



# Iowa Newspaper Association Bulletin

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

## CALENDAR of EVENTS

### MEETINGS

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

### WEBINARS

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*

## ► president's report

# The Foundation keeps its' stride

**MARK SPENSLEY**

2021 IOWA NEWSPAPER ASSOCIATION PRESIDENT  
MONTICELLO EXPRESS



Mark Spensley

The Iowa Newspaper Foundation had another successful year in 2021 thanks to the forward thinking of INF board members, committees, and staff in previous years. Once again, when other organizations were working hard to keep business online, the INF was ahead of the game by several years thanks to its' experience in online training.

Over the past year, we have continued to impact newspapers across Iowa and the nation through high-quality, accessible programming. Some highlights from the Foundation's 2021 year include:

- 25 new Online Media Campus webinars that reached at least 2,100 views. This does not include the 180 archived webinars also available for download through Online Media Campus!
- The INF Annual Writing Workshop returned online with a half-day opening educational session followed by three weeks of top-notch mentor opportunities. Registrations maxed out once again and feedback from participants on the experience was overwhelmingly positive.
- The Leo Mores Newspaper Leadership Institute reconvened at the INA offices in September with a new class of seven Iowa newspaper professionals. The group participated in three intense days of leadership training, networking, and exploring Des Moines.
- The Iowa Newspaper Foundation Board

is selling its building in Des Moines, home of the Iowa Newspaper Association offices since 1984. INA's offices will remain in a smaller portion of building more suited in size, as the organization will lease part of the building from the new owner. The earnings from the

sale will allow INF to expand programing and invest in the long-term future of INA.

- The Iowa Newspaper Association, the Minnesota Newspaper Association and the Wisconsin Newspaper Association joined forces to present two days of top-notch training for the Tri-State Virtual Convention. A first of its kind event, the online format allowed INA members to participate in training and networking with industry professionals in other states while respecting COVID-19 safety concerns of gathering for an in-person event.
- The INF Better Newspaper Contest brought in nearly 2,600 entries. The contests are a critical piece to INF's fundraising efforts. Awards will be announced February 3, 2022 at the Downtown Des Moines Marriott during the annual convention banquet. We hope to see you there!

None of this would be possible without the support of our member newspapers and individual donors. Newspapers who participate in our Pages for the 21st Century or Kitty fundraisers along with individual donations underwrite nearly \$140,000 of our costs each year. We are grateful for your continuing support.

# meeting minutes

## Iowa Newspaper Association Nominating Committee | November 19, 2021



### INA Nominating Committee Meeting Minutes

The committee met at 9:30 a.m. via conference call with the following members present: Kristin Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Tony Baranowski, Iowa Falls Times Citizen; Chris Rhoades, Missouri Valley Times-News and Paula Buenger, Spencer Daily Reporter. Susan Patterson Plank, INA, was also present.

#### Votes taken:

- A. On a motion by Buenger, seconded by Baranowski, the committee nominated the following newspaper representatives to second three-year terms on the INA board:
  - Matt Grohe, Clear Lake Mirror Reporter
  - Jason Brummond, Iowa City Daily Iowan
  - Christopher Hall, Charles City Press
- B. On a motion by Grabinoski, seconded by Baranowski, the committee nominated the following newspaper representative to a first three-year term on the INA board:
  - Brad Hicks, Algona Kossuth County Advance

There being no further business the meeting was adjourned at 9:57 a.m.

Respectfully submitted,  
Susan Patterson Plank

## Iowa Newspaper Foundation Nominating Committee | November 19, 2021



### INF Nominating Committee Meeting Minutes

The committee met at 9:00 a.m. via Zoom with the following members present: Dodie Hook, Akron Hometown; Karen Spurgeon, Bloomfield Democrat; Chris Rhoades, Enterprise Media; Mark Rhoades, Missouri Valley Times News; Mark Spensley, Monticello Express and Paula Buenger, Spencer Daily Reporter. Also, in attendance was Susan Patterson Plank, INA.

#### Votes taken:

- A. On a motion by Buenger, seconded by Rhoades, the committee nominated the following newspaper representatives to a first three-year term on the INF board:
  - Josh Byer, Harlan Newspapers
  - Mark Siebert, Simpson College

There being no further business the meeting was adjourned at 9:11 a.m.

Respectfully submitted,  
Susan Patterson Plank

## 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)

# Hicks nominated to INA Board

The Iowa Newspaper Association Nominating Committees has nominated Brad Hicks for a new board term beginning in February 2022. Board elections will be conducted during the INA's Annual Meeting.

## BRAD HICKS - Iowa Newspaper Association Nominee



Brad Hicks

**TITLE:** Executive Editor

**NEWSPAPER:** Cedar Rapids Gazette

**PROFESSIONAL BACKGROUND:** Hicks has 43 years of experience working for newspapers. After college, he was an editor in Vinton, Mount Pleasant and Faribault (Minn.), then served as publisher in Hampton, Ennis (Texas), Red Oak/Glenwood and now Algona. Hicks has served eight years on the INF Board, was the 2010-2011 president and received the Master Editor-Publisher award in 2005.

**FAMILY:** Wife is Sue, who has worked with me in several newspapers during our 32-year marriage, and who is a Master Columnist winner and a Drake School of Journalism graduate. Son Joshua lives in Ankeny and son Aaron lives in North Liberty.

**OFF THE JOB INTERESTS:** Family, faith and golf.

**AREAS OF MOST INTERESTED RELATED TO INA:** Government affairs, open records/meetings, legal notices, and finding ways to preserve the role of the paper in the "new community" paradigm.

## Q&A from the Iowa Public Information Board

**Question:** I want the record right now. How much time does the public agency have to produce a requested record?

**Answer:** Chapter 22 does not set a specific time requirement for the fulfillment of a public records request. The time to locate a record can vary considerably depending on the specificity of the request, the number of potentially responsive documents, the age of the documents, the location of the documents, and whether documents are stored electronically. The large number of variable factors affecting response time makes it very difficult, and probably unwise, to establish any hard and fast objective standards.

The only specific response time standard established by the statute is in Iowa Code subsection 22.8(4)(d), which allows a good-faith reasonable delay of not more than 10 business/20 calendar days in order to determine whether a confidential document should be released.

The Iowa Supreme Court offered this guidance: "... (P) ractical considerations can enter into the time required for responding to an open records request, including 'the size or nature of the request.' But the records must be provided promptly, unless the size or nature of the request makes that infeasible." *Horsfield Materials, Inc. v. City of Dyersville*, 834 N.W.2d 444, 461 (Iowa 2013).

Best Practices: Communication between lawful custodians and records requestors is strongly encouraged. Communication and cooperation can reduce disagreements over responsiveness to records

requests including issues of timing, redaction, and completeness. It is recommended that the custodian:

1. Contact the requestor to acknowledge receipt of the request immediately and provide a probable timeline for record release.
2. Make additional contact in the event of a potential delay to discuss possible ways to process the request in a timely manner.
3. Work diligently to retrieve and release the records.
4. Release records as they are ready unless the requestor has asked that the records be compiled and then released together.

**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 December 2021, 50 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 2021, 697 identifiable people have contacted the IPIB. Of these, 377 were private citizens, 242 were government officials or employees, and 78 were members of the media. In 2021, 68% of the incoming contacts were resolved the first day, 13% were resolved in one to five days, and 19% 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	DECEMBER TOTALS
12	1	0	5	24	8	50

# Senate change won't better inform Iowans

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

**RANDY EVANS**, EXECUTIVE DIRECTOR  
IOWA FREEDOM OF INFORMATION COUNCIL

Typically, in the days leading up to the start of a new session of the Iowa Legislature, the attention is on lawmakers' goals and priorities — and on the pledges they make to work together for the good of the people of Iowa.

This year, however, Republican leaders who control the Iowa Senate announced a controversial decision that erases more than a century of openness — evicting journalists from the floor of the Senate chamber.

This ill-conceived action makes Iowa an outlier among the legislatures in the 50 states. You could count on one hand those that do not allow journalists on the floor of their legislative chambers.

Nowhere in their decision do Senate leaders pretend this change will better inform the people of Iowa about the important work the Senate does.

There is a reason they are not saying that — because, clearly, the people of Iowa are not going to know more about what the Senate is doing or have a better understanding of why senators are making the decisions they will make.

If the unspoken reason for the change is that Iowa Senate leaders are peeved about media coverage of the Senate in recent years, then moving journalists farther away from the senators will not improve either the accuracy or the fairness of news coverage.

Journalists are not some modern-day addition to Iowa government. When the Capitol was built in the late 1800s, working space was provided at the front of the House chamber and the Senate chamber for reporters who regularly covered the lawmakers' debates, deliberations and deals.

Through the Great Depression and wars, through hard-fought debates over liquor sales and gambling, school consolidations and the creation of community colleges, and over a multitude of other issues big and small — journalists were sitting there at the front of the Senate, reporting on these proposals, the amendments being offered and the parliamentary maneuvers in the magnificent chamber.

In the first 40 years of the Capitol's existence, newspaper reporters had the so-called "press bench" to themselves. When radio arrived in Iowa in the 1920s, legislative leaders adapted and this new type of journalist was accommodated. When television arrived in the 1950s, legislative leaders adapted again and TV journalists were allowed to work from the Senate floor.

But now, with the arrival of reporters for websites providing news and opinion content, Senate leaders claim to be unable to accommodate this newest era of journalism.



Randy Evans

The decision by Senate leaders is especially poorly timed because the number of reporters covering the Legislature fulltime, in Iowa and in many other states, has been dwindling as newspapers merge and as their employment shrinks.

In my role as the executive director of the Iowa Freedom of Information Council, I issued a statement Friday on the Senate decision. And on Saturday, the Washington Post called to ask about the decision.

Here's what I said: "All Iowans should be troubled, as we are, by the decision of Iowa Senate leaders. ... Barring journalists from access to the floor of the Senate chamber does not continue Iowa's long and proud tradition of transparency that is a foundation of our democracy."

I said the decision is a blow to transparency because it makes it more difficult for journalists to help the public understand the many issues lawmakers are dealing with and how those issues will affect the people of our state.

I explained how reporters could catch the eye of a senator and with a nod arrange a quick conversation off the Senator floor to get clarification of how a bill is evolving. Reporters could notice a couple of key adversaries off to the side in the chamber having a whispered conversation and could then ask if an important compromise was in the works.

One of the comments I made to the Washington Post reporter was that government transparency is even more important when one political party controls the House, the Senate and the governor's office, regardless of which party that is.

With one party having what is called a "trifecta," it is easier to set aside rules and norms so decisions can be made with less scrutiny by the public or by journalists, who serve as the eyes and ears of the public by gathering information, providing important context and background, and by asking government officials questions citizens themselves are not in a position to ask.

The decision to boot journalists from the Senate floor did not occur in isolation.

A few years ago, Republican leaders in the Legislature shortened the length of the advance notice required before subcommittee meetings occur. This was an important change because it is now more difficult for Iowans to know what bills are being taken up and to reach out with their opinions before lawmakers vote on these issues.

Lawmakers like to talk about how they are elected to go to Des Moines and represent the people. Last week's troubling decision by Iowa Senate leaders shows that some lawmakers have forgotten whom they work for.

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

*This article is free to use and publish in your publication. Visit <https://inaneews.com/senate-change-wont-better-inform-iowans/> to use.*



# 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.** Immediate opening for an Editor to produce news, sports and photo content for print, website and social media to grow already-strong circulation and reader engagement for 155-year-old award-winning eastern Iowa weekly newspaper. Work with our team of experienced professionals at affiliated newspapers, Eldridge North Scott Press and West Liberty Index to fulfill our mission: "To provide information to readers in an accurate, dependable and professional manner which reflects the uniqueness and similarities of the communities it serves." Résumé with references: [btubbs@northscottpress.com](mailto:btubbs@northscottpress.com)

**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 an 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](mailto:mjost70@gmail.com) or mail to Publisher Le Mars Daily Sentinel 41 1st Ave NE Le Mars Iowa 51031. 01.05

MEMBER EXCHANGE - cont. on page 6



## Iowa Newspaper Association Bulletin

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### IN THIS ISSUE...

- Be a Millennial Magnet: How to Attract, Retain and Engage the Millennial Workforce
- 2022: The Year of Employment Advertising

MEMBER EXCHANGE - cont. from page 5

**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). 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](mailto: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](mailto: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).*



An Iowa Newspaper Foundation webinar...

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



**MEDIA CAMPUS**

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