



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### MEETINGS

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

### WEBINARS

2022: The Year of  
Employment Advertising  
Thursday, January 20

### EVENTS

INA Awards Banquet  
April 28, 2022  
Downtown Des Moines  
Marriott

## president's report

# C.N.A. exceeds Iowa sales goal by more than \$200,000 in 2021

**RON GUTIERREZ**

2021 INA SERVICES COMPANY PRESIDENT  
CLINTON HERALD



**Ron Gutierrez**

The mission of the INA Services Company is to advance the economic well-being of Iowa newspaper enterprises primarily through research, promotion, and advertising sales. INA Services Company does business under the branded name Customized Newspaper Advertising, CNA. The team at CNA is driven to increase sales, manage expenses and provide excellent customer service to members and clients. The team works as an extension of your sales staff as a member newspaper of the Iowa Newspaper Association.

In 2021, Customized Newspaper Advertising ended the year with total gross sales of \$7,418,177. This number includes sales into Iowa, Wisconsin, and other states' newspapers, digital advertising, classified and small space display network advertising. This is 5% higher than 2021's annual budgeted goal!

Display advertising, defined as advertising that is placed by CNA staff into print or digital newspaper products across the state or country totaled \$6.5 million. This includes more than \$3 million sent specifically to Iowa newspapers!

Iowa newspapers had many wins in other categories of display advertising including

increased sales from the Iowa Department of Public Health and the Iowa State Fair. CNA also continued its partnership with Wisconsin Newspaper Association and works as their sales arm increasing commission for CNA.

CNA shored up staffing this year, filling three of its eight full-time sales and media positions.

CNA continues to focus on the classified and small space newspaper networks in Iowa, Michigan, and Wisconsin. The newspaper networks primary supports the association and the efforts of the CNA display department. Commission retained or revenue generated from the networks in 2021 was \$606,401 or 15% below budget. But it is important to note that commission retained gained ground despite continued pandemic challenges to networks core categories, ending the year \$95,000 or 18.5% over 2020's commission retained. That is excellent news!

Approximately 200 Iowa newspapers participate in either the classified or small space display networks. If your newspaper is interested in joining your colleagues in these programs, visit [www.inanews.com/inadownloads](http://www.inanews.com/inadownloads).



## A new spin on convention and awards banquet!

**B**ased on low trends in registration, hesitation from speakers as well as vendors and concern for everyone's safety—we have chosen to rethink our traditional convention. Not doing so would have been financially irresponsible.

Convention is about networking, celebrating, and learning. With that in mind, we are planning to move the Awards Banquet to April 28, 2022 at the Downtown Des Moines Marriott. In addition to the banquet, we'll host a workshop with sessions this summer. Be on the lookout for additional sessions that will be made available via the Online Media Campus that is free to all INA members.

Full refunds will be issued to everyone who has already registered for the event. When registration opens for the April Banquet, it will be communicated in the Bulletin and through email. This is not a decision that was taken lightly, and we understand that there will be many questions. Your patience while working through the details is greatly appreciated.

We can't wait to see you in April!

## INF offers free content from Iowa Department of Cultural Affairs

**N**ew articles available today! The January series of articles are available today for download from the INA website, and cover the follow topics:  
**The Film Lounge** - The sixth season of "The Film Lounge," an annual showcase of short films by Iowa filmmakers, premieres statewide at 9 p.m. Jan. 31, followed by a second episode at 9 p.m. Feb. 7, on Iowa PBS. This year's lineup includes a film that won a Student Academy Award in October and is in the running for an Oscar in March. Cities mentioned: Burlington, Cedar Rapids, Decorah, Des Moines, Iowa City, Fairfield And West Des Moines.

- **Relief grants for artists**- Since the spring of 2020, the Iowa Department of Cultural Affairs has distributed nearly \$11 million in federal funds to help stabilize Iowa's artists, arts organizations and creative businesses as they adapt to the pandemic. Cities mentioned: Clinton, Council Bluffs, Davenport, Dubuque, Huxley, Hopkinton, Lamoni, Leon, Pocahontas, St. Ansgar And Tipton.

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

## 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)

#### Foundation Director

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

#### 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)

# What's on the 2022 banished words list? Asking for a friend...

If you're going to turn to the vernacular to make yourself known, be sure you're accurate and concise. Avoid error in and exploitation of everyday language. In short, do the opposite of what the public and the media did this year.

The irked and the amused from around the country and across the world sent that mock-serious message in their entries for Lake Superior State University's annual tongue-in-cheek Banished Words List. LSSU announces the results of the yearly compendium on Dec. 31 to start the New Year on the right foot, er, tongue.

Common parlance dominated submissions for the past 12 months. More than 1,000 of the 1,250-plus nominations of words and terms for banishment for misuse, overuse, and uselessness for 2022 were colloquial.

The No. 1 offender: "Wait, what?" These two four-letter words should not go together under any circumstances, according to many nominators and the contest judges from the LSSU English Department, because the two-part halting interrogative is disingenuous, divergent, defective, and other damning words that begin with the letter d.

"Most people speak through informal discourse. Most people shouldn't misspeak through informal discourse. That's the distinction nominators far and wide made, and our judges agreed with them," said Peter Szatmary, executive director of marketing and communications at LSSU.

"Also, seven of the 10 words and terms that LSSU banished last year reflected real-world concerns about COVID-19, while three could be categorized as quotidian. This year, as the global pandemic persists along with adaptations to it, the inverse occurred. Seven of the 10 words and terms to be banished are more conversational-based, with the other three applying to the coronavirus," he added. "One possible takeaway from all this about the act and art and science of disclosing something is the more things change, the more things stay the same. At the very least, it's complicated."

LSSU has compiled an annual Banished Words List since 1976 to uphold, protect, and support excellence in language by encouraging avoidance of words and terms that are overworked, redundant, oxymoronic, clichéd, illogical, nonsensical—and otherwise ineffective, baffling, or irritating. Over the decades, LSSU has received tens of thousands of nominations for the list, which now totals more than 1,000 entries. Examples of the winners (or should that be losers?) to make the yearly compilation: "detente," "surely," "classic," "bromance," and "COVID-19," plus "wrap my head around," "user friendly," "at this point in time," "not so much," and "viable alternative." The Banished Words List has become such a cultural phenomenon that comedian George Carlin submitted an entry that made the annals in 1994:

"baddaboom, baddabing."

This year, nominations came from most major U.S. cities and many U.S. states, on top of Norway, Belgium, England, Scotland, Australia, and numerous provinces in Canada. Here are the list of the banished words and terms for 2022 and the reasons for their banishment:

1. **WAIT, WHAT?** - Most frequently found in text or on social media, this ubiquitous imperative question is a failed "response to a statement to express astonishment, misunderstanding, or disbelief," explained a wordsmith. "I hate it," added another, because the command query is an inexact method to convey the utterer's uncertainty or surprise. "I don't want to wait," either, continued the second impassioned nominator. Misuse and overuse.
2. **NO WORRIES** - Nominated by writers nationwide for misuse and overuse, this phrase incorrectly substitutes for "You're welcome" when someone says "Thank you." A further bungling relates to insensitivity. "If I'm not worried, I don't want anyone telling me not to worry," a contributor explicated. "If I am upset, I want to discuss being upset." Despite its meaninglessness, the term is recommended to emailers by Google Assistant.
3. **AT THE END OF THE DAY** - Twenty-plus years after original banishment of this phrase in 1999, the day still isn't over for this misused, overused, and useless expression. "Many times things don't end at the end of the day—or even the ramifications of whatever is happening," observed a sage. Others consider "day" an imprecise measure. Today? Present times? Banishment in 1999: overused synopsis of a conversation or debate, often by politicians and pundits.
4. **THAT BEING SAID** - Nominators cited this phrase as verbal filler, redundant justification, and pompous posturing. For instance, "however" or "but—even 'that said'—does the job as a transition instead of the wordiness. 'Go ahead and say what you want already!' demanded one entrant. That being said, its usefulness is certainly in doubt. As a commentator philosophized, "At the end of the day, if you will, it already has been."
5. **ASKING FOR A FRIEND** - Misuse and overuse through deceit—because the friend is a ruse. This cutesy phrase, often deployed in social media posts in a coy attempt to deter self-identification, isn't fooling anyone. Paraphrasing one sage, "Once used to avoid embarrassment, as in, 'Do you know a good proctologist? I'm asking for a friend.' Sometimes an occasional sitcom joke. Now an overused tag with absolutely no relationship to its antecedent."
6. **CIRCLE BACK** - Treats colloquy like an ice skating

**BANNISHED** - cont. on page 4

# 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)



**BANNISHED** - cont. from page 3

rink, as if we must circle back to our previous location to return to a prior subject. Let's circle back about why to banish this jargon. It's a conversation, not the Winter Olympics. Opined a grammarian, "The most overused phrase in business, government, or other organization since 'synergy'—which we banished in 2002 as evasive blanket terminology and smarty-pants puffery.

7. **DEEP DIVE** - "The only time to dive into something is when entering a body of water, not going more in-depth into a particular subject or book," admonished a petitioner. Another stipulated that people who float the phrase aren't near pool, lake, ocean, or sea; thus, rather than dive deeply, they flounder shallowly. An editing whiz wondered, "Do we need 'deep'? I mean, does anyone dive into the shallow end?"

## 2022 BANISHED WORDS AND TERMS DERIVING FROM COVID-19 MATTERS:

8. **NEW NORMAL** - Overused catchall for ways COVID-19 affects humankind—and banishment finalist last year for similar reasons. "Those clamoring for the days of old, circa 2019, use this to signal unintentionally that they haven't come to terms with what 'normal' means," a monitor elucidated. "After a couple of years, is any of this really 'new'?" another speculated. Banished in 2012 for imprudence, defeatism, and apathy stemming from societal missteps.
9. **YOU'RE ON MUTE** - People switched from in-person exchanges to virtual meetings to follow the social distancing protocol of COVID-19, and the unwitting deafening silence happens on both sides

of the camera. Overuse and uselessness, then, due to ineptitude. A discerning submitter encapsulated the issue: "We're two years into remote working and visiting. It's time for everyone to figure out where the mute button is." Or as a quipster summarized, "Hello? Hello?"

10. **SUPPLY CHAIN** - Word-watchers noticed the frequent, unfortunate appearance of this phrase toward the end of this year as the coronavirus persisted. "It's become automatically included in reporting of consumer goods shortages or perceived shortages. In other words, a buzzword," concluded one analyst. "Supply chain issues have become the scapegoat of everything that doesn't happen or arrive on time and of every shortage," noticed another. The adverse result: overuse ad nauseam.

"Say what you mean and mean what you say. Can't get any easier, or harder, than that," said LSSU President Dr. Rodney S. Hanley. "Every year submitters play hard at suggesting what words and terms to banish by paying close attention to what humanity utters and writes. Taking a deep dive at the end of the day and then circling back make perfect sense. Wait, what?"

*This article was originally published by Lake Superior State University. Visit <https://www.lssu.edu/traditions/banishedwords/> to read more online.*



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**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

**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. 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 Jost , 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 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 SERVICES COORDINATOR.** Do you have a passion for writing that matters? Do you thrive in a collaborative work environment? Are you a go-getter with high initiative and keen attention to detail that meets deadlines? If so, this News Services Coordinator opportunity could be a great fit for you!  
Who We Are: At Iowa Farm Bureau Federation (IFBF), we are committed to the people, progress, and pride of Iowa. IFBF is Iowa's largest farm organization, established in 1918. We remain a statewide, non-profit grassroots farm organization dedicated to our mission of creating a vibrant future for agriculture, farm families, and their communities. We work for family farmers in areas critical to the success of their farm enterprises, from representing their public policy interests at the local, state, and national levels, to enhancing market opportunities and providing cutting-edge information to enhance their decision-making abilities. In addition to working for farmers, we are strengthening rural communities, investing in youth and education, and promoting quality healthcare - serving Iowans in all walks of life.  
What You'll Do: The News Services Coordinator is a high-profile position where you will oversee the weekly news gathering, story placement, and layout of the Iowa Farm Bureau Spokesman, a key vehicle for communicating state and national legislative and general news of interest to over 153,000 Farm Bureau members in Iowa. You will also write and edit articles for the Farm Bureau website, blog, e-newsletter, podcast and other outlets. Additional responsibilities will include:  
-Create content and write stories for the Iowa Farm Bureau

**MEMBER EXCHANGE** - cont. on page 6



## Iowa Newspaper Association Bulletin

www.INAnews.com

### IN THIS ISSUE...

- 2022: The Year of Employment Advertising

#### MEMBER EXCHANGE - cont. from page 5

Spokesman and other news sources related to national policy; crop and livestock production and production costs; conservation, technology and the Shop and Field column.

- Work with freelancers to ensure news events of interest to members are covered and timely articles are published in the Iowa Farm Bureau Spokesman and other outlets as directed.
  - Coordinate with the News Services Manager to determine which articles and photographs will be produced for the Iowa Farm Bureau Spokesman.
  - Manage the weekly production of the Iowa Farm Bureau Spokesman by running the weekly news meeting; determining which stories and photographs to run and making sure they are produced during the week, including ROP.
  - Manage the layout of the Iowa Farm Bureau Spokesman. Determine where stories and photos will be placed and assign layout duties to staffers.
  - Contribute blog entries to Farm Fresh and articles for the Farm Bureau website and conduct interviews for the Spokesman Speaks podcast.
  - Collaborate with the News Services Manager on exploring and implementing alternative news delivery methods to meet member needs.
  - Work with Time Citizens Communications to make sure that the weekly pages are at the press and ready to be printed.
  - Determine which Spokesman stories will be used on the Iowa Farm Bureau Internet pages and make sure those stories are posted.
  - Identify and manage the Iowa Farm Bureau Spokesman crop reporters from a cross section of the state that provide readers first-hand knowledge of crop conditions during the growing season.
- External Application Link: <https://fbfs.csod.com/ux/ats/careersite/3/home/requisition/3251?c=fbfs>

**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...

# 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**

Follow us:



Online Media Campus



OnlineMediaCamp

REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)

Online Media Campus is brought to you by a partnership of state press associations.