves resolution of 10-15 formal complaints.

Complaints have been filed against all types of government bodies, although the majority of complaints are filed against city and county governments. Complaints can be dismissed or accepted by the IPIB. If accepted, staff assists the parties in resolving the complaint informally.

In its ten years of operations, only three complaints have not been resolved through this process and have proceeded to the stage to resolution via an

evidentiary proceeding known as a contested case. Statutory damages have been levied one time against a government official by the IPIB.

The IPIB has proven to be a resource for Iowans who want better access to their government. Citizens have also been a valuable resource for the IPIB. Complaints and inquiries show the type of issues that confuse citizens and government officials.

In its next ten years, the IPIB will seek to provide easy-to-use information for citizens on open meeting and public record requirements on its website. Its rulings could also be encapsulated in administrative rules for guidance to Iowans.

DID YOU KNOW that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa? During the month of April 2022, 45 contacts were made with the Iowa Public Information Board office.

WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE? Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. In 2022, 243 identifiable people contacted the IPIB. Of these, 155 were private citizens, 65 were government officials or employees, and 23 were members of the media. In 2022, 70% of the incoming contacts were resolved the first day, 15% were resolved in one to five days, and 15% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – www.ipib.iowa.gov.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	APRIL TOTALS
9	0	0	6	23	7	45

IOWA NEWSPAPER FOUNDATION

SUMMER WORKSHOP

Thursday July 21, 2022

Downtown Des Moines Marriott

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



IOWA NEWSPAPER
FOUNDATION

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

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. 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. 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

PUBLISHER. Are you a strong advertising manager or sales-

person 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. 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 Slechta, The News, 419 B Avenue, Kalona, IA. 319-656-2273 or publisher@thenews-ia.com 02.16

FREE-2 ARTWAXERS AND A LABEL DISPENSER FOR MAILING. Must pay shipping or come and get them.

Contact, Ron Slechta, The News, 419 B Avenue, Kalona, IA. 319-656-2273 or publisher@thenews-ia.com 02.16

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

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

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- How to do more enterprise reporting while still feeding the daily beast

MEMBER EXCHANGE - cont. from page 5

ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.

Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.

Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.

Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.

For more information, contact Cicely Gordon at cgordon@inanews.com.



An Iowa Newspaper Foundation webinar...

HOW TO DO MORE ENTERPRISE REPORTING WHILE STILL FEEDING THE DAILY BEAST



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

Thursday, June 16 • 1-2 p.m.

Registration fee: FREE • Deadline: June 13

IN THIS WEBINAR...

Think you don't have enough time for watchdog journalism? Overwhelmed with keeping the daily machine running? Get practical advice for creating a newsroom culture that values public service and accountability reporting, no matter the staff size. The first step is deciding what not to do or to do differently. Some newsrooms are growing audiences while producing less content. The key is using data to determine which types of content are not contributing to audience engagement.

THE PRESENTER...

Chris Coates



Chris Coates is the executive editor of the Times-Dispatch in Richmond, Virginia.

A Trenton, Michigan, native, he is a graduate of Columbia College Chicago and has been a business reporter in Los Angeles, managing editor of Illinois publications for the Suburban Journals of Greater St. Louis, editor of the Sioux City Journal, and watchdog editor for The News Journal in Wilmington, Delaware. He also was Central Illinois editor for Lee Enterprises before becoming editor in Richmond in March.

Chris is the former president of the Illinois Associated Press Media Editors board and was the Illinois Press Association's Editor of the Year for 2019.



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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.