



Iowa Newspaper Association Bulletin

www.INAnews.com

Don't hide your online notices!

PUBLIC NOTICE RESOURCE CENTER

Most newspapers now publish notices on their website in addition to print, even in states that don't require it. As we've written before, it's one of the most important things publishers can do to help their state's press association protect newspaper notice.

However, too many publishers still make it difficult for users to find the notices that are posted on their website. Last week we spotted a perfect illustration of the phenomenon.

The Westerly Sun published an editorial ("In defense of legal notices") arguing against legislation that has been introduced in Rhode Island's General Assembly that would allow local governments to publish notices on their websites in lieu of print newspapers. A website visitor quickly added a helpful suggestion in the comments section below the article.

"If the Sun believes in the importance of legal notices how about adding a 'legal notices' link on your website?" asked RIMom. "If you show the state you are putting them online, wouldn't that strengthen your argument?"

Why yes, RIMom, it would!

It turns out the Sun does post their notices on the site. As a staff member helpfully pointed out to Ms. Mom in a subsequent comment, they're hidden behind the "Public Notices" link which can be found in the website's "Classifieds" pull-down menu.

The Sun fell into the same trap that ensnares most newspapers when they post notices on their website — wrongly assuming their readers understand newspaper industry jargon. Most people don't know that in Newspaper World public notices are considered "classifieds," so they wouldn't think to look for them there. That's why your "public notices" (the term we prefer) or "legal notices" require their own link in the primary navigation toolbar on your website.

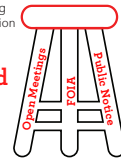
Whatever you do please don't call them "Legals"! Nobody except you and some of your employees know what that means.

Courtesy of the Public Notice Resource Center, a nonprofit organization that provides research and education about effective public notice. INA is a contributing member of PNR.

Why Public Notice Should Remain in Newspapers

Along with open meeting and freedom of information laws, public notice is an essential element of the

three-legged stool of government transparency



Since the first U.S. Congress, public officials have understood that newspapers are the best medium to notify the public about official matters because they contain the **essential elements of public notice:**

- Accessibility
- Independence
- Verifiability
- Archivability

Newspapers remain the primary vehicle for public notice in **all 50 states**



This is not about "newspapers vs the internet". It's newspapers and newspaper websites vs government websites

and newspaper websites have a much larger audience. Moving notice from newspapers to government websites would **reduce the presence of public notices on the internet**

Publishing notices on the internet is neither cheap nor free



1 PUBLIC NOTICE: AN AMERICAN TRADITION

HELPFUL LINKS:

Public Notice 2-Pager (pictured above)
https://www.pnrc.net/wp-content/uploads/2019/12/American-Tradition_graphic.pdf

Current Public Notices
<http://iowanotices.org/>

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

How to Report on Addiction
May 11, 2023

Selling Advertising Amidst Economic Uncertainty
May 18, 2023

Covering Opioid Lawsuit Settlements in Your Community
May 25, 2023

New Business Development Secrets
June 15, 2023

meeting minutes

Iowa Newspaper Foundation | Board of Directors
April 21, 2023



INF Board of Directors Meeting Minutes

The Iowa Newspaper Foundation Board met at the Ankeny Kirkendall Public Library at 12:20 p.m. with the following members present: : Kristin Grabinoski, Armstrong Journal; Chris Conetzkey, Des Moines Business Record; Carl Vieregger, Drake University; Josh Byers, Harlan Newspapers; Randy Evans, Iowa Freedom of Information Council; Corey Lindsey, Leon Journal-Reporter; Lisa Miller, Rock Rapids Lyon County Reporter and Mark Seibert, Simpson College. Also present were Susan Patterson Plank, INA; Kris Maggard, INA Services Co. and Jana Shepherd, INF.

Votes taken:

- A. On a motion by Grabinoski, seconded by Conetzkey, the minutes of the February 1, 2023 and February 2, 2023 board meetings were approved.

Action agreed upon:

- A. The board agreed that its next board meeting would be July 21, 2023.

Other items discussed:

- A. The board heard a presentation on the 2022 audit from Kathy French of Ryun, Givens & Company.
- B. The board heard an update from Patterson Plank on the organization, including its financials. Patterson Plank reminded those board members serving on the strategic planning committee to hold July 20, 2023, for a full-day planning session. All board members are invited to attend dinner that evening.
- C. The board heard an update on the INF Scholarship Committee meeting from Grabinoski.
- D. The board heard a Foundation update from Shepherd
- E. The board received a board attendance report.

There being no further business the meeting was adjourned at 12:34 p.m.

Respectfully submitted,
Jana Shepherd

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

Executive Director

Susan Patterson Plank,
ext. 125, spattersonplank@inanews.com

Sales and Marketing Director

Kris Maggard,
ext. 140, kmaggard@cnaads.com

Foundation Director

Jana Shepherd,
ext. 159, jshepherd@inanews.com

Communications Director

Cicely Gordon,
ext. 133, cgordon@inanews.com

Media Director

Autumn Phillips,
ext. 136, aphillips@cnaads.com

Technology & Digital Development Manager

Susan James,
ext. 129, sjames@cnaads.com

BOARD PRESIDENTS

Iowa Newspaper Association

Debbie Anselm, Davenport Quad-City Times
563-383-2224 | deb.anselm@lee.net

INA Services Company

Ron Gutierrez, Clinton Herald
563-242-7101 | rgutierrez@cnhi.com

Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of
Information Council
515-745-0041 | iowafoicouncil@gmail.com

U.S. MAIL

Iowa Newspaper Association
319 East 5th St.
Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

INA MEMBER BENEFIT!

www.onlinemediacampus.com use code **IAwebinars** to register

Access to all Online
Media Campus
webinars, free of charge!

Nearly 150 archived
webinars!

Questions? Contact
jshepherd@inanews.com



WEBINAR SPOTLIGHT

Visit www.onlinemediacampus.com to register today!



How to Report on Addiction

MAY 11 FROM 1-2 P.M.

IN THIS WEBINAR...

Addiction is a complicated disease that affects every community in America. In their work to cover this complex issue, members of the press can inadvertently perpetuate problematic narratives about drug use and addiction that can increase stigma and discrimination towards people with active addiction, in treatment, or in recovery.

In this hour-long training, Reporting on Addiction will help reporters and editors build their knowledge of the science of addiction, its medical definition and how the brain disease works. Then, we take a deeper look at how addiction stigma manifests in news publications, and translate the science into tips for better reporting – from pitch to publication – that you can use today.

ABOUT THE PRESENTER...

Jonathan JK Stoltman is co-director of Reporting on Addiction and Director of the Opioid Policy Institute. In 2019, he completed his PhD in Lifespan Developmental Psychology from West Virginia University and has worked as a researcher focusing on opioid addiction treatment for the past decade. Jonathan's academic work has appeared in leading journals and at national conferences. Their current work focuses on addiction



stigma, the media, and digital approaches to addiction treatment.

Ashton Marra is the co-director of Reporting on Addiction and the executive editor of its founding partner 100 Days in Appalachia, a 2021 national Edward R. Murrow award-winning nonprofit digital publication. There, she oversees the work of a team of editors, contributors and reporters across Appalachia to create content by Appalachians for Appalachians. Ashton is also a teaching assistant professor in the West Virginia University Reed College of Media, where she teaches news writing, video storytelling and community-focused journalism. She's spent more than a decade working as a professional journalist for both public media and commercial news outlets, on local, statewide and national platforms, including NPR and ABC News.

Selling Advertising Amidst Economic Uncertainty

MAY 18 FROM 1-2 P.M.

IN THIS WEBINAR...

The fear of economic uncertainty makes advertisers run for the hills. Add to that the fact that most advertisers are just barely recovering from the pandemic and you have a recipe for canceled contracts and ad sales rep frustration. Multi-million dollar media sales coach Ryan Dohrn shares highlights from his book *Selling Forward*. Proven methods to sell to emotionally drained, financially fatigued, Zoomed out advertisers in an ever-changing world of political and economic uncertainty!

ABOUT THE PRESENTER...

Ryan Dohrn is a top motivational speaker that won an Emmy for marketing excellence while working for ABC TV/Walt Disney Co. and was recognized by Forbes.com with the "Best of the Web" award for his business strategies. Dohrn's focus is leadership training and



team performance development. His passion for sales and marketing has given him the unique opportunity to touch half a billion dollars in revenue for companies in seven countries. Dohrn was one of the youngest managers in Walt Disney history. His management insights have been featured in USA Today and on CNN. Ryan is an internationally certified business coach, has trained over 30,000 professionals, and works monthly with companies in 15 business sectors.

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITORIAL DIRECTOR. Make an impact that makes a difference in your own backyard. As the Editorial Director for decorahnews.com, you will craft digital news content that directly benefits neighbors around you in Decorah and Winneshiek county. Ego not required, however creativity and collaboration are a must. Our Editorial Director guides reporting staff, ensures accuracy, clarity, and fact. You'll collaborate with our technology partners to shape digital content that is both beautiful and informative, while also contributing 1-2 locally-reported articles per day. As one of the primary contacts to the community, our Editorial Director is highly respected, valued, and trusted both inside and outside of our organization.

ABOUT YOU

You should apply for our Editorial Director role if you:

- Have a good eye for identifying hard news leads and opportunities in and around Decorah, IA
- Enjoy building and nurturing a strong list of news sources
- Hold leaders accountable by coverage of city, county, and school board actions, conversations, and meetings
- Observe needed improvement in the digital news you consume
- Understand the strength of high school and local college sports; experience is preferred
- Can balance multiple projects with varying deadlines
- Enjoy and understand how web analytics point to actions to deploy for stronger audience engagement
- Craft journalism by supplementing stories with photography and/or videography; skills are a huge plus
- Have 3+ years of experience writing for digital and/or print news publications and/or magazines
- Ideally have experience as a strong reporter or an assistant editor
- 1-2 years of experience directly coaching writers in a distributed-workforce or remote-team environment a plus
- Earned your Bachelor's degree in Journalism, Communications, Marketing or related field
- Have mastered AP style

WHY JOIN decorahnews.com

We're doubling down on local journalism. We're hungry to tell the stories that Decorah and northeast Iowa crave to read. All the good stuff and sometimes the bad stuff, too. We are a talented team telling stories about bluffs, churches, school busses, high school and local college football, pizza places, beer hangouts, beauties of nature, and stories that hold all accountable. We are decorahnews.com.

Sound like fun? Join us and make your impact telling stories in your own backyard. Join the fun. We are hiring our next Editorial Director. Are you ready to learn more?

To apply, please send your resume and cover letter to Lon Haenel at Lonmhaenel@gmail.com.

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.

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

FOR SALE: Must go by May 1 - either to you or the scrapper. Two ERCM NewsMatic Mako CTP units, each with its own Glunz & Jensen in-line processor. Both used through November 2022, and continually maintained since. Approximately 4,800 ECO LCV 28 x 23.0626 x .008 Southern Litho plates. Plate punch and plate bender. Price: \$9,600 and you haul it all away. Also, Goss Community roll carts and spacers - make an offer. Call the Spencer Daily Reporter at 712-262-6610 or

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.



Iowa Newspaper Association

Bulletin

www.INAnews.com

MEMBER EXCHANGE - cont. from page 5

Brad at 641-430-1023.

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.