



# 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

Be a Millennial Magnet:  
How to Attract, Retain  
and Engage the Millennial  
Workforce  
Friday, January 14

2022: The Year of  
Employment Advertising  
Thursday, January 20

### EVENTS

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

## ► president's report

# Legislative work continues

**TERRY CHRISTENSEN**

2021 IOWA NEWSPAPER ASSOCIATION PRESIDENT  
FORT DODGE MESSENGER



Terry Christensen

The 2021 Legislative session was one of our most challenging. And while every session is different, restrictions due to a pandemic made an already difficult undertaking, feel almost impossible at times. Personal, face-to-face interaction with legislators and staff is an essential part of effective lobbying and the COVID restrictions created many barriers. This added up to day-after-day of searching out and trying to get time with too few people and when you combine these process restrictions with one-party control, the challenge becomes even greater. Sometimes bills are held back and worked on privately, not being filed until they are ready to move. Without a bill, it is extremely difficult to lobby anyone, while legislators may be discussing the language in private.

And while it was a challenging session with some significant losses—we also had some significant wins.

**We were successful in killing four public notice bills that would have effectively provided all levels of government the ability to place public notices on governmental websites instead of in newspapers.** I want to thank all of you who reached out to your legislators to stop these bills. Our approach during this process was laser-focused and we were able to kill two of these bills prior to subcommittee meetings. To give you a sense for the level of the fight, during one subcommittee meeting approximately five different organizations spoke—representing all levels of government. All spoke in favor of the bill. We were the only organization speaking against the bill. And yet the bill did not pass. That is

due to the emails and phone calls made by publishers; and to the work of our lobby team working directly with legislators, but the same day this public notice bill died—another was literally introduced.

We also lost some battles.

The largest loss was a bill that we had no expectation of moving. It was an election bill. It was the last bill passed shortly before midnight. The bill was approximately 15 pages long and addressed the conduct of elections, including nominations, procedures for proposed amendments to the Iowa constitution, absentee voting and effective date provision. About halfway through this bill, a small change was made. The ballot notice shall now LIST the names of all candidates or nominees and the office each seeks versus SHOWING the names by publishing a facsimile of the ballot. We learned after the fact that some legislators didn't even know that language was a part of the bill. Unfortunately, it's an illustration of bills literally passing in the dark of night.

As the 2022 session begins it's critical for all of us to know and have relationships with our legislators, to be alert during session for emails from the INA Executive Director when we need your help. **Proactively, take a moment to look at your website—can your community find your public notices easily? Are notices in front of the paywall if you have one? Are you consistently uploading your newspaper to the INA public notice site?** If you need help with any of these things, please reach out to the INA staff.

It's been my pleasure to serve as your President this year. I look forward to seeing at Convention!

## Shepherd named Foundation Director



Jana Shepherd

Congratulations to Jana Shepherd who has been promoted to Foundation Director effective January 1, 2022. Shepherd joined the Iowa Newspaper Association in 2009 as INF Program Director. As Program Director, she has been responsible for all training and education programs including the INA Annual Convention and Better Newspaper Contest; Online Media Campus, a national webinar program; internships; and leadership programs and workshops.

"Jana is future-focused, mission-driven and has a reputation of making things happen," INA Executive Director Susan Patterson Plank said. "She is truly committed to the important work of the Foundation and helping it to grow and prosper." In her new role she will oversee both programming and development for the Foundation. INF Board President Mark Spensley (Monticello Express) congratulated Shepherd. "We are fortunate to have Jana as part of our team. She understands the critical role newspapers play in their local communities, the obstacles we face and the role the Foundation plays in our future success," Spensley said.

In 1984, the Iowa Newspaper Association created the Iowa Newspaper Foundation, a not-for-profit organization. The Foundation concentrates on fundraising to underwrite and support affordable, high-quality educational opportunities and programming. It also works to educate and retain future employees of the newspaper industry.



IOWA NEWSPAPER ASSOCIATION  
CONVENTION & TRADE SHOW

VISIT [WWW.INANEWS.COM/CONVENTION](http://WWW.INANEWS.COM/CONVENTION)  
TO LEARN MORE AND REGISTER ONLINE!

### CONVENTION BRIEFS

#### 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>

#### 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.

## CONTACT US



Phone 515-244-2145

Website [www.INAnews.com](http://www.INAnews.com)

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

Susan Patterson Plank,  
ext. 125, [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com)

#### Sales and Marketing Director

Kris Maggard,  
ext. 140, [kmaggard@cnaads.com](mailto:kmaggard@cnaads.com)

#### Communications Director

Cicely Gordon,  
ext. 133, [cgordon@inanews.com](mailto:cgordon@inanews.com)

#### Media Director

Autumn Phillips,  
ext. 136, [aphillips@cnaads.com](mailto:aphillips@cnaads.com)

#### Program Director

Jana Shepherd,  
ext. 159, [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

#### Technology & Digital Development Manager

Susan James,  
ext. 129, [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

#### Iowa Newspaper Association

Terry Christensen, Fort Dodge Messenger  
515-573-2141,  
[tchristensen@messengernews.net](mailto:tchristensen@messengernews.net)

#### INA Services Company

Ron Gutierrez, Clinton Herald  
563-242-7101  
[rgutierrez@cnhi.com](mailto:rgutierrez@cnhi.com)

#### Iowa Newspaper Foundation

Mark Spensley, Monticello Express  
319-465-3555  
[advertising@monticelloexpress.com](mailto:advertising@monticelloexpress.com)

### U.S. MAIL

Iowa Newspaper Association  
319 East 5th St.  
Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (paid service)

# DON'T MISS OUT, SPOTS FILL UP QUICKLY!

## STUDENT • PROFESSIONAL

# NETWORKING LUNCHEON

**12 MINUTE ROUNDTABLE SESSIONS:** This is a recruitment opportunity for professionals in the media industry to network and share successful experiences with students eager to learn about starting a career in journalism.

**LIMITED SPOTS AVAILABLE ON A FIRST COME FIRST SERVED BASIS.**

Contact Jana Shepherd at [jshepherd@inanews.com](mailto:jshepherd@inanews.com) to reserve your spot!

Chosen newspapers must come with business cards, internship or working opportunities at their organizations.

**Thursday, February 3**  
12 to 1:30 p.m.

**Downtown Marriott**  
Des Moines, Iowa

## INA MEMBER BENEFIT!

[www.onlinemediacampus.com](http://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](mailto:jshepherd@inanews.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

**DISTRIBUTION OPERATIONS MANAGER.** TH Media in Dubuque, Iowa, is looking for a Distribution Operations Manager for the Telegraph Herald. This is a key management position that has not been available for over 20 years! Consider this Distribution Operations Manager opportunity as your first step towards employee ownership. The manager models our core values and mission through leadership, coaching, training, and support for our distribution team while maintaining a "customer-first" mindset. Education & Qualifications required:

- Previous team leadership and customer satisfaction experience.
- Good time management and follow-up skills, including the ability to provide satisfactory results in a fast-paced environment.
- Strong communication skills, flexibility and a desire to maintain a motivating and fun work environment.
- A college degree or successful career track in related fields; circulation, technology, commercial printing applications.

Excellent benefit package including paid time off for vacation, sick, volunteering, maternal and parental leave, disability and more. Employee stock ownership (ESOP) and 401(k) are offered to assist you with your retirement goals. 01.22

**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. 01.12

**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. 01.12

**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 or mail to Publisher Le Mars Daily Sentinel 41 1st Ave NE Le Mars Iowa 51031. 01.05

**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. 01.05

**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 01.19

**STAFF WRITERS.** The Clinton Herald in Clinton, Iowa is seeking to fill a full-time staff writer position, with the successful candidate responsible for covering local news and timely features as assigned. This position also requires photography skills. The qualified candidate must be a proficient writer, typist, possess excellent people skills and be a self-starter who is able to develop enterprise work and be proficient in various social networking platforms. The Clinton Herald, an award-winning newspaper, publishes a printed edition on Tuesdays, Thursdays and Saturdays, and a digital-only edition on Wednesdays and Fridays. To apply, send your resume to The Clinton Herald: Attn: Charlene Bielema, 221 Sixth Ave., South, Clinton IA, 52732 or email to cbielema@clintonherald.com. 01.22

*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).*



Iowa Newspaper Association

# Bulletin

[www.INAnews.com](http://www.INAnews.com)

## IN THIS ISSUE...

- Mastering the Top 10 Critical Sales Questions
- Be a Millennial Magnet: How to Attract, Retain and Engage the Millennial Workforce
- 2022: The Year of Employment Advertising





An Iowa Newspaper Foundation webinar...



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**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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**IAwebinars**

# BE A MILLENNIAL MAGNET

*How to Attract, Retain and Engage the Millennial Workforce*

Friday, January 14 • 1-2 p.m.

Registration fee: FREE • Deadline: January 11

## IN THIS WEBINAR...

Recently, the Millennial generation took the stage as the largest generation in the U.S. workforce and that calls for the need to implement effective Millennial retention strategies. Millennials (Generation Y), born between 1981 to 2000, are your current and future leaders and this entitlement among Millennials is all set to bring tremendous changes, innovations, and opportunities across industries.

In this program you will hear up-to-the-minute data and case studies presented by author Jeff Butler. Here, he will help you understand your organization's millennials better. This program covers end-to-end Millennial employee lifecycle including hiring, managing and retaining. Each segment of the cycle will have both high-level theories as well as tactical Millennial retention strategies that you can begin implementing immediately after the program. To give you a glimpse, it will include how to create an enticing message to attract a millennial's attention, practical tips of managing difficult employees, and retention strategies that CEO Jack Welch implements at General Electric

## THE PRESENTER...

Jeff Butler



Jeff Butler is an author and workplace strategist who explores human behavior within the working world. His experience spans over 40 industries in 4 continents on how different cultures and employees interact with each other. He studies common threads of behavior in industries such as IT professionals, underground utility workers, police officers to clothing retail chains. In addition, companies like Google, Amazon, John Deere, and Coldwell Banker. As a researcher and practitioner, he also runs a consulting company and a tech company, TrinityFix where he is able to test his ideas in different workplace environments. His ideas have made it to TEDx twice and have appeared in dozens of media outlets and two books on human behavior: *The Authentic Workplace* and *The Key to The New You*. Currently, he lives in Dallas, Texas as an out of place Californian.



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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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# 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

