

September 21, 2022



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Issue 30

Iowa Newspaper Association Bulletin

www.INAnews.com

ADVERTISING PRINT + DIGITAL

Visit <https://inaneews.com/advertising/> to view more 2022 Iowa Market Research Study results by Coda Ventures.

CALENDAR of EVENTS

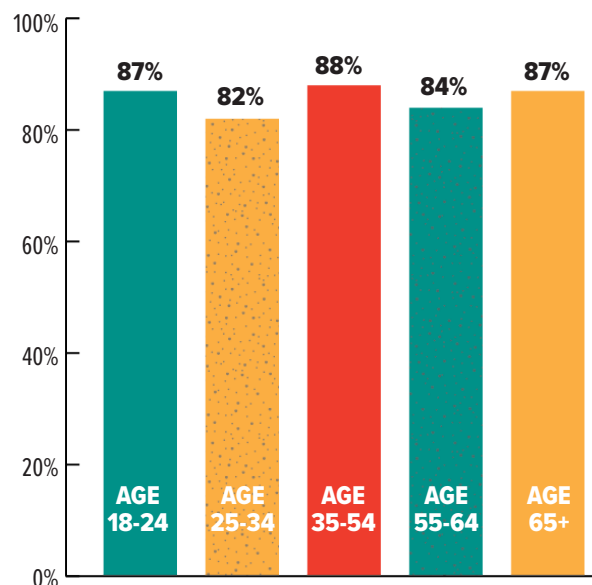
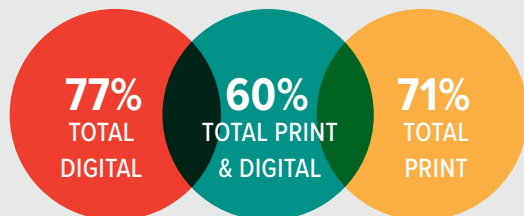
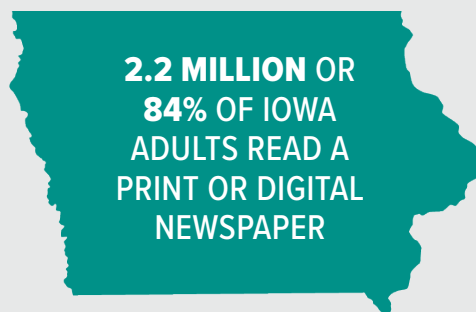
MEETINGS

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

WEBINARS

Scoring Big in Times of
Economic Uncertainty
October 6, 2022

Syncing Print with Digital
Subscribers
October 13, 2022



NEWSPAPERS (PRINT & DIGITAL) HAVE
WIDESPREAD REACH ACROSS ALL AGE GROUPS



NEARLY 7 OUT OF 10 IOWA
ADULTS USE NEWSPAPER
ADVERTISING TO DECIDE
WHAT TO BUY.

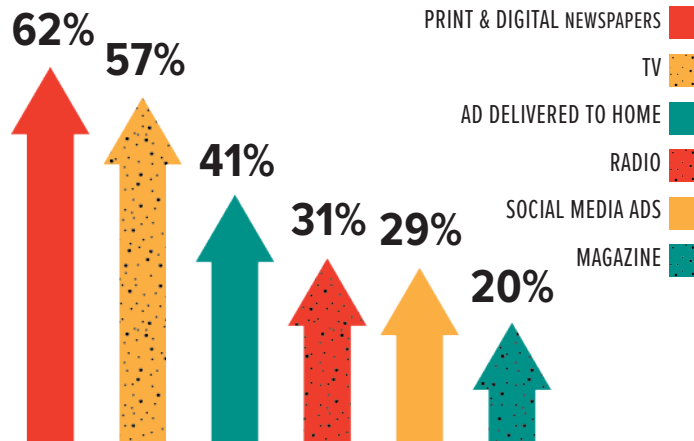


83% OF IOWA
NEWSPAPER READERS SAY
NEWSPAPER ADVERTISING
IS IMPORTANT!



WHEN SHOPPING
FOR A GOOD DEAL
ON MERCHANDISE,

IOWA CONSUMERS
RANKED NEWSPAPERS AND
NEWSPAPER WEBSITES AS
THE **MOST USEFUL SOURCE**
OF INFORMATION OVER
TELEVISION, RADIO, COUPON
APPS OR DIRECT MAIL!



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.

Q & A with the Iowa Public Information Board

QUESTION: How do I file a complaint with the Iowa Public Information Board (IPIB)?

ANSWER: Complaints can be filed by completing the form on the IPIB website (File a Complaint). Before you do file a complaint, it is important to know what complaints the IPIB can accept and about the IPIB process.

1. The complaint must allege a violation of Iowa Code chapter 21 (open meetings) or chapter 22 (public records). For example, chapter 22 does not address the accuracy of a public record; chapter 21 does not govern how officials vote on an issue or comments they make during a meeting. Other code sections may govern those issues, but the IPIB is only authorized to review matters covered within chapters 21 and 22.
2. The IPIB has a statutory limitation concerning when a complaint is filed. The IPIB is not authorized to accept a complaint that is filed more than 60 days after the alleged offense, except in very rare circumstances.
3. You do not have to file a complaint with the IPIB if you prefer filing in district court. There are no filing fees with the IPIB. You do not need an attorney to file a complaint with the IPIB.
4. The IPIB process is focused on remediation and informal resolution, not just on imposing sanctions. If a complaint is accepted, the IPIB staff assists the parties in reaching an informal resolution. If that is unsuccessful, then the IPIB will determine whether to go forward with a contested case. That process could result in the impositions of sanctions allowed by law.
5. If you are uncertain about whether to file a complaint, you can contact the IPIB prior to submitting the formal complaint on the website. The IPIB website has a selection of FAQs (frequently asked questions) that may answer your questions as well.

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 August 2022, 84 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, 507 identifiable people have contacted the IPIB. Of these, 337 were private citizens, 119 were government officials or employees, and 51 were members of the media. In 2022, 69% of the incoming contacts were resolved the first day, 14% were resolved in one to five days, and 17% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – www.ipib.iowa.gov.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISC.	AUGUST TOTALS
15	1	0	16	41	11	84

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*)

Follow entry instructions, win Convention-on-us!

CONTEST CORNER

Each year, starting on the Monday following the contest entry deadline, INA staff members begin the process of checking all entries to confirm they are prepared correctly. Newspapers are contacted to resolve any questions prior to the entries being judged, to ensure that all entries are judged fairly and properly.

INA newspapers submitted roughly 2,600 entries in the 2022 contests. As you can expect, checking all of those entries and making follow-up contacts is a lengthy, exhaustive process.

The most common submission errors are multiple entries being combined into one entry upload, missing payments, full tearsheets not being submitted and entries that were missing parts of the required examples.

In an effort to minimize errors and the time INA staff and newspapers spend making corrections, we are continuing an incentive that will offer newspapers who prepare their entries perfectly a chance to win a free 2023 convention package. Each newspaper that does not have to be contacted to fix any of its 2023 contest entries will be entered into a drawing to win a package consisting of one convention registration, one meal package and two nights of hotel stay (approximate value \$350).

When preparing your entries, please carefully read over the Call for Entries for each category's rules and requirements. If you have questions, INA staff is ready to help! Contact us at ina@inanews.com or 515-244-2145.

You could win convention on us!

meeting minutes

Iowa Newspaper Association Executive Committee | September 7, 2022

The Executive Committee of the Iowa Newspaper Association Board met via Zoom at 11:50 a.m. with the following members present: Zack Kucharski, Cedar Rapids Gazette; Debbie Anselm, Davenport Quad-City Times; and Trevis Mayfield, Maquoketa Sentinel-Press. Also, in attendance was Susan Patterson Plank, Iowa Newspaper Association.

Votes taken:

- A. On a motion by Kucharski, seconded by Mayfield the Committee accepted the recommendation of the INA Government Relations Committee to 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.

There being no further business, the meeting was adjourned at 12:03 p.m.

Respectfully submitted,
Susan Patterson Plank



*INA Executive
Committee
Meeting Minutes*

Still bringing communities together!



Don't miss out on National Newspaper Week 2022

This 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.

ADDED THIS WEEK

- NNW ads created by Coda Ventures and the Free Speech Center (two really good sets of ads for your members to run)
- Editorials by Al Cross, Brett Wesner and Ken Paulson

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. 0930

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 news-room'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 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.
- 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 Slechts, 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 Slechts, The News, 419 B Avenue, Kalona, IA. 319-656-2273 or publisher@thenews-ia.com 02.16

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

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.

REMINDER: Statement of ownership filing for October deadline

October 1 is the filing deadline for your periodical class Statement of Ownership, Form 3526, with the post office.

Publications issued more frequently than weekly should publish the Statement of Ownership no later than October 10. This applies to dailies, semi- and tri-weeklies.

Publications issued weekly or less frequently but more often than monthly should publish the Statement by October 31. This applies to weeklies.

All other publications should publish the Statement in the first issue after October 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc. All periodical-class authorized publications must publish such a statement. A reproduction of the Form 3526 submitted to the Postal Service may be used for publication.

Please email your postal statements to Susan James at ina@inanews.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.

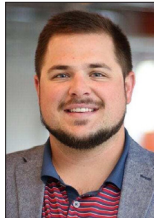
Registration fee: FREE • Deadline: October 3

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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An Iowa Newspaper Foundation webinar...

SYNCING PRINT WITH DIGITAL SUBSCRIBERS

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

Thursday, October 13 • 1-2 p.m.

Registration fee: FREE • Deadline: October 10

IN THIS WEBINAR...

Subscribers are looking for a seamless user experience across platforms.

Many newspaper publishers are focused on increasing digital usage for print subscribers and vice versa.

In this webinar, Matt Larson from Our Hometown will discuss some of the tools being used by newspaper publishers to increase digital usage for print subscribers and vice versa. He will focus on one new technology for syncing Naviga's CircPro print subscribers with digital memberships on WordPress.

THE PRESENTER...

Matt Larson



Matt Larson is the president & CEO of Our-Hometown.com and has proudly served the newspaper industry for 12 years. His company provides a WordPress-based platform that has been customized for newspapers to help them monetize their content online. Their mission is to help community newspapers develop digital business models with tools for better storytelling and more efficient local news production.

Larson leads a monthly virtual conference series, where he interviews newspaper publishers from all over the country on how they are utilizing digital to connect with socially-distant readers. He is also the publisher of the "Our Hometown News," a weekly blog and video/audio podcast series, which discusses tech tips, marketing strategy and industry news/events.



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