



# Iowa Newspaper Association Bulletin

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## CALENDAR of EVENTS

### MEETINGS

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

### WEBINARS

Winning the Talent War  
November 17, 2022

## Readers fondly remember longtime Merville publisher

BY RANDY EVANS

IOWA FREEDOM OF INFORMATION COUNCIL

**K**ent Baker's journalism career could have taken him anywhere he wanted to go. While it led him part-way around the world, the place where he truly wanted to work was back home in Merville.

Baker died on Sept. 23 at the age of 74. A family burial will be held later.

He purchased his hometown newspaper, the Merville Record, in 2000, after spending 20 years in Honolulu, Hawaii, where he first was the news director and then was the general manager at KHON-TV, the top-rated television station in that state.

Baker grew up in Merville, a Woodbury County community of about 1,700 people. After high school, he served in the Peace Corps in Africa, where one of his friends was Chip Scanlan, who went on to national fame as a much-respected writing coach at the Poynter Institute.

Following his Peace Corps service, Baker enrolled at Iowa State University and was editor of the Iowa State Daily during the 1969-70 school year.

His career in newspapers included time at the Waterloo-Cedar Falls Courier and then at The Des Moines Register. Baker served as state editor and then as Sunday editor when the bosses asked him to move to Moline, Ill., in 1978 to become news director at WQAD-TV after the Register purchased the station.

Baker moved to Honolulu a couple of years later to be news director at KHON, which at the time also was owned by the Register.

Ultimately, after 20 years, the sunny skies and balmy temperatures of Honolulu could not compete against the rolling hills and four seasons of western Iowa. He formed Baker Newspapers Inc., and incorporated weekly newspapers from Anthon and Kingsley into The Record.

He was still company president at the time of his death. A couple of years ago, Baker handed over the responsibilities as editor and publisher to Blake Stubbs, who had worked for him for most of Baker's



Randy Evans

time as owner.

Anyone who doubts the value of community newspapers should read the letters to the editor and the guest columns that have appeared in The Record since people learned of Kent's death.

Pam Clark, The Record's office manager and the author of the weekly "What's Cooking?" column, told her readers of how Kent approached her and asked her to come to work for him.

"Kent had such a knack in bringing out the best in people," she wrote. "Kent was a great conversationalist, and every conversation with him was lively and fun and interesting."

"I saw how much he cared for Merville and its residents, as well as the small towns around us."

Baker encouraged Clark to include a recipe in her columns, and her tribute to her late boss included the recipe for one of his favorite snacks, deep-fried dill pickles.

Also commenting on Baker's legacy was Jon Kilstrom, a physicians assistant at the Yale University College of Medicine --- and another of The Record's regular columnists.

Kilstrom grew up in Merville, two houses from Baker's late mother. Kilstrom was about 10 years old when she died. It was about that time that Kent Baker purchased The Record and moved into his mother's vacant home.

Kilstrom met his new neighbor when he knocked on the door and asked if he could mow Baker's yard. He was hired on the spot. Kilstrom told Record readers that he went back to Baker after the work was completed and presented him with a freshly-printed invoice for the lawn-moving work.

Kilstrom remembers that even when he went off to college and later after he joined the teaching staff at Yale, Baker's greeting was always the same as it had been that very first day: "Hi, young man. How are you doing?"

Kilstrom wrote in his tribute column, "Kent provided me with priceless wisdom, advice and mentoring. Kent was one of a kind and played a role in shaping me into the person I am today."

Kilstrom added, "I still look forward to reading The Record every week and share the community's sadness over the loss of Kent Baker. Thank you for

MOVILLE PUBLISHER - cont. on page 6

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

**A**t 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](mailto:spattersonplank@inanews.com).

Join INA executive director, Susan Patterson Plank and board member, Jason Brummond for a Q&A session about the INA bylaw change on November 4th from 10-10:30 a.m.

**Zoom link:** <https://us02web.zoom.us/j/81289707927>

**Passcode:** 004442

## CONTACT US



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

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### U.S. MAIL

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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](mailto: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](mailto: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.

### 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.





# Webinar Spotlight: Best Practices for Managing Performance Challenges

Join Mitchell Kunert for this *FREE* webinar by visiting [https://onlinemediacampus.com/inspire\\_events/performancechallenges/](https://onlinemediacampus.com/inspire_events/performancechallenges/)

## IN THIS WEBINAR:

This Iowa members' based presentation focuses 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.

## Suicidal thoughts, resilience in a small-town Iowa newspaper's fierce last stand

*Years of conversations with a fourth-generation Iowa family newspaper owner in 'Beacons in the Darkness,' a national book by Chicago Sun-Times veteran reporter released this month*

**BY DOUG BURNS**

THE IOWA MERCURY

**T**he talented and intrepid reporter Dave Hoekstra, a former 30-year writer with the Chicago Sun-Times, spent the better part of three years chronicling the struggle of independent newspapers like my family's to survive amid a perfect storm of challenges and attacks that have shuttered thousands of locally owned papers or forced them to sell to chains with scavenger instincts that diminished once-vital community organs into ghosts of their former beings.

With penetrating questions, passion and empathy, a ready pen, and a trained observer's eye for details we miss about ourselves, Hoekstra traveled the nation — from Charleston, South Carolina to Bakersfield, California, with stops in the Midwest, where he gave great care and interest to my family's newspaper — the Carroll (Iowa) Times Herald — and its daily pursuit of survival through reinvention and relentless optimism.

The result is an inspiring book that officially released today. The title: "Beacons in the Darkness: Hope And Transformation Among America's Community Newspapers."

We are forever grateful to Dave and his book.

I can think of no one with more preparation to tell our story. Dave spent hours with our family and staff inside the Carroll Times Herald offices, and he followed up with dozens of phone calls to me personally, generally on Sunday nights. I spoke openly with him about our family's fears, my own sense of failure at this enterprise of newspapering in the modern era, while also detailing our fierce determination to out run the Grim Reaper engineering The Great American Newspaper Decline, a central reason for the rot eating our democracy from the inside, the insatiable whipworm of a growing fascism.

The book was both inspiring and painful for me to read.

Visit <https://theiowamercury.substack.com/p/suicidal-thoughts-resilience-in-a> to continue reading this article online.

# 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](mailto: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](mailto: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](mailto:scampbell@northscottpress.com), or Publisher Josh Byers, [josh@harlanonline.com](mailto: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](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@inanews.com](mailto:cgordon@inanews.com).*



Iowa Newspaper Association

# Bulletin

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## IN THIS ISSUE...

- Winning the Talent War

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**MOVILLE PUBLISHER** - cont. from page 1

all you have done for our little town.”

Others have written about Baker's place in their lives. A former coworker in Honolulu remembered Baker as “a true friend who gave me a chance” --- a comment other readers shared, too, about Baker. Another journalism friend from the past said, “He told me he had a dream and that dream was to own the Movable Record.”

Baker is survived by one brother, Dale, of Lincoln, Neb., and two nephews.

The family has suggested that memorial contributions be directed to the Holly Springs Bible Fellowship Church in Hornick, Iowa, to the Movable Community Development Association Inc., or to a donor's favorite charity in Kent's memory.

*Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at [IowaFOICouncil@gmail.com](mailto:IowaFOICouncil@gmail.com).*

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As a reminder, if you have agreed to upload your print editions to the NewzGroup site, you should be doing so regularly upon publication of each edition you print. Uploading your newspaper allows CNA to secure tearsheets more quickly and, in turn, pay you faster for advertising that runs in your newspaper. In addition, if you are uploading to NewzGroup, you only need to mail CNA two copies of each newspaper you publish, allowing you to save on postage.

If you're interested in getting more information on uploading your paper to NewzGroup, please contact Susan James at [sjames@inanews.com](mailto:sjames@inanews.com).





An Iowa Newspaper Foundation webinar...

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Benefit: **FREE!**  
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# 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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