

August 17, 2022



Volume 39
Issue 26

Iowa Newspaper Association Bulletin

www.INAnews.com

PROGRAM KICK-OFF IS OCTOBER 6, 2022

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
November 11, 2022

WEBINARS

Navigating Sports Chaos
August 19, 2022

Iowa Newspaper Foundation

ANNUAL WRITING WORKSHOP



Registration fee: \$75 | Deadline: Thursday, September 29

This year's workshop, held virtually, continues the interactive format designed to provide participants with multiple contacts with a professional coach. The program will build your interviewing, writing and story development skills! We continue the workshop tradition of one-on-one conferences with a writing coach and it is your chance to build relationships with experienced professionals and journalists facing similar challenges!

MEET THE PRESENTERS:

ROX LAIRD - Prior to his retirement in 2015, Rox Laird had been an editorial writer at the Des Moines Register for more than 30 years. He specialized in writing about law and courts, the First Amendment, government, architecture and historic preservation. Laird began his career at the Des Moines Tribune in 1972, and worked a range of beats, although most of his reporting focused on government in Des Moines and the suburbs. After the Tribune closed, he moved to the Register and joined the editorial page staff. Since then, he wrote editorials and served several tours of duty as editor of the letters to the editor. Laird is a native of Kearney, Neb., and earned a bachelor's degree in journalism at Iowa State University.

RANDY EVANS - Randy Evans took over the role as executive director of the Iowa Freedom of Information Council in October 2015 after a 40-year career with The Des Moines Register. He joined the Register in 1974 as a news reporter after working for two years as the editor of the Albia Union-Republican and Monroe County News, weekly newspapers in Albia, Ia. During his time with the Register, Evans served in a variety of editing roles, including state editor, city editor, news editor and assistant managing editor, supervising at one time or another every department in the newsroom except for sports. He spent his final four years as the editor of the Register's opinion pages.

KURT HELLAND - Kurt Helland is the copy editor for Business Publications Corp. in Des Moines, which produces the Business Record, dsm magazine and several other niche and custom publications. He was an editor at The Des Moines Register for almost 30 years, with most of that time spent on the copy desk. He was the keeper of the Register's own stylebook and kept the newsroom informed of Register and AP style changes.

JARED STRONG - Jared Strong is a crime and courts reporter for the Daily Times Herald in Carroll and a trustee of the Iowa Freedom of Information Council. He is a 2005 Iowa State University graduate who started his career at the Des Moines Register and has been working in Carroll since 2010. Strong's investigative work has earned him state and national awards. He was sued for libel last year by a former police officer but prevailed. He lives on an acreage down by the river with his wife and three young children.

View page 3 for the
kick-off day program
and follow up dates.

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 Meeting | July 22, 2022



INF Board of Directors Meeting Minutes

The Iowa Newspaper Foundation Board met at the Des Moines Marriott at 9:29 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; 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 Miller, seconded by Conetzkey, the minutes of the April 28, 2022 board meetings were approved.
- B. On a motion by Woodward, seconded by Hall, the board approved the Finance Committee's recommendation regarding the investment policy.
- C. On a motion by Miller, seconded by Grabinoski, the board modified and approved the recommendation from the INF Contest Committee. The approved changes to the contest are as follows:
 1. W12 Best Coverage of Covid to be dropped from the contest.
 2. Circulation classes for the 2023 Better Newspaper Contest. ndation from the INF Contest Committee. The approved changes to the contest are as follows:

	2022	2023
Daily Class I	5,050 and under	5,000 and under
Daily Class II	5,051 and greater	5,001 and greater
Weekly Class I	840 and under	875 and under
Weekly Class II	841-1,550	876 – 1,550
Weekly Class III	1,551 and above	1,551 and above

3. Require online submissions for Best Special Section Editorial and Advertising, and Best Headline Writing.

Action agreed upon:

- A. The board reviewed upcoming board terms and directed staff to work with the Nominating Committee to fill board openings with the goal of having 11 directors.
- B. The board agreed that its next board meeting would be November 11, 2022 in Des Moines.

Other items discussed:

- A. The board heard an update from Patterson Plank the organization including its financials.
- B. The board heard an update from Miller on the Ad Hoc Contest Committee.
- C. The board heard an update on Patterson Plank on INF programs including deadline reminders for MEP and DSA (August 1) and Mores Media Fellowship (August 2).
- D. The board received a board attendance report.

There being no further business, the meeting was adjourned at 10:13 a.m.

Respectfully submitted,
Susan Patterson Plank

CONTACT US



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INA Services Company

Ron Gutierrez, Clinton Herald
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Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of
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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)

INF Annual Writing Workshop

KICK-OFF DAY PROGRAM - OCTOBER 6, 2022

8:45 a.m. - Welcome and introductions

9:00 a.m. - Remembering to KISS when you write (KISS, as in Keep it Simple Stupid)

Presented by Randy Evans

Too many writers make their writing too complicated. Their sentences are too complicated. Their stories, rather than being straight forward, have too many twists and turns.

10:00 a.m. - Accessing open records and utilizing EDMS

Presented by Rox Laird and Jared Strong

The Electronic Document Management System is one of the nation's first court systems to provide complete online access to court records at the district level. More than 6.5 million documents are filed online through EDMS and is a valuable tool to journalists.

11:00 a.m. - AP stylebook: What's new?

Presented by Kurt Helland

The main focus will be on the latest changes to the AP Stylebook. The session will stress how handy it is to use the online AP Stylebook rather than the hard-copy version. Besides always being up to date, there are many helpful tools in the online version.

11:45 a.m. - Meet with coaches to discuss next steps

FOLLOW UP DATES

October 6 - First session to be held online.

Students and coaches both attend. This kick-off session includes time for the coaches to get to know their students.

By Friday, October 14 - Students send 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

Week of October 17 - Coaches hold sessions with their students (either remotely via Skype, google hangouts, etc. or in person)

By Friday, October 28 - Students send second batch of 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

Week of October 31 - Coaches hold second sessions with their students (either remotely via Skype, google hangouts, etc. or in person)

Program is completed by November 7 -

Participants to be awarded certificate of completion and recognized in the INA Bulletin.

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



FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITOR. Harlan Publishing, a family-owned newspaper in western Iowa, has an opening for its top newsroom position. This is an exciting opportunity for either an up-and-coming journalist or a veteran who is excited about telling stories across multiple platforms. Harlan Newspapers boasts a fun work environment in a great town that's just small enough to be home but close enough to both Omaha and Des Moines for day trips.

We're looking for a journalist that's adept at posting content to social media and then polishing that content for our print editions. We offer health care, a 401(K) program with a company match and paid time off. If you're ready to join an award-winning news media operation as it expands coverage across its digital and print platforms, we want to hear from you.

This position is best for someone who likes to tell stories and includes regular reporting and coverage of community issues and events. The editor coordinates coverage with our freelance writers and summer intern. We will train the successful candidate on any of the skills they're lacking. While the role accommodates some remote work, especially during a pandemic or natural disaster, the position will be based in Harlan, with day-to-day attendance in the office necessary. 07.30

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

GENERAL MANAGER/ADVERTISING SALES DIRECTOR.

Ogden Newspapers, Inc. is hiring a General Manager/Advertising Sales Director, in Marshalltown, Iowa. The primary role of this position will be to support, plan, and execute advertising initiatives and entire newspaper functionality.

Primary expectations and responsibilities include:

Day-to-day management of business office, editorial, circulation and advertising team

Work with departments to ensure newspaper is meeting company expectations

Handle multiple priorities simultaneously

Manage revenues and expenses for all departments

Set monthly, quarterly, and annual goals for each department

Track progress of goals for each department

Complete administrative tasks/reports as required

Motivate and "lead by example" to ensure the newspaper

is focused on our readers and staff who serve the local community, along with the leading the sales team to grow current customers while cultivating new clientele while maintaining long-term client relationships

Coordinate print and digital special sections and promotions, along with preprints, while executing company-wide sales initiatives

Provide excellent customer experience

Attend and participate in community and business functions

Qualifications:

Previous leadership and sales experience required

Ability to meet demands of deadlines and coordinate multiple priorities in a dynamic environment while maintaining a positive attitude

Results oriented and high achiever

Strong problem-solving, decision-making abilities, and marketing skills.

Communicate effectively with peers, superiors, and customers

Considered to be a strong coach/motivator and inspire others to achieve results

Maintain dependability and professionalism

Knowledge of Microsoft Office/Teams

Ability to learn new computer programs

The Marshalltown Times Republican offers a friendly working environment. This position is ideal for those looking for an opportunity to help lead the newspaper staff and local businesses succeed in their marketing efforts. We offer a competitive salary with commission opportunities. Benefits include health, dental, vision and life insurance as well as paid vacation, sick leave, and 401K.

If you are looking to lead, grow and deliver custom solutions to local businesses, please email your cover letter and resume to Terry Christensen by Friday, August 12. 0915

NEWS EDITOR. The Daily Freeman-Journal is looking for a full-time news editor in Webster City. The news editor will be responsible for journalistic reporting, news writing, photography, and page design. The news editor will work to ensure the newsroom's tradition of quality, accuracy, and

MEMBER EXCHANGE - cont. on page 5

community trust.

RESPONSIBILITIES:

- Manages and coordinates coverage of local news throughout the coverage area
- Writing and editing news stories
- Taking photographs to supplement news articles
- Page design

QUALIFICATIONS:

- Two years of full-time journalism experience preferred
- Ability to multi-task and work efficiently under deadlines
- Self-motivation and self-direction
- Applies innovative and creative thinking to tasks
- Communicate and share ideas with team members
- Strong writing and editing skills
- Experience with InDesign preferred

BENEFITS:

- We offer Competitive Compensation
- Paid Vacations • 401K
- Health, Dental & Vision Insurance
- Paid Sick Leave • Paid Holidays

Please submit a resume to: Bill Shea at
bshea@messengernews.net

NEWS EDITOR. News Editor opportunity for experienced journalist who enjoys working and living progressive community of 2,800 a short distance from Iowa City. Needs the ability to write news, local government, school boards of four communities and be a feature story writer. Ability to have photography helpful. Send resumes and writing samples to Publisher Ronald C. Slechta at public@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@charlescitiypress.com. Enterprise Media Inc. We want to meet you!

PUBLISHER. The Humboldt Independent and Reminder is seeking an experienced publisher. This is a working position that will require news writing skills, an appreciation of advertising and basic management skills. A strong news and advertising staff is in place. There will be an opportunity for sweat-equity ownership as well as a solid starting salary with benefits. We would consider a rising star with minimal experience with whom we would work with and train. This publishing business does well in excess of \$1 million in annual sales and has a solid history of profitability. Ownership is a nearby family newspaper...not a chain. Apply with resume to: Kristin Grabinoski, krisg@armstrongjournal.com or Jerry Wiseman, news3456@mchsi.com.

▼ 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 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.



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▶ IN THIS ISSUE...

- Navigating Sports Chaos

2022 IOWA MARKET STUDY - CODA RESEARCH
Slides from the 2022 Iowa Market Research Study are available behind the "Member's Only" section of our website.

REMINDER:
The Bulletin will be published every other week during the summer months.



An Iowa Newspaper Foundation webinar...

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IAwebinars

NAVIGATING SPORTS CHAOS

Friday, August 19 • 1-2 p.m.

Registration fee: FREE • Deadline: August 16

IN THIS WEBINAR...

San Diego Union-Tribune sports columnist Bryce Miller shares stories, tips and creative thinking to deal with whatever the sports world serves up on assignment.

THE PRESENTERS...

Bryce Miller



Bryce Miller is a sports columnist at the San Diego Union-Tribune. He's been the sports editor and lead columnist of the Des Moines (Iowa) Register. He's worked in Arlington, Va., for USA Today and covered six Olympics with that group. Miller has written from the World Series and MLB All-Star Game, golf's U.S. Open and PGA Championship, horse racing's Kentucky Derby and Preakness Stakes, the Final Four, Rose Bowl and NFL playoffs – among other national events.

Miller, an annual voter for the Heisman Trophy and Wooden Award, and a college football and basketball Top 25 voter, is a member of the Baseball Writers Association of America. He's an Emmy, Eclipse Award and multi-time APSE winner.



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