

August 31, 2022



Volume 39
Issue 27

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

What's New With Google
Tools
September 8, 2022



OH NO! Is that really happening?

Read the public notices in our newspaper
or on our website to learn more about:

Government meetings, bids & contracts

Unclaimed property

School Board issues

Elections/Polling places,
initiative petitions

Tax assessments/proposals



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- Tax assessments/proposals
- School Board issues



Public notices, the key to your community. | www.iowanotices.org

Help your readers understand the importance of public notices

Did you know that every month 84% of Iowa adults read local, print or digital newspapers? On top of that, 68% of Iowa adults also believe that publishing public notices in newspapers should be required.*

The Public Notice Resource Center has released a series of public service ads for members to run in their newspapers, promoting public notices in newspapers and the iowanotices.org website!

By running these ads, you can help your readers realize the importance of public notices and help make the public aware that Iowa newspapers have taken the initiative to develop a website allowing everyone to view notices of public interest archived for easy reference. There is no cost to access the information and local governments have not been charged any fees to have their notices posted.

The ads are available in several sizes and members are asked to use them to fill space when available. Ads can be downloaded at <https://inaneews.com/resources/public-notice-resources/public-notice-ads/>.

There are two versions of each ad available. One version includes the INA's logo, the other version can be customized with your newspaper's logo. If you have any questions about these ads, please contact INA Communications Director Cicely Gordon at cgordon@inaneews.com.

*The Iowa Market Study, 2022; conducted by Coda Ventures

84%

of Iowa adults read
local, print or digital
newspapers.

68%

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publishing public notices in
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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

INA Services Company Board of Directors Meeting | July 21, 2022



INA Services Company Board of Directors Meeting Minutes

The INA Services Co. Board met at the Des Moines Marriott at 10:13 p.m. with the following members present: Debbie Anselm, Davenport Quad-City Times; Ron Gutierrez, Clinton Herald Press; Tony Baranowski, Iowa Falls Times-Citizen; Trevis Mayfield, Maquoketa Sentinel-Press; and Matt Bryant, Washington Southeast Iowa Union. Also present were Kris Maggard, INA Services Co; and Susan Patterson Plank, INA.

Votes taken:

- On a motion by Bryant, seconded by Baranowski, the minutes of the April 28, 2022 board meetings were approved.
- On a motion by Baranowski, seconded by Bryant, the board approved the Finance Committee's recommendation regarding the investment policy.
- On a motion by Baranowski, seconded by Bryant, the board approved a staff proposal to add a 3x5 product to the Networks Advertising program with a review of its impact and advertising clients to be presented at the next board meeting.

Action agreed upon:

- The board agreed that its next board meeting would be November 11, 2022 in Des Moines.
- The board agreed to make no changes to the current commission structure and to revisit again in a few years.

Other items discussed:

- The board heard an update from Patterson Plank on the organization including its financials.
- The board heard a sales update from Maggard.
- The board heard an update from Maggard on the Media Usage Research Study results and an opportunity to purchase individual newspaper market sales sheets.
- The board received a board attendance report.

There being no further business, the meeting was adjourned at 10:52 a.m.

Respectfully submitted,
Kris Maggard

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.

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

Executive Director

Susan Patterson Plank,
ext. 125, spattersonplank@inanews.com

Sales and Marketing Director

Kris Maggard,
ext. 140, kmaggard@cnaads.com

Foundation Director

Jana Shepherd,
ext. 159, jshepherd@inanews.com

Communications Director

Cicely Gordon,
ext. 133, cgordon@inanews.com

Media Director

Autumn Phillips,
ext. 136, aphillips@cnaads.com

Technology & Digital Development Manager

Susan James,
ext. 129, sjames@cnaads.com

BOARD PRESIDENTS

Iowa Newspaper Association

Debbie Anselm, Davenport Quad-City Times
563-383-2224 | deb.anselm@lee.net

INA Services Company

Ron Gutierrez, Clinton Herald
563-242-7101 | rgutierrez@cnhi.com

Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of
Information Council
515-745-0041 | 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)

Best practices for public notice

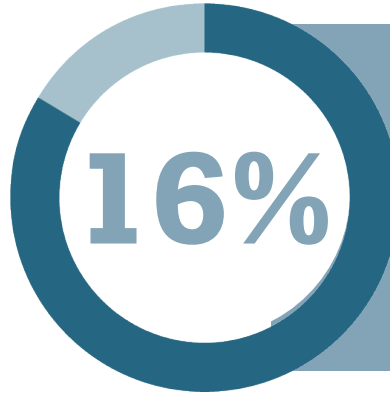
PUBLIC NOTICE RESOURCE CENTER

The purpose of public notices is to prevent official actions from occurring in secret. Public notice is intertwined with historic principles of democracy, transparency and open government.

The entities expected to provide public notice do not always consider openness to be in their self-interest. That is why legislatures have consistently mandated that the method of publication is not controlled by the entities whose information is being distributed. Conflicts of interest can be avoided by ensuring that publication occurs independently of the government or public trustee in charge of the notice.

Newspapers are the natural and traditional publications for these notices. As newspapers' own digital distribution is becoming more widespread, questions about the proper use of digital distribution must be addressed. Print distribution is the more practical and reliable method for archiving, reaching key audiences and producing evidence that can be used in court. Combining digital and print notice offers the public the best attributes of both methods. These Best Practices encourage modern methods of informing the public and protecting the public record.

Many entities are required by law to provide public notice. Virtually all levels of federal, state and local government face public notice responsibilities. So do some otherwise-private parties, such as those who hold or are disposing of private property belonging to others. All of them have one thing in common: they are discharging a responsibility of trust for the public.



OF MEMBER NEWSPAPERS IN IOWA **DO NOT** SHARE PUBLIC NOTICES ON THEIR WEBSITE.

IF YOU AREN'T PROVIDING YOUR PUBLIC NOTICES TO YOUR COMMUNITY THE INA URGES YOU TO DO SO.

PUBLICATION SHOULD BE IN PRINT AND IN DIGITAL FORMAT

Public notices from your newspapers should be easy to find from your newspaper's homepage. If your website has a paywall, public notices should always be in front of the paywall. There should be no cost to readers to access digital notices.

PUBLIC NOTICES IN PRINT SHOULD BE READABLE

Readers should be able to find them the best publishers provide enhanced services (e.g., email subscription) to specialized audiences at a reasonable price.

PUBLISHERS SHOULD MAKE REASONABLE EFFORT TO DIRECT ATTENTION TO NOTICES

Efficient indexing for ease of reader use, quick access to web links, and reporting on news embedded in important notices are among the tools publications can offer.

PUBLICATION IS SELF-AUTHENTICATING

Publishers should be prepared to provide an affidavit of publication. Digital authentication is evolving.

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



This Publisher was Victim of a Ransomware Attack: How They Minimized the Impact and 3 Lessons You Can Apply

REBECCA FRANK
NEWS MEDIA ALLIANCE

From 2021 to 2022, ransomware attacks by hackers increased 13 percent, according to the Verizon Data Breach Investigations Report (DBIR), an increase larger than the previous five years combined. In 2014, Google researchers reported that “21 of the top-25 news organizations in the world have been targeted by hackers” (largely by state actors), a number that has almost certainly increased in the past eight years.

While large corporate and government hacks tend to generate the most attention, smaller organizations are at risk as well. In June 2022, a local, independently-owned publisher (who requested to remain anonymous) found its servers had been hacked and held ransom.

The publisher learned at 3:00 am local time that a hacker had broken in to one of their systems, looked at what files were accessible, and then locked the system, leaving a ransom note. The publisher found the ransom note when they accessed the system while attempting to solve a different print production issue. By 4:00 am local time, the publishers had notified their insurance provider, retained a lawyer and contacted the FBI.

With their legal and insurance team in place, the publisher began its response on two tracks. The first step was to contact the hacker directly. Since paying ransoms is technically illegal, their insurer had to get approval for any payments, and they were advised to set a ceiling for what they would pay and to not respond to the hacker right away, so that they might extend the timeline. On a parallel track, their internal teams were working to rebuild systems and find backups, to determine whether they would need the ransomed information at all.

It took approximately two weeks, but the publisher determined an estimate of the value of what was lost and made the hacker a counter-offer at an insurer-approved amount. When it was rejected, the publisher chose to walk away from what was lost, confident they had made the best decision without paying the original ransom amount. This was reinforced as the publisher learned that decryption keys, the information that hackers typically offer in return for their payment, don't always work, and there is the risk of data loss even for those who pay off the hackers.

OVERALL, THE PUBLISHER SEES THIS AS A SUCCESS FOR THREE REASONS:

1. They had a plan: They previously had a conversation on this topic with another publisher in their region, which had led them to set up a process in the event of a hack.

2. As part of that plan, they had cyber insurance that specifically covered ransomware attacks and a provider that could advise them on what to do, which included installing monitoring software throughout the organization's computers and making changes to information security, such as requiring more complicated passwords.
3. Because they had a plan, they were able to take a step back and proceed “like it was 1975,” as the publisher said, until all their systems were back up and running safely. Any work that could be done offline, was done offline.

Additionally, the publisher also learned that some of their internal processes, while not to blame for the attack, impacted how they were able to respond to it. For instance, the publisher stored some archives in physical servers that were then locked by the hacker, rather than utilizing cloud storage, which is controlled by a third-party that can provide necessary access. Additionally, the publisher's regular data backup schedule meant that the hacker's malware reached their internal servers more quickly than it might have otherwise. The publisher is now reconsidering how frequently to back up their data.

The publisher said that hacks of this nature are “a criminal enterprise that works because it's done in silence.” They believe in talking candidly about what they learned and how other organizations can prepare in advance for the possibility of a ransomware attack.

THE PUBLISHER OFFERED THREE PIECES OF ADVICE FOR COMPANIES THINKING ABOUT THEIR RISK:

1. Do not assume your company is too small for hackers to pay attention to.
2. Make a plan – Know how to contact your lawyer, insurance provider, and law enforcement, so you can determine what to do at each stage of the process.
3. Consider whether your IT policies increase your vulnerability to being hacked and work to resolve them in advance.

No company is immune to the threat of ransom attacks, but as this experience shows, forward-thinking organizations can take smart steps to mitigate their effects and continue with minimal interruptions.

Rebecca Frank is VP, Research & Insights at the News Media Alliance. Visit <https://www.newsmediaalliance.org/this-publisher-was-victim-of-a-ransomware-attack-how-they-minimized-the-impact-and-3-lessons-you-can-apply/> to read the article online.

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITOR. Enthusiastic editor with writing responsibilities. Iowa Information Media Group, a family-owned newspaper company in N'West Iowa, has an opening for the editor of the Le Mars Sentinel, a three-times-a-week publication. This is an excellent opportunity for an up-and-coming journalist or a veteran who is excited about telling stories, including regular reporting and coverage of community issues and events. If you are ready to join an award-winning news media operation, we want to hear from you. We offer health care, a 401(K) program with a company match and paid time off. The position will be based in Le Mars, with day-to-day attendance in the office necessary. Send resume, writing samples and potential start date to Jeff Grant, editor, The N'West Iowa REVIEW, at editor@iowainformation.com. 0930

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 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 • 401 K

- Health, Dental & Vision Insurance

- Paid Sick Leave • Paid Holidays

Please submit a resume to: Bill Shea at

bshea@messengernews.net

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. Enterprise Media Inc. We want to meet you! 0911

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, krig@armstrongjournal.com or Jerry Wiseman, news3456@mchsi.com. 0911

RADIO AND WEB NEWS DIRECTOR/REPORTER. Job Summary: The Radio and Web News Director/Reporter will work with local media including the Times Citizen newspaper, KIFG Radio and on the Web to create a quality local news product that is compelling, fresh, and relevant. Must have expert news judgement and is a decisive and assertive journalist.

Supervisory Responsibilities:

- None.

Duties/Responsibilities

- Prepare daily newscast for KIFG Radio in approximately three-minute segments.

MEMBER EXCHANGE - cont. on page 5



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- What's New With Google Tools

MEMBER EXCHANGE - cont. from page 4

- Gathers information and facts; develops stories; writes articles for daily newscast on KIFG and Times Citizen newspaper
- Report on current local community events; courts and crimes; and help cover local government and/or school board meetings.
- Post articles to website.
- Edit staff news articles for radio use, adding in news actualities when appropriate.
- Develop a strong sense of ownership/accountability.
- Write 2-3 stories per week for print in the Times Citizen.
- Have basic camera skills, some videography and be comfortable with on-the-spot live interviews.
- Fill in as Morning Show host on KIFG and have general knowledge of station responsibilities while Station Director is away.

Required Skills/Abilities:

- Provide strong organizational skills and experience in coordinating many different reporter's contributions.
- Effectively manage multiple tasks/priorities.
- Work independently with minimal supervision while collaborating with the editor.
- Excellent writing and editing skills.
- Excellent verbal and written communication skills.
- Proficient with Microsoft Office Suite, Adobe Creative Suite, or similar software.
- Proficient with desktop publishing software.

Education and Experience:

- At least three years of job experience and a degree from an accredited college or university preferred. Will train the right candidate.

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at a time.
- Must be able to traverse various terrains to cover stories and conduct interviews.

Please send resumes to: jpeters@iafalls.com or call 1-800-798-2691 Ext. 333 for more information. 0930

▼ 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 resumés for online viewing.

There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.

If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.

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

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

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

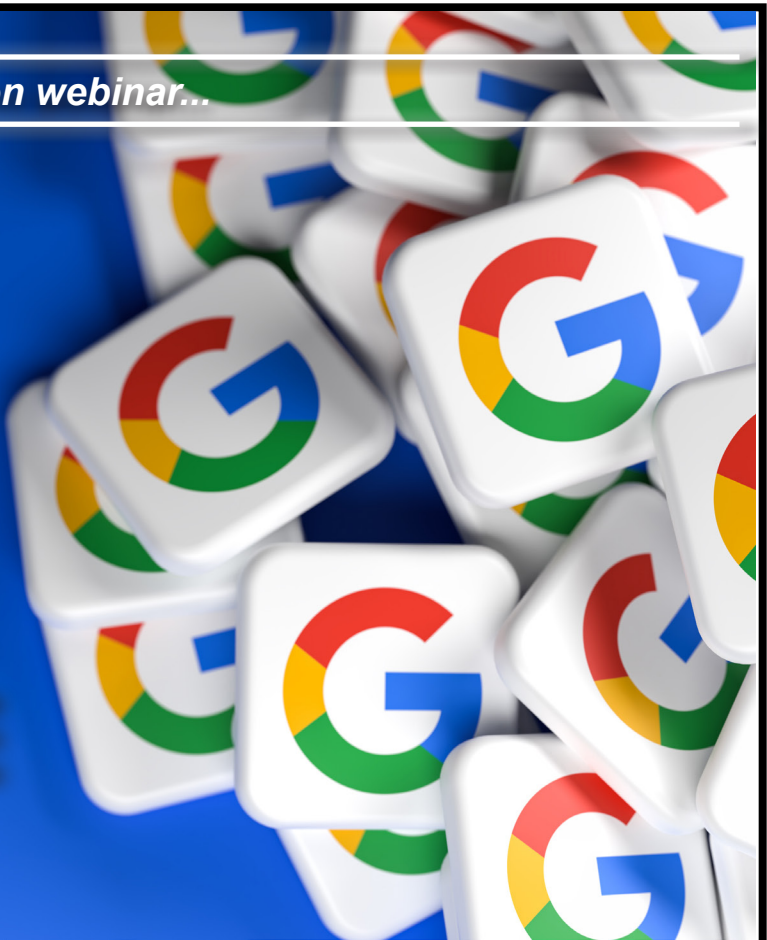
For more information, contact Cicely Gordon at cgordon@inaneews.com.



An Iowa Newspaper Foundation webinar...

Iowa New Member
Benefit: **FREE!**
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IAwebinars

WHAT'S NEW WITH GOOGLE TOOLS



Thursday, September 8 • 1-2 p.m.

Registration fee: FREE • Deadline: September 5

IN THIS WEBINAR...

In this webinar, Mike Reilley will go through Google Fact-Check Explorer, Google Public Data Explorer, Google Trends, Google search shortcuts/advanced search, MapChecking.com for crowd size estimates, Google Earth Measure tool, and Google Earth Engine Timelapse.

THE PRESENTERS...

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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