

December 21, 2022



Volume 39  
Issue 42

# 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



## MERRY EVERYTHING

It's the most wonderful time of the year and our  
members are the most wonderful part of our business.

Thank you for making this year brighter for us.

We wish you the happiest of holidays!



## CONVENTION & AWARDS CEREMONY

DOWNTOWN DES MOINES MARRIOTT  
FEBRUARY 2, 2023

## 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@ina-news.com by December 30, 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. 25. Make your reservations by visiting <https://tinyurl.com/INAhotel23>

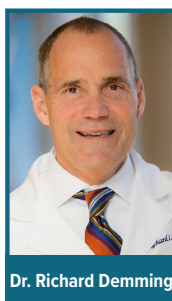
*The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.*

**REMINDER: The INA, INF and CNA  
offices will be closed  
December 23 and December 26.  
The INA Bulletin will not be  
published 12/28/21**

## Meet the Kick Off Speaker **Dr. Richard Demming**

*Dr. Richard Demming will be kicking off the INA Convention on February 2 at the Des Moines Marriott*

**D**r. Richard Deming is mesmerizing storyteller. Through his experiences as an oncologist and the founder of Above and Beyond Cancer, a nonprofit organization dedicated to elevating the lives of those touched by cancer, he shares incredible stories about cancer survivors and the challenges they faced confronting their cancer. These personal stories of survivors summiting mountaintops and racing across America have inspired audiences large and small for years. By hearing their stories, you'll be able to tackle your next summit in life.



Since 2011, Dr. Deming has led thousands of cancer survivors on transformational mind-body-spirit journeys to other mountainous destinations around the world including Mount Kilimanjaro, Machu Picchu, and Mount Kailash in Tibet. He has also led survivors on a 3,000 mile bicycle race across from California to Maryland and a 4,000 mile running relay from Washington State to Delaware.

Climbing a mountain or running a race are metaphors that many cancer survivors use to describe their journey through treatment. Only survivors, themselves, can articulate the overwhelming sense of accomplishment they feel when they succeed in reaching the "summit" of their journey. But what every survivor will tell you is that his or her perspective on life is forever changed. Through the difficult journey, survivors have had to apply personal strengths they may not have known they possessed. They also had to acquire an appreciation for the talents of others, those who are there for their support. At the end of the journey, they are forever changed. In straightforward terms: Adversity Often Leads to Personal Growth.

These experiences will resonate with anyone that has experience adversity in their lives. The journey is difficult, but when one succeeds, there is a rush of excitement and that same sense of accomplishment. The journey ultimately become less about getting to the top, and more about the self-knowledge and wisdom one learns along the way. When all is said and done, life goes forward, with a dramatically altered perspective. Priorities are re-ordered. Life is a gift and not a single minute should be "un-lived".

## CONTACT US



**Phone** 515-244-2145

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

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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#### Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of Information Council  
515-745-0041 | [iowafoicouncil@gmail.com](mailto:iowafoicouncil@gmail.com)

### U.S. MAIL

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

### INA LEGAL HOTLINE

515-283-3100 (*paid service*)



# The INA needs your help!

**W**ork 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](mailto: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](http://www.onlinemediacampus.com) use code **IAwebinars** to register

Access to all Online Media Campus webinars, free of charge!

Nearly 150 archived webinars!

Questions? Contact [jshepherd@inanews.com](mailto:jshepherd@inanews.com)



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**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

## ▼ 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](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).*

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).



Iowa Newspaper Association

# Bulletin

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

## ▶ IN THIS ISSUE...

- Classifieds 2023: Top Five Revenue Opportunities



An Iowa Newspaper Foundation webinar...

# CLASSIFIEDS



## 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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