

January 4, 2023



Volume 40  
Issue 1

# 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 Ceremony  
February 2, 2023

## ▶ president's letter

# Join me at the 2023 INA Convention and Awards Ceremony!

**DEBBIE ANSELM**

2022 IOWA NEWSPAPER ASSOCIATION PRESIDENT  
DAVENPORT QUAD-CITY TIMES

As we turn our calendars to a new year, I'd like to encourage you to attend the upcoming 2023 INA Annual Convention and Awards Ceremony on Thursday, February 2nd in Des Moines.

We'll be shaking things up this year with a new schedule. To be sensitive to your time—we're taking all the sessions, roundtable discussions, networking with friends and colleagues and of course honoring the best in the Iowa newspaper industry at the Awards Ceremony and making it one fast-paced day!

We'll start the day with an outstanding keynote



Debbie Anselm

speaker, Dr. Deming from Above and Beyond Cancer. He'll speak about strengthening one's mind, body and spirit and living life with purpose and passion. Then choose from 8 different and wide-ranging sessions including, "Flipping Objections," 50 Ideas in 50 minutes," and "Expanding Your Digital Toolbox."

I'm personally looking forward to the roundtable discussions especially those on "Creative Recruiting" and how to "Become a Postal Boss in 15 Minutes."

In Iowa Newspaper Association tradition, we'll end the day with the Awards Ceremony. Be sure to join me afterwards at the Presidential and other celebratory suites!

I hope to see you in Des Moines at the INA Annual Convention and Awards Ceremony!

*P.S. The registration fee is among the lowest in the country, thanks to financial support from the Iowa Newspaper Foundation. Register at [www.INAnews.com](http://www.INAnews.com) by January 26 to receive the Early Bird Discount.*



## CONVENTION & AWARDS CEREMONY

DOWNTOWN DES MOINES MARRIOTT  
FEBRUARY 2, 2023

### REGISTER ONLINE TODAY!

Registration is open for the 2023 Iowa Newspaper Association Convention and Awards Ceremony! Take advantage of our Early Bird Discount by securing your spot before January 26, 2023! Visit [www.inanews.com/convention](http://www.inanews.com/convention) to register!

### 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.*



# Meet the Speaker Russell Viers

*Russell Viers will be giving two design focused sessions on February 2 at the Des Moines Marriott*

**R**ussell Viers is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He specializes in print production and started his career in 1981 as a reporter/photographer for a small daily newspaper. Through the years, he has been involved in most aspects of publishing. Since 1997, Viers has presented in 23 countries for publishing events including AdobeMAX, where he was honored as an AdobeMAX Master. In addition to speaking, he has helped many major publications and designers learn techniques to work faster and improve quality including Better Homes and Gardens, Ladies Home Journal, American Greetings, and many others!

#### **MAKE YOUR TYPE COME ALIVE!**

Do you want to make your ads more exciting? What about special sections and tab covers? Then this class is for you. We're going to have some fun seeing all of the type manipulation tools in Adobe Creative Cloud applications that are easy to learn and quick to use. We'll play with warping, enveloping, cartooning and 3D.

#### **NEW PHOTO ADJUSTMENT TOOLS THAT WILL BLOW YOUR MIND**

If you're using Photoshop like you did a few years ago, you're working too hard. Adobe has built an abundance of powerful, new image adjustment tools into the Creative Cloud apps like Photoshop, but also Lightroom, Adobe Camera Raw, Lightroom Mobile and Photoshop iPad. Together, they are an incredible ecosystem of applications that work together to help you and your team reach deadlines quicker, easier, and with better quality than ever.

*Visit [www.inanews.com/convention](http://www.inanews.com/convention) to register!*

## CONTACT US



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### INA LEGAL HOTLINE

515-283-3100 (*paid service*)

# 2023 legislative preview canceled after GOP leaders decline participation

ROBIN OPSAHL  
IOWA CAPITAL DISPATCH

The Iowa Capitol Press Association announced Tuesday it would cancel its 2023 legislative preview forum as state Republican leaders declined to participate in the event, which had been held annually for more than 20 years.

Gov. Kim Reynolds, Republican Senate Majority Leader Jack Whitver and Republican House Speaker Pat Grassley all declined their invitations to the forum, previously hosted by the Associated Press, according to the ICPA.

“The Iowa Capitol Press Association is very disappointed with this decision by Republican statehouse leaders, a decision that continues an unsettling trend of reduced availability to Iowa journalists,” the organization said in a statement. “The ICPA continues to believe elected officials who craft state laws and operate state government should be accessible to the journalists who monitor that work on behalf of all Iowans.”

The organization, made up of journalists who cover Iowa state government, said it hopes to resume the forum next year, or “at another time in another form.”

Iowa Republicans are heading into this year’s session having expanded their majority in the House and winning a supermajority in the Senate in the 2022 midterms. On the 2022 campaign trail, Reynolds advocated for her private school scholarship proposal, which failed to pass the House in the past two legislative sessions.

She declined commenting on future plans for abortion legislation, focusing on advocating for the Iowa courts to enforce laws like the 2018 so-called “fetal heartbeat” law, which is currently blocked by an injunction.

Iowa House Democrats unveiled their “People Over Politics” agenda in September, with plans to advocate for protecting abortion access, legalizing adult use of marijuana, lowering costs of living and investing in public education. House Republicans, in addition to both parties in the Senate, have not yet released an official agenda for 2023.

The legislative session will begin Monday, Jan. 9.

— *Editor’s note: Iowa Capital Dispatch Editor Kathie Obradovich is vice president of the Iowa Capitol Press Association.*

*This article was originally published by Iowa Capital Dispatch. Visit <https://iowacapitaldispatch.com/briefs/2023-legislative-preview-canceled-after-gop-leaders-decline-participation/> to read the article online.*

*Robin Opsahl is an Iowa Capital Dispatch reporter covering the state Legislature and politics. Robin has experience covering government, elections and more at media organizations including Roll Call, the Sacramento Bee and the Wausau Daily Herald, in addition to working on multimedia projects, newsletters and visualizations. They were a political reporter for the Des Moines Register covering the Iowa caucuses leading up to the 2020 presidential election, assisting with the Register’s Iowa Poll, and reporting on Iowa’s 4th District elections.*

## 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 [jshpherd@inanews.com](mailto:jshpherd@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.

*View and submit ads on the Internet at [www.INAnews.com](http://www.INAnews.com). Students and professionals may also submit their resumé's 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 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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Online Media Campus is brought to you by a partnership of state press associations.