

October 5, 2022



Volume 39
Issue 32

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

Syncing Print with Digital
Subscribers
October 13, 2022

Best Practices for
Managing Performance
Challenges
October 21, 2022

Winning the Talent War
November 17, 2022

DEADLINES

Contest Entry Submissions
October 14, 2022



IT'S CONTEST TIME!

9 days until the deadline to submit!

Entries can be submitted online at

<https://betternewspapercontest.com/iowa2023>

Upcoming webinar: Best Practices for Managing Performance Challenges

Thursday, October 21, 2022 from 1-2 p.m.

https://onlinemediacampus.com/inspire_events/performancechallenges/

IN THIS WEBINAR:

This Iowa members' based presentation will focus on the "dos and don'ts" for managing employees with performance issues, including performance improvement plans and discipline, and gaining an understanding of effective performance management and recognizing its importance and benefits, one of which is to avoid potential litigation.

ABOUT THE PRESENTER:

Mitchell Kunert is co-chair of Nyemaster Goode, P.C.'s Litigation Department and has been practicing law for over 17 years. Part of his practice focuses on defending entities and individuals from employment-related claims, including wrongful termination, discrimination and harassment. Mitchell also counsels employers on day-to-day employment-related questions.

USE DISCOUNT CODE: **IAWEBINARS**

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.

CONTEST CORNER

The deadline to submit entries for the Better Newspaper Contests is Friday, October 14 at 4:30 p.m.!

Resources available for your last-minute questions!

We're getting down to the wire. The deadline to submit entries for the Better Newspaper Contests is Friday, October 14. All entries must be submitted and uploaded to the betternewspapercontest.com website by 4:30 p.m.; hard-copy examples must be postmarked on or before October 14. In past years, many entries were submitted in the 1-2 hours prior to the deadline, sometimes resulting in system slowness. To prevent any frustrations, which could be caused by internet speed, it is in your best interest to submit your entries as early as possible.

To view an online tutorial that was created to assist INA members in preparing and selecting contest entries, go to INAnews.com. In the top right corner, hover over the "Convention" tab, select "Contest" and "Entry Information".

The contest entry guide contains detailed instructions on how to prepare and upload your entries. The call for entries contains all of the entry categories and specific details for each. Both of these can be found in the Contest section of INAnews.com.

If you have additional questions as you submit entries call the INA between the hours of 8 a.m.-5 p.m. at 515-244-2145 or email ina@inaneews.com.

One week left to enter the Better Newspaper Contest

URGENT: Only one BNC category is required to be submitted by mail this year, Total Newspaper Design. All other entries are electronic.

It's time to put your staff's best work forward for INA awards! All entries must be from work published between Oct. 1, 2021 and Sept. 30, 2022. Our judges this year are working newspaper professionals, journalists and journalism instructors from the North Carolina Press Association.

KEY DATES:

- Online entries are open now through 4:30 p.m. Friday, Oct. 14.
- Mailed entries (for Total Newspaper Design ONLY) must be postmarked no later than Oct. 14.

Contact *INA/INF* at 515-244-2145 or ina@inaneews.com with any questions.

ENTRY INFORMATION

<https://inaneews.com/convention/entryinformation/>

SUBMITT YOUR ENTRIES

<https://betternewspapercontest.com/iowa2023>

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

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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)

Now accepting board and committee nominations!

If you or someone you know is interested in serving as a board member, please email the name of the publisher, newspaper and the nominator's name and newspaper to spattersonplank@inaneews.com with the subject title "board nomination" by December 2, 2022 for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

If you or someone you know is interested in serving as a committee member, please email the name of the nominee, newspaper and committee (committee descriptions below) to spattersonplank@inaneews.com with the subject title "committee nomination" by December 2, 2022. People nominated will be recruited to serve and will be told their name was placed into nomination by a member.

- **Contest Committee (INF)** - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.
- **Convention & Programming Committee (INF)** - plans all educational programming including the annual convention, with committee members serving as moderators. Meets approximately one time per year.
- **Finance Committee (INA)** - reviews the INA financial statements and annual budget. Meets approximately one time per year.
- **Government Relations Committee (INA)** - monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.
- **Nominating Committee (INA & INF)** - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.
- **Scholarship Committee (INF)** – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

2022 IOWA MARKET STUDY - CODA RESEARCH

In 2022, CNA commissioned a market research study in Iowa. Results show that local readership is up! 2.2 million adults (84% of Iowans) read a print or digital newspaper. 83% percent of readers say that newspaper advertising is valued, trusted and important. That's good news!

We created statewide sales sheets with information gathered from this market research study. Download these sales tools at <https://inaneews.com/advertising/#research>.

Categories include: buying habits; political; financial services; healthcare; travel.

Official Notice: Bylaws changes to go before INA Board on November 11th

Board to consider digital membership classification

At its Friday, November 11th board meeting, the INA Board will vote on a recommendation from the INA Digital Membership Ad Hoc Committee to make several amendments to the INA bylaws. The most substantive change amends Section 3.1 to add a new membership category, Digital Membership. Section 3.6 details the qualifications of this new membership category. To qualify for election as a Digital Member, a person:

1. Shall be an individual, partnership, corporation or other entity which publishes a digital news site;
2. The site must have been published for the previous 24 months;
3. Must be published using recognized standards of professional journalism. Its content must be revised on a regular basis, with timestamps, not less than once per week.
4. Must not serve primarily as a platform to promote the interests or opinions of a special interest group, political interest, individual or cause;

5. Must be principally devoted to the dissemination of local or general news with at least 50 percent of all editorial (non-advertising) content reported and original. It must be available to the public via the internet or digital platform. It must contain current contact information;
6. Must be registered as an Iowa state corporation with the Iowa's Secretary of State's office;
7. Each request for Digital Membership shall be submitted to and must be approved by the Board of Directors of the Association and must follow application procedures required by any membership application to Iowa Newspaper Association. A digital member shall pay dues.

Other changes include amending Section 3.1(d) and Section 3.5 to change membership classification of Affiliate Member to Friends of the Iowa Newspaper Association.

The Iowa Newspaper Association Board of Directors and the members of the INA Digital Membership Committee welcome your feedback and encourage you to email Susan Patterson Plank, INA Executive Director at spattersonplank@inanews.com.

It's National Newspaper Week!

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.

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. 1010

NEWS WRITER. Strategic Relations and Communications, the central communications unit at Iowa State University, seeks qualified candidates for a Communications Specialist II. The professional in this position will:

- Serve as assistant editor of the weekly faculty-staff online publication, Inside Iowa State, including a lead role on producing the publication's companion email, Inside Update.
- Write and edit for internal and external communications and news websites.
- Collaborate with administrative and academic units on campus to share information and tell the university's stories. Candidates should have excellent story enterprising, news writing and editing skills, and be able to meet deadlines while handling multiple projects.

See Professional and Scientific job posting R9848 on the university's Jobs website. 10.10

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. 1010

SPORTS EDITOR. Stuck in a bad sports town? Consider joining the award-winning North Scott Press in beautiful Eldridge, located in eastern Iowa, as our Regional Sports Editor. Join a dedicated and experienced team of professionals as we continue to grow our products and online platforms. Bring fresh ideas as you coordinate our sports coverage of the sports teams in North Scott, Wilton-Durant and West Liberty. Cover state championship-caliber teams each year, every season! Most recently our football team won the state championship. We're excited to hear from you! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 563-285-8111. All inquiries to Editor Scott Campbell, scampbell@northscottpress.com, or Publisher Josh Byers, josh@harlanonline.com. 1117

▼ FOR SALE

FOR SALE: Western Iowa weekly. Grosses \$300K+. Legals from multiple counties, cities and schools. Owner motivated to sell. Make an offer. Contact Blake at 712-870-9807.

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@inaews.com.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Syncing Print with Digital Subscribers
- Best Practices for Managing Performance Challenges
- Winning the Talent War

local & personal

The Daily Iowan was named a Newspaper and Online Pacemaker finalist by the Associated Collegiate Press! The Pacemaker is considered the Pulitzer Prize of college journalism. The DI has been an Online Pacemaker finalist the last four years, winning in 2021, and a Newspaper Pacemaker finalist in four of the last five years, winning in 2020. The winners will be announced in late October.



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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An Iowa Newspaper Foundation webinar...

BEST PRACTICES FOR MANAGING PERFORMANCE CHALLENGES



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

Friday, October 21 • 1-2 p.m.

Registration fee: FREE • Deadline: October 18

IN THIS WEBINAR...

This Iowa members' based presentation will focus on the "dos and don'ts" for managing employees with performance issues, including performance improvement plans and discipline, and gaining an understanding of effective performance management and recognizing its importance and benefits, one of which is to avoid potential litigation.

THE PRESENTER...

Mitchell Kunert



Mitchell Kunert is co-chair of Nyemaster Goode, P.C.'s Litigation Department and has been practicing law for over 17 years. Part of his practice focuses on defending entities and individuals from employment-related claims, including wrongful termination, discrimination and harassment. Mitchell also counsels employers on day-to-day employment-related questions.



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Use Discount Code: **IAwebinars**

WINNING THE TALENT WAR

Thursday, November 17 • 1-2 p.m.

Registration fee: FREE • Deadline: November 14

IN THIS WEBINAR...

Have you ever struggled to recruit the right person for your team? And if you were able to find them, was it even more difficult to keep them? More than ever before, talent is in peak demand and companies are having to completely change the way they view human capital in order to stay competitive. In this program you will hear up-to-the-minute data and case studies presented by author Jeff Butler on how organizations are winning the war for talent. Jeff has helped dozens of companies on winning the war for talent and has seen unusual and ground breaking ways to attract talent that some many employers are chasing after.

Learning Points

- Discover the 3 phases of employee recruitment – attention, interest, commitment.
- Hear about best practices of screening employees for maximum future performance.
- Techniques to spot effective succession planning.

THE PRESENTER...

Jeff Butler



Jeff Butler is an author and workplace strategist who explores human behavior within the working world. His experience spans over 40 industries in 4 continents on how different cultures and employees interact with each other. He studies common threads of behavior in industries such as IT professionals, underground utility workers, police officers to clothing retail chains. In addition, companies like Google, Amazon, John Deere, and Coldwell Banker. As a researcher and practitioner, he also runs a consulting company and a tech company, TrinityFix where he is able to test his ideas in different workplace environments. His ideas have made it to TEDx twice and have appeared in dozens of media outlets and two books on human behavior: *The Authentic Workplace* and *The Key to The New You*. Currently, he lives in Dallas, Texas as an out of place Californian.



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