

July 1, 2020



Volume 37
Issue 26

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Think COVID Flattened
Your Classifieds? Think
Again.

Thursday, July 16

Keeping Up With Digital
Trends in 2020

Thursday, July 23

MEETINGS

INA, INF & INA Services
Board Meeting

Friday, July 17

Postal Worker Worries about Threats to Rural 'Lifeline' During Pandemic

The Postal Service delivers economic access and democracy to small communities during the Covid-19 crisis, says a rural letter carrier. Privatization would leave rural America behind, he says.

JAN PYTALSKI & TIM MAREMA

THE DAILY YONDER

Alex Fields delivers mail to rural communities outside the city limits of Knoxville, Tennessee. He's worried that lack of federal support and attempts to privatize the U.S. Postal Service will break the lifeline that the post office provides to rural America.

The Trump administration recently blocked \$25 billion in funding for the USPS as part of the CARES Act, instead offering a \$10 billion USPS support package on the condition the organization implements changes to its operations, primarily in the form of the increased price of its services. Trump himself threatened to withhold the money late in April. The money would be an extraordinary measure and not part of any regular funding.

Where Fields delivers mail "people rely more on the



Postal Service in those areas, even though it's less mail, less volume." Some public services like the USPS are designed to serve the needs of a democratic and equitable society, even if that means giving up profits, he said.

"We're a public service for a reason and we need to stay that way so that we can guarantee that service to everyone, whether we make money on them or not."

On Wednesday, June 17, Fields participated in a protest against the privatization of the USPS. The event, held in downtown Knoxville, was part of a larger AFL-CIO day of action meant to highlight essential

POSTAL - cont. on page 3

New USPS leadership leaves universal service and postal prices in uncertainty

**TONDA RUSH, DIRECTOR, PUBLIC POLICY
NATIONAL NEWSPAPER ASSOCIATION**

The unsettled United States Postal Service found no calm seas in May, as new leadership was poised to take over and industry observers waited for changed strategies that might include privatization.

On June 15, Louis DeJoy, a North Carolina businessman with extensive experience in logistics as head of the New Breed Corporation, became the 75th

Postmaster General, succeeding three PMGs who came from within the institution — John E. Potter, Patrick Donahue and Megan Brennan. DeJoy is the fifth USPS leader who came from outside the Postal Service. Deputy Postmaster General Ron Stroman announced his resignation effective June 1.

Read the full article online by visiting <https://letypeservices.com/SWF/LocalUser/Publishers1/Magazine341141/Full/index.aspx?II=341141#6/z>.

meeting minutes

Iowa Newspaper Association Finance Committee Meeting June 25, 2020



INA Finance Committee Minutes

The committee met at 1:00 p.m. via Zoom with the following members present: Dave Paxton, Albia Monroe County News; Kristin Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Ron Gutierrez, Clinton Herald; Debbie Anselm, Davenport Quad-City Times; Terry Christensen, Fort Dodge Messenger; Alan Mores, Harlan Newspapers; Tony Baranowski, Iowa Falls Times Citizen; Randy Evans, Iowa Freedom of Information Council; Trevis Mayfield, Maquoketa Sentinel Press; Mark Rhoades, Missouri Valley Times-News; and Mark Spensley, Monticello Express. Also present was Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Baranowski, seconded by Rhoades, the committee voted to recommend an amendment to the 2020 Consolidated Budget to the INA, INA Services Co. and INF boards to include \$10,500 that was awarded by the INF to the recipients of the Strong Communities Strong Newspapers grants program and for the inclusion of the forgivable portion of the SBA Payroll Protection Program.

Other items discussed:

- B. The committee heard an update on the consolidated financials through the end of May.

The meeting was adjourned at 2:00 p.m.

Respectively submitted,
Susan Patterson Plank

New public notice rates take effect July 1

Effective July 1, the public notice advertising rate will increase from 50.1 cents for a 12- pica wide line of eight-point type (or its equivalent) to 50.3 cents per line (33.9 cents per line for subsequent insertions). These rates should be charged for all public notices published on or after July 1, 2020.

2020 marks the eighteenth year in which public notice rates have increased (they decreased in 2009 and 2015). Public notice rates are tied to the consumer price index as a result of a bill backed by the INA and passed by the Legislature in 2000. New rate charts and law change updates will be mailed to all newspapers and rates are available at www.INAnews.com.

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INA LEGAL HOTLINE

515-283-3100 (paid service)

workers during the pandemic. Knoxville was one of several similar protests.

About 30 cars circled the post office building in downtown Knoxville, honking and displaying signs calling for public funds to help the postal service during the pandemic. Later, the protesters mailed letters to senators and representatives at the blue post office boxes in front of the building.

In April Trump called the postal service “a joke,” but the American public thinks highly of USPS. In the recent Harris poll of 100 most essential companies during the Covid-19 pandemic, the U.S. Postal Service took the top spot.

While many activities like bill-paying are moving online, USPS ensures that rural Americans who have less access to broadband can still perform these tasks offline.

“People in rural areas rely specifically on the Postal Service because many of the services are free and the rest are guaranteed flat-rate,” he said. “It’s going to be the same price no matter where you live. If we’re privatized, that all goes out the window because the rural delivery is the least cost-effective thing we do and if some private company’s trying to figure out where there’s a profit to be made, it’s not there.”

Then there is parcel delivery. Major delivery companies, from Amazon to UPS and FedEx, rely on USPS networks to get packages the last mile to homes and businesses.

“An Amazon truck comes to the post office that will be delivering it, drops it all off in bulk, and then we sort it and actually send it out on the routes because we have the existing infrastructure,” Fields said. “We’ve got carriers going to every address, essentially every address, in the country already.”

Private companies are more likely to use their own delivery networks in urban areas, which are more lucrative.

“The last places to see that are definitely going to be the most rural areas and possibly they’ll never find it profitable,” Fields said.

U.S. Postal Service receives no tax-supported funding. It relies on sales of postage and other products and services. After the passing of the Postal Accountability and Enhancement Act in 2006, USPS became responsible for securing retirement funds in advance for the following 50 years. Soon after it began accumulating an unsustainable debt.

That type of financial requirement is rare among government agencies. According to a Government Accountability Office (GAO) report “USPS has lost \$69 billion over the past 11 fiscal years—including \$3.9 billion in fiscal year 2018. USPS’s total unfunded liabilities and debt (\$143 billion at the end of fiscal year 2018) have grown to double its annual revenue”

Fields said that if the USPS were privatized, “it’s rural communities who are going to see cuts first, possibly cuts to delivery altogether, and if not that, then at least huge price jumps compared to what people in more densely populated areas pay.”

Many small, local businesses rely on the flat rate postal shipping rates. Free pick-ups and low rates could be first on the chopping block if the Postal Service doesn’t get help, Fields said.

Then there are the mail-in ballots. The pandemic has led to calls for expanding absentee voting, and the post office is the delivery service for sending out and returning ballots.

“Here in Tennessee...[a] court just had a ruling recently that the state had to offer mail-in voting, absentee ballots to anyone who wanted one because of the pandemic.” Normally, Tennessee restricts mail-in ballots to those who are out of town, 60 or older, or meet other requirements.

“We weren’t a mail-in state,” Fields said. “I hope to see that happen in more areas, but if we don’t have a Postal Service that can reliably transport those ballots, it becomes a moot point.”

Fields believes there’s a lot of good that could be done with a properly funded Postal Service.

“The possibilities are really endless. We’ve got physical buildings and staff all over the country, in every geographical area, and there are so many possibilities for what we could do with that if we think of the post office as a public service that could offer things to people and not just as a money-making institution for how do we profit off it.”

Jan Pytalski is associate editor for dailyyonder.com. Follow him on Twitter at @jpquestion.

Tim Marema is editor for dailyyonder.com. Follow him on Twitter at @tmarema.

Read this article online by visiting <https://dailyyonder.com/postal-worker-worries-about-threats-to-rural-lifeline-during-pandemic/2020/06/22/>.

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.

Small gains in optimism in Iowa Business Council's Q2 Economic Outlook Survey

MICHAEL CRUMB

SENIOR STAFF WRITER, BUSINESS RECORD

A survey of chief decision-makers at Iowa's largest employers shows a slight increase in optimism, with 80% saying they plan to rehire laid-off or furloughed workers in the coming months, according to the Iowa Business Council's second-quarter Economic Outlook Survey for 2020, released today.

The survey, conducted in mid-June, measures members' expectations for sales, capital spending and employment over the next six months. The survey's overall economic index rose to 41.25, up 3.75 points from the first-quarter survey, when the index hit its lowest level since the Great Recession of 2009. Measuring below 50 is considered negative sentiment.

Joe Murphy, top photo, the Iowa Business Council's executive director, said although the index continues to measure in that negative range, there is optimism among the organization's members that the economy is beginning to turn around after being shut down by the coronavirus pandemic.

"This brings some credence to the argument that it's OK to be cautiously optimistic," Murphy said in comments made before the release of the survey results.

He said that unlike what happened with the Great Recession, when the economic outlook survey fell for two consecutive quarters, the recent survey showed a small uptick after just one quarter of decline.

Murphy described the outlook as a holistic view of what's been happening over the past 12 weeks and what decision-makers feel may happen in the next six months.

According to the report, most members cite the unfavorable business climate due to COVID-19 and other regulatory challenges coupled with an unfavorable domestic economy as their primary challenges to business. Sixty percent of members expect sales to be lower in the next six months, 45% expect employment to be down, and just 35% expect capital spending to be higher.

Half of the business leaders surveyed said their company laid off or furloughed employees as a result of the pandemic.

"Unfortunately, some of our employers had to make some difficult decisions to lay workers off or furlough those employees, but the good news is 80% plan to rehire some or all that workforce," Murphy said.

According to the survey, 60% expect to make these rehires in the coming seven to nine months. The

majority of those surveyed indicated they are currently operating on a critical-hire-only basis, while 10% stated hiring has increased.

When asked what critical skills will be needed as a result of the coronavirus pandemic, those surveyed identified agility, flexibility and a collaborative work ethic. They also indicated the need to be comfortable with digital technology and analytical problem-solving, according to survey results.

Despite the small rise in optimism, Murphy said council members remain realistic about the challenges that lie ahead.

"We recognize times are difficult for a lot of people," he said. "We recognize that impact."

Mary Andringa, bottom photo, chair of the Iowa Business Council and chair of Vermeer Corp, said there is optimism that the small improvements that are being seen will continue.

"We're hopeful this trend line continues as we build consumer confidence and supply chains reconfigure to address today's needs while keeping our team members and customers safe," Andringa said in a release accompanying the report.

Murphy said that there is no clear shift in employer approach to bringing back employees who have been working remotely, and that each company will act independently in doing what's best for their employees and customers.

"As people come back to work, you'll see it in phases, and members have as their No. 1 priority the health and well-being of their employees and clients," he said. "They're not going to rush and do undue harm, and they'll have a focused and diligent approach in bringing back their employees."

The Iowa Business Council is a nonpartisan, nonprofit organization made up of 22 members who are the chief decision-makers for the state's largest employers. It works to promote the state's economy through leadership, research and advocacy, according to its website.

Michael Crumb is senior staff writer for Business Record. Follow him on Twitter at @MJCrumb.

Read this article online by visiting https://businessrecord.com/Content/Default/BPC-News-Releases/Article/Michael-Crumb/-3/1002/90020?utm_source=ActiveCampaign&utm_medium=email&utm_content=Business+Record+Daily+AM+6+30+20&utm_campaign=Business+Record+Tuesday+AM+Daily+6+30+20

White and privileged

JULIE GAMMACK
GUEST COLUMNIST

This column is free to publish in your publication.
Visit <https://inanews.com/white-and-privileged/>
to read and publish the full version.

A woman I've known for decades called last week and said, "I need to process something. It's not easy to talk about."

Now, there's a conversation starter.

She was referring to discomfort she was feeling to the Black Lives Matter movement. She, too, is white and old enough to have experienced gender discrimination. Born in 1941, she grew up thinking she didn't need to have a career, but rather 'marry well.' So, what about the injustice she felt by society all these years?

I gulped, took a deep breath, and began a conversation that needs to occur among those of us who are white and privileged.

As I used to say when I hosted the morning drive program on WHO Radio: "Let's talk."

One of my quarantine projects has been submitting columns for my former employer, The Des Moines Register. As an aging white woman, I had decided my thoughts on the Black Lives Matter issue were irrelevant. I am so gratified by the outpouring of support from young people, and especially those in predominantly white, rural areas. So, I mistakenly thought those who marched for Civil Rights in the 1960s and 70s could retire and pass the baton. This self-talk is an example of my white privilege: Not so fast.

Maybe it's worth sharing some thoughts with other white Iowans who are struggling with their discomfort. Last time I checked, Maine is the whitest state in the country; Iowa is 4th, just behind New Hampshire and West Virginia. So we need to talk to each other. Our black friends and acquaintances are exhausted, trying to help us understand. I'm no expert in race relations, but chances are you aren't either.

Let's keep talking.

I was born in 1950 and grew up in Iowa. There were no black children in my neighborhood or my elementary school, where I learned to read from the 'Dick and Jane' early reader series. The books' characters were white, and part of a family that included a mother, father, dog (Spot) and cat (Puff).

Our television diet included shows called 'Father Knows Best' and the 'Mickey Mouse Club,' in which casts were all white. The few roles given to anyone of color in the 1950s added to a narrative that they were 'not like us.' One Black child in the show 'Spanky and Our Gang' was named 'Buckwheat,' now a pejorative word.

These formative years undoubtedly influenced my subconscious.

Young people today are not only digital natives, but to some degree, diversity natives, at least when it comes to the portrayal of people of color in leadership positions. Children born in 2008 grew up with Barack Obama as president. They are 12-years-old today and will be our

future leaders. Youngsters stepping into collaborative leadership within the Black Lives Matter movement grew up with a loving, black family in the White House while reading the Harry Potter series, and falling in love with wizards battling corruption, prejudice, and madness.

Theirs is a different subconscious world-view and world contrasting to the past.

When I asked a therapist friend how she works with challenging clients, she said, "At some point in the process, everything makes sense. By unwrapping a life of experience, we can understand how thoughts, feelings, and patterns develop."

We need to understand that most Iowans grew up only with people who look like they do.

As a baby-boomer, I was coming of age at the dawn of the Civil Rights movement. I volunteered at a free clinic in a poor neighborhood in Des Moines, where instead of being thanked for my time, a member of the Black Panther Party glared at me. I couldn't understand why he didn't like me. After all, I was wearing a T-shirt I had made at a stand in Lake Okoboji with the words, "Victory Over Slums."

I didn't get the irony.

I marched and argued about poverty with my parents' friends while having dinner at the Wakonda Golf and Country Club. The only person of color in the clubhouse was the woman who kept the locker rooms maintained. I wondered how I would be different if I were Black and had to learn to read from stories about white Dick and white Jane. Or contrast my life to white Betty in 'Father Knows Best.'

Once, when a police officer pulled me over for speeding and approached my car, pen in hand about to write a ticket, I smiled and said, "I'll have fries with that."

He tried not to laugh. Do I even need to type the words saying I would have gotten a different reaction had I been black?

It wasn't until later that I got a whiff of what it is like to be a minority in a majority world. We can read books about prejudice, but it doesn't have the same impact as witnessing it.

continued on inanews.com

Visit <https://inanews.com/white-and-privileged/> to read the full article.

Julie Gammack is a former Des Moines Register columnist who retired this year as a professional development coach with Vistage International. She and her husband, Richard W. Gilbert, divide their time between Chicago, Punta Gorda, Florida, and Des Moines. She can be contacted at jegammack@gmail.com.

FREE MEMBER EXCHANGE

▼ HELP WANTED

COMMUNITY EDITOR. You're more than an editor. You are the Globe Gazette's "face" in Osage, Iowa. The Globe Gazette seeks an experienced reporter who's ready to be a community leader. This position will be based out of our Mason City office and will cover Mitchell County and its largest community, Osage – including local government, education, public safety and whatever interesting news comes your way.

The successful candidate thrives on independence – they just want to be turned loose on the community to meet new people and find out what's important to our audience there. They'll be skilled at developing sources, sussing out the news from government documents and writing amusing features about people of interest. If you're a journalist who needs institutional reporting for find your stories, this isn't the job for you.

Big, big plus to the person who has done lots of Facebook Lives and has shot their own photos on occasion.

Send a resume and five of the clips that best represent what you love to write.

The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit www.lee.net. Drug free and Equal Opportunity Employer

PART-TIME ADVERTISING SALES REPRESENTATIVE. The Northwood Anchor and Manly Junction Signal, newspapers in Worth County, are seeking a part time advertising sales representative, with potential for other opportunities. We offer a job with a flexible schedule, working with a small team to support several local communities, their businesses and their newspapers. Questions or resumes may be emailed to kris@nwdanchor.com.

SPORTS/NEWS EDITOR. The New Hampton Tribune and Nashua Reporter, two weekly papers in Chickasaw County, are seeking a sports editor/news reporter.

The successful candidate will need to be a self-starter, work well without direction and versed in software like InDesign, Adobe Photoshop and other publishing programs. You'll write stories, prepare photos and layout pages. You'll also, with the help of our editor, direct the coverage of three high schools and write various features.

We offer a competitive salary and excellent benefits in a job that will allow you to grow as a journalist. If you think you would be a good fit send your resume to Bob Fenske to editor@nhtrib.com. 0701

SPORTS EDITOR/REPORTER. Sports editor/reporter needed for weekly newspaper covering 4 school districts. Near Iowa City. Call Ron Slechta, Publisher, The News. 319-656-2273. Or send resumes to Ron Slechta at publisher@thenews-ia.com or PO Box 430, Kalona, IA 52247

▼ FOR SALE

NEW LISTING! For sale: BNorthwest Iowa weekly newspaper with supplement and printing shop. County legal plus legal for four towns. Newly remodeled brick/block building, equipment, large inventory included. Selling because of age/health. Phone 712/230/1405 or e-mail rouse@nethtc.net

For sale: Brand new, never-out-of-the-box iMac, 3.1GHz 6-Core Processor with Turbo Boost up to 4.3GHz; 1 TD storage, Retina 5K display; 8GB 2666MHz DDR memory; Radeon Pro 575X with 4GB of GDDR5 memory, two Thunderbolt 3 ports, Retina 5K 5120-by-2880 P3 display; Lists \$1,999; Will Sell for \$1600. Call Charlie at 712-830-3646.

Considering a sale of your newspaper but not sure where to start? Iowa's newest media broker, Scenic Trail Media Brokers, LLC, is here to help you. Scenic Trail Media Brokers will work with you in every step of the process to properly market your newspaper to help you attract the right buyer for your property. We'll work with you until the final closing to make sure you get top dollar. Call Ryan Harvey today at 515-689-1151 or reach him by email at scenictrailmediabrokers@gmail.com for more information.

Two weekly newspapers, including one in county seat community. Progressive communities. City, county, school legals. Located in southwest Iowa. Contact: Weekly Newspapers, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Profitable group of three small weekly newspapers for sale in South Dakota, two in Black Hills. If interested write to: S.D. Newspapers c/o Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309.

IN NEED OF NEW LISTINGS. This could be the right time to sell! *Appraisals-Consultations-Brokerage services* Your full service broker, News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

Two Weekly Newspapers: Great opportunity for first-time owner or company seeking to expand to West Central Iowa. Can be purchased individually or as a pair. Great community support; city, county, school legals. Contact WCIA, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

County seat weeklies with top line revenues at \$1.4M. Over \$200k in cash flow. This listing won't last long. Please call today--Edward Anderson, Broker--National Media Associates--417-338-6397 or email: brokered1@gmail.com

Client looking to purchase a small weekly Iowa newspaper. Sellers contact Dave Tapp of News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

If you are considering a purchase, look no further! I have strong, profitable properties available across the state just waiting for owner operators or corporations. **Just listed:** Looking to be your own boss? Look no further! This small, profitable southern Iowa weekly is just waiting for you. Aggressively priced to move. **Just listed:** Rare opportunity to buy this profitable eastern Iowa weekly as current long-time owner ready to slow down. Located in a progressive community near larger communities. Perfect opportunity for an add-on to existing business or as a hands-on, stand alone business. **Motivated seller:** Small but mighty! Perennial

local & personal

The **Elgin Echo**, **Fayette Leader** and **Fayette County Union** have merged to become the **Union Echo Leader**, beginning July 1.

The **Alliance of Area Business Publishers** on Thursday awarded the **Business Record's** CRE Weekly newsletter with the gold award for best specialty newsletter, a top honor in the country for business journals. Senior writer **Kathy A. Bolten** reports, writes and produces the CRE newsletter each week. The **Business Record Daily**, the twice-daily newsletter, won the bronze award for best daily newsletter. And last year's photo issue won the silver award for best use of multimedia. The 2019 photo issue focused on the intriguing and inspiring activities our local business executives and leaders enjoy when they aren't busy running their companies or organizations. The website was produced by creative director **Joe Crimmings** and included multimedia from **Crimmings**, **Duane Tinkey** and **John Retzlaff**.

Congratulations to **John Cullen** for retiring as publisher of **The Storm Lake Times**. **Art Cullen** will take over the position on July 1.

The Iowa Supreme Court appoints **Jeff Reinitz**, **Waterloo-Cedar Falls Courier**, to serve as the news media coordinator for Region 2, which includes Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Fayette, Grundy, Howard, and Winneshiek counties.

MEMBER EXCHANGE - cont. from page 5

award-winning eastern Iowa community weekly is now available. Aside from newspaper, the business has a strong social media and on-line presence. Book of digital printing business also available for extra cost. Perfect opportunity for an add-on to existing business or as a hands-on, stand alone business. **Retirement awaits:** Profitable north-west Iowa weekly newspaper available for sale with or without real estate. **Weekly newspaper group:** Owner looking to retire making this highly profitable, privately held group of Iowa weekly newspapers available for the first time in decades. The group features a strong staff with a centralized graphics department. Perfect add-on for a current group, or great opportunity for a hands-on owner. All inquiries to any property are strictly confidential. For more information contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenictrailmediabrokers@gmail.com

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.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

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Reminder to all newspapers: If you change the number of days per week that you print please let the INA know by notifying media@cnaads.com.

Please keep in mind that the Iowa Code section 618.3 provides for very specific guidelines for the definition of a newspaper for the purpose of public notifications. The first of which is that a newspaper of general circulation must have published at least once a week for at least 50 weeks per year within the area. The code does not address how many pages the newspaper must be. It does provide that at least 25% of the newspaper's total column space in more than one half of its issues during any 12-month period should be news versus advertising.

The INA Bulletin will not be published Wednesday, July 8, 2020.



DISTINGUISHED SERVICE AWARD

2021 NOMINATION FORM

The INA Distinguished Service Award is presented each year at the association's annual convention to the individual(s) in the state who, in the opinion of the selection committee, best meet(s) the following criteria:

1. The nominee must be an employee or former employee of or contributor to an Iowa newspaper or associated with a university, college or newspaper association having close ties with Iowa newspapers;
2. The nominee shall have contributed greatly to his or her newspaper, and/or to his or her community and or the newspaper industry in general;
3. Longevity should have little effect on the nominee's qualifications;
4. Individuals who have received the INA's Master Editor-Publisher award are not eligible to win the Distinguished Service Award.

I nominate the following individual for consideration by the selection committee to receive the INA Distinguished Service Award:

Name: _____ Newspaper: _____

Nominated by:

Name: _____ Newspaper: _____

Please include all relevant support materials.

This award is open to all members of the newspaper staff! Potential candidates might be advertising directors, circulation managers, back shop superintendents and press operators, as well as news and sports editors, publishers and business managers.

The award is one of the most prestigious awards given to newspaper professionals in Iowa. The selection committee of past recipients is instructed to be very demanding. The award(s) will be presented at the Past Presidents' Luncheon during the INA Convention on February 5, 2021.

Nominations not selected will also be considered in 2022 and 2023. Some people may have been nominated for this award in the past but did not receive it due to a lack of information about the nominee. Nominators should feel free to re-nominate such individuals and include more details about their qualifications.

Contributions should be over a period of time and all three areas (newspaper, community and industry) are considered.

A complete nomination will include the following:

- A letter of support from the nominator
- Basic resume of the nominee's service to the newspaper and the community
- Additional letters of support from community members, co-workers or others
- Other materials that support the nominee's application

DEADLINE FOR NOMINATION: August 7, 2020

Mail to: Iowa Newspaper Association, Attn: Jana Shepherd, 319 East 5th Street, Des Moines, IA 50309 | **Email to:** jshepherd@inanews.com

DISTINGUISHED SERVICE AWARD WINNERS

1982

Frank Nye, Cedar Rapids Gazette
Matt Lawrence, Ottumwa Courier
Paul Norris, Marshalltown Times-Republican

1984

Donald Lundgren, Clinton Herald
Les Moeller, Iowa City Daily Iowan
Al Efner, Ottumwa Courier

1985

J. Burl Tiedemann, Adel Dallas County News
Harry Mauck Jr., Council Bluffs Nonpareil
Esther Williams, Vinton Cedar Valley Daily Times

1986

John McCormally, Burlington Hawk Eye
Harold Roberts, Creston News Advertiser
Max Maxon, Webster City Freeman Journal

1987

Frederick Simpson, Atlantic News-Telegraph
Bill Kunerth, Iowa State University
Harold Bailey, Perry Chief

1988

Hollis Nordyke, Ames Tribune
L. Jay Smith, Fort Dodge Messenger
Jackson Baty, University of Northern Iowa

1989

David Kruidenier, Des Moines Register
Herb Strentz, Drake University
Lois Jacobs, Marshalltown Times-Republican
Cal Olson, Sioux City Journal

1990

Genevieve Mauck Stoufer, Council Bluffs
Rick Morain, Jefferson Herald
Rosalie Johnson, Eldridge North Scott Press
Helen Zogg, Eldridge North Scott Press

1991

Dale Kueter, Cedar Rapids Gazette
Oline Stigers, Cedar Rapids Gazette
Harrison "Skip" Weber, INA
Ron Slechta, Tama News-Herald

1992

Robert Woodward, Drake University
Phyllis Fleming, Cedar Rapids Gazette
William Zima, University of Iowa

1993

Larry Johnson, Fort Dodge Messenger
Al Pinder, Grinnell Herald-Register
Carolyn Cole Gage, Villisca Review

1994

Beth Dalbey, Adel Dallas County News
Ken Robinson, Bayard News-Gazette
Brian Cooper, Dubuque Telegraph Herald
Jerry Moriarity, Mason City Globe-Gazette

1995

Bill Mertens, Burlington Hawk Eye
Richard Goughnour, Mediapolis News
Joe Roth, Hampton Newspapers
David Johnson, West Branch Times

1996

Dave Paxton, Albia Newspapers
Mary Lou Hinrichsen, DeWitt Observer
Shirley Omer, Primghar O'Brien Co. Bell

1997

Mark Bowden, Cedar Rapids Gazette
Harold Aardema, Doon Press
Margaret VanderWeerd, Sully Diamond Trail News
Gene Bloom, Woodbine Twiner (posthumous)

1998

Marni Mellen, Fairfield Daily Ledger
Jay Mohr, Sibley Osceola Co. Gazette Tribune (posthumous)
Tom Johnson, Waukon Standard
Merle Kent Shawd, Woodward NE Dallas Co. Record

1999

Gary Spurgeon, Bloomfield Democrat
James Flansburg, Des Moines Register
Tom Emmerson, Iowa State University
Jack Marlowe, Maquoketa Sentinel Press

2000

Dave Storey, Cedar Rapids Gazette
LeAnn Pisarik, Mount Vernon-Lisbon Sun
Dr. Kenneth Starck, University of Iowa

2001

Jack Crook, Knoxville Journal-Express
Barb Lyon, Mapleton Press
Jim Magdefrau, Newspapers of Benton Co.

2002

Paul Gauthier, Corning-Adams Co. Free Press
Jay P. Wagner, Des Moines Business Record
Gil Cranberg, Des Moines Register
George Mills, Des Moines Register

2003

Michael Gartner, Des Moines
Walt Stevens, Fort Dodge Messenger
Bill Casey, Iowa City Daily Iowan
Edward "Mike" Lyon, Mapleton Press

2004

Don Magdefrau, Belle Plaine Union
Tom Yunt, Dubuque Telegraph Herald
Amy Duncan, Indianola Record-Herald & Tribune
Karen Young, Seymour Herald

2005

Mark Wicks, Charles City Press
Connie White, Creston News Advertiser
Drake Mabry, Des Moines Register / Ames Tribune
Gary Alban, Ogden Reporter

2006

Ron Schuety, Altoona Herald-Mitchellville Index
Randy Evans, Des Moines Register
LeAnn Larson, West Union Fayette County Union

2007

Bob Andersen, Elkader Clayton County Register
Wayne Davis, Seymour Herald

2008

Terry Wilson, Davenport Quad-City Times
Bill Wundram, Davenport Quad-City Times
Bill Tubbs, Eldridge North Scott Press
Sharon Alban, Ogden Reporter

2009

Mary Rueter, DeWitt Observer
Jo Martin, Iowa Falls Times-Citizen
Jay Luther, Iowa Falls Times-Citizen

2010

Jim Normandin, Dubuque Telegraph Herald
Alan Mores, Harlan Newspapers
Jeff Grant, Sheldon N'West Iowa Review

2011

Bill Monroe, Iowa Newspaper Association

2012

Chuck Offenburger, Des Moines Register
Kathleen Richardson, Drake University
Norma Thurman, Stuart Herald

2013

Barbara Mack, Iowa State University (posthumous)
Max Heath, National Newspaper Association
Keith Luchtel, Nyemaster Goode
Stuart Clark, Tipton Conservative

2014

Bill Rediger, Dyersville Commercial
Irene Wilcox, Madrid Register-News
Connie Wagner, Sheldon N'West Iowa Review

2015

Rox Laird, Des Moines Register
Larry Peterson, Creston News Advertiser
Michael Giudicessi, Faegre Baker Daniels

2016

Bruce Binning, Denison Bulletin & Review
Chris Mudge, Iowa Newspaper Association
Vicky Decker, Seymour Herald

2017

Michael Bugeja, Iowa State University
Deb Geisler, Jefferson Herald
Doug Melvold, Maquoketa Sentinel-Press
Scott Sundstrom, (former) INA lobbyist

2018

Scott Spurgeon, Bloomfield Democrat
Don Dauterive, Iowa Falls Times Citizen

2019

Dorine Peterson, Creston News
Perry Bell, Knoxville Journal Express
Nick Workman, Ottumwa Courier

2020

Nancy Steburg, Kossuth County Advance
Mark Witherspoon, Iowa State Daily



MASTER EDITOR-PUBLISHER AWARD

2021 NOMINATION FORM

The Master Editor-Publisher award is one of the most prestigious awards given to Iowa newspaper professionals.

THE FIVE SELECTION CRITERIA ARE:

- The nominee has worked hard;
- The nominee has thought soundly;
- The nominee has influenced unselfishly;
- The nominee has lived honorably;
- The nominee has contributed greatly to the industry and his or her community.

Eligibility: This award may be given to any person who at the time of the selection is actively engaged in editing and/or publishing or managing a newspaper which is a member in good standing of the Iowa Newspaper Association.

I nominate the following individual for consideration by the selection committee to receive the INA Master Editor-Publisher Award:

Name: _____ Newspaper: _____

Address: _____

Nominated by:

Name: _____ Newspaper: _____

Address: _____

Please supply the selection committee with a complete nomination (as outlined at right) as well as any information you think will be helpful in deciding on the award winners for this year. The committee has requested that this information be as complete and thorough as possible. Nominations without such information will not be considered. The selection committee of past recipients is instructed to be very demanding. The award(s) will be presented at the Awards Banquet during the INA Convention on February 5, 2021. (Nominations not selected will also be considered in 2022 and 2023.)

A complete nomination will include the following:

- A letter of support from the nominator
- Basic resume of the nominee's newspaper career
- Additional letters of support from co-workers or others
- Letter(s) or support from a member of the community



DEADLINE FOR ENTRIES IS AUGUST 7, 2020.

Please return this form and other related material to: Iowa Newspaper Association,
Attn: Jana Shepherd, 319 E. 5th St., Des Moines, IA 50309.

IOWA NEWSPAPER ASSOCIATION

MASTER EDITOR-PUBLISHER AWARD WINNERS

1932

Joseph F. Grawe, Waverly
Harvey Ingham, Des Moines
Elmer E. Taylor, Traer

1933

Ed M. Smith, Winterset
E.P. Adler, Davenport
W.G. Ray, Grinnell

1934

W. C. Jarnagin, Storm Lake
Wm. P. Moscrip, Marshalltown
Grant Caswell, Des Moines
Wm. P. Wortman, Malvern

1935

John c. Hartman, Waterloo
M.A. Aasgaard, Lake Mills

1936

James R. Rhodes, Newton
K.F. Baldrige, Bloomfield

1937

Thomas W. Purcell, Hampton
E.P. Chase, Atlantic
Victor Lovejoy, Jefferson

1938

Ward Barnes, Eagle Grove
Orville Elder, Washington
J.G. Lucas, Madrid

1939

Jesse M. Beck, Centerville
John M. Grimes, Osceola
Scott Snyder, Adel

1940

W.C. Dewel, Algona
Chas. Rogers, Mt. Pleasant
Paul C. Woods, Sheldon

1941

Chas. N. Marvin, Shenandoah
Frank Jaqua, Humboldt
E.P. Harrison, Oakland

1942

J.L. Papes, Marion
Leon S. Barnes, Northwood

1943

Don L. Berry, Indianola
Sherman W. Needham, Ames
Geo. C. Tucker, Webster City

1944

F.W. Beckman, Knoxville
Stephen Goldthwaite, Boone
Ralph Overholser, Red Oak

1945

Fred W. Hill, Hamburg
Jas. McCutcheon, Mt. Vernon
Wm. S. Rupe, Ames

1946

Paul A. Olson, Story City
John W. Haggard, Algona
W. Earl Hall, Mason City

1947

Chas. A. Doxsee, Monticello
Hoge Howard Sadler, Pella
Justin Barry, Cherokee

1948

James C. Gillespie, LeMars
Phil Hoffman, Oskaloosa
C.S. Walling, Oskaloosa

1949

Claude Campbell, Jewell
Ralph Shannon, Washington
Paul C. Smith, Rock Rapids

1950

John Huston, Ottumwa
Willis Overholser, Sibley
S.E. Tennant, Colfax

1951

James Wilson, Carroll
Duane E. Dewel, Algona
David Sutherland, Sr., Montezuma

1952

G.E. Whitehead, Perry
Will F. Lindsey, Leon
B.H. Shearer, Columbus Junction

1953

Lee P. Loomis, Mason City
A. L. Frisbie, Grinnell
John Vanderwicken, Grundy Center
Don Reid, West Des Moines

1954

W. D. Archie, Shenandoah
Carl Caswell, Clarinda
Wm. Allender, Chariton

1955

L. B. Watt, Grinnell
Lloyd O. Brewer, Newton
K. H. Sidey, Greenfield

1956

Harold V. Ellis, Marengo
Paul Norris, Marshalltown
Harry E. Taylor, Traer

1957

C.W. Moody, Burlington
A.W. Hamblin, Bedford
Carl E. Sexauer, Ogden

1958

Walter Williams, Fairfield
Charles Hacke, Sac City
George Carman, Buffalo Center

1959

Walter Merryman, Fort Dodge
John Burrows, Belle Plaine
J.C. Moore, Winterset

1960

F.D. Simpson, Atlantic
Robert Burrows, Sr.,
Belle Plaine
Lloyd McCutcheon, Sibley

1961

A.K. Walling, Oskaloosa
Carl Hamilton, Iowa Falls
Gordon Aasgaard, Lake Mills

1962

Lew Warren, Oelwein
Karl Le Compte, Corydon
Carl Hogendorn, North English

1963

M. B. Crabbe, Eagle Grove
Robert K. Beck, Centerville
Elmer E. Taylor, Traer

1964

Phil Adler, Davenport
Fred Morain, Jefferson
Leo Mores, Harlan

1965

Ken MacDonald, Des Moines
Phil Jarnagin, Storm Lake
Tom B. Powell, Jr., Anamosa

1966

Mrs. Harold Garvey, Boone
Dale Merrill, Ida Grove
Dick Westerfield, West Union

1967

Hollis Nordyke, Ames
Neil Maurer, Laurens
Lew Kimer, Indianola

1968

Reeves Hall, Independence
Deemer Lee, Estherville
John Feuling, New Hampton

1969

Dwight Purcell, Hampton
F. A. Wortman, Malvern
A. M. Patterson, Mount Pleasant

1970

Joe f. Hladky, Jr., Cedar Rapids
Keith Hawk, Knoxville
Robert Melvold, Maquoketa

1971

W. J. Carmichael, Webster City
John Baldrige, Chariton
Wayne & Jeanne Davis, Seymour

1972

Fred Grawe, Waverly
Robert Larson, Albia
E. J. Van Nostrand, Creston

1973

Benjamin F. Carter, Jr., Forest City
G. Wiley Beveridge, Williamsburg
Charles Davis, Iowa Falls

1974

Robert J. McCoy, Waterloo
William L. Lindsey, Leon
Prof. James Schwartz, I.S.U.
H. M. "Johnny" Jones, Monticello

1975

Albert Pinder, Grinnell
John van der Linden, Sibley
Carter Pitts, LeMars

1976

Everett A. Streit, Clinton
Kenneth A. Robinson, Bayard
William Ferguson, Glidden

1977

Robert & Evelyn Reiste, Ocheyedan
John Anderson, Storm Lake
Frank Nye, Cedar Rapids

1978

Thomas H. Miller, Cherokee
Robert L. Caswell, Red Oak
John L. Morrissey, Montezuma

1979

Dave Elder, Washington
Dick Knowles, Denison
Russ Waller, Algona

1980

Hugh Doty, Corydon
Gerald G. Moriarity, Mason City
Robert Parrott, DeWitt
Bruce A. Turvold, Cresco

1981

Ed Sidey, Greenfield
Robert Lyon, Schleswig
Frank Morlan, Sheldon

1982

C. W. Wilcox, Madrid
W. E. Beck, Spirit Lake
Walter Stevens, Fort Dodge

1983

Charles Gonzales, Guthrie Center
Stuart Awbrey, Burlington
W. R. Vezina, Hartley
M. E. Messersmith, Riceville

1984

Verle Burgason, Ames
John Field, Hamburg
Maury Noonan, Dyersville
John Sullivan, Cascade

1985

Al Schafer, Eldora
Richard Gross, Council Bluffs
Carl Cassidy, Lime Springs

1986

John (Andy) Anderson, Spencer
Shirley Omer, Primghar
Forrest Kilmer, Davenport
Herbert Clark, Tipton

1987

Rick Morain, Jefferson
Jerry Bloom, Logan
Len Strasburg, Manchester

1988

Joe Hladky III, Cedar Rapids
Dave Norris, Marshalltown
Gary & Sharon Alban, Ogden
Ben & Lucy Colby, Rock Rapids

1989

Gary Spurgeon, Bloomfield
Steve Mores, Harlan
Harris Honsey, Lake Mills

1990

Burl Tiedemann, Adel
Mary Louise Robinson, Bayard
James Patton, Gowrie
Paul Bunge, Osage

1991

John Robertson, Cedar Rapids
Lloyd & Alice Madson, Northwood
Ed & Billie Robinson, Hartley
Jim Hodges, Wapello

1992

Drake Mabry, Ames
Jim Lindvall, Griswold
Jerry Blue, West Union

1993

Virgil Oakman, Lake View
Don Magdefrau, Benton Co.
Carolyn Cole Gage, Villisca

1994

Jim Wilson, Carroll
Ann Wilson, Carroll
Mark Hamilton, Iowa Falls
Dean Krenz, Sioux City

1995

Ed Littler, Adair
Gary Gerlach, Ames
Bill Tubbs, Eldridge
Ed Rood, Slater

1996

Donna Haight, Afton
Dan Field, Corning
Joe Roth, Hampton

1997

Arvid Huisman, Creston
Dan Feuling, New Hampton
Darwin Sherman, Washington

1998

Michael Gartner, Ames
Jo Martin, Iowa Falls
Edward "Mike" Lyon, Mapleton

1999

Dorothy Pinder, Grinnell
H. Alan Smith, Mt. Ayr
Joe McDermott, Newton
Merle Kent Shawd, Woodward

2000

Alan Mores, Harlan
Doris Vezina, Hartley
Bob Goodyear, Monticello

2001

Bill Mertens, Burlington
Scott Gonzales, Guthrie Center
Roger Rector, Ida Grove

2002

Dirk and Lee van der Linden, Belmond
Mary Rueter, DeWitt
Tom Yunt, Dubuque

2003

David Paxton, Albia
Mike Simmons, Marengo
Dana Larsen, Storm Lake

2004

Larry Woellert, Anamosa/Manchester
Mark Bowden, Cedar Rapids
Gary Lindsey, Leon

2005

Brad Hicks, Hampton
Bill Casey, Iowa City
David Allen, Lamoni

2006

Art & John Cullen, Storm Lake
Connie Wimer, Des Moines
Dan DeBettignies, Montezuma

2007

Rick Fromm, Decorah
Larry Bushman, Fort Dodge

2008

Martin Bunge, Marengo
Gary Milks, Fort Madison
Howard Query, Mason City

2009

Lowell Carlson, Bellevue
Ken Chaney, Sigourney
Brian Cooper, Dubuque
Dennis Wilcox, Madrid

2010

Amy Duncan, Indianola
Ron Peterson, Sioux City
Peter Wagner, Sheldon

2011

Mike Finnegan, Clear Lake
Jane Podgorniak, Northwood
Mike Schlesinger, Marshalltown

2012

John Goossen, Iowa Falls
Gene Hall, Charles City
Doug Lindner, Solon
Mary Ungs-Sogaard, Dyersville

2013

Dave Stanley, New Hampton
Luann Waldo, Bayard
Jerry Wiseman, Sac City

2014

Bill Haglund, Adel
Mark Rhoades, Missouri Valley

2015

Charles Nixon, Coon Rapids
James Gargano, Humboldt

2016

Scott Campbell, Eldridge
Steve Delaney, Burlington

2017

LeAnn Larson, Fayette
Ron Slechta, Kalona
Stuart Clark, Tipton

2018

Dodie Hook, Akron
Doug Burns, Carroll
Paula Buenger, Spencer

2019

Marlys Barker, Nevada
Mark Spensley, Monticello
Mike Hodges, Wapello



2020 APPLICATION

TO BE COMPLETED BY APPLICANT

INSTRUCTIONS:

1. The application must be completed in full with signatures of applicant and nominator.
2. Please type or print application.
3. Answers must be limited to space allowed.
4. Application must be received by August 3, 2020

ADMISSION CRITERIA:

Applicants may submit themselves or be submitted by another newspaper professional. Applicants should have a minimum of three years of experience, or equivalent experience in the newspaper industry or in management.

PARTICIPATION:

Participation is required each of the three days. The participant will get the maximum benefit out of this program by attending each day.

APPLICATION INFORMATION:

Name: _____

Newspaper Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Current Job Title: _____

Brief Job Description: _____

Job History: (List most recent jobs first)

Employer: _____

City/State: _____

Title/Position: _____

Employment Dates: _____

Employer: _____

City/State: _____

Title/Position: _____

Employment Dates: _____

EDUCATIONAL EXPERIENCE:

School Name: _____ Graduated/Year: _____

Degree (if any): _____ Major: _____

High School: _____

College: _____

Graduate: _____

Other: _____

Special Awards/Honors: _____

HISTORY OF LEADERSHIP ROLES:

List leadership roles that you have held including education, employment and community work.

LEADERSHIP DEVELOPMENT:

What kinds of leadership activities would you like to become active with in the future? Why?

What particular strengths do you feel you have and what weaknesses do you need to improve?

COMMITMENT:

Attendance is expected at each session. The participant will get the maximum benefit out of this program by attending all five sessions. In the event of emergencies, or unavoidable absences, students will be provided with any handout materials and session notes.

I understand the goals of the Leo Mores Newspaper Leadership Institute and will devote the required time.

Applicant's Signature: _____ Date: _____

Nominator's Signature: _____ Date: _____



IOWA
NEWSPAPER
FOUNDATION

APPLICATION DEADLINE IS AUGUST 3, 2020

MAIL APPLICATION TO:

Jana Shepherd, Iowa Newspaper Foundation, 319 E. 5th St., Des Moines, IA 50309

QUESTIONS?

Contact Jana Shepherd, Iowa Newspaper Foundation Program Director
(515) 422-9051 • jshepherd@inaneews.com



An Iowa Newspaper Foundation webinar...

THINK COVID FLATTENED YOUR CLASSIFIEDS? THINK AGAIN.

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Thursday, July 16 · 1-2 p.m.

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IN THIS WEBINAR...

Newspapers have weathered many challenges, from Craigslist, the Great Recession, now COVID-19. Is there a way to save your Classified revenue? Yes there is a way, but you have to be willing to fight the fight. Please join Janet DeGeorge for a checklist of what must be done to rebuild your classifieds and make them an important part of your newspaper again. No mask required.

THE PRESENTER...

Janet DeGeorge



Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She is a graduate of San Jose University with a degree in advertising and marketing and has completed all coursework toward a master's of science in mass communications.

DeGeorge is a former vice president of the Western Classified Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising. DeGeorge has been president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.

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2020

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IAwebinars

Thursday, July 23 · 1-2 p.m.

Registration fee: FREE · Deadline: July 20

IN THIS WEBINAR...

At the start of this year, Tyson Bird identified 16 digital trends to watch for in 2020. Now that we're halfway through a year of dramatic and unexpected events, let's check in to see how these 16 trends impact the work journalists are doing. We'll also explore trends that have emerged as a result of the COVID-19 pandemic and seek to understand how they will affect our newsrooms and audiences in the months ahead.

THE PRESENTER...

Tyson Bird



Tyson Bird is from Sandpoint, Idaho, and studied journalism graphics and entrepreneurial management at Ball State University. Bird currently works for Texas Highway Magazine in Austin, Texas, as a digital strategy manager. He creates digital experience that get audiences excited about travel and tourism in the greatstate of Texas. Bird loves talking about the many intersections of design, product and our world.

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