

November 2, 2022



Volume 39  
Issue 36

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CIVIC ENGAGEMENT AMONG IOWA READERS

### CALENDAR of EVENTS

#### MEETINGS

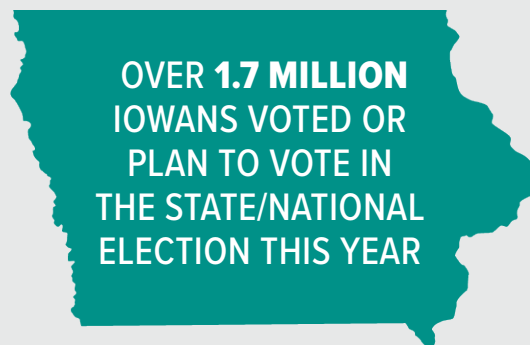
INA, INF, INA Services  
Company Board Meetings  
November 11, 2022

#### WEBINARS

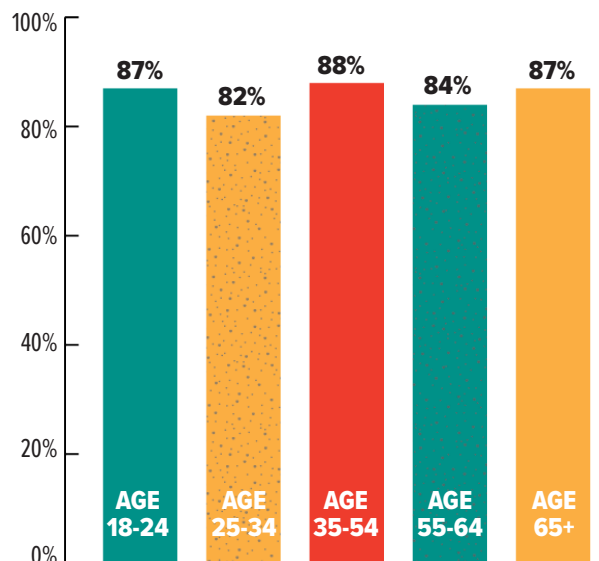
Winning the Talent War  
November 17, 2022

#### SAVE THE DATE

INA Convention  
February 2, 2023



NEWSPAPERS (PRINT &  
DIGITAL) REACH 90% OF  
THESE IMPORTANT VOTERS.

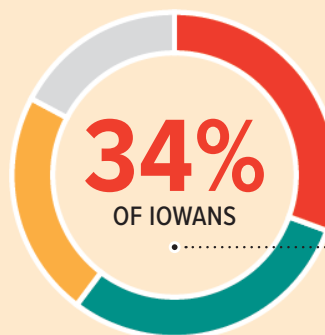


NEWSPAPERS (PRINT & DIGITAL) HAVE  
WIDESPREAD REACH ACROSS ALL AGE GROUPS

MORE THAN  
**1.1 MILLION** IOWANS  
HAVE CONTACTED AN  
OFFICIAL IN THE LAST  
12 MONTHS



REACH **90%** OF THEM BY  
UTILIZING NEWSPAPER  
& DIGITAL PLATFORMS



34% NEWSPAPERS  
33% TV  
25% OTHER ONLINE SOURCES  
19% DIRECT MAIL

state that newspapers  
are their primary media source for  
information on local government.

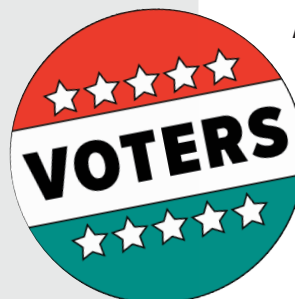
The INA has  
created statewide  
sales sheets with  
information gathered  
from the 2022 Iowa  
market research  
study done by Coda  
Ventures. Visit  
[https://inaneews.com/  
advertising/#research](https://inaneews.com/advertising/#research)  
to download these  
sales tools.

### NEWSPAPER READERS IN IOWA ARE MORE ACTIVE IN THEIR COMMUNITY

**84%** stated they feel a responsibility to help  
share the future of their community.

**63%** often voice their opinions and concerns  
regarding local community issues.

**52%** say they are always the first to find out  
about the top news stories.



AMONG THE IOWANS  
THAT SAID THEY  
VOTED MOST OF  
THE TIME IN LOCAL,  
SCHOOL BOARD  
AND COUNTY  
ELECTIONS, **87%**  
READ NEWSPAPERS  
IN PRINT OR DIGITAL.

*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.*

# 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](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



Phone 515-244-2145

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

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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#### Sales and Marketing Director

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#### Foundation Director

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#### Communications Director

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#### Media Director

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#### Technology & Digital Development Manager

Susan James,  
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### BOARD PRESIDENTS

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#### 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)



## 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: Winning the Talent War

*Join Jeff Butler for this FREE webinar by visiting  
[https://onlinemediacampus.com/inspire\\_events/talentwar/](https://onlinemediacampus.com/inspire_events/talentwar/)*

### 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.

### ABOUT THE PRESENTER:

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.



# 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

www.INAnews.com

### IN THIS ISSUE...

- Winning the Talent War

# 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](http://www.ipib.iowa.gov).

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

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...

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.

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