

September 7, 2022



Volume 39
Issue 28

Iowa Newspaper Association Bulletin

www.INAnews.com

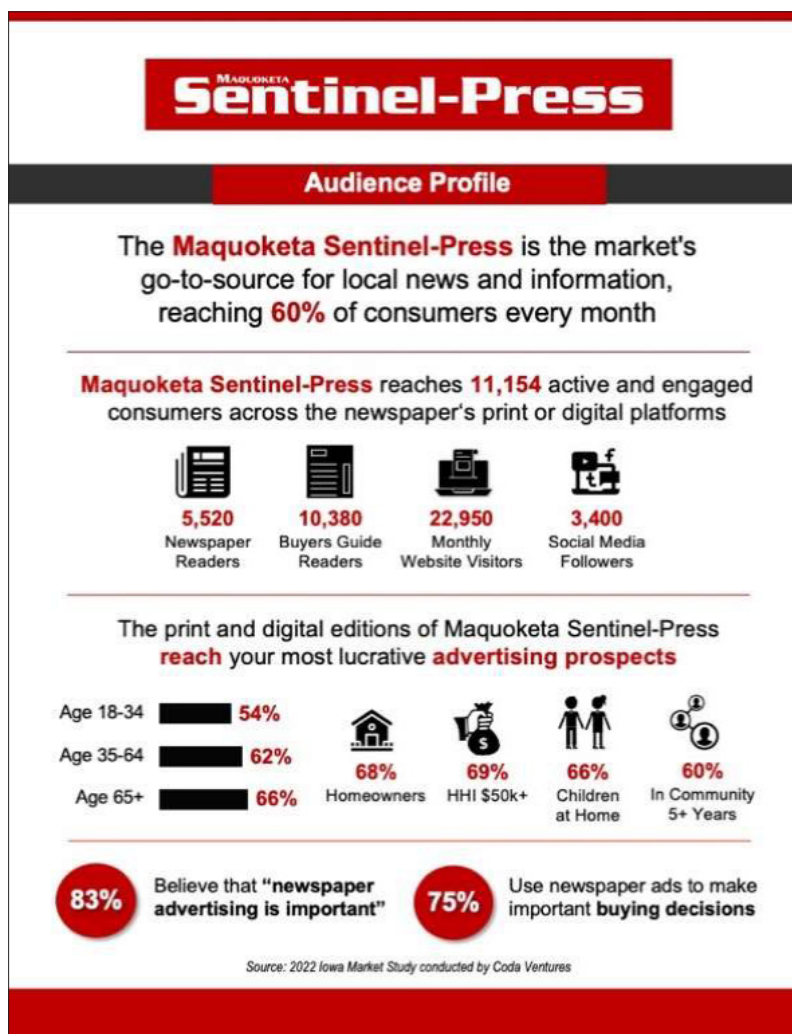
CALENDAR of EVENTS

MEETINGS

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

WEBINARS

What's New With Google
Tools
September 8, 2022



Custom Sales Sheets for INA Members

The association recently unveiled its 2022 Iowa Market study that provides data on the power of local newspaper readership. New this year, newspapers can order custom sales sheets for their individual markets. The sales sheets include key demographics, an audience profile across print and digital, consumer buying habits and advertising categories survey results.

Order your newspaper's market profile now by emailing dave@codaventures.com. Customized Newspaper Advertising is sponsoring half of the cost so your investment is only \$150 for a custom sales package.

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 Contest Ad Hoc Committee Meeting | September 1, 2022



INF Contest Ad Hoc Committee Meeting Minutes

The meeting was called to order via Zoom at 10:03 a.m. Those present were: Zack Kucharski, Cedar Rapids Gazette; Beth Lutgen, Dyersville Commercial; Randy Evans, Iowa Freedom of Information Council and Lisa Miller, Rock Rapids Lyon Co. Reporter. Also present were Susan Patterson Plank, INA and Jana Shepherd, INF.

Discussion items:

- A. The Committee discussed multiple models of newspaper classifications for contests.

Votes taken:

- A. On a motion by Kucharski, seconded by Miller, the committee recommends to the INF board to move to a weekly vs. multi-day classification for contests.
- B. On a motion by Kucharski, seconded by Miller, the committee makes a recommendation to the INF board, that if the INA Board approves a bylaw change adding a classification for digital memberships, that those organizations would be eligible to compete in the contests in the largest multi-day classification.

There being no further business, the meeting was adjourned at 10:40 a.m.

Respectfully submitted,
Jana Shepherd

SciLine offers free science “Crash Course” for reporters

SciLine has helped thousands of journalists add small but important doses of science to their local news stories. Now, we're offering a FREE one-hour “crash course”—designed specifically for local and general assignment reporters—to teach basic principles about how science works and ways it can be used to strengthen virtually any news story.

Former longtime Washington Post science reporter Rick Weiss and Ph.D. neuroscientist Dr. Tori Fosheim will together lay out key do's, don'ts, and pitfalls to watch for when including science in your news reporting. Among the topics covered:

- Knowing whether and how science can enhance your story;
- Different kinds of studies and what each can—and cannot—reveal;
- Practical tips for identifying credible scientist-sources and interviewing them; and
- How to get the essentials from scientific reports, studies, and press releases.

Forty-five minutes of interactive teaching will be followed by a 15-min open Q&A.

Registration is free and open to local and general assignment print, radio, and tv reporters.

Visit <https://www.sciline.org/learn/science-essentials/> to register online.

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.

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)

JCPA Markup is This Week! Help Us Get Support for Local News!

This is a big week for the Journalism Competition and Preservation Act (JCPA), a bipartisan bill that would allow news publishers to collectively negotiate with Facebook and Google for fair compensation for the use of their content. The bill is listed on the agenda for Senate Judiciary Committee markup **THIS THURSDAY**, September 8, and we need your continued help to gather support from as many members of Congress as possible in the coming days.

Please contact Chuck Grassley this week to let him know how important the JCPA is for local news and your organization, and ask him to support this legislation ahead of the upcoming markup on Thursday.

Here Are Five Additional Actions You Can Take:

1. WRITE A LETTER OF SUPPORT

Our list of newspapers, publishing groups, unions and advocacy groups that have written to Congress to ask for support of the Journalism Competition and Preservation Act (JCPA) is growing – see who has supported the JCPA. Please join the effort and write a letter of support.

- Please write a statement using the letter template located at <https://www.newsmediaalliance.org/digital-programs-and-advocacy/jcpa-supporters/> or create your own.
- Email your letter to megan@newsmediaalliance.org
- Please send your letter by September 7 for the best result.

2. PUBLISH OUR NEW OP-ED AND/OR WRITE AN EDITORIAL

Please consider running our Op-Ed and/or publishing an editorial in your publication ahead of the markup encouraging your local members of Congress to support this important legislation that will level the playing field and give small and local news publishers a chance to get the compensation they deserve from the dominant tech platforms.

We've provided a new Op-Ed from News/Media Alliance President and CEO, David Chavern, as well as a sample editorial that you can adapt and run (below), or you can write your own.

Please run the Op-Ed and editorial **THIS WEEK** for the best result.

Download Templates:

- Op-Ed by Alliance President & CEO David Chavern – Big Tech is Trying to Cancel Local News (<https://docs.google.com/document/d/1u002VbnCYgng3k1w22U3jQhW5E0S8SZt-DMSvxj51H4/edit>)
- Democracy Sample Editorial (<https://docs.google.com/document/d/1OHBA4JXMv1peRx9ZWaLedtYa9djI0GFkF4yr3B4zspo/edit>)



3. RUN THE "DON'T LET BIG TECH CANCEL LOCAL NEWS" AD

The Alliance has print and digital ads for news publishers to run in their editions encouraging readers to support local journalism by asking their member of Congress to co-sponsor the JCPA.

- Download and run the print and digital ads **THIS WEEK** for the best result
- Be sure to post photos of the ads, tagging @newsalliance and including the hashtags #JCPA and #SaveLocalNews on Twitter
- Visit <https://www.newsmediaalliance.org/ads-support-a-safeharbor4news/> to download the ads

4. HELP SET THE RECORD STRAIGHT

Use our Myths vs Facts page on our website to help set the record straight on misconceptions about the JCPA made by Big Tech and their allies. Share these facts in your conversations about the bill, and in posts on social media.

- Visit <https://www.newsmediaalliance.org/myth-vs-fact-the-journalism-competition-and-preservation-act-jcpa/> to access the facts

5. TALK TO YOUR MEMBERS OF CONGRESS - USE OUR FACT SHEETS

The Alliance has released an updated JCPA Fact Sheet (national), in addition to our state-specific JCPA Fact Sheets for news publishers and press associations to use when talking to your Members of Congress about the need to pass the Journalism Competition & Preservation Act (JCPA).

- National - <http://www.newsmediaalliance.org/wp-content/uploads/2018/08/JCPA-Fact-Sheet-6.14.22.pdf>
- State-Specific - <https://www.newsmediaalliance.org/digital-programs-and-advocacy/jcpa-state-fact-sheets/>

Wise school leaders don't keep public in the dark

RANDY EVANS

IOWA FREEDOM OF INFORMATION COUNCIL



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

These days, I stand in front of audiences and engage in what is politely called “publicspeaking” more often than even Mr. Gentry ever imagined when I showed up at his office door 55 years ago with a bug-eyed expression of concern.

Mr. Gentry was the guidance counselor at Davis County High School. He was in charge of class scheduling. What brought me to his doorstep was noticing I would be taking “Speech” class that semester.

Before I could say anything, however, he presciently said, “You probably are wondering about the Speech class. You will thank me someday.” That “someday” has arrived. You were correct, Mr. Gentry.

Public speaking is an important part of my professional life. I have spoken to groups large and small as an advocate for citizen engagement in state and local governments. Speeches are an important way to get my message to lots of people. But just as important is hearing what is on their minds when I invite them to ask questions.

When the audience is made up of elected officials and government employees, I expect them to pepper me with challenging scenarios about public meetings and public records. I have not spoken to any school groups recently. But when the opportunity comes along, I expect them to grill me with some of the real-life challenges that confront school administrators and their governing boards.

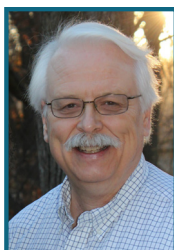
One such real-life headache is ongoing in the Cedar Rapids Community School District. It played out a year ago at Des Moines Area Community College. And the Linn-Mar Community School District in Marion may have the same headache, too.

The issue is cyber-security and ransom attacks that are carried out by unknown criminals. These people hack their way into an institution's computer network and try to steal personal information of employees and, potentially, private student information, too.

The Cedar Rapids district was hit by just such an attack on July 2, forcing the cancellation of summer school the following week. A month later, the Linn-Mar district announced it was investigating the source of a problem that took down its telephones and knocked out its computer systems.

At DMACC, a cyber incident in the summer of 2021 forced the Ankeny college to shut down parts of its computer network, ending online classes, delaying students from signing up for new classes, and knocking out internet service for several weeks.

It should surprise no one that cyber criminals are attacking government institutions and trying to extract a ransom. Businesses in Iowa have been hit this way,



Randy Evans

too, costing them significant amounts of money and extra labor.

There is an important difference between private businesses and government institutions, however. One belongs to the people of Iowa. The other does not.

The Cedar Rapids school district did pay a ransom in an effort to protect the personal information of its employees — 8,790 people, in all. The information that may have been compromised includes employees' full names, Social Security numbers, driver license numbers, banking account and routing numbers, and their personal medical information.

My government transparency radar goes off when I hear that school officials have refused to disclose how large the ransom was, to whom it was paid or how it was paid. The school is offering a free year's worth of credit monitoring services to employees to see if their personal information is used.

The attackers who struck DMACC last year also demanded payment of a ransom. The college refused. But administrators now also refuse to tell the Cedar Rapids Gazette how much ransom was sought or how much the college actually spent to combat the security breach — for outside experts, for new equipment and repaired equipment, and for higher cyber insurance premiums.

Linn-Mar officials have not said whether any personal information on employees or students was compromised. Nor have they even confirmed whether a cyber attacker was responsible for that district's computer problems.

Were I standing in front of the School Administrators of Iowa or the Iowa Association of School Boards to address their members, I would expect to be grilled like a cheap steak about my position on the intersection of Iowa's public records laws and information about these cyber security incidents.

I would remind these officials that Iowa's public records law allows school districts or other government entities to keep confidential their cyber security procedures and their emergency response procedures. That is just common sense.

No one expects them to be required to make public what the records law describes as the vulnerability assessments made on their computer networks, the information contained in security and response plans, or the passwords and security codes needed to access certain parts of their computer networks.

But it is common sense, too, that administrators would be expected to make public, upon request, basic information that the tax-paying public is interested in: That would include the amount of ransom that was sought or that was paid in response to an intrusion by cyber criminals, as well as an accounting of how much a school district or community college paid to clean up its computer networks after a cyber-attack.

It would be detailed enough so the public can determine whether their local school district or college

SCHOOL LEADERS - cont. on page 6

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 • 401K

- Health, Dental & Vision Insurance

- Paid Sick Leave • Paid Holidays

Please submit a resume to: Bill Shea at

bshea@messengernews.net 0911

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, krisg@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 6



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- What's New With Google Tools

SCHOOL LEADERS - cont. from page 4

is taking all reasonable precautions to guard against such an attack. The public is entitled to know whether their local school is slow to adopt recommended security precautions.

After all, the cyber criminals who struck the Cedar Rapids school district's computers already know how much ransom they received and how it was paid. The only people being kept in the dark now are the taxpayers in the district and the parents of its 15,800 students.

Even if a school's lawyers show how these details could legally be kept confidential, I would remind school officials that secrecy is never a good way to build public trust and confidence in the management of a district or college.

Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at IowaFOICouncil@gmail.com.

Visit <https://inanews.com/wise-school-leaders-dont-keep-public-in-the-dark/> to read the article online.

MEMBER EXCHANGE - cont. from page 5

- 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@inanews.com.