

December 14, 2022



Volume 39
Issue 41

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

Classifieds 2023: Top Five
Revenue Opportunities
January 19, 2023

SAVE THE DATE

INA Convention
& Awards Banquet
February 2, 2023



CONVENTION & AWARDS CEREMONY

DOWNTOWN DES MOINES MARRIOTT
FEBRUARY 2, 2023

The Iowa Newspaper Association is excited to announce the program for its 2023 Convention & Award Ceremony. The event will once again be held at the Downtown Marriott Hotel in Des Moines on Thursday, February 2, 2023.

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

The INF Program Committee has once again put together a phenomenal schedule of events, as you can see by visiting www.inanews.com/convention.

Events kick off Thursday morning with Dr. Richard Deming, a radiation oncologist and founder of Above and Beyond Cancer. His presentation brings a reminder that strengthening one's mind, body and spirit and living life with purpose and passion are important goals each of us should set in motion, whether or not we have been diagnosed with cancer.

Thursday evening is the annual Awards Banquet where winners in the Better Newspaper Contests will be honored and the 2023 Newspaper of the Year will be announced.

Registration and meal prices remain among the lowest in the nation, making the annual INA Convention an outstanding deal. There's no other program like this offered at such a reasonable rate! Visit www.inanews.com/convention to register online today!

CONVENTION BRIEFS

CONTEST LETTERS

Contest winners have been sent an email to notify them that they have placed in the 2023 Better Newspaper Contest this week. First, second and third place will not be announced until the Awards Banquet on Friday, February 2, 2023.

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, let us know! Email the individual's name, newspaper served (including location), the nominator's name and the nominator's newspaper (including location) to Erica Wipperling at ewipperling@inanews.com by December 16, 2022. Inductees will be recognized at the Past Presidents' Awards Luncheon on February 2, 2023, during the Annual INA Convention.

HOTEL RESERVATIONS

The deadline to reserve a hotel room at the Marriott Hotel and receive the INA's discounted rate of \$122 is Jan. 18. Make your reservations by visiting <https://tinyurl.com/INAhotel23>

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.

Mudge-Monroe family continues their Next Generation Fund

In 2016, on the occasion of her retirement from her role as Executive Director of the Iowa Newspaper Association, Chris Mudge, with characteristic humility, quietly sent a message to board members and the INA management team to announce that she and her husband, Bill Monroe, would be pledging \$25,000 toward the work of the Iowa Newspaper Foundation.

Chris spent her entire 34-year career with the Iowa Newspaper Association, working to help Iowa newspapers make a difference in their communities. She was employed at the Iowa Newspaper Association in Des Moines from 1982 until her retirement in 2016 rising through the ranks from an advertising sales representative to become executive

director. During her tenure, the INA saw incredible innovation and growth—including the creation of the Iowa Newspaper Foundation and the expansion of Customized Newspaper Advertising. She was also a tireless advocate on behalf of Iowa newspapers and passionately worked to uphold the principles of the First Amendment.

Chris (Mudge) Monroe passed away March 7, 2019 following an inspiring battle with metastatic breast cancer. At the Iowa Newspaper Association, Chris left a legacy of hard work,

foresight and humility that still resonates today and her courageous battle with cancer continues to inspire all of us.

With 60 years of combined service to the INA between them, Chris and Bill have consistently displayed exceptional leadership and uncanny foresight. The Chris Mudge Next Generation Fund, which was established in 2015 to honor Chris, will be used to create an endowment to support the Iowa Newspaper Foundation's dedication to fostering quality journalism education for future generations to come. Since the fund was established, donors have continued to contribute, allowing the INF to focus on youth programs that ensure our community's future journalists are educated about the newspaper industry and encouraged to join its ranks.

To donate visit www.inanews.com and click the "donate" button in the top right corner.



The INF offers programs to help grow and enhance the quality of Iowa's newspapers such as scholarships, paid internships, mentorship programs, writer's workshops, high school media camps, professional trainings and much more. Your generous support helps local newspapers take advantage of the opportunities ahead.

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INA LEGAL HOTLINE

515-283-3100 (paid service)



The INA needs your help!

Work has begun on a comprehensive history of the Iowa Newspaper Association and its predecessor organizations.

We need your help!

We ask all INA members to search their archives and file cabinets for photographs that might be considered for this publication.

EXAMPLES OF PHOTOS WE SEEK:

- Longtime owners, publishers and editors.
- Recipients of major awards, from Distinguished Service to Master Editor-Publisher to the Pulitzer.
- Award presentations or candid moments from conventions and other press association events.

- Memorabilia or souvenirs from early association events, including award plaques and covers of convention or banquet programs.

Photos from any period are welcome, but we particularly need images preceding the 1990s.

Digital images (TIF preferred, or JPG) may be emailed to brian.cooper@crestwoodpublishing.com. Please include identifications and description, name of photographer (if known) and name of the person and newspaper granting permission to publish.

More questions? Contact Brian Cooper, retired editor of the Dubuque Telegraph Herald, at the email address above.

INA MEMBER BENEFIT!

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



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 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, or Publisher Josh Byers, 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 to discuss options. 0101

▼ FOR SALE

WANTED: Old Apple Laser Writer printer. Laser Writer 16/600 or Laser Writer Pro, working or parts. Call the Don at the Avoca Journal Herald 402-681-4763.

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. Students and professionals may also submit their resumes 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.

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.



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Bulletin

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▶ IN THIS ISSUE...

- Classifieds 2023: Top Five Revenue Opportunities



An Iowa Newspaper Foundation webinar...

CLASSIFIEDS 2023: TOP FIVE REVENUE OPPORTUNITIES

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