

May 25, 2022



Volume 39
Issue 20

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

Data Journalism Tools
for Your Newsroom and
Classroom
June 23, 2022

IOWA NEWSPAPER FOUNDATION SUMMER WORKSHOP

Thursday July 21, 2022 | Downtown Des Moines Marriott



Join us for the 2022 INF Summer Workshop!

The Iowa Newspaper Foundation is excited to announce the 2022 INF Summer Workshop, sponsored by the University of Iowa. 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.

Visit inanews.com to learn more and register for the event!

EVENT DETAILS

Des Moines Marriott Downtown

700 Grand Avenue, Des Moines, Iowa 50309

Room Rate: \$129.00

Wi-Fi is included with room rate!

Hotel reservations accepted at the discounted rate until Friday, July 1, 2022.

Registration - \$30 (including lunch)

Deadline to register for the workshop is July 14, 2022

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

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 Government Relations Committee Meeting | May 19, 2022



INA Government Relations Committee Meeting Minutes

The Iowa Newspaper Association Government Relations Committee met via Zoom at 10:00 a.m. with the following members present: Brad Hicks, Algona Kossuth County Advance; Zack Kucharski, Cedar Rapids Gazette; Ron Gutierrez, Clinton Herald; Rox Laird, Des Moines; Carol Hunter, Des Moines Register; Amy Gilligan, Dubuque Telegraph Herald; Bill Tubbs, Eldridge North Scott Press; Sara Konrad Baranowski, Iowa Falls Times Citizen; Randy Evans, Iowa Freedom of Information Council; Rick Morain, Jefferson; Trevis Mayfield, Maquoketa Sentinel-Press; Abigail Pelzer, Marshalltown Times Republican; and Matt Grohe, Mid America Publishing. Also, in attendance were Brad Epperly, Dustin Miller, and Casey Nichols all of Nyemaster; and Susan Patterson Plank, Iowa Newspaper Association.

Votes taken:

- A. On a motion by Mayfield, seconded by Gilligan, the Committee approved the minutes of the September 9, 2021 meeting.

Action agreed upon:

- A. The committee directed staff to work with co-chairs Pelzer and Kucharski on forming a subcommittee to review potential public notice options for possible future legislation.

Other items discussed:

- A. The committee heard a review of the 2022 legislative session thus far.
- B. The committee discussed public notices, including potential modernization legislation, upcoming research, and the updating of the INA Publisher's Handbook.
- C. The committee heard an update on the work of the Iowa Freedom of Iowa Council from Evans.
- D. The committee heard an update on the Iowa Public Information Board and its new members and upcoming proposed rule changes from Patterson Plank.

There being no further business, the meeting was adjourned at 11:38 a.m.

Respectfully submitted,
Susan Patterson Plank

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INA LEGAL HOTLINE

515-283-3100 (paid service)

Fund for Investigative Journalism Announces Emergency Grants for Coverage of Threats to Democracy in the U.S.

The Fund for Investigative Journalism today launched an emergency grant program for stories on threats to democracy in the United States.

Emergency grants are available for investigative stories that break new ground and expose wrongdoing in the public or private sectors related to threats to democracy. These can include, for example, investigative stories on barriers to voting, voter suppression, misinformation, political influence in election systems, efforts to undermine the rule of law and other issues. Like all stories supported by the Fund, these stories must be unbiased and nonpartisan, and they must adhere to the highest journalistic standards.

- Journalists can apply for grants of up to \$10,000 to cover the expenses of investigations.
- Applicants must have a commitment from a media outlet to publish or broadcast the story.
- Applications will be reviewed on a rolling basis, and grant decisions will be made within two to four weeks of applications being submitted.
- Proposals from journalists from diverse backgrounds are strongly encouraged.
- For more information, see the grant application.

“The state of democracy in the U.S. is a four-alarm fire – and investigative journalism is uniquely able to expose threats to democracy, shine a light on their potential consequences and help spark change,” said Eric Ferrero, Executive Director of the Fund for Investigative Journalism. “These emergency grants will help more reporters do the urgent, critical work of digging deep



to produce investigative stories that can have an impact, particularly at the state and local levels.”

Journalists who receive grants through this program will be able to request editorial mentorship from seasoned reporters who specialize in covering threats to democracy, as well as free legal assistance through the Fund’s partnership with the Reporter’s Committee for Freedom of the Press.

The Fund will hold a webinar on how to apply for these grants on June 1 at 11:30 a.m. eastern. Visit https://us02web.zoom.us/webinar/register/WN_5Slxqv8DS8-GcCdvA5SzJg to register.

Over the last two years, the Fund provided emergency grants for investigative coverage related to the COVID-19 pandemic and police practices in the U.S. Those two emergency grant programs supported stories that helped spark more than 12 changes to policies and practices at the local, state and federal levels. One story supported by an emergency grant received the 2021 Pulitzer Prize for Local Reporting.

The Fund for Investigative Journalism was founded in 1969. The Fund’s Board of Directors, a group of highly accomplished journalists, reviews every grant proposal and votes on which to approve.

INA MEMBER BENEFIT!

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



Meet the INF Summer Workshop speakers



Tyson Bird is the digital strategy manager for Texas Highways, the official travel magazine of Texas. In this role, he develops new products and engagement strategies for audiences to find travel content and learn more about Texas. He previously worked in a variety of digital and newsroom roles, including product strategy at GateHouse Media (now Gannett), interactives designer at The Spokesman-Review (WA) and page designer for CNHI. Originally from Idaho, Tyson studied journalism at Ball State University in Muncie, Indiana.

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!



For over 30 years, Kelly Wirges has assisted media companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development.

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.

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

NEWS EDITOR. News Editor opportunity for experienced journalist who enjoys working and living in a progressive community of 2,800 a short distance from Iowa City. Needs the ability to write news of local government, school boards of four communities and be a feature story writer. Ability to handle photography helpful. Send resumes and writing samples to Publisher Ronald C. Slechta at publisher@thenews-ia.com or call 319-656-2273 or (c) 319-400-7072. Pay depends on experience.

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@charlescitiptress.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

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

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IN THIS ISSUE...

- How to do More Enterprise Reporting While Still Feeding the Daily Beast
- Data Journalism Tools for Your Newsroom and Classroom

MEMBER EXCHANGE - cont. from page 5

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 resués 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.



An Iowa Newspaper Foundation webinar...

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



Iowa New Member
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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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An Iowa Newspaper Foundation **Webinar**...

DATA JOURNALISM TOOLS FOR YOUR NEWSROOM AND CLASSROOM

Politics

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus

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Thursday, June 23 • 1-2 p.m.

Registration fee: **FREE** • **Deadline: June 20**

IN THIS WEBINAR...

During this session, SPJ Digital Trainer Mike Reilley will show you how to scrape data from web pages and PDFs and into a spreadsheet format. You also will learn how to visualize the data using the free Flourish.studio tool. Participants will get a handout with links to the tools, exercises, examples and data to practice with.

Prior to the session, participants should set up a free account at <https://flourish.studio/>

They also should download free Tabula software here: <https://tabula.technology/>

THE PRESENTER...

Mike Reilley



Mike Reilley has been a lecturer in data and digital journalism at UIC for the past six years and is an SPJ trainer in the Google News Initiative training program. He also owns Penny Press Digital, LLC, a digital consulting company.

Mike has trained more than 10,000 journalists, students, and teachers in digital tools since 2016, speaking at conferences, journalism schools and in newsrooms in 40 states. He has done nearly 300 trainings in the Google program and dozens more for other clients such as Gannett.

Reilley is a former reporter and copy editor at the Los Angeles Times and was one of the founding editors of ChicagoTribune.com. He is a former digital news editor at WashingtonPost.com and helped run the 2000 Summer Olympics copy desk for AOL. He also founded the journalism research site, The Journalist's Toolbox, which he sold to the Society of Professional Journalists in 2007 and continues to update for SPJ. He also blogged about the Chicago Bears for two seasons on the NFL Blog Blitz site.



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