



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### SAVE THE DATE

2021 Tri-State Newspaper  
Convention  
February 4-5, 2021

## A different kind of question

JOHN FOUST

One of the basics of selling is to get the right kind of information from prospects. There is a big focus on asking about prospects' goals, target audiences, marketing budgets and previous campaign results. That's how we put ourselves in position to create effective ad campaigns.

Monica, a long-time sales manager for a publishing company, told me about a different kind of question. "Years ago, I heard about a technique to turn the process around and ask questions to ourselves," he said. "The objective is to create more interest in what you are selling. It all starts with the words, 'If I were in your position, I would want to know...'"

"For example," she explained, "let's say you're meeting with someone who doesn't talk much or someone who seems to be running down rabbit trails during your presentation. Simply say something like, 'If I were in your position I would want to know how The Gazette's coverage compares to other media outlets in this market.' Then transfer ownership of the question from you to them, by asking if that is something they would like to know. That opens the door for you to

answer the question and cover an important sales point. It's a way to keep everyone on the same path."

Let's take a closer look at this technique that works so well for Monica:

1. **Prepare a list of questions in advance.** "As you do research on your prospect, some questions will become obvious," Monica said. "Experienced advertisers will want more detailed information, while new business owners will be most interested in fundamentals."
2. **Make sure the questions are specific.** She advises to stay away from vague topics like "Why is The Gazette the right choice?" or "Can The Gazette stay within my budget?" "I've learned that it's better to concentrate on specific areas, like audience numbers, procedures, and print and online options."
3. **Avoid questions that are blatantly self-promotional.** "It's not smart to ask, 'Why is advertising in The Gazette better than running TV commercials?' to someone who is advertising heavily on TV. In addition to killing your credibility, it might end the conversation."
4. **Don't overdo it.** "Moderation is a key," Monica said. "Resist the temptation to start every other sentence with 'If I were you.' In fact, you may not need to use this kind of question at all. Use your common sense."
5. **But you can put questions in strategic groups.** "This is a good way to establish a road map for your sales points. For instance, you can say, 'If I were in your position, I would want to know three things about any media choice: First, do they reach my target audience? Second, what kind of track record do they have in my industry? And third, can they produce the ads themselves?' Then you can add, 'Would you want to add anything to this list, or is this a good place to start?'"

Monica's approach makes a lot of sense. There's no question about it.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com*



# COVID-19 Vaccines: Regulation, Allocation, & Hesitancy Media Briefing

With several COVID-19 vaccines now making their way toward marketing approval, a number of difficult questions loom. Who should have access to the first available doses? How will companies and regulators assess safety and efficacy, including over the long term? And what does research say about the best ways for public health experts—and journalists—to communicate about the benefits and risks of COVID-19 vaccination? SciLine's next on-the-record briefing will address these issues and provide journalists with an opportunity to ask questions.

**WHAT:** SciLine Media Briefing: COVID-19 Vaccines: Regulation, Allocation, & Hesitancy, with an opportunity for Q&A

**WHEN:** Thursday, December 3, at 4:00 PM ET

**WHO:**

- Dr. Michele Andrasik, Fred Hutchinson Cancer Research Center
- Prof. R. Alta Charo, University of Wisconsin at Madison
- Dr. Margaret "Peggy" Hamburg, former Commissioner, U.S. Food and Drug Administration
- SciLine Director Rick Weiss will moderate the briefing.

Visit [https://www.sciline.org/media-briefings-blog/covid-vaccines-regulation-allocation?utm\\_source=Optin-research2&utm\\_medium=email&utm\\_campaign=vaccines](https://www.sciline.org/media-briefings-blog/covid-vaccines-regulation-allocation?utm_source=Optin-research2&utm_medium=email&utm_campaign=vaccines) to register online.



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515-283-3100 (paid service)



The central Iowa artists Walter and Wagner Caldas, who perform as the Brazilian 2wins, recorded a song at the American Gothic House in Eldon, Iowa, for the upcoming Celebrate Iowa Gala. (Photo: Iowa Department of Cultural Affairs)

# INF offers free content from Iowa Department of Cultural Affairs

**N**ew articles available today! The December series of articles are available today for download from the INA website, and cover the follow topics:

- **Celebrate Iowa Gala** - Iowans in every corner of the state (and beyond) are invited to tune in Dec. 11 to the Celebrate Iowa Gala, an online showcase of Iowa art, history, film and culture hosted by the Iowa Department of Cultural Affairs.
- **Give local art** - This holiday season, gift givers can work up some two-for-one magic when they turn

to local artists for ideas -- a move that brings joy to loved ones and supports artists whose businesses are struggling through the Covid-19 pandemic.

- **Inclusive communities** - Leaders from nearly 50 Iowa communities gathered online recently to discuss ways to use authentic local art, history and culture to make their cities and towns more equitable and inclusive.

Visit <https://inanews.com/resources/sponsoredcontent/> to download this month's series and to view the archive of articles from previous months.



# Q&A from the Iowa Public Information Board

**QUESTION:** How do I know my agenda is compliant with Iowa Code chapter 21?

**ANSWER:** The guidelines in Iowa Code section 21.4 should be considered the minimum requirements for an agenda. The agenda should include more than general topics, such as “old business”, “new business”, “action items”, without further description.

The agenda should describe the proposed topics in a way that informs citizens of the business to be conducted at the meeting. As an example: “Resolution 21-12” does not inform the public of what will be considered; “Resolution to rename city park” does inform the citizens. “Budget” is not as descriptive as “FY21 budget revisions: parks, library, emergency services.”

In its opinion in *KCOB/KLVN, Inc. v. Jasper County Bd. of Sup’rs.*, 473 N.W.2d 171 (Iowa 1991), the Iowa Supreme Court set forth a guideline for agendas: “... The sufficiency of the detail on the tentative agenda must be viewed in the context of surrounding events.” The Court said that the test for a tentative agenda was whether the information was reasonably sufficient to alert interested people as to the subject matter to be considered.

An Attorney General’s opinion (Stork to McDonald, 81-8-24)

makes clear that material prepared for discussion at a public meeting is a public record under Iowa Code chapter 22, the law for inspection of public records. An individual may request copies of that material in advance of the public meeting.

Specific information about Iowa transparency laws and training guidance is available at the Iowa Public Information Board website: [www.ipib.iowa.gov](http://www.ipib.iowa.gov) or by calling the IPIB at 515-725-1781.

**DID YOU KNOW** that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa? During the month of November 2020, 44 contacts were made with the Iowa Public Information Board office.

**WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE?** Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. In 2020, 687 identifiable people have contacted the IPIB. Of these, 334 were private citizens, 269 were government officials or employees, and 84 were members of the media. In 2020, 68% of the incoming contacts were resolved the first day, 12% were resolved in one to five days, and 20% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – [www.ipib.iowa.gov](http://www.ipib.iowa.gov).

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	NOVEMBER TOTALS
11	1	0	3	21	8	<b>44</b>

## CONTEST TIMELINE

**December 2020** - Winners notified by INF

**February 2021** - Winners announced during Convention Awards Banquet

Entries must have been published between **Oct. 1, 2019 and Sept. 30, 2020**, to be eligible.

**Questions?** Contact INA/INF at 515-244-2145 or [ina@inanews.com](mailto:ina@inanews.com).

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

### **EDITORS, REPORTERS, GRAPHICS/COMPOSITION, SALES REPS, SALES MANAGERS AND PRESS OPERATORS.**

Enterprise Media in Charles City, Iowa is expanding. I know, that sounds funny in this day and age, but we are in need of editors; reporters; graphics/composition folks; sales reps; sales managers; and press operators (preferably Goss, but will accommodate). We're looking for professionals who are interested in a career rather than just a job. We've got a plan and need dedicated team members. We publish 4 newspapers, 3 shoppers, several magazines, do web design, do web printing on a 7 unit Goss with 2 4 high stacks. The Charles City Press recently reduced to publishing twice weekly, but we wish to return to daily. We're privately owned, offer top salaries to the right individuals with health, life insurance and other incentives. This is a solid community and we offer a great working environment. If you are serious about your career in media, we could be the perfect landing spot for you. We want you as part of our team to help us grow. Now is the time! To explore your next career contact: Christopher Hall via email at christopherhall@charlescitypress.com equal opportunity employer.

**MANAGING EDITOR.** Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is seeking a managing editor for our community newspaper group based out of Seward, Neb.

Duties will include managing an editorial staff, story assignments, reporting, photography and oversight of our online digital products. If you're an experienced journalist, with good management skills, this could be a great opportunity for you. We're looking for someone who has a love of community journalism, and can bring new ideas to the table to help us better serve our communities.

At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations with 12 community newspapers in Nebraska and Iowa. We offer competitive pay, paid vacation, health insurance, retirement plan and other benefits.

Let us tell you more about this great opportunity. Please send your resume and cover letter to Group Editorial Director Leeanna Ellis: editor@enterprisepub.com

**NEWS REPORTER.** The Oskaloosa Herald is searching for a full-time news writer to join its award-winning staff. Our next reporter must be a self-starter with a passion for reporting important stories to our community. The Oskaloosa Herald offers a great opportunity for reporters to grow in a variety of subjects and mediums. This reporter will primarily report on Mahaska County and the city of Oskaloosa, writing about local government, business, education and people. Experience and degree preferred, but not required: We'll train the right person. To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Kyle Ocker, Group Editor of the Oskaloosa Herald and Ottumwa Courier, by email at kocker@oskyherald.com.

**NEWS REPORTER/WRITER.** The Avoca Journal-Herald is searching for a news writer/reporter to join its staff. We are seeking someone who is a self-starter that is passionate about reporting on important stories to our community. This individual will report on feature stories on local people and to further educate readers on trends and happenings in their community. In this role you will have the freedom to pursue stories that interest you as well. This is a great opportunity for a reporter to gain experience in the field of journalism. The reporter will attend various events such as city council

meetings, high school sporting and fine arts events, school board meetings, local events and celebrations, and any other newsworthy happenings that may be of interest to the local community.

This position does not require a degree or extensive experience. The successful candidate will possess creative writing skills, as well as be able to shoot photos. We're looking for a self-starter that is organized, able to meet deadlines, and able to juggle multiple stories at the same time.

The Avoca Journal-Herald publishes a weekly print edition every Thursday. The Journal-Herald reports on news in Avoca, IA, and the surrounding communities. Based in Avoca, Iowa, the newspaper is located a short drive from Council Bluffs, IA and Omaha, NE.

While this position will require after hours events attendance, the regular hours and scheduling are flexible. To apply, please send resume and any related credentials to: nielsonjh@windstream.net. 1202

**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 EDITOR.** The Spencer Daily Reporter, located at the entry to the Iowa Great Lakes, is looking for an energetic Sports Editor to join our award winning editorial department. The ideal individual will have strong writing and story telling skills, a nose for sports features, people skills, photography experience and be willing to be part of fun, dedicated team. Social media and video skills a plus. Individual will be writing previews, covering two local high school teams and one college team. Experience preferred but willing to consider the right candidate with a desire to grow in the job. Benefits include health and dental insurance, paid days off, holiday pay, 401K, flexible spending account. Please send cover letter, resume and any writing or photography samples to Randy Cauthron, Spencer Daily Reporter, PO Box 197, Spencer, IA 51301 or email: rcauthron@spencerdailyreporter.com.

## ▼ FOR SALE

**NEW LISTING! For sale:** Northwest 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

**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,

MEMBER EXCHANGE - cont. on page 5



Iowa Newspaper Association

# Bulletin

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## MEMBER EXCHANGE - cont. from page 4

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 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 northwest 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](http://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](mailto:cgordon@inanews.com).*