



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

Winning the Talent War
November 17, 2022

New book is a love letter to local newspapers — and an SOS to the communities they serve

Kenneth Tingley was the editor of the Glens Falls, New York, Post-Star

BY KRISTEN HARE
POYNTER

Kenneth Tingley read the newspaper before his parents got to it — first the funnies, then sports, then, as he grew up, the news. When his dad brought home the New York Daily News each evening, tucked into his lunch box, “Every day, I would devour that.”

Tingley grew up and became a journalist. When, in 1999, he became the editor of The (Glens Falls, New York) Post-Star, he started writing a regular column explaining what went into the coverage decisions at the paper.

Tingley kept that up for 21 years, and those columns provided a roadmap for his new book, “The Last American Newspaper,” which was published by McFarland.

In the preface, Tingley writes:

“The Last American Newspaper” is not a concept to be taken literally. It is a metaphor for the hundreds of community newspapers all across the country now struggling to survive.

I have used my experiences at my own newspaper—The Post-Star in Glens Falls, New York—as a way to tell the story of how community newspapers made their cities and towns better by sparking debate and discussion as a way to address community problems and concerns while also celebrating their successes.

Using my 21 years as editor as a time frame (1999–2020), I have chronicled the events and issues my community faced as they happened. The story of The Post-Star is not unique among community newspapers. There are hundreds of publications like it that made the same kind of impact. Sadly, there has been less and less in-depth journalism over the past ten years as newsrooms staffs were

gutted after advertising revenue declines.

Who is going to do the journalism in the future? It’s a question every citizen should be asking.

The book chronicles the news in Glens Falls, how it got made and who made it.

At some point, The Post-Star had about 50 people on the editorial staff. The day after the 2019 election, Tingley had to lay off four people at the paper, owned by Lee Enterprises.

“I found that to be just devastating,” Tingley said.

That took the paper down to 10 staffers. Tingley went home and told his wife he’d had enough. The next person to leave would be him.

He retired in 2020. The Post-Star now has seven editorial employees.

“The book is a love letter to newspapers,” Tingley told me.

It also sounds like an SOS to communities, I suggested.

He agreed.

In the book’s final chapter, “The Last Year,” Tingley writes:

By December 2018, President Trump’s “fake news” mantra had trickled down into the vocabulary of local politicians, while the comments and emails from our readers often accused us of bias and partisanship. Earlier in the year, five newspaper employees were killed at the Capital Gazette newspaper in suburban Maryland by a disgruntled reader.

It had been a difficult year for journalists.

I wrote at the time: “It often felt like I was on the front lines of a war where truth was being held hostage.”

The very real strains of layoffs, corporate consolidation and meddling and political partisanship are part of his story, but Tingley spends the majority of the book focused on the

LOVE LETTER - cont. on page 5

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

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.

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. Visit <https://inanews.com/advertising/#research> to download these sales tools.

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

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)



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@inanews.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@inanews.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.

FREE MEMBER EXCHANGE

▼ HELP WANTED

NEWS EDITOR. The Mount Ayr Record News and Diagonal Progress is looking for our next News Editor. This high-profile position includes:

- Coverage of local meetings as well as other events of interest to the community
- Feature writing in addition to hard news stories
- Layout and design of news pages using Adobe InDesign
- Ability to take quality photographs
- Positively represent the company in the community
- Ability to meet deadlines and other tasks as assigned

If you would like to learn more, please send resumes to staff@mtayrnews.com or contact:

Tom Hawley
Publisher, Mount Ayr Record News
PO Box 346, Mount Ayr, IA 50854
641-464-2440

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.

work, the people, and the impact it made in Glens Falls.

Tingley writes:

...As was so often the case during the 21 years I was editor of my little community newspaper, it was a reader who lifted me up.

It was the day after Christmas 2018 and our receptionist told me there was a woman who wanted to see me.

I was busy and expected she had a complaint, but as was the case more often than not over the years, when someone demanded to see the editor, I got up to face the music. It was part of the job.

"You've been at the newspaper a long time," the woman began.

"Thirty years," I answered.

She hesitated, her eyes darting left and right as if concerned someone might overhear her in the lobby. She paused again, seemingly struggling to find the words.

"Your articles give me hope," she said staring back at me.

I was at first relieved, then speechless.

It was a reminder why so many of us are in the news business; why we remain committed in the face of adversity, and of course it reminded me of the power of the printed word. We may not be changing the world every day, but giving our readers a little hope is a good place to start.

This article was originally published by Poynter. Visit <https://www.poynter.org/business-work/2022/new-book-is-a-love-letter-to-local-newspapers-and-an-sos-to-the-communities-they-serve/> to read the article online.

Kristen Hare teaches local journalists the critical skills they need to serve and cover their communities as Poynter's local news faculty member. Before joining faculty in 2021, Kristen spent eight years covering the people and business of local news for Poynter.



Iowa Newspaper Association

Bulletin

www.INAnews.com

▶ IN THIS ISSUE...

- Winning the Talent War



An Iowa Newspaper Foundation webinar...

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



MEDIA CAMPUS

Follow us:



Online Media Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by a partnership of state press associations.