

March 3, 2021



Volume 38
Issue 9

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

60 Story Ideas in 60
Minutes
Thursday, March 4

How To Get Better Photos
With Less
Friday, March 5



The staff of Business Publications Corp. gathered virtually during a recent all-staff meeting. (Photo: Chris Conetzkey)

Business Publications recognized as 'Top Media Company' by Editor & Publisher Magazine

Editor & Publisher recognized Des Moines' Business Publications Corp. in their article "10 News Publishers That Do It Right 2021" this week. Find their remarks about the organization below or read the full article by visiting <https://www.editorandpublisher.com/stories/10-news-publishers-that-do-it-right-2021,187155>.

In 2020, Business Publications Corp. (BPC) launched five new initiatives that provided value to the community, but also helped generate new revenue streams. Business Publications Corp. is a locally owned publishing company that produces a business journal (Business Record) and an affluent city magazine (dsm).

A Buy One Give One initiative for business partners allowed them to purchase an ad and donate a full-page ad to the nonprofit of their choice in an effort to help ensure nonprofits could get their messages out about key needs in the initial months of the pandemic.

Also, within the first two weeks of the initial shutdown, the first virtual event was launched over Zoom. Called

Coping with Covid, the weekly free virtual event series addressed key topics and issues businesses around the state were attempting to navigate.

"The series allowed us to quickly relearn how to position all of our normal in person events, maintain our sponsors, and bring in new sponsors," said Business Record publisher Chris Conetzkey. "As one of the first organizations in the city to demonstrate to key leaders the capacity of leveraging digital events, we were often consulted and helped other key organizations in town navigate initial hurdles for transitioning in person events to virtual."

Lifting the Veil came about after discussions with business leaders, according to president and group publisher Suzanna de Baca. Partnering with key health partners in the community, the five-week event series focused on how COVID was affecting mental health.

Another issue that arose from speaking with community leaders was hunger and the increase usage of local food banks.

BUSINESS PUBLICATIONS - cont. on page 2

As a result, the company launched Iowa Stops Hunger. By partnering with the Hy-Vee, a large Midwest grocery chain, and more than 40 businesses, BPC launched a year-long initiative aimed at raising awareness and activating the business community to take an action toward ending hunger in the state. To do so, BPC launched a combination of three informational events, a special edition of the Business Record, a special publication distributed in dsm Magazine highlighting key issues, a monthly e-newsletter, a dedicated website at iowastophunger.com, and provided ongoing coverage across all of their publications.

An Executive Vision series focused on racial equity was created as a result of having conversations with community partners who wanted to help educate and move other businesses toward making real meaningful long-term change. The five-week program provided space for leadership teams from organizations to focus on learning about the complex racial issues affecting their community and their employees, while also moving them toward a path of being able to build a strategic plan. In addition, their enrollment allowed them to donate an ad to the small business or nonprofit of their choice, with an emphasis on aiding Black-owned businesses in the community.

Conetzkey shared that they saw impressive attendance numbers from these virtual events, and de Baca said the new initiatives added more than 7 percent incremental revenue, much of it from new sponsors and advertisers.



A robot named Genie guides virtual tours at the Figge Art Museum of Art in Davenport. (Photo: Figge Art Museum)

INF offers free content from Iowa Department of Cultural Affairs

New articles available today! The March series of articles are available today for download from the INA website, and cover the follow topics: **Healing and hope, from Art to Zoom** - All the virtual activities that have popped up online over the last year -- concerts, museum tours, how-to classes -- have been a boon for cancer patients, whose immune systems were compromised even before anyone had heard of Covid-19. One Quad Cities nonprofit has jumped on the Zoom boom and enlisted local artists to create free virtual experiences for cancer patients and the general public.

- **Iowa History Month** - The month-long celebration in March includes a new exhibition at the State Historical Museum of Iowa, a new statewide book club, at-home activities for children and families, and an array of free online programs all about Iowa's fascinating past.

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

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515-283-3100 (paid service)



Submit your proposal for a grant up to \$5,000!

Applications accepted through March 22.

The Iowa Newspaper Foundation will make grants available for local journalism projects that would not be otherwise be funded or executed as well without financial support. The Foundation anticipates providing up to \$5,000 in for worthy projects.

WHAT IS THE PURPOSE OF THIS PROGRAM?

To advance the cause for local journalism in Iowa, by providing financial support for specific journalism initiatives that are of high value to stakeholders [INA members, general public] and address areas of particular need or could not otherwise be accomplished without the support.

WHAT CAN THE FUNDS BE USED FOR? BY WHOM?

Grant requests covering a variety of purposes will be considered; all requests must align with the statement of purpose. Proposals must be for a specific project— general or operational funding proposals will not be considered. The Grant Review Committee has discretion over the approval of grant funds. INA members, nonprofit organizations, institutions of higher education, K-12 schools, and individuals associated with these organizations may apply.

THE **STRONG** COMMUNITIES STRONG **NEWSPAPERS** FUND

EXAMPLES OF PROJECTS INCLUDE:

- an investigative reporting project
- costs associated with staff professional development training
- support for a project by a like-minded non-profit organization

WHO WILL COMPRISE THE GRANT REVIEW COMMITTEE?

All requests are considered by the Grant Review Committee. The committee is comprised of the INF Executive Committee, additional committee members may be nominated by the INF President.

HOW CAN I APPLY?

The link to apply is available at INAnews.com through March 22, 2021.

If you have any questions feel free to reach out to Jana Shepherd at (515) 422-9051 or jshpherd@inanews.com.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ADVERTISING SALES OPPORTUNITIES. Eastern Iowa Media Group - Mount Vernon/Lisbon Sun in Mount Vernon, Iowa. Support your business community and your neighbors with local advertising in print and online. This position is full-time, ensures a competitive wage and is eligible for a truly comprehensive benefit package. Apply online and include your resume and a cover letter. The Mount Vernon/Lisbon Sun is a product of Woodward Community Media, a division of Woodward Communications, Inc.
Account Executive – Outside Sales – EIMG-S – Mt. Vernon
wcinet.com/careers 0224

ADVERTISING SALES OPPORTUNITIES. Eastern Iowa Media Group - Solon Economist in Solon, Iowa. Support your business community and your neighbors with local advertising in print and online. This position is full-time, ensures a competitive wage and is eligible for a truly comprehensive benefit package. Apply online and include your resume and a cover letter. The Solon Economist is a product of Woodward Community Media, a division of Woodward Communications, Inc.
Account Executive – Outside Sales – EIMG-S – Solon
wcinet.com/careers 0224

FEATURE/SPORTS REPORTER. Feature/Sports reporter needed for The News of Kalona Iowa. Must be able to cover meetings, do features and help with covering high school sports events. Full or part time position Must also be able to do some photography,. Hourly pay depends on ability and experience. Contact Ron Slechta, The News 319-400-7072 or publisher@thenews-ia.co.m

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 Le Mars Daily Sentinel, a four-day-a-week newspaper in northwest Iowa, seeks a motivated news reporter who can generate ideas, turn in accurate and well-organized stories, meet daily deadlines and work well with our newsroom. The ideal candidate must have experience using InDesign and be comfortable with digital photography. The Daily Sentinel also offers a competitive starting salary and solid benefits package. Please forward resumé, cover letter and clips to Kim Fickett, senteditor@gmail.com, or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, IA, 51031.

MANAGING EDITOR. What's not to like? Great newspaper town, big coverage area, assistant editor, sports editor, experienced ad and design staff, publisher from the news side, insurance and benefits, family ownership that cares about the product in addition to the bottom line - how does it get better in this modern media age? So, are you interested in discussing being the next managing editor of the Kossuth County Advance in Algona, where you will plan, write, shoot, design and impress the community with a great product? Are you ready to step in where our retiring ME is leaving off? Email your credentials, list of skill sets, accomplishments and resume to publisher@algona.com. This position requires relocation to the immediate area. All applications held in the highest confidence.

MEMBER EXCHANGE - cont. on page 5

INA MEMBER BENEFIT!

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

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

Nearly 150 archived
webinars!

Questions? Contact
jshepherd@inanews.com



▼ FOR SALE

NEW LISTING! For sale: Bunn Tying machine for sale. Very little use. Excellent condition. \$300 or OBO. Call Jeff Wagner at The N'West Iowa REVIEW by phone at 712-348-3351 or email jwagner@iowainformation.com.

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.

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.



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▶ IN THIS ISSUE...

- 60 Story Ideas in 60 Minutes
- How to Take Better Photos With Less



An Iowa Newspaper Foundation webinar...

60 STORY IDEAS IN 60 MINUTES



Iowa New Member
Benefit: **FREE!**
Use Discount Code:
IAwebinars

Thursday, March 4 · 1-2 p.m.

Registration fee: FREE · Deadline: March 1

IN THIS WEBINAR...

A good story idea is the spark that can lead to great work. In this fast-paced session, Cedar Rapids Gazette Executive Editor Zack Kucharski will share story ideas that can be done by reporters in any newsroom. Every participant should have a notebook full of ideas as we look across topics -- from sports, to features to news in this fast-paced session.

THE PRESENTERS...

Zack Kucharski



Zack Kucharski is Executive Editor of The Gazette in Cedar Rapids, where he has worked since 2000. Kucharski leads content strategies for the organization. He has worn many hats within the organization, starting as a freelancer and moving up to reporter, news and database editor. He is a University of Iowa graduate.



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An Iowa Newspaper Foundation webinar...

HOW TO GET BETTER PHOTOS WITH LESS



Iowa New Member
Benefit: **FREE!**
Use Discount Code:
IAwebinars

Friday, March 5 · 1-2 p.m.

Registration fee: FREE · Deadline: March 2

IN THIS WEBINAR...

Journalists are being asked to do everything these days: write, edit, post to social, take the photos, take the video, design the layout and don't miss deadline. This course will go over some basic and advanced techniques to improve your photography with whatever kind of camera and amount of time you must work with. If you're shooting with a phone or DSLR, this discussion is for you.

THE PRESENTERS...

Kelsey Kremer



Kelsey Kremer is an Emmy award winning photojournalist and life-long Iowan. She's been making photos and videos for the state's largest newspaper, the Des Moines Register, since 2013. In her time at the Register she's traveled all over the state and half-way around the world sharing stories about Iowans. In 2017, she was the recipient of a Pulitzer Center on Crisis Reporting grant for a two-week reporting trip to China to document Iowa's role in U.S., China relations. She is a graduate of Iowa State University's Greenlee School of Journalism and Communication.



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