

May 10, 2023



Volume 40
Issue 18

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

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



Iowa Legislative Update

On Thursday, May 4th, at 12:04 p.m. the Senate adjourned the 2023 Session of the 90th General Assembly. The House followed at 12:33 p.m. There is a lot of work to do between now and the 2024 Session, but for now we can enjoy a collective sigh of relief— public notices remain in newspapers! Thank you to all Publishers, General Managers, Editors, and friends of INA for their work— calling, emailing and visiting with Senators during session. Your efforts truly made a significant difference in our successful efforts this year.

WHAT CAN YOU DO?

- Be sure to upload your newspaper to <http://newzgroup.com/>
- Your newspaper's website should have a prominent link to Public Notices on your homepage.
- Promote IowaNotices.org with house ads in each of your publications.
- Please continue to reach out and build relationships with your Senators and Representatives between

now and January 2024. Those conversations provide the foundation for our ability to connect and communicate with them during session.

PUBLIC NOTICES ARE VERY IMPORTANT TO THE PEOPLE OF IOWA.

Our democracy depends on an informed citizenry and newspapers continue to have a vital role in providing necessary information to the public.

- Public notices depend on an independent third party such as a newspaper. The government cannot be in charge of holding the government accountable.
- The public must be able to verify that the notice was not altered once published.
- Each month, 84% of Iowans read local newspaper in print or digital, and 77% of Iowans read public notices in newspapers. Additionally, the Iowa Newspaper Association manages and maintains a public notice site at www.iowanotices.org at no cost to government or taxpayers.

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

INA Services Company | Board of Directors April 21, 2023



INA Services Company Board of Directors Meeting Minutes

The INA Services Co. Board called the board meeting to order at 11:42 a.m. at the Ankeny Kirkendall Public Library with the following members present: Tony Baranowski, Cedar Rapids Gazette; Zack Kucharski, Cedar Rapids Gazette; Ron Gutierrez, Clinton Herald; Trevis Mayfield, Maquoketa Sentinel-Press; and Matt Bryant, Washington Southeast Iowa Union. Also present were Kris Maggard, INA Services Co; Jana Shepherd, INF; Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Baranowski, seconded by Bryant, the minutes of the February 1, 2023 board meeting and the February 1, 2023 annual meeting 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 2021 audit from Kathy French of Ryun, Givens & Company.
- B. The board heard an update from Patterson Plank on the organization including its financials.
- C. The board discussed the political policy on independent sales contractors and made no changes.
- D. The board heard a sales update from Maggard.
- E. The board received a board attendance report.

There being no further business the meeting was adjourned at 12:19 p.m.

Respectfully submitted,
Kris Maggard

Iowa Newspaper Foundation | Contest Committee May 5, 2023



INF Contest Committee Meeting Minutes

Chair Beth Lutgen of the Dyersville Commercial called the meeting to order via Zoom at 10:03 a.m. Those present were: Dodie Hook, Akron Hometown; Ana Olsthoorn, Dayton Leader; Randy Evans, Iowa Freedom of Information Council; Erin Sommers, Pocahontas Record Democrat; Lisa Miller, Rock Rapids Lyon Co. Reporter; Jeff Wagner, Sheldon N'West Iowa REVIEW; Anelia Dimitrova, Waverly - Bremer County Independent and Janine Kock, Westside Observer. Jana Shepherd, INF was also present.

Votes taken:

- A. On a motion by Dimitrova, seconded by Kock, the committee recommended to the INF Board the following circulation classes for the 2024 Better Newspaper Contests.
 - Class V Multi-day - 3,751 and greater
 - Class IV Multi-day - 3,750 and under
 - Class III Once/week - 1,261 and above
 - Class II Once/week - 756-1,260
 - Class I Once/week - 755 and under
- B. The Committee reviewed a suggestion to add a Best Solutions Journalism

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INA LEGAL HOTLINE

515-283-3100 (*paid service*)

WEBINAR SPOTLIGHT

Visit www.onlinemediacampus.com to register today!



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.

How to Report on Addiction

MAY 25 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 PRESENTERS...

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.

Summer Media Experience for High School Students

The Iowa Newspaper Foundation (INF) is excited to be a part of a program specifically targeting the next generation of Iowa newspaper professionals. The INF has partnered with Media Now and Drake University to offer an in-depth media experience for Iowa high school students.

Media Now at Drake University in Des Moines provides students and advisers the chance to immerse themselves in a three-night, four-day journalism workshop. Participants engage in hands-on projects and showcase them in a campus-wide awards ceremony to cap off the week. *It is an awesome opportunity to deep dive into an area of interest and hone journalism skills. No matter what level students arrive with, they will leave ready to take on the next!*

The camp will be held July 10-13. Registration information can be found at www.medianow.press.

If you know of a high school student with an interest in journalism, please encourage them to apply! The Iowa



Newspaper Foundation is offering a limited number of scholarships available to students in need. Please contact Jana Shepherd at jshepherd@innews.com or 515-422-9051 if you have questions regarding the scholarships.

If your student is looking for the perfect amount of fun mixed in with upskilling your journalism experience, this is it. Field trips and hands-on practice with award-winning professional journalists and advisers are all in one space focused on moving students to the next level.

NNA asks Postal Regulatory Commission to stop hammering newspapers with rate surcharges

National Newspaper Association Chair John M. Galer today asked the Postal Regulatory Commission to stop adding a 2% surcharge onto postage rate increases as part of its efforts to bring Periodicals mail back into being a profitable product for the Postal Service.

Galer, publisher of The Journal-News in Hillsboro, Illinois, also expressed support for a new postage discount for marketing mailers. Under USPS' current proposal, saturation shopper publications (sent to every address or ever residential address at marketing mail rates) will receive a 10% discount if they mail packages under 2 ounces that contain at least four different advertisers' messages. The mailings will have to be sent at least 10 times a year.

USPS plans to implement another postage increase in excess of 8% for most newspapers' Periodicals mail on July 9. That change will push the increases since January 2021 to more than 30% over rates charged before the PRC changed the postal rate rules in 2020. Among the charges are a regulatory 2% surcharge for every mail class that does not produce enough revenue

to cover USPS costs.

"This surcharge is adding insult to injury," Galer said. "In the history of newspapers and magazines in the mail, they have rarely covered all postal costs. A small exception was in 2006 just after USPS implemented an extraordinarily large increase — and before iPhones came out. That lasted just a couple of years. Since then, Periodicals have been under water.

"Subscribers, who are the ultimate payers of these rates, simply cannot keep up with the ever-rising postage costs," he continued. "The Commission may have thought that these aggressive charges would somehow change that equation, but it has not and it will not. The surcharge provides USPS with very little revenue, but it is hurting newspaper subscribers. We think it is time for the PRC to change its rule."

The Postal Service is required to seek PRC review of its semiannual postage increases. Typically, the PRC approves the increases.

Visit <https://nna.org/pub/doc/nna-letter-to-prc-5-10-2023.pdf> to read the letter.

CONTEST COMMITTEE - cont. from page 2

category. No change was made.

- C. On a motion by Wagner, seconded by Kock, the committee recommended to the INF Board the 2024 contest eligibility dates would be Oct. 1, 2022 - Aug. 31, 2023. The 2025 contest eligibility dates would be Sept. 1, 2023 - Aug. 31, 2024. This change would eliminate the contests being open for submission while content is still allowed

to be created.

Discussion items:

- A. The Committee discussed possible category names for the new five classes.

The meeting was adjourned at 11:25 a.m.

Respectfully submitted,
Jana Shepherd

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.

▼ FOR SALE

FOR SALE: Successful weekly newspaper operation in northeast Nebraska for sale in the range of \$300,000. We are 22 minutes from Sioux City IA. Call Publisher at 402-755-2643

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 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.



Iowa Newspaper Association

Bulletin

www.INAnews.com

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.

MEMBER EXCHANGE - cont. from page 5

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@inaneews.com.