

November 16, 2022



Volume 39
Issue 38

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

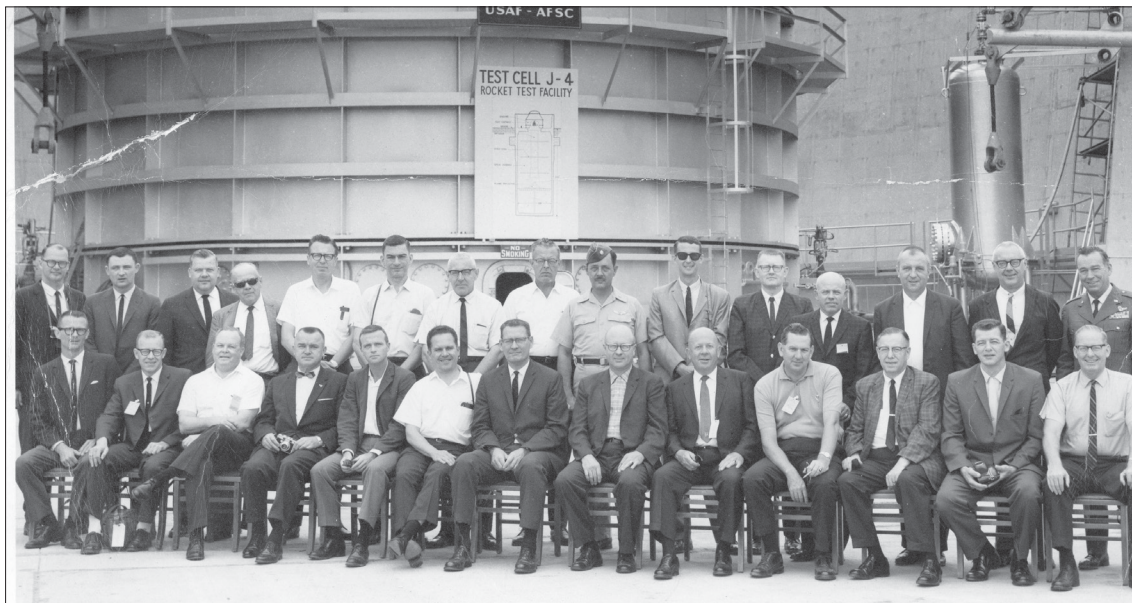
INA, INF, INA Services
Company Board Meetings
February 1, 2023

WEBINARS

Winning the Talent War
November 17, 2022

SAVE THE DATE

INA Convention
& Awards Banquet
February 2, 2023



The INA needs your help!

Work has begun on a comprehensive history of the Iowa Newspaper Association and its predecessor organizations.

We need your help!

We ask all INA members to search their archives and file cabinets for photographs that might be considered for this publication.

EXAMPLES OF PHOTOS WE SEEK:

- Longtime owners, publishers and editors.
- Recipients of major awards, from Distinguished Service to Master Editor-Publisher to the Pulitzer.
- Award presentations or candid moments from conventions and other press association events.
- Memorabilia or souvenirs from early association events, including award plaques and covers of convention or banquet programs.

Photos from any period are welcome, but we particularly need images preceding the 1990s.

Digital images (TIF preferred, or JPG) may be emailed to brian.cooper@crestwoodpublishing.com. Please include identifications and description, name of photographer (if known) and name of the person and newspaper granting permission to publish.

More questions? Contact Brian Cooper, retired editor of the Dubuque Telegraph Herald, at the email address above.



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.

meeting minutes

Iowa Newspaper Association Board of Directors | November 11, 2022



INA Board of Directors Meeting Minutes

The INA Board met at the FFA Enrichment Center at 10:00 a.m. in Ankeny with the following members present Brad Hicks, Algona Kossuth County Advance; Zack Kucharski, Cedar Rapids Gazette; Debbie Anselm, Davenport Quad-City Times; Bob Woodward, Dubuque Telegraph Herald; Jason Brummond, Iowa City Daily Iowan; Trevis Mayfield, Maquoketa Sentinel-Press. Also present were Jana Shepherd, INF; Kris Maggard, INA Services Co; and Susan Patterson Plank, INA

Votes taken:

- A. On a motion by Woodward, seconded by Brummond, the minutes of the July 22, 2022 board meeting were approved.
- B. On a motion by Kucharski, seconded by Brummond, the minutes of the September 7, 2022 executive committee meeting were approved.
- C. On a motion by Woodward, seconded by Kucharski, the board approved the INA Digital Membership Ad Hoc Committee recommendation to amend the INA bylaws. The bylaw changes were:
 1. A new membership classification would be added for Digital Membership. To qualify for election as a Digital Member, a person:
 - Shall be an individual, partnership, corporation or other entity which publishes a digital news site;
 - The site must have been published for the previous 24 months;
 - 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.
 - Must not serve primarily as a platform to promote the interests or opinions of a special interest group, political interest, individual or cause;
 - 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;
 - Must be registered as an Iowa state corporation with the Iowa's Secretary of State's office;
 - 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.
 2. The classification of Affiliate Membership shall be renamed Friends of the Iowa Newspaper Association.
- D. On a motion by Kucharski, seconded by Woodward the board approve the INA Digital Membership Ad Hoc Committee recommendation to implement following policies as it relates to digital membership:
 1. The Society for Professional Journalist's code of ethics shall be used by the INA when reviewing the standards for professional journalism.
 2. Digital Membership dues shall initially be \$1500 for members in markets with a population of 50,000 and above; and \$500

CONTACT US



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INA Services Company

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Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of
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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)

- for members in markets with a population of fewer than 50,000. Multi-market applicants to be reviewed.
3. The INA Board shall establish an INA Membership Committee to review all membership applications and to make recommendations to the INA Board.
 4. Active members that become digital only publications would automatically move to Digital Membership assuming all requirements are met except for 24 months of digital publishing requirement.
- E. On a motion by Brummond, seconded by Hicks, the board approved the Deposit Resolution—Banking and Treasury Management Authorization Certificate.
- F. On a motion by Hicks, seconded by Brummond, the board approved the following 2023 legislative priorities recommended by the Government Relations Committee:
1. To support transparency in government through strong open meetings and open records laws and to resist any effort to weaken these laws.
 2. To preserve publication of public notice advertising in newspapers where it is seen by the greatest number of Iowans.
 3. To support and assist the National Newspaper Association in its efforts to work with the postal service to provide efficient and timely mail delivery of newspapers and to protect newspapers from further expense and regulation by the USPS.
 4. To support the funding request of the Iowa Public Information Board.
 5. To encourage and support legislation to establish a reasonable and consistent fees structure statewide for examining and copying public records.
 6. To encourage and support legislation providing consistency, transparency and

public accountability regarding public release of law enforcement body camera videos.

7. To support legislation to provide broadband access to all Iowans.
- G. On a motion by Mayfield, seconded by Kucharski, the board approved an associate membership for Abigail Pelzer and an affiliate membership for Prevent Child Abuse Iowa.

Action agreed upon:

- A. The board directed staff to discuss the potential for a legislative reception on January 31 with the INA lobby team.
- B. The board agreed that its 2023 board meetings would be February 1, April 21, July 21 and November 10.

Other items discussed:

- A. The board heard an update from Patterson Plank on the organization including its financials and upcoming nominating committee meetings.
- B. The board heard an update from Patterson Plank a potential bill discussed in the most recent Government Relations Committee.
- C. The board heard an update from Anselm on the strategic planning process for 2022-2023.
- D. The board heard a presentation on the 2023 consolidated budgets for INA, INF and INA Services Co.
- E. The board received a board attendance report.

The board was recessed at 10:19 a.m.

The board reconvened at 11:48 a.m.

Votes taken:

- A. On a motion by Brummond, seconded by Mayfield the board approved the 2023 consolidated budget and compensation committee recommendation as presented.

There being no further business, the meeting was adjourned at 11:49 a.m.

Respectfully submitted,
Susan Patterson Plank

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.

News/Media Alliance Files Comments on Rate Proposals & USPS Reports Fiscal Year 2022 Results

BY HOLLY LUBART
NEWS MEDIA ALLIANCE

The Alliance filed the comments with the Postal Regulatory Commission on November 7 in response to the Postal Service's notice of market-dominant price adjustments. The Alliance urged the Postal Service to file new rates that properly account for the rate increase resulting from the elimination of FSS scheme preparation stating that the proposed periodicals rates are excessive and non-compliant with price cap regulations. In addition, the Postal Service also released their Fiscal Year 2022 Results on November 10 showing the following:

- Operating revenue of \$78.5 billion, up \$1.5 billion from the prior fiscal year
- Adjusted loss increased by \$2.0 billion
- One-time, non-cash benefit of \$57.0 billion from the Postal Service Reform Act

Holly Lubart is a Government Affairs Consultant for the NewsMediaAlliance. Previously, she served as Vice President of Government Affairs for the PA NewsMedia Association and started her career as a journalist. Lubart has over 20 years of political and communications experience.

Visit <https://www.newsmediaalliance.org/news-media-alliance-files-comments-on-rate-proposals-usps-reports-fiscal-year-2022-results/to> read the article online.

Opinion: The battle between Big Tech and journalism could end with this bill

Average people may not think much about this as they scroll through news feeds on popular internet platforms, but much of the content they read was produced by local news organizations and is being used without fair compensation

BY THE DESERET NEWS EDITORIAL BOARD

Newspapers nationwide are running editorials today in favor of the Journalism Competition and Preservation Act, which passed a Senate committee with bipartisan support in September and has been waiting ever since for a floor vote.

The bill would give news outlets an exemption from antitrust laws in order for them to jointly negotiate with big tech companies such as Google and Facebook.

This may sound like a technical, in-house problem for the local news industry alone. In fact, it is anything but. It affects every aspect of how you become informed about your community and your place in it.

Average people may not think much about this as they scroll through news feeds on popular internet platforms, but much of the content they read was produced by local news organizations and is being used without fair compensation.

This unfair use of content is a big reason many local news organizations today are struggling financially and being forced out of business.

We join our voice with others in urging passage of this act.

Through innovation and, frankly, hard work, The Deseret News now extends far beyond the model of a traditional tossed-on-your-doorstep daily newspaper. We are a multiplatform media company providing news, commentary and perspectives important not just to the Intermountain West, but to the nation and other parts

of the globe. We deliver it to you digitally everyday, and continue to provide print newspapers and Deseret Magazine, begun nearly two years ago.

Our original content is just as vulnerable to Big Tech as that of any other news organization.

In an opinion piece widely published today, David Chavern, president and CEO of the News Media Alliance, noted that Big Tech benefits greatly from the content created by journalists, "yet they refuse to pay local publishers fairly for the journalistic content that fuels their platforms."

"As a result, local papers are being replaced by tech platforms using black box algorithms designed to keep users inside their walled gardens — all while charging exorbitant ad fees — up to 70% of every advertising dollar."

Americans like to decry the increasing power of social media, and for good reason. Big Tech platforms jumble important news with items that are trivial or misleading. They erode public trust and cheapen community ties. Local news organizations, by contrast, help create a sense of community while informing people about important events. They build and strengthen civic ties, and they are imbued with a sense of history and place. The Deseret News has been continually publishing in Salt Lake City since 1850. No other business knows that community better.

Chavern said the Journalism Competition and Preservation Act would "impose severe penalties if the

BIG TECH - cont. on page 8

As the final days of the 118th Congress come to an end, lawmakers have the opportunity to require large social media platforms to compensate publishers for the news they use to draw traffic to their sites. The Journalism Competition and Preservation Act, S 673 in the Senate and HR 1735 in the House, could set up an equitable process for publishers to negotiate for fair payments. The news industry needs support in order to continue covering communities and serve readers. I hope you will consider this guest editorial from NNA chair John Galer in an issue during the weeks of November 21 or 28 or December 4 or 11. The NNA thanks you for all you do to promote democracy in your towns. Visit <https://www.nna.org/pub/doc/NNA-JCPA-Editorial.docx> to download the article.

Big Tech Uses Journalism; Big Tech Should Pay For It

BY JOHN GALER

THE JOURNAL-NEWS, HILLSBORO, IL

The powers that Google and Facebook have over economic and political power in society – especially over the news industry—has caught the attention of lawmakers in Washington, DC. After a close election and many worries over the quality of public debate, many ask if social media have played a role in the misinformation that erodes our free press and plagues our democracy.

Nowhere is this power more daunting than in the social media giants' use of news organizations' reporting, which the platforms use without compensation to journalists. Google and Facebook have a duopoly of the distribution of digital news content, which drives people to the social media platforms where the owners make money. The platforms hoard critical data and use clever tactics, like reframing stories in rich previews, to keep users on their sites – siphoning off the advertising revenue that small and local publishers need.

Every hour that goes by, Google and Facebook generate millions of dollars in U.S. advertising revenue. That amount could fund dozens of local journalists. But local newspapers in many communities that are funding the people who report on fair and free elections are struggling to meet payroll.

It is time for a change, before we head into another



John Galer

brutal and divisive election season leading up to the 2024 elections. America needs real, factual and independent news reporting more than ever. While national media may be treated with skepticism, research shows that local news media are generally trusted. But will they have the revenue to do the job?

Congress must take action to curb undue influence of Big Tech on the news media industry and make sure the work of local news-gatherers is fairly compensated. The Journalism Competition and Preservation Act (JCPA) aims to do just that.

The JCPA is specifically designed to make sure Google and Facebook pay for what they use. The proposed legislation would provide a temporary, limited antitrust safe harbor for small and local news publishers to collectively negotiate with Facebook and Google for fair compensation for the use of journalists' content. The policy also incentivizes and rewards publishers who invest in their journalists and newsroom personnel, awarding outlets with demonstrated investments in their staff a larger portion of the funds that result from the negotiations.

By addressing Google's and Facebook's monopoly power and ensuring more subscription and advertising dollars flow back to publishers, the JCPA not only protects and promotes quality news, but also encourages competition. Congress has made progress on this legislation. It should finish the job before the end of the year.

John Galer is the chair of National Newspaper Association, a 137-year-old organization representing community newspapers. Galer publishes newspapers in central Illinois.

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.



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.
- **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.
- **Scholarship Committee (INF)** – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

The Bulletin will not be published next week and the INA office will be closed Thursday, November 24 and Friday, November 25 in honor of the Thanksgiving holiday.

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@inanews.com.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Winning the Talent War

BIG TECH - cont. from page 4

tech platforms do not negotiate with them in good faith.” The bill would be in effect for only six years, and its “scope is limited to compensation and does not allow for negotiations around up/down ranking or display — it serves only to ensure fair compensation for local news outlets.”

Other nations already have similar laws. In Australia, for example, this has provided enough revenue to help once-struggling news outlets thrive.

“One Sydney journalism professor noted that she hadn’t seen her industry so financially robust in decades,” Chavern wrote. “There are so many open positions for reporters, they cannot all be filled, a signal of the improved economic health of the industry.”

This is not an issue entangled with either conservative or liberal ideologies. The bill passed the Senate Judiciary Committee with bipartisan support. That’s because all Americans ought to be able to understand the importance of strong local media.

“If Congress does not act soon, we risk allowing social media to become America’s de facto local newspaper,” Chavern wrote.

Congress should push this bill to the top of the agenda for the upcoming lame-duck session. Local journalism is a strong check against corruption and abuses in any community, whether by governments or corporations. The stronger these news outlets are, on any platform, the stronger America’s communities become.

This article was originally published by Desert News. Visit <https://www.deseret.com/opinion/2022/11/10/23450366/journalism-competition-and-preservation-act-saves-local-news> to read the article online.



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

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