

January 18, 2023



Volume 40
Issue 3

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

Stop Running Scared.
Digital is Not the Death
of Print
February 16, 2023

SAVE THE DATE

INA Convention
& Awards Ceremony
February 2, 2023

▶ president's report

CNA exceeds Iowa sales goal by more than \$400,000 in 2022

RON GUTIERREZ
2022 INA SERVICES COMPANY PRESIDENT
CLINTON HERALD

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 2022, Customized Newspaper Advertising ended the year with total gross sales of \$7,726,111. This number includes sales into Iowa, Wisconsin, and other states' newspapers, digital advertising, classified and small space display network advertising. This exceeds 2022's annual budgeted goal by 3.4%!



Ron Gutierrez

Display advertising, defined as advertising that is placed by CNA staff into print or digital newspaper products across the state or country, totaled \$6.99 million. This includes more than \$3.6 million sent specifically to Iowa newspapers!

CNA also continued its partnership with Wisconsin Newspaper Association and works as their sales arm, increasing commission for CNA. In addition, CNA continues to focus on the classified and small space newspaper networks in Iowa, Michigan, and Wisconsin, which provide primary support to the association and the CNA display department. New in 2022: the addition of a 3x5 network option and the commission and marketing of a new Iowa Media Usage Study. Results show readership is up! Eighty-four percent of Iowa adults read their local newspaper in digital and print. Find more stats at <https://ina.news.com/advertising/#research>

More than 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, email networks@cnaads.com or visit www.ina.news.com/inadownloads

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.



Reserve Your Banquet Table for the INA Awards Ceremony

Have you reserved your table for the Iowa
Newspaper Association Awards Ceremony?
Email ina@inaneews.com to secure your seat today!

REGISTER ONLINE



CONVENTION & AWARDS CEREMONY

DOWNTOWN DES MOINES MARRIOTT
FEBRUARY 2, 2023

HOTEL INFORMATION

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>

VISIT WWW.INANEWS.COM/CONVENTION TO REGISTER!

CONTACT US



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515-745-0041 | 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)

Seeking multi-generational newspaper ownership

Are you an Iowa newspaper employee who had a parent and grandparent who also worked in the business? A great-grandparent? How about a great-aunt or great-uncle?

We want to hear from you!

Work is underway on a history of the Iowa Newspaper Association and its predecessor organizations. We hope to spotlight newspaper families currently involved in the business for at least three generations.

We're interested in receiving a brief summary of your family's multi-generational newspaper story. And be sure to include photos of you and your ancestors who made a career of newspapering.

Please send information, photos or questions to the project author, Brian Cooper, retired editor of the Dubuque Telegraph Herald, at brian.cooper@crestwoodpublishing.com.

Smith nominated to INF Board

The Iowa Newspaper Foundation Nominating Committees has nominated Sue Smith for a new board term beginning in February 2023. Board elections will be conducted during the INF's Annual Meeting.

SUE SMITH - The Winterset Madisonian



TITLE: Owner/Publisher

ORGANIZATION: The Winterset Madisonian

PROFESSIONAL BACKGROUND: Sue Smith is the publisher of The Winterset Madisonian, The Winterset Shopper and The Exchange. She has owned The Exchange since 1994, and purchased The Madisonian and The Shopper in 2019.

FAMILY: Son Jake will graduate from Iowa State in May with a PhD in Economics, is married to Lauren and just had a son, Graham in September; son Henry, an Air Quality Representative for Western Midstream in Houston, Texas; daughter Addie, an underwriter for Berkshire-Hathaway, working from home in Waukee. Two step-daughters, Kate (husband Nic) and Jessie (husband Tim) and four step-grandchildren, Mikenna, Kaytlyn, Ava and Austin.

OFF THE JOB INTERESTS: Iowa State football and basketball, live music, boating and crosswords.

AREAS OF MOST INTEREST RELATED TO THE INA: Interested in keeping the small town newspaper alive and vibrant and excited to get involved in INA and continue my journey in newspaper publishing.

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





WEBINAR SPOTLIGHT

Visit www.onlinemediacampus.com to register today!

Classifieds 2023: Top Five Revenue Opportunities

JANUARY 19 FROM 1-2 P.M.

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.



ABOUT THE PRESENTER...

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.

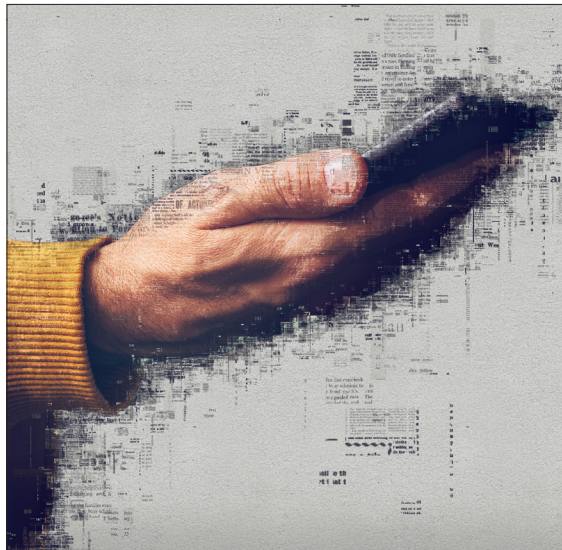
DeGeorge is a former vice president of the Western Classified Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising. DeGeorge has been president of Classified Executive Training & Consulting 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.

Stop Running Scared. Digital is Not the Death of Print

FEBRUARY 16 FROM 1-2 P.M.

IN THIS WEBINAR...

This webinar will be like a comforting hot chocolate and a warm blanket for print sales managers who shiver at the thought of digital stealing revenue from their print budgets. Many of our partners are proving that these fears, with proper selling techniques and sales positioning, are unfounded. Take it from a former AdCellerant partner (and digital sales rep) – this webinar will warm your soul and alleviate your fears..



ABOUT THE PRESENTERS...

Ben Bouslog is the vice president of Business Development for AdCellerant, a tech-enabled marketing services company. AdCellerant partners with publishers to leverage their turn-key solutions to drive digital revenue streams. Ben's experience spans 8+ years in the digital space with a background in ad operations that gives him an intimate familiarity with how digital really works and the value it can bring to any advertiser or media organization. His favorite part about working with media companies is helping them to realize and actualize the opportunities to connect with the businesses in their communities more than ever before. With experience in SEO, SEM, video, OTT, social media and a specialty in programmatic, he's been able to help hundreds of media companies grow their digital revenue streams and supported thousands of advertisers by connecting them with their target consumers.

Ken Campbell is a Business Development Manager at AdCellerant. Ken is an experienced self-starter with 25 years experience in retail sales, direct marketing, print advertising, and B2B sales. A promotions and marketing expert, Ken grew a single automotive client into a multi-million-dollar direct mail firm before pivoting to the world of digital advertising. Over the years, Ken has worked with over a thousand different businesses - developing marketing plans both big and small - and acting as a trusted advisor to his clients. Ken lives near Clemson, SC (Go Tigers!) with his wife of 28 years and their three children.

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

SENIOR STAFF WRITER. Business Publications Corporation (BPC), an award-winning media and communications company, is seeking a full-time journalist to cover business news in Greater Des Moines for the Business Record, our flagship division. The right candidate will join our experienced staff to lead the Business Record's coverage of the people, issues and trends affecting the business community as the region continues to grow and transform. This reporter's primary focuses will include real estate, development and local government; the role will also encompass producing a variety of business stories.

The position requires a strong writer who can develop a beat and write in-depth analysis pieces on a variety of business topics for our weekly print edition, website, e-newsletters and specialty magazines. This person must function with a great deal of autonomy, building sources on their beats and managing their story schedules.

This person is also given freedom to generate a majority of their own story ideas. The ideal candidate must also be able to report and write daily business news items quickly and efficiently for our website and be able to keep a daily pulse on the community.

Previous business writing experience is a plus; however, it is not a requirement. The candidate must have a solid foundation in AP style, the principles of journalism and have a desire to represent the Business Record at a large number of community events and network with the community both in person, virtually and via social media. In addition, this person must have comfort leading panel discussions in front of an audience.

Basic photography skills, video production experience and the ability to help our organization move forward in the digital world are major pluses, but not required. Management experience, project management and editing skills are not required, but the role has the flexibility to be adapted to utilize skills of this nature.

A passion for the Des Moines and Iowa, and a desire to tell the story of our communities is a priority.

Visit <https://recruiting.paylocity.com/Recruiting/Jobs/Details/1287240> to apply. Please include a cover letter with your resume.

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

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

Bulletin

www.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.

MEMBER EXCHANGE - cont. from page 5

▼ 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. 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.