

September 14, 2022



Volume 39  
Issue 29

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### MEETINGS

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

### WEBINARS

Scoring Big in Times of  
Economic Uncertainty  
October 6, 2022



## Accepting 2023 contest entries!

The Iowa Newspaper Association is excited to begin accepting entries for the 2023 Better Newspaper Contests. These contests, held annually, were developed to foster competition and quality among Iowa's newspapers. To encourage participation, INA will again offer "coupons" for three free entries to newspapers who did not enter the 2022 contests. In addition, INA will offer incentives to newspapers who prepare their entries without error. See the contest timeline below for more information.

The deadline for entries is Friday, October 14, 2022. Entries must be submitted by Oct. 14 at 4:30 p.m. No exceptions or extensions will be made to the deadline. If your newspaper hasn't begun selecting the items you want to submit, now is the time to start.

Entries will, again, be submitted electronically using the online entry submission tool at BetterNewspaperContest.com. For Total Newspaper Design, that requires complete issues as an entry, INA members may mail paper tearsheets of this category only. Entry information for hard copy entries in this category must still be submitted to the online contest tool and entry tags created from the online site.

Content published on digital platforms is eligible for entry in all categories except Total Newspaper Design. To enter digital content, provide a web link (URL) to the article/photo/ad, or a screenshot (in jpg

format) of the material from when it was published. For categories such as Coverage of Education, Coverage of Business, etc., your entry can consist of a combination of print and digitally-published content. We ask that you chose **five examples** per category this year.

The Call for Entries and Entry Guide can be found at INAnews.com contains detailed, step-by-step instructions on using the online system, BetterNewspaperContest.com.

Members of the North Carolina Press Association will serve as judges of this year's contest entries.

### Updates for 2023:

- All entries except Total Newspaper Design must be submitted digitally.
- The weekly division class breakdown changes annually based on the current year's contest participation. For the 2023 contests, classes will be:

#### ENTRY CLASSES

DAILY division	WEEKLY division
CLASS I - Under 5,000	CLASS I - 875 and under
CLASS II - 5,001 and greater	CLASS II - 876-1,550
	CLASS III - 1,551 and above

If you have questions during the contest entry preparation process, please contact the INA at 515-244-2145 or [ina@inaneews.com](mailto:ina@inaneews.com).

*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 | September 7, 2022



### INA Government Relations Committee Meeting Minutes

The Iowa Newspaper Association Government Relations Committee met via Zoom at 11:02 a.m. with the following members present: Brad Hicks, Algona Kossuth County Advance; Sarah Lefebvre, Ames Iowa State Daily; Sara Konrad Baranowski, Cedar Rapids Gazette; Zack Kucharski, Cedar Rapids Gazette; Ron Gutierrez, Clinton Herald; Debbie Anselm, Davenport Quad-City Times; Carol Hunter, Des Moines Register; Amy Gilligan, Dubuque Telegraph Herald; Randy Evans, Iowa Freedom of Information Council; Rick Morain, Jefferson; and Trevis Mayfield, Maquoketa Sentinel-Press. Also, in attendance were Brad Epperly, and Casey Nichols of Nyemaster; and Susan Patterson Plank, Iowa Newspaper Association.

#### Votes taken:

- A. On a motion by Hicks, seconded by Mayfield, the Committee recommended to the INA board that it send a formal letter to the Iowa Public Information Board regarding its concern about its recent Dismissal Order of Case Number: 22FC:0062 regarding the matter of Randy Evans, Complainant, concerning the Carlisle Community School District. The complaint concerned Evan's June 6, 2022, request of any records that "list by name the members of the Carlisle Community School District's media reconsideration committee." Said committee was formed in August of 2021 by the school district in Policy #605.3R1.

#### Action agreed upon:

- A. The committee directed staff to work with the Iowa Freedom of Information Council to partner with other concerned organizations on the letter.

There being no further business, the meeting was adjourned at 11:49 a.m.

Respectfully submitted,  
Susan Patterson Plank

## SciLine offers free science "Crash Course" for reporters



*This course  
is offered  
tomorrow,  
September 15*

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.

## CONTACT US



Phone 515-244-2145

Website [www.INAnews.com](http://www.INAnews.com)

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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#### Technology & Digital Development Manager

Susan James,  
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### BOARD PRESIDENTS

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563-383-2224 | [deb.anselm@lee.net](mailto:deb.anselm@lee.net)

#### INA Services Company

Ron Gutierrez, Clinton Herald  
563-242-7101 | [rgutierrez@cnhi.com](mailto:rgutierrez@cnhi.com)

#### Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of  
Information Council  
515-745-0041 | [iowafoicouncil@gmail.com](mailto: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)

# Q & A with the Iowa Public Information Board

**QUESTION:** What steps are recommended when a government body receives a record request?

**ANSWER:** On August 18, 2022, the Iowa Public Information Board (IPIB) issued Advisory Opinion 22AO-0004 to address the ongoing issue of lengthy delays in responding to record requests.

The advisory opinion states, in part:

*Iowa Code chapter 22 is silent as to the time for response to a records request. The time to locate a record can vary considerably depending on the specificity of the request, the number of potentially responsive documents, the age of the documents, the location of the documents, and whether documents are stored electronically.*

The IPIB advisory opinion provided a legal analysis of the law and court opinions concerning the timeliness of responding to a record request, including an Iowa Supreme Court decision (*Horsfield Materials, Inc. v. City of Dyersville*, 834 N.W.2d 444 (Iowa 2013)) interpreting the language of Iowa Code subsection 22.8(4)(d):

*“Based on our review of section 22.8(4)(d), we believe it is not intended to impose an absolute twenty-day deadline on a government entity to find and produce requested public records, no matter how voluminous the request. Rather, it imposes an outside deadline for the government entity to determine ‘whether a confidential record should be available for inspection and copying to the person requesting the right to do so.’ We do not think we should extrapolate section 22.8(4)(d)’s twenty-day deadline to other contexts, when the legislature chose not even to include that deadline in other portions of section 22.8(4).” (at 461)*

The Court in *Horsfield* listed several considerations in determining if a delay is reasonable:

*“Under this interpretation, practical considerations can enter into the time required for responding to an open records request, including ‘the size or nature of the request.’ But the records must be provided promptly, unless the size or nature of the request makes that infeasible.” (at 461)*

According to an Iowa Attorney General Sunshine Advisory Opinion from August 2005, “Delay is never justified simply for the convenience of the governmental body, but delay will not violate the law if it is in good faith or reasonable.”

The IPIB advisory opinion concluded:

*There is no reason why a lawful custodian cannot communicate with a record requester. Communication is essential to determine what specific records are requested. Based upon the various complaints that have been filed with the IPIB, such communication can easily reduce disagreements over timeliness, review/redaction, and completeness of the record release fulfillment.*

*A prompt initial acknowledgement from the lawful custodian is the best way to initiate this communication. Within the first few business days of receipt of the record request, the lawful custodian should contact the requester to acknowledge receipt of the request, provide information on possible fees, and provide a timeline for fulfillment of the record request.*

*The lawful custodian is expected to make additional contact in the event of a potential delay to discuss possible ways to complete the record request in a timely manner. Records should be released as they are available, unless the record requester has requested otherwise.*

*A government body is expected to prioritize the fulfillment of record requests by providing adequate resources, such as staff and equipment, to promptly compile and release public records. This may include the regular publication of records that are of public interest on websites.*

The full text of this advisory opinion is published on the IPIB website.

**DID YOU KNOW** that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa? During the month of July 2022, 57 contacts were made with the Iowa Public Information Board office.

**WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE?** Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. In 2022, 422 identifiable people contacted the IPIB. Of these, 276 were private citizens, 101 were government officials or employees, and 45 were members of the media. In 2022, 68% of the incoming contacts were resolved the first day, 14% were resolved in one to five days, and 18% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – [www.ipib.iowa.gov](http://www.ipib.iowa.gov).

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	AUGUST TOTALS
9	0	0	12	24	12	<b>57</b>

## 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.

# WE THANK YOU...

## *For Engaging Us*



## Don't miss out on National Newspaper Week 2022

**T**his year's observance of National Newspaper Week will be held Oct. 2-8.

This 82nd annual National Newspaper Week is a recognition of the service of newspapers and their employees throughout the United States and Canada and is sponsored by Newspaper Association Managers.

The content kit online currently contains promotional ads; all available for download at no charge to daily and non-daily newspapers across North America. They will continue to update the kit with additional materials including editorials and editorial cartoons as the week approaches.

Visit <https://www.nationalnewspaperweek.com/> to learn view available resources.

**PLAN TO CELEBRATE** National Newspaper Week by downloading the materials provided and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

**MAKE IT LOCAL** by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource..



# 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](mailto: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](mailto: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](mailto: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](mailto:krisg@armstrongjournal.com) or Jerry Wiseman, [news3456@mchsi.com](mailto: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...

- Scoring Big in Times of Economic Uncertainty

## local & personal

After a half-century of ownership of North Scott Press, Inc., the Tubbs family of Eldridge has sold three eastern Iowa newspapers to 37-year-old J. Louis "Louie" Mullen of Buffa-lo, Wyoming. Included in the sale are: The North Scott Press, The Wilton-Durant Advocate News and The West Liberty Index.

### 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](mailto: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](mailto: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](mailto: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](http://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](mailto:cgordon@inaneews.com).*



An Iowa Newspaper Foundation webinar...

# SCORING BIG IN TIMES OF ECONOMIC UNCERTAINTY



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

Thursday, October 6 • 1-2 p.m.

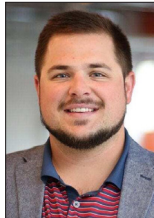
Registration fee: FREE • Deadline: October 3

## IN THIS WEBINAR...

This webinar, which will have a FOOTBALL THEME, will give you the "Xs & Os" on how to score BIG on the advertising field. At AdCellerant, the pandemic and the uncertainty of 2020 created a unique challenge for our print partners. We will open the playbook to our winning strategies that helped many partners not only survive - but THRIVE through that difficult time.

- Assessing/accepting the field conditions (economic field)
- Understanding your opponent (local competition)
- The all important running game (Local SEO)
- The passing game - when to throw short and when to go long! (Small Device-ID campaigns vs Full Omnichannel Approach)
- Crucial 2nd Half Adjustments (When to modify the sales game plan)
- Football needs cheerleaders (Cheering on successes and multiplying them)

## THE PRESENTERS... Ben Bouslog & Ken Campbell



Ben Bouslog is the vice president of Business Development for AdCellerant, a tech-enabled marketing services company. AdCellerant partners with publishers to leverage their turn-key solutions to drive digital revenue streams. Ben's experience spans 8+ years in the digital space with a background in ad operations that gives him an intimate familiarity with how digital really works and the value it can bring to any advertiser or media organization. His

favorite part about working with media companies is helping them to realize and actualize the opportunities to connect with the businesses in their communities more than ever before. With experience in SEO, SEM, video, OTT, social media and a specialty in programmatic, he's been able to help hundreds of media companies grow their digital revenue streams and supported thousands of advertisers by connecting them with their target consumers.

Ken Campbell is a Business Development Manager at AdCellerant. Ken is an experienced self-starter with 25 years experience in retail sales, direct marketing, print advertising, and B2B sales. A promotions and marketing expert, Ken grew a single automotive client into a multi-million-dollar direct mail firm before pivoting to the world of digital advertising. Over the years, Ken has worked with over a thousand different businesses - developing marketing plans both big and small - and acting as a trusted advisor to his clients.



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