

December 15, 2021



Volume 38  
Issue 42

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### MEETINGS

INA, INF, INA Services  
Company Board Meetings  
*Thursday, February 3*

### WEBINARS

Mastering the Top 10  
Critical Sales Questions  
*Friday, January 7*

2022: The Year of  
Employment Advertising  
*Thursday, January 20*

### EVENTS

2022 INA Convention &  
Trade Show  
*February 3-4*

# 2022

## IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

FEBRUARY 3-4, 2022 • DOWNTOWN DES MOINES MARRIOTT

**T**he Iowa Newspaper Association is excited to announce the program for its 2022 Convention & Trade Show. The event will once again be held at the Downtown Marriott Hotel in Des Moines. This year's dates are Thursday and Friday, February 3-4.

This year's convention is dedicated to the newspaper's role in our ever-changing media climate. Whether it be a local election, a charity fundraiser or a high school sporting event, newspapers play a key role in educating their readers and bringing attention to topics close to home. Join us to learn and develop skills to better serve our Iowa communities with quality journalism.

As you can see by the enclosed schedule and registration form, the INF Program Committee has once again put together a phenomenal schedule of events. Events kick off Thursday with networking opportunities, the annual meeting and publishers' session.

Thursday evening is the annual Awards Banquet where winners in the Better Newspaper Contests will be honored and the 2022 Newspaper of the Year will be announced.

Friday morning's opening session will be led by Dr. Richard Deming, a radiation oncologist and the medical director of the Mercy Cancer Center. His presentation brings a reminder that strengthening one's mind, body and spirit and living life with purpose and passion are important goals each of us should set in motion, whether or not we have been diagnosed with cancer.

As usual, there will be a dynamic trade show featuring the latest and greatest products, services and, of course, prizes!

Registration and meal prices remain among the lowest in the nation, making the annual INA Convention an outstanding deal. There's no other program like this offered at such a reasonable rate!

## CONVENTION BRIEFS

### 50 YEAR CLUB NOMINEES

If you know an Iowa newspaper veteran who should be honored for at least 50 years of service to the newspaper industry, be sure to complete the nomination form included in this issue of the Bulletin. Inductees will be recognized at the Past Presidents' Awards Luncheon on February 4, 2022, during the Annual INA Convention.

### CONTEST LETTERS

Contest winners will receive an email to notify them that they have placed in the 2022 Better Newspaper Contest this week. First, second and third place will not be announced until the Awards Banquet on Friday, February 3, 2022.

### HOTEL RESERVATIONS

The deadline to reserve a hotel room at the Marriott Hotel and receive the INA's discounted rate of \$121 is Jan. 19. Make your reservations by visiting <https://tinyurl.com/INAhotel22>

*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.*



## Patterson Plank represents INA at NAM Legislative Conference

Iowa executive director Susan Patterson Plank attended the Newspaper Association Managers 2021 Legislative Conference in Washington, DC December 5-7. This annual meeting brings press associations and many lobbyists to hear from a variety of speakers and panelist.

This year Patterson Plank was the programming chair. It was a jam-packed conference covering many topics, a few examples:

- Focus on the Future of Public Notice— A look at What States Are Proposing!
- Man Bites Dog— When Government Sues the Media (and other Quirky Items)
- Photo Copyright Infringement & Demands for Payment

Additionally, Jennifer Jacobs, Senior White House Reporter, Bloomberg News was the keynote speaker over lunch. Patterson Plank introduced Jacobs. Patterson Plank and Jacobs have known each other for over 30 years.

Jacobs spoke on what it is like to cover the White House. As the senior White House reporter for Bloomberg News she covered all four years of the Trump administration and continues in that role today covering Biden.

Jacobs is one of three news wire reporters – The Associated Press, Reuters and Bloomberg News – in a 13-member press pool that represents the entire White House press corps in settings where a larger number of reporters cannot be accommodated or is necessary. Her job guarantees her a seat in the second row in the White House press briefing room.

Before coming to Washington, Jacobs was a reporter for the Des Moines Register for almost 12 years, the last five as the newspaper's chief political reporter covering presidential campaign politics in Iowa. She started as a national political reporter at Bloomberg News months ahead of the 2016 presidential election and then became a White House reporter for Bloomberg following Donald Trump's election. She is a 1993 Iowa State University graduate.

It's her job to break news and she has a long list of scoops to demonstrate her talents as a journalist working at a high level. Just last week she won a National Press Club Journalism Award for her breaking news about the COVID-19 pandemic in the White House.

## CONTACT US



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### U.S. MAIL

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319 East 5th St.  
Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (*paid service*)

# The News Media Alliance and National Newspaper Association agree to combine forces on postal, public policy

**T**he News Media Alliance and National Newspaper Association, both long-standing newspaper advocacy organizations with Washington, D.C., area offices, have created a joint policy group to assist their members in the newspaper industry with postal issues and public policy.

NNA, founded in 1885 as Newspaper Editorial Association, will take the lead on postal issues, an area of expertise for its entire history. News Media Alliance, whose legacy organization was founded in 1887, will advise NNA on digital publishing policies, on which it has sharpened its expertise since the breakup of the Bell telephone companies in the 1990s.

As part of the agreement, the National Newspaper Association Foundation will open its postal training tools to NMA members and NNA will assist in case-specific postal problems through its Postal Hotline.

NMA will continue to factor in the concerns of community newspapers in its advocacy on important industry issues like the Journalism Competition and Preservation Act, and the two groups will form an consultative task force to help the industry to speak with one voice on other critical issues, such as journalism and First Amendment advocacy. NMA manages the media industry's News Media for Open Government coalition, which includes organizations that lobby for government transparency. NNA is a founding member of NMOG.

The agreement's member-benefits offerings will take effect in January 2022, and will feature training for newspapers and publishers in the use of Periodicals mail. Growing numbers of newspaper publishers are turning to mail delivery for distribution. Advocacy consultation has already begun.

NNA Chair Brett Wesner and NMA Executive Vice President & General Counsel Danielle Coffey said they saw this agreement as a powerful combination to create efficiency in newspaper industry advocacy and training.

"These are the two organizations that have been the

voices for newspapers in Washington for more than a century, NNA representing the smaller newspapers and NMA the larger ones," Wesner, president of Wesner Publications, Cordell, Oklahoma, said. "The demands and expenses of doing this work have accelerated in recent years and we see that this trajectory is going to continue. It seemed to both of us that we could do a better job if we eliminate duplication and amplify our voices wherever possible."

"The News Media Alliance is pleased to partner with NNA to help amplify our voice on key shared issues of importance to our members," Coffey said. "We look forward to collaborating with NNA to help drive important public policy results that will benefit local news publishers, as well as equip our members with resources and training to help navigate the changing postal landscape."

While NNA and NMA will handle the public policy side, the NNA Foundation's role will be the third leg of this innovative partnership, bringing a broad educational piece to the table.

"NNA Foundation has been accelerating its newspaper training programs all year," NNA Foundation President Matt Adelman, publisher of the Douglas (Wyoming) Budget, said. "We have periodic webinars on all sorts of subjects. This agreement will become part of our new Max Heath Postal Institute, whose mission is to make newspapers and printers better users of the mail. NMA's members will be eligible to join us for this training. We look forward to working together."

The faculty for the joint training endeavors will be the Washington office and headquarters personnel for NNA and NMA, including Danielle Coffey, NMA executive vice president and general counsel; Lynne Lance, NNA executive director; Tonda Rush, NNA General Counsel; and Matthew Paxton, publisher of the News-Gazette, Lexington, Virginia, and Bradley Hill, president of Interlink Inc., a postal software company.

## Auctioneer needed for 2022 Convention!

*The Iowa Newspaper Association and Foundation is looking for an auctioneer to help us at this year's INA Convention and Trade show. If you or someone you know is interested in the opportunity, please email Jana Shepherd at [jshepherd@inanews.com](mailto:jshepherd@inanews.com).*



# School officials haven't learned important lesson

*This article is free to use and publish in your publication.*

**BY RANDY EVANS**

EXECUTIVE DIRECTOR

IOWA FREEDOM OF INFORMATION COUNCIL

**T**he past couple of years have been challenging for Iowa's 327 public school districts.

Parents have become very engaged with their schools — and enraged, too, at times. This has revolved around masks and vaccines, what is being taught or not taught, the content of library books, and an assortment of other concerns.

But in some communities, school leaders have greatly misjudged the angst of parents, grandparents and other taxpayers.

Look at the aggressive campaigns for school board seats and the ouster of some incumbent board members. Remember the heated school board meetings around Iowa punctuated with shouting, threats and arguments. Take note of the sudden decisions by a handful of administrators and teachers to retire immediately or seek jobs elsewhere.

The experience last week of Jacob Hall, a prominent blogger from Sioux Center, suggests that some school officials are failing to recognize their culpability in the crossroads Iowa schools now face.

Don't be surprised if Hall's experience with the Linn-Mar School District becomes the motivation for lawmakers to make an important, and needed, change in the public records law when the Iowa Legislature convenes in January.

Lawmakers should act — because the Linn-Mar district's response to Hall's request for records is outrageous. And he is not the first Iowan to be chased away from obtaining government records by breath-taking costs quoted by government officials who completely miss the intent of the Legislature when it wrote the public records law.

Here is what is afoot in the Linn-Mar district:

Hall owns and edits the Iowa Standard. The online publication caters to conservative readers with its news coverage and commentary on public affairs and politics.

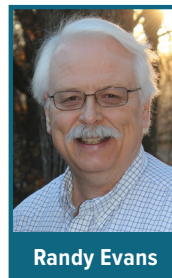
Using the public records law, Hall asked for emails and text messages exchanged by Linn-Mar administrators, teachers and other employees about a "Transgender Week" observance at Linn-Mar High School in Marion.

The public records law makes such communications available to anyone who asks, although certain confidential information is protected from disclosure, such as details about specific students.

The law speaks of the importance of free and open examination of records. The statute allows — but does not require — government officials to charge reasonable fees for retrieving and copying documents and for reviewing them for confidential information that needs to be blacked out.

You can imagine Hall's surprise when the Linn-Mar communications coordinator informed him he would have to pay \$504 to receive the records he sought.

The official explained it would take two hours of a computer technology employee's time to retrieve the



**Randy Evans**

emails and text messages and an hour and a half for an attorney to examine those communications for confidential details.

The IT worker's time would be charged to Hall at the rate of \$57 per hour — meaning the worker makes \$118,000 annually. The attorney's time would be charged at \$260 per hour.

At \$500, the Linn-Mar records would be out of reach financially for most people in Iowa. But Hall and the Iowa Standard were willing to pay the cost, and he asked the communications official how to make the payment. He also asked how many pages of emails and text messages he would receive.

Hall was not expecting what he heard next:

"In reviewing the information that I provided to you, the amount quoted is the rate to access each employee record," the official wrote. "The total amount for staff time to retrieve the records and attorney time to review/redact confidential information for the entire district would come to approximately \$604,000."

Read that again; it's not a typo. \$604,000.

The costs Linn-Mar quoted to Hall mean, in effect, it would take 2,400 hours to retrieve the emails and text messages containing the keywords "Trans Week." That is 60 weeks of full-time work by the school's information technology employee. And it would require 45 weeks of a \$260-an-hour attorney working full-time looking for confidential information in those emails and text messages.

The Iowa Freedom of Information Council, the nonprofit organization I lead, believes the cost for records is one of the biggest obstacles standing between the public and the records they seek from state and local governments.

It is obvious the Linn-Mar district does not want to share its internal communications about "Trans Week" — potentially a source of criticism from Iowans at a time when there already is intense scrutiny of public schools.

It is immaterial whether Jacob Hall's publication is liberal, conservative or somewhere in between. It is immaterial whether school officials or students or anyone else thinks his request was unimportant. It doesn't matter what motive the Iowa Standard has for writing about Transgender Week and the discord that occurred at the school.

The Legislature needs to make it a priority to place a cap on the amount government can charge for its records. \$600,000 does not meet most people's definition of reasonable.

*This article is free to use and publish in your publication. Visit <https://iinanews.com/school-officials-havent-learned-important-lesson/> to view online.*

*Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at [IowaFOICouncil@gmail.com](mailto:IowaFOICouncil@gmail.com).*

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**COMMUNITY JOURNALIST.** Be part of a great team and help inform and enlighten the communities we serve through print, online, social and video. One of our core values is 'fun' so you'll have a good time while reporting on a wide variety of stories from hard news, to features and even some sports and a podcast if you'd like. You owe it to yourself to find out more about this opportunity with Enterprise Media Group headquartered in Blair, NE. We offer award winning coverage in dozens of communities in eastern Nebraska and western Iowa, and have opportunities in several of our markets. We're a family owned company and offer a very competitive salary, benefits including a matching 401K plan, health insurance, vacations, holiday pay and more. If you have a solid journalism background and want to help make a difference in the communities we serve, please get in touch. Contact Mark Rhoades, at [mrhoades@enterprisepub.com](mailto:mrhoades@enterprisepub.com). 01.05

**EDITOR.** The Ottumwa Courier is looking for a journalist ready to move into the editor ranks. Our associate editor serves as the paper's No. 2 editor and is a vital member of our team. The Courier's newsroom is a collaborative environment that seeks to use each other's strengths to build our product into the best it can be. This position manages our special publications and helps ensure we're publishing a quality news product daily. This role is an excellent next step for journalists that are looking to gain supervisory responsibilities, while continuing to build their clips and experience toward their career goals. We are searching for someone who is a proficient writer, an organized self-starter, a collaborator, and clear communicator. A bachelor's degree in journalism or similar field is preferred, but we'll consider those who have on-the-job experience in lieu of a formal degree. Other ideal (but not required) qualifications include proficiency of the AP Stylebook, accurate typing skills, experience with journalism ethics and standards, and prior experience in print journalism. This position does require a valid driver's license, safe driving record and reliable transportation. To apply, send cover letter explaining your qualifications for the position, a resume, and 3-4 samples of your best work to Editor Kyle Ocker, [kocker@ottumwacourier.com](mailto:kocker@ottumwacourier.com). Any questions about the position should be routed to the Editor via email. 11.17

**EDITOR.** Seeking and Editor to oversee the newsroom operations of our 3-day-per-week well established community newspaper in Le Mars, Iowa. The editor will be a reporter who is also responsible for organizing the newsroom. Working/coordinating with other office department heads, dealing with the public. The Editor will be well organized and efficient planner, team player and ambassador of the newspaper. Some of the duties will include but not limited to : Design/layout of several news pages including the front page, update website and social media accounts, write multiple stories per day, take photos, organize and assign assignments for reporters, copy editing, format press release, point of contact for the community, attend community events, photo orders, contact for special occasion announcements, conduct weekly news meeting, decide what stories will publish on a given day and what stories can be held for future publication. Maintaining the newsroom budget and preparing the next year budget. Review all expenses and assure they are necessary to the department. Being team leader of the newsroom. Preferred candidate will have a : solid journalism background covering a variety of areas, knowledge using Adobe software and experience with social media and online

strategies. The Daily Sentinel offers a competitive salary and solid benefits package. To apply for this position email a cover letter, resume and examples of your work – writing - layouts to -Publisher monte Josy , [mjost70@gmail.com](mailto:mjost70@gmail.com) or mail to 41 1st Ave Ne Le Mars Iowa 51031 Attn: Publisher. 12.08

**NEWS EDITOR.** Woodward Community Media seeks a News Editor for the Solon office with the Solon Economist and North Liberty Leader. Must have a strong commitment to quality and service and be a team player. We need a News Editor with good organizational skills who can handle a range of duties that will include reporting, photography, editing and familiarity with websites and social media. Beats will include community and sports with some government coverage sprinkled in, depending on the skills of the top candidate. Photo equipment is provided. College degree or equivalent in journalism, communications, or related field is required. This is a Full Time position. Benefits include employee stock ownership, 401(k), paid time off and holidays, parental leave, volunteer time off, and more. Health, dental, vision, life, disability, and supplemental insurance available. Continuing education assistance offered for further career development. 12.01

**NEWS EDITOR.** Consider joining the award-winning Harlan Newspapers in beautiful Shelby County in western Iowa as our next news editor. Join a dedicated and experienced team of professionals as we continue to grow our products, the Harlan Tribune and Harlan News-Advertiser. Bring fresh ideas as you coordinate our news coverage, from covering local meetings to writing feature stories, layout and design of the newspaper, photography and social media. We're excited to hear from you! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 712-755-3111. All inquiries to Bob Bjoin, Editor, at [news@harlanonline.com](mailto:news@harlanonline.com). 12.01

**NEWS REPORTER.** In search of a news reporter to join the Le Mars Daily Sentinel's news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well -organized stories, and work well with our newsroom staff. Responsibilities include covering everything from hard news, business and government to personality features. The ideal candidate should be comfortable with digital photography and social media platforms. Page design abilities and experience with Indesign And Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefit package. Please forward resume, cover letter and writing samples to Monte Jost, [mjost70@gmail.com](mailto:mjost70@gmail.com) or mail to Publisher Le Mars Daily Sentinel 41 1st Ave NE Le Mars Iowa 51031. 12.15

**NEWS REPORTER.** Join the award-winning Harlan Newspapers in beautiful Shelby County in western Iowa as a news reporter. We are a dedicated and experienced team of professionals continuing to grow our products, the Harlan Tribune and Harlan News-Advertiser. We welcome your fresh ideas as you become one of our premiere journalists, writing pieces you are excited about and helping in areas with regional meeting coverage, feature articles, sports coverage, photography and layout and design of the newspaper. Give us a look! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 712-755-3111. All inquiries to Bob Bjoin, Editor, at [news@harlanonline.com](mailto:news@harlanonline.com). 12.01

MEMBER EXCHANGE - cont. on page 5



## Iowa Newspaper Association Bulletin

www.INAnews.com

### IN THIS ISSUE...

- Mastering the Top 10 Critical Sales Questions
- 2022: The Year of Employment Advertising

MEMBER EXCHANGE - cont. from page 4

**SPORTS EDITOR.** The Spencer Daily Reporter, part of the family-owned Rust Publishing group, is seeking a full-time sports editor for its twice-weekly publication in Spencer, Iowa. We understand that quality sports journalism is a cornerstone of great community newspapers, and we want to find the person who is enthusiastic about taking on the challenge of offering top-notch sports coverage.

The ideal candidate will know and love sports, have a command of writing and editing and familiarity with AP Style. We also seek a journalist who is at home behind the lens of an SLR digital camera.

The successful candidate will cover local high school sports and one area community college slate of squads.

In addition to the print offering, the Daily Reporter has a successful sports podcast and online video and web publications.

Candidates should be enthusiastic team players, forward-thinking and able to write to deadline. College graduates, with at least two years experience in sports journalism are preferred. We are looking at professionals, who understand how to work with school administration, coaches and student-athletes.

A full benefit package with medical, dental and vision care is offered, along with life insurance, paid vacation and a 401K.

For more information or to apply, contact Paula Buenger, Publisher, Spencer Daily Reporter, [pbuenger@spencerdailyreporter.com](mailto:pbuenger@spencerdailyreporter.com) 01.19

### ▼ FOR SALE

**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](mailto:scenictrailmediabrokers@gmail.com) for more information.

*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@ina-news.com](mailto:cgordon@ina-news.com).*



An Iowa Newspaper Foundation webinar...



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

# MASTERING THE TOP 10 CRITICAL SALES QUESTIONS

Friday, January 7 • 1-2 p.m.

Registration fee: FREE • Deadline: January 4

## IN THIS WEBINAR...

We all know we need to ask questions to understand our client's goals, but what are the best questions to ask? What questions make clients mad? What questions do Millennials hate? What questions are over-used and a waste of the clients' time? Ryan Dohrn will break down the 10 critical questions and explain the purpose behind each one in vivid detail. Then you will have the opportunity to share your best questions for us all to discuss as a group. This is a mission-critical workshop for sales reps - even those that have been selling for years.

## THE PRESENTER...

### Ryan Dohrn



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.



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An Iowa Newspaper Foundation webinar...

# 2022: THE YEAR OF EMPLOYMENT ADVERTISING

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

Thursday, January 20 • 1-2 p.m.

Registration fee: FREE • Deadline: January 17

## IN THIS WEBINAR...

Hiring is everywhere. Some papers have pages and pages of employment ads, most do not. Learn the secret steps of owning your fair share of this market again. Erase 100 years of how it has been done and start doing what must be done to grow revenue and create an atmosphere where the biggest employers in your area jump on board.

## 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 course work towards 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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Online Media Campus is brought to you by a partnership of state press associations.



# 50 *Year Club* Nomination Form

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*“I submit the name of the following person,  
certifying that to the best of my knowledge  
he or she has completed 50 years of service  
to the newspaper industry.”*

---

Name: (Please print)

---

Entered Newspaper Service At: (Location)

---

Now Living At:

---

This Nomination Submitted By:

---

Newspaper:

---

Please complete and return to Erica Wipperling at  
ewipperling@inaneews.com or Iowa Newspaper Association,  
319 E. 5th St., Des Moines, IA 50309 by December 17, 2021

