

November 30, 2022



Volume 39  
Issue 39

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### MEETINGS

INA, INF, INA Services  
Company Board Meetings  
February 1, 2023

### WEBINARS

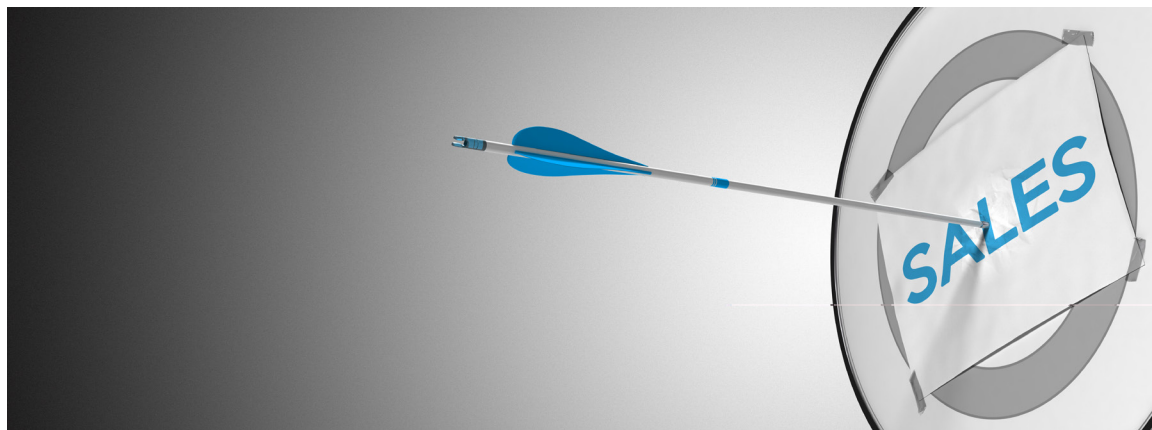
How to Use Data to Sell  
December 1, 2022

How to Have Your Best  
Sales Year Yet  
December 8, 2022

Classifieds 2023: Top Five  
Revenue Opportunities  
January 19, 2023

### SAVE THE DATE

INA Convention  
& Awards Banquet  
February 2, 2023



## Webinar Spotlight: Learn the results of our Iowa market study & how to turn the data into dollars

### IN THIS WEBINAR:

Audience data, category-specific data ... data drives just about every advertising sales conversation these days.

Join us at 1:00 p.m. Thursday, Dec. 1 for a free webinar. In this session, the Coda team will take you through the overall results of the Iowa statewide study commissioned by INA to show how the data can be used by your newspaper to have successful sales conversations. You'll also learn how your newspaper can get customer data based on your circulation areas.

### ABOUT THE PRESENTERS:

**MARIANNE GROGRAN** is president and co-founder of Coda Ventures. Her primary focus is working with the Coda team and clients to deliver high-quality, innovation audience and ad effectiveness research to help companies sustain and grow revenue. Previously, she was co-founder of Affinity LLC which developed new and innovative audience and ad effectiveness metrics for the magazine industry. She has also held positions as President of Audits & Surveys, President of the IntelliQuest Media Group and SVP of Kantar/CMS' Print Division.

**DAVE STOREY** is the senior vice president of key accounts at Coda. In this role, he collaborates with newspaper companies to assist in their sales and marketing efforts. He knows that in today's fragmented media environment, it is imperative to have current data to reinforce your media's dominant digital and print footprint. Prior to working with Coda Ventures, he had a 36-year career in the newspaper industry.

**KRIS MAGGARD** is the sales and marketing director for Customized Newspaper Advertising, where she oversees the Iowa Newspaper Association's print and digital ad networks. Prior to joining CNA in 2021, she worked in community relations and publisher roles and served as an association executive. She also was previously the communications director for the Iowa Newspaper Association, parent company of Customized Newspaper Advertising.

Visit <https://secure.inanews.com/eventReg.jsp?event=1245> to register online today!

## DOWNLOAD RESEARCH SHEETS FROM OUR 2022 IOWA MARKET STUDY

We created statewide sales sheets with information gathered from this market research study. Visit <https://inanews.com/advertising/#research> to download these sales tools.

Categories include buying habits, political, financial services healthcare and travel.

*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.*

# meeting minutes

## Iowa Newspaper Foundation Board of Directors | November 11, 2022



### INF Board of Directors Meeting Minutes

The Iowa Newspaper Foundation Board met at the Ankeny FFA Enrichment Center at 10:42 p.m. with the following members present: Kristin Grabinoski, Armstrong Journal; Chris Conetzkey, Des Moines Business Record; Carl Vieregger, Drake University; Josh Byers, Harlan Newspapers; Mike Ralston, Iowa Assoc. of Business & Industry; Randy Evans, Iowa Freedom of Information Council; Corey Lindsey, Leon Reporter; Lisa Miller, Rock Rapids Lyon County Reporter and Mark Siebert, Simpson College. Also present were Kris Maggard, INA Services Co; Susan Patterson Plank, INA and Jana Shepherd, INF.

#### Votes taken:

- A. On a motion by Ralston, seconded by Grabinoski, the minutes of the July 22, 2022 board meetings were approved.
- B. On a motion by Conetzkey, seconded by Byers, the board approved the INF Contest Ad Hoc Committee's recommendation to move to a weekly vs. multi-day breakdown for contest classifications.
- C. On a motion by Miller, seconded by Conetzkey, the board approved the banking and treasury management authorization certificate.
- D. On a motion by Ralston, seconded by Grabinoski, the board approved the 2023 consolidated budget and compensation committee recommendation as presented.

#### Action agreed upon:

- A. The board agreed 2023 meetings would be held February 1; April 21; July 21 and November 10

#### Other items discussed:

- A. The board heard an update from Patterson Plank on the organization including its financials and upcoming nominating committee meetings.
- B. The board heard a Foundation programming update from Shepherd.
- C. The board heard a presentation on the 2023 INA/INA Services/INF budgets.
- D. The board received a board attendance report.

There being no further business the meeting was adjourned at 11:48 a.m.

Respectfully submitted,  
Jana Shepherd

## CONTACT US



**Phone** 515-244-2145

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

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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#### Sales and Marketing Director

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#### Foundation Director

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#### Communications Director

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#### Media Director

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#### Technology & Digital Development Manager

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### BOARD PRESIDENTS

#### Iowa Newspaper Association

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#### INA Services Company

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#### Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of  
Information Council  
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### U.S. MAIL

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

### INA LEGAL HOTLINE

515-283-3100 (paid service)



As a reminder, if you have agreed to upload your print editions to the NewzGroup site, you should be doing so regularly upon publication of each edition you print. Uploading your newspaper allows CNA to secure tearsheets more quickly and, in turn, pay you faster for advertising that runs in your newspaper. In addition, if you are uploading to NewzGroup, you only need to mail CNA two copies of each newspaper you publish, allowing you to save on postage.

If you're interested in getting more information on uploading your paper to NewzGroup, please contact Susan James at [sjames@inanews.com](mailto:sjames@inanews.com).

#### **GASLIGHTING** - cont. from page 3

George Cukor's "Gaslight" in 1944, starred Ingrid Bergman as Paula Alquist and Charles Boyer as Gregory Anton. The two marry after a whirlwind romance and Gregory turns out to be a champion gaslighter. Among other instances, he insists her complaints over the constant dimming of their London townhouse's gaslights is a figment of her troubled mind. It wasn't.

The death of Angela Lansbury in October drove some interest in lookups of the word, Sokolowski said. She played Nancy Oliver, a young maid hired by Gregory and told not to bother his "high-strung" wife.

The term gaslighting was later used by mental health practitioners to clinically describe a form of prolonged coercive control in abusive relationships.

"There is this implication of an intentional deception," Sokolowski said. "And once one is aware of that deception, it's not just a straightforward lie, as in, you know, I didn't eat the cookies in the cookie jar. It's something that has a little bit more devious quality to it. It has possibly an idea of strategy or a long-term plan."

Merriam-Webster, which logs 100 million pageviews a month on its site, chooses its word of the year based solely on data. Sokolowski and his team weed out evergreen words most commonly looked up to gauge which word received a significant bump over the year before.

They don't slice and dice why people look up words, which can be anything from quick spelling and definition checks to some sort of attempt at inspiration or motivation. Some of the droves who looked up "gaslighting" this year might have wanted to know, simply, if it's one or two words, or whether it's hyphenated.

"Gaslighting," Sokolowski said, spent all of 2022 in the top 50 words looked up on merriam-webster.com to earn top dog word of the year status. Last year's pick was "vaccine." Rounding out this year's Top 10 are:

- "Oligarch," driven by Russia's invasion of Ukraine.
- "Omicron," the persistent COVID-19 variant and the 15th letter of the Greek alphabet.

- "Codify," as in turning abortion rights into federal law.
- "Queen consort," what King Charles' wife, Camilla is newly known as.
- "Raid," as in the search of former President Donald Trump's Mar-a-Lago home.
- "Sentient," with lookups brought on by Google canning the engineer who claimed an unreleased AI system had become sentient.
- "Cancel culture," enough said.
- "LGBTQIA," for lesbian, gay, bisexual, transgender, queer or questioning, intersex, and asexual, aromantic or agender.
- "Loamy," which many Wordle users tried back in August, though the right word that day was "clown."

*Leanna Italie covers entertainment & lifestyles for the Associated Press.*

*This article was originally published by the Associated Press. Visit <https://lapnews.com/article/word-of-the-year-2022-80d02a3e0a347e542466571ca9cdeb2ef> to read the article online.*



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**NEWS EDITOR.** The Mount Ayr Record News and Diagonal Progress is looking for our next News Editor. This high-profile position includes:

- Coverage of local meetings as well as other events of interest to the community
- Feature writing in addition to hard news stories
- Layout and design of news pages using Adobe InDesign

- Ability to take quality photographs
  - Positively represent the company in the community
  - Ability to meet deadlines and other tasks as assigned
- If you would like to learn more, please send resumes to [staff@mtayrnews.com](mailto:staff@mtayrnews.com) or contact:

Tom Hawley  
Publisher, Mount Ayr Record News  
PO Box 346, Mount Ayr, IA 50854  
641-464-2440 12.10

**NEWS WRITER.** Strategic Relations and Communications, the central communications unit at Iowa State University, seeks qualified candidates for a Communications Specialist II. The professional in this position will:

- Serve as assistant editor of the weekly faculty-staff online publication, Inside Iowa State, including a lead role on producing the publication's companion email, Inside Update.
- Write and edit for internal and external communications and news websites.
- Collaborate with administrative and academic units on campus to share information and tell the university's stories.

Candidates should have excellent story enterprising, news writing and editing skills, and be able to meet deadlines while handling multiple projects. See Professional and Scientific job posting R9848 on the university's Jobs website. 12.10

**SPORTS EDITOR.** Stuck in a bad sports town? Consider joining the award-winning North Scott Press in beautiful Eldridge, located in eastern Iowa, as our Regional Sports Editor. Join a dedicated and experienced team of professionals as we continue to grow our products and online platforms. Bring fresh ideas as you coordinate our sports coverage of the sports teams in North Scott, Wilton-Durant and West Liberty. Cover state championship-caliber teams each year, every season! Most recently our football team won the state championship. 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 – 563-285-8111. All inquiries to Editor Scott Campbell, [scampbell@northscottpress.com](mailto:scampbell@northscottpress.com), or Publisher Josh Byers, [josh@harlanonline.com](mailto:josh@harlanonline.com). 1217

**SUBSCRIPTION MANAGER.** The Indianola Independent Advocate and Record-Herald, an independent, Iowa-owned digital plus print newspaper, is seeking help managing our Town News, Audience Plus subscription environment. The job will be a flexible, part-time, remote position setting up subscriptions and rates in the Town News offer-builder environment on an occasional basis and helping troubleshoot user issues when needed. Happy to work through a newspaper that uses this service and is willing to make its team available or an individual who works in this environment and would like to earn some extra income outside of regular work hours. Call 515-250-3698 or email [amy@indianola-ia.com](mailto:amy@indianola-ia.com) to discuss options. 0101

## INA MEMBER BENEFIT!

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Iowa Newspaper Association

# Bulletin

www.INAnews.com

## IN THIS ISSUE...

- How to Have Your Best Sales Year Yet
- Classifieds 2023: Top Five Revenue Opportunities

### ▼ FOR SALE

**FOR SALE:** Western Iowa weekly. Grosses \$300K+. Legals from multiple counties, cities and schools. Owner motivated to sell. Make an offer. Contact Blake at 712-870-9807.

**FOR SALE: WESTERN IOWA WEEKLY NEWSPAPER NEAR SIOUX CITY.**

Legals for two counties, five schools and eight towns. Strong community support. Phone 712-870-9807

*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).*

## Carroll, Jefferson newspapers remain with Iowa family under new ownership

**T**he Tuesday edition of the Carroll Times Herald is the final newspaper published by the Wilson and Burns families, the three-generation local owners of the publication for 93 years.

The Sheldon-based Wagner family, well regarded for its award-winning flagship newspaper, The N'West Iowa REVIEW, a growing portfolio of other publications, and its pioneering leadership in Iowa journalism and printing, officially takes ownership Wednesday of the Carroll Times Herald and The Jefferson Herald, the second newspaper operated under the parent company, Herald Publishing. The Thursday edition of the Jefferson paper is under the new ownership.

The deal also involves purchase of the area shoppers, The Advertiser and Bee, by the Wagner family's newspaper company, Iowa Information.

The Wagner and Wilson/Burns families have been colleagues and friendly competitors at decades of statewide Iowa Newspaper Association and multi-state awards ceremonies. Both the Sheldon and Carroll newspapers have earned Iowa Newspaper of the Year honors in their histories — the Carroll paper in 2013. The N'West Iowa REVIEW garnered the state's top honor 17 times.

*This article was originally published by the Carroll Times Herald. Visit [https://www.carrollspaper.com/news/carroll-jefferson-newspapers-remain-with-iowa-family-under-new-ownership/article\\_f8087e52-701f-11ed-9dac-4363205c0037.html](https://www.carrollspaper.com/news/carroll-jefferson-newspapers-remain-with-iowa-family-under-new-ownership/article_f8087e52-701f-11ed-9dac-4363205c0037.html) to read the full article online.*



An Iowa Newspaper Foundation webinar...

# HOW TO HAVE YOUR BEST SALES YEAR YET

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

Thursday, December 8 • 1-2 p.m.

Registration fee: FREE • Deadline: December 5

## IN THIS WEBINAR...

This one-of-a-kind session will help you review 2022 and plan for 2023! This will be all meat. No fat. You and your teams should be there. You'll get 3 tips every 30 minutes on how to WIN, MORE, FASTER in SALES!

## THE PRESENTER...

### Daniel Grissom



Daniel Grissom has helped many global organizations increase their performance like Google, IBM, Bloomberg, Walgreens and the NASDAQ just to name a few. He has served these companies and others in Asia, Africa, Europe and the USA. He has earned an MBA, an honorary PhD and CSP—a designation held which symbolizes excellence in speaking, which is held by less than 7% of presenters worldwide.

With deep knowledge and experience in business development, personal development and spiritual development, Daniel has a proven track record of inspiring individuals and organizations improve performance. He is a world-class communicator, able to connect with professionals at all levels, from Representatives to Executives, and within many disciplines, from Sales to Customer Service to Diversity, Equity & Inclusion.



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An Iowa Newspaper Foundation webinar...

# CLASSIFIEDS 2023: TOP FIVE REVENUE OPPORTUNITIES

Iowa New Member  
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**IAwebinars**

Thursday, January 19 • 1-2 p.m.

Registration fee: **FREE** • **Deadline:** January 16

## IN THIS WEBINAR...

Today's classifieds struggle at almost every newspaper. And yet, there are papers from Florida to Montana with hundreds of ads in all categories. Let Janet DeGeorge share their TOP FIVE REVENUE secrets with you for a great revenue boost in 2023.

## 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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