

February 8, 2023



Volume 40
Issue 5

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
April 21, 2023

WEBINARS

Stop Running Scared.
Digital is Not the Death
of Print
February 16, 2023

convention news



Newspaper professionals gathered for the 2023 Iowa Newspaper Association awards banquet. (photo by Florence Mtimukeye)

Newspaper professionals gathered for annual **INA CONVENTION & AWARDS CEREMONY**

The presentation of awards culminated a day of educational sessions, social gatherings and networking opportunities that made up the 2023 INA Convention and Trade Show, Feb. 2 at the Des Moines Marriott Downtown.

Hundreds of newspaper staffers and students turned out to learn new ways to grow and develop their professional skills. A total of 460 people registered for the convention, representing 218 weekly newspapers and 23 daily newspapers.

INA, again, partnered with the Iowa College Media Association to allow interaction between college students interested in journalism careers and journalism professionals. A total of 113 ICMA students and advisors took part in the activities. Students were invited to attend all INA Convention sessions and were able to meet and mingle with publishers, advertising and editorial professionals from across the state. Convention events got started Wednesday evening with the annual legislative reception at Peace Tree Brewing Company. All Iowa state Senators and Representatives were invited to join INA members for drinks, hors d'oeuvres and conversation.

The Convention formally kicked-off on Thursday morning with a highly-anticipated

presentation given by Dr. Richard Deming. Deming has led cancer survivors on medical missions and inspirational mind-body-spirit pilgrimages to Mount Everest, Mount Kilimanjaro, and Machu Picchu. He has also led survivors on a 3,000-mile bicycle race across from California to Maryland and a 4,000 mile running relay from Washington State to Delaware.

He is inspired by the courage and compassion of his patients and their families. His greatest ambition is to encourage others to pursue lives of meaning, purpose, passion, and compassion.

Those who attended the Past Presidents' Awards Luncheon heard a presentation by Nichole Parker, president and co-founder of Parker Philips, Inc., about the impact of newspapers in Iowa. Parker is a recognized expert in the field of economic impact, having personally completed more than 600 economic impact assessments in the past 25 years. Prior to founding Parker Philips, Parker was a principal at a Pittsburgh-based consulting firm for 16 years and established them as a national leader in economic impact studies for academic health centers, colleges and universities, corporations, major tourist events and nonprofit entities.

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 February 1, 2023



Iowa Newspaper Association Board of Directors Meeting Minutes

The INA Board at the Des Moines Downtown Marriott at 2:00 p.m. with the following members present Brad Hicks, Algona – Kossuth County Advance; Zack Kucharski, Cedar Rapids Gazette; Christopher Hall, Charles City Press; Debbie Anselm, Davenport Quad-City Times; Terry Christensen, Fort Dodge Messenger; Jason Brummond, Iowa City Daily Iowan; Trevis Mayfield, Maquoketa Sentinel-Press; and Jeff Wagner, Sheldon N’West Iowa REVIEW. Also present were Kris Maggard, INA Services Co; Jana Shepherd, INF; and Susan Patterson Plank, INA

Votes Taken:

- A. On a motion by Hall, seconded by Mayfield, the minutes of November 11, 2022 board meeting were approved.
- B. On a motion by Mayfield, seconded by Brummond, the board approved the recommendation from the INA Membership committee to accept www.Indianola-IA.com as a Digital Member.
- C. On a motion by Mayfield, seconded by Kucharski the board approved the recommendation from the INA Membership committee to accept www.IowaCapitalDispatch.com as a Digital Member.
- D. On a motion by Kucharski, seconded by Brummond the board approved the recommendation from the INA Membership committee to accept Tony Leys as a Friend of Iowa Newspapers Member.

Action Agreed Upon:

- A. The board agreed that its next board meeting would be April 21, 2022.
- B. The executive director will communicate with the board regarding delays in financials updates.

Other Items Discussed:

- A. The board welcomed incoming board member Sue Smith, Winterset Madsonian.
- B. It was noted by Anselm that the approval of INA’s first two Digital Members marks a significant occasion in the organization’s history.
- C. The board heard an update from Patterson Plank on the organization including its financials.
- D. The board heard legislative update from Patterson Plank and provided talking points for the upcoming legislative reception.
- E. The board heard an update from Anselm on the strategic planning process for 2023 and noted that the next meeting will be April 6 via zoom. Anselm reminded those board members also serving on the strategic planning committee to hold April 20 for a full day planning session.
- F. The board received a board attendance report.

The meeting was recessed at 2:56 p.m. to conduct the Annual Meeting of the INA Services Co.

The meeting was briefly reconvened at 3:00 p.m.

The meeting was recessed at 3:01 p.m.

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INA LEGAL HOTLINE

515-283-3100 (*paid service*)

SPECIAL RECOGNITION

NEWSPAPER OF THE YEAR

Ackley World Journal

BILL MONROE SPECIAL DIGITAL PROJECT

Cedar Rapids Gazette

BEST OF CLASS ADVERTISING

Marshalltown Times-Republican
Dubuque Telegraph Herald
Ackley World Journal
Westside Observer
Sheldon N'West Iowa REVIEW

KEN FUSON BEST WRITING AWARD

VANESSA MILLER
Cedar Rapids Gazette

HARRISON "SKIP" WEBER INVESTIGATIVE REPORTING

GEORGE SHILLCOCK & PARIS BARRAZA
Iowa City Press-Citizen
ERIN JORDAN & EMILY ANDERSEN
Cedar Rapids Gazette
SABINE MARTIN
Iowa City Daily Iowan

DISTINGUISHED SERVICE



LYLE MULLER

MARK RIDOLFI
Eldridge North Scott Press

GENERAL EXCELLENCE

Webster City Daily Freeman-Journal
Cedar Rapids Gazette &
Dubuque Telegraph Herald (tied)
Ackley World Journal
Estherville News
Iowa City Daily Iowan

JAY P. WAGNER PRIZE FOR YOUNG JOURNALISTS

KELBY WINGERT
Fort Dodge Messenger
MARISSA PAYNE
Cedar Rapids Gazette
CODY GOODWIN
Des Moines Register

OUTSTANDING YOUNG IOWA JOURNALIST

PARIS BARRAZA
Iowa City Press-Citizen
GRACE KING
Cedar Rapids Gazette
HANNAH PINSKI
Iowa City Daily Iowan

MASTER EDITOR-PUBLISHER



TERRY CHRISTENSEN
Fort Dodge Messenger

BRUCE MILLER
Sioux City Journal

KAREN SPURGEON
Bloomfield Democrat

JEFF WAGNER
Sheldon N'West Iowa REVIEW

Visit [www. https://inanews.com/convention/contestresults/](https://inanews.com/convention/contestresults/)
to see all of the 2023 Better Newspaper Contest winners!



WEBINAR SPOTLIGHT

Visit www.onlinemediacampus.com to register today!



Stop Running Scared. Digital is Not the Death of Print

FEBRUARY 16 FROM 1-2 P.M.

IN THIS WEBINAR...

This webinar will be like a comforting hot chocolate and a warm blanket for print sales managers who shiver at the thought of digital stealing revenue from their print budgets. Many of our partners are proving that these fears, with proper selling techniques and sales positioning, are unfounded. Take it from a former AdCellerant partner (and digital sales rep) – this webinar will warm your soul and alleviate your fears..

ABOUT THE PRESENTERS...

Ben Bouslog is the vice president of Business Development for AdCellerant, a tech-enabled marketing services company. AdCellerant partners with publishers to leverage their turn-key solutions to drive digital revenue streams. Ben's experience spans 8+ years in the digital space with a background in ad operations that gives him an intimate familiarity with how digital really works and the value it can

bring to any advertiser or media organization. His favorite part about working with media companies is helping them to realize and actualize the businesses in their communities more than ever before. With experience in SEO, SEM, video, OTT, social media and a specialty in programmatic, he's been able to help hundreds of media companies grow their digital revenue streams and supported thousands of advertisers by connecting them with their target consumers.

Ken Campbell is a Business Development Manager at AdCellerant. Ken is an experienced self-starter with 25 years experience in retail sales, direct marketing, print advertising, and B2B sales. A promotions and marketing expert, Ken grew a single automotive client into a multi-million-dollar direct mail firm before pivoting to the world of digital advertising. Over the years, Ken has worked with over a thousand different businesses - developing marketing plans both big and small - and acting as a trusted advisor to his clients. Ken lives near Clemson, SC (Go Tigers!) with his wife of 28 years and their three children.

Our Founders would celebrate the Gazette

RANDY EVANS

IOWA FREEDOM OF INFORMATION COUNCIL

There is a big birthday coming up in Cedar Rapids, and while you may not make the connection right away, it ties in with one of the bedrock decisions in American history.

When our Founding Fathers were mapping out plans for what we know as the United States, they recognized how important it was to ensure that journalists have freedom to go about their work without government interference.

One of those Founders, Thomas Jefferson, offered this eloquent explanation: “A press that is free to investigate and criticize the government is absolutely essential in a nation that practices self-government.”

This month’s 140th anniversary of the creation of the Cedar Rapids Gazette provides a reminder of the Founding Fathers’ recognition of the importance of strong news media.

The Gazette is more than merely a business. The information it gathers and disseminates is vital to the wellbeing of its community and this state.

Beyond telling readers what is going on, Gazette journalists are asking questions of their government leaders that might not get asked otherwise. The commentary in Gazette editorials and in staff and guest columns — even if some toes sometimes get stepped on — is an important sounding board for the people of eastern Iowa and, increasingly, for digital customers well beyond the Gazette’s hometown.

Very few people have the time to attend meetings of the city council, the local school board, the county board of supervisors, or planning and zoning committees. Very few people have the time to ask questions of these officials and state government leaders in Des Moines. Busy readers have little time to closely monitor how their tax money is being used, or misused.

That’s where journalists step in, serving as the public’s eyes and ears, examining questionable or controversial decisions, asking “why” or “why not” questions — all while keeping readers informed.

Week after week, Gazette journalists routinely shine their spotlight on state government and local governments in eastern Iowa, informing people about important matters the public might not know about otherwise, and always asking “why?”

That’s what the Gazette did a few years ago when the Cedar Rapids and Iowa City school district leaders refused to tell the Gazette — and parents, too — why an increasing number of elementary students there were being locked in so-called “seclusion rooms.”

These small, padded enclosures were not supposed to be used as discipline for non-violent infractions. But in a troubling change in policy, administrators refused to tell the Gazette how many times the rooms were used or the reasons students were placed there.

The secrecy was preposterous. It kept residents from fully understanding what confronts teachers at a time in our history when violence and behavior problems among young people are growing.

When Iowa’s three state universities made a U-turn on transparency in 2021 and began keeping information about some hiring decisions secret, the Gazette was there with its spotlight shining on the officials’ actions.

For many years, the universities followed affirmative action hiring practices that were intended to ensure a diverse array of qualified candidates is considered when jobs are filled. University administrators were able to seek waivers from affirmative action requirements under certain circumstances. But the documents justifying the hiring waivers had been available for public review, allowing people to know when and why the universities chose not to follow the traditional affirmative action practices.

The new policy of refusing to make those documents public was disclosed by the Gazette. In the height of irony, the Gazette found that one such job that was filled by bypassing the affirmative action process was the University of Iowa’s hiring of an associate vice president for diversity, equity and inclusion.

The Gazette’s reporting provided important information for readers, including this uncomfortable fact of life for university officials: If it is not an invasion of privacy for the public to know the reasons and rationale for a government employee being fired, then it certainly should not be considered an invasion of privacy to know why an employee is hired by a state university by skipping the customary hiring process.

The topics Gazette reporters dig into affect real people in significant ways. Consider Anthony Watson. The Coralville man stopped for gas a few years ago. Within minutes, an Iowa City police officer pulled in to check a report of a reckless driver in the area.

The officer was convinced Watson was impaired by alcohol, marijuana, or another controlled drug. But a series of field sobriety tests, two breathalyzer samples, a blood test, and a urine test all showed no evidence of impairment. Nevertheless, before his criminal case finally was dismissed, Watson had spent nearly three months in jail — losing his job and his apartment during that time.

Under the American system of justice, we do not lock people up on a hunch and then go looking for proof. But that is what happened to Anthony Watson. The public should hope the disclosures by the Gazette will keep such a travesty from occurring to someone else.

Take time to celebrate the Gazette’s 140th birthday. And remember what Thomas Jefferson said, because journalists like those at the Gazette are important to the health and wellbeing of this place we call home.

Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at IowaFOICouncil@gmail.com.

FREE MEMBER EXCHANGE

▼ HELP WANTED

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. 12.10

SENIOR STAFF WRITER. Business Publications Corporation (BPC), an award-winning media and communications company, is seeking a full-time journalist to cover business news in Greater Des Moines for the Business Record, our flagship division. The right candidate will join our experienced staff to lead the Business Record's coverage of the people, issues and trends affecting the business community as the region continues to grow and transform. This reporter's primary focuses will include real estate, development and local government; the role will also encompass producing a variety of business stories.

The position requires a strong writer who can develop a beat and write in-depth analysis pieces on a variety of business topics for our weekly print edition, website, e-newsletters and specialty magazines. This person must function with a great deal of autonomy, building sources on their beats and managing their story schedules.

This person is also given freedom to generate a majority of their own story ideas. The ideal candidate must also be able to report and write daily business news items quickly and efficiently for our website and be able to keep a daily pulse on the community.

Previous business writing experience is a plus; however, it is not a requirement. The candidate must have a solid foundation in AP style, the principles of journalism and have a desire to represent the Business Record at a large number of community events and network with the community both in person, virtually and via social media. In addition, this person must have comfort leading panel discussions in front of an audience.

Basic photography skills, video production experience and the ability to help our organization move forward in the digital world are major pluses, but not required.

Management experience, project management and editing skills are not required, but the role has the flexibility to be adapted to utilize skills of this nature.

A passion for the Des Moines and Iowa, and a desire to tell the story of our communities is a priority.

Visit <https://recruiting.paylocity.com/Recruiting/Jobs/Details/1287240> to apply. Please include a cover letter with your resume.

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. 1217

SUBSCRIPTION MANAGER. The Indianola Independent Advocate and Record-Herald, an independent, Iowa-owned digital plus print newspaper, is seeking help managing our Town News, Audience Plus subscription environment. The job will be a flexible, part-time, remote position setting up subscriptions and rates in the Town News offer-builder environment on an occasional basis and helping troubleshoot user issues when needed. Happy to work through a newspaper that uses this service and is willing to make its team available or an individual who works in this environment and would like to earn some extra income outside of regular work hours. Call 515-250-3698 or email amy@indianola-ia.com to discuss options. 0101

▼ FOR SALE

WANTED: Old Apple Laser Writer printer. Laser Writer 16/600 or Laser Writer Pro, working or parts. Call the Don at the Avoca Journal Herald 402-681-4763.

View and submit ads on the Internet at 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.

The meeting was reconvened on Thursday, February 2 at 3:15 p.m. on for the election of officers. A quorum was present.

Votes Taken:

- A. On a motion by Hicks, and seconded by Kucharski, the following slate of officers was elected:
- President Debbie Anselm, Davenport Quad-City Times
 - Vice President Trevis Mayfield, Maquoketa Sentinel-Press
 - Sec/Treasurer Zack Kucharski, Cedar Rapids Gazette
 - Member-at-large Jason Brummond, Iowa City Daily Iowan
 - Executive Director Susan Patterson Plank, Iowa Newspaper Association

The meeting was adjourned at 3:17 p.m.

Respectfully submitted,
Susan Patterson Plank



Iowa Newspaper Association

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