



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### MEETINGS

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

### WEBINARS

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

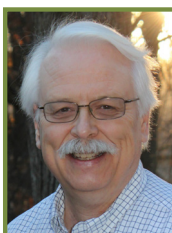
# Programs were a hit

**RANDY EVANS**

2022 INF PRESIDENT

IOWA FREEDOM OF INFORMATION COUNCIL

The Iowa Newspaper Foundation had another successful year in 2022 thanks to the forward thinking of INF board members, committees, and staff in previous years. We saw near record engagement for workshops and seminars over the course of the year. If you or your company took part in any training throughout the year, thank you for investing in yourself and the industry!



Randy Evans

A few of the highlights from the Foundation's 2022 year include:

- The Mores Media Fellowship continues to be an exceptional initiative whose mission is to enhance the leadership, organizational and performance skills of mid- to upper-level newspaper professionals. This three-day program had 12 participants this year-the largest class to date- and was an incredible group of individuals learning, connecting, and collaborating during their time together.
  - The annual Iowa Newspaper Foundation Writing Workshop also continues to max out on the number of participants. Following a half day online training, the workshop moves into several one-on-one conferences between a participant and a writing coach. These sessions provide a great opportunity for journalists to build relationships with experienced professionals and journalists facing similar challenges. One of the most enjoyable parts of my association with

the Iowa Newspaper Foundation has been serving as one of the writing coaches for many years. Hands-on training like this is a way I, and the foundation, are helping to strengthen Iowa's newspapers.

- The Iowa Newspaper Foundation provides financial assistance to a number of newspapers that employ paid interns, giving these aspiring young journalists with eight weeks of real-world experience in the newspaper industry. In 2014, the program covered three internships. Now, the program has grown to eight funded internships each summer. The internship program is a key part of the Iowa Newspaper Foundation's efforts to help prepare the next generation of newspaper journalists with high quality training and programming - cultivating the newspapers and journalists of tomorrow.
  - The INF Better Newspaper Contest brought in nearly 2,600 entries. The contests are a critical piece to INF's fundraising efforts. Awards will be announced February 3, 2022 at the Downtown Des Moines Marriott during the annual convention banquet. We hope to see you there!
  - 24 new Online Media Campus webinars that reached at least 2,000 views. This does not include the 180 archived webinars also available for download through Online Media Campus! These webinars continue to be FREE for all INA members.
- None of this would be possible without the support of our member newspapers and individual donors. Newspapers who participate in our Pages for the 21st Century or Kitty fundraisers along with individual donations underwrite nearly \$140,000 of our costs each year. We are grateful for your continuing support.

# Thank you to our fourth quarter 2022 Foundation Donors!

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. Visit [www.inanews.com](http://www.inanews.com) and click "donate" in the top right corner to make a donation today!

## Tony & Sara Baranowski

Jason Brummond

Randy Evans

Vicki Valdez Hallman

Susan James

Jim Magdefrau

Kris Maggard

Bill Monroe

## Susan Patterson Plank

David Purdy

Jana Shepherd

Mark Spensley

Mary Unga-Sogaard

Carl & Ashley Vieregger

Maureen Zmolek

## REGISTER ONLINE



## CONVENTION & AWARDS CEREMONY

DOWNTOWN DES MOINES MARRIOTT  
FEBRUARY 2, 2023

### HOTEL RESERVATION DEADLINE TODAY!

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](http://WWW.INANEWS.COM/CONVENTION) TO REGISTER!

## CONTACT US



Phone 515-244-2145

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

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

Susan Patterson Plank,  
ext. 125, [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com)

#### Sales and Marketing Director

Kris Maggard,  
ext. 140, [kmaggard@cnaads.com](mailto:kmaggard@cnaads.com)

#### Foundation Director

Jana Shepherd,  
ext. 159, [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

#### Communications Director

Cicely Gordon,  
ext. 133, [cgordon@inanews.com](mailto:cgordon@inanews.com)

#### Media Director

Autumn Phillips,  
ext. 136, [aphillips@cnaads.com](mailto:aphillips@cnaads.com)

#### Technology & Digital Development Manager

Susan James,  
ext. 129, [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

#### Iowa Newspaper Association

Debbie Anselm, Davenport Quad-City Times  
563-383-2224 | [deb.anselm@lee.net](mailto:deb.anselm@lee.net)

#### INA Services Company

Ron Gutierrez, Clinton Herald  
563-242-7101 | [rgutierrez@cnhi.com](mailto:rgutierrez@cnhi.com)

#### 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)



## MARRIOTT DETAILS:

*Do you have questions on how to get to the Marriott Hotel for the awards banquet, when to arrive, or what to do when you get there? This should clear it all up.*

### **PARKING**

Valet parking at the hotel is a flat rate of \$30 (plus tax) per night per vehicle. Unlimited in and out privileges are available for overnight guests. For those guests not spending the night, an hourly rate is available.

#### **Current parking charges are:**

0-8 hours - \$18 (plus tax)

8+ hours - \$30 (plus tax)

Oversized vehicles 6'3" or higher, these vehicles include but no limited to any work van or passenger van. Chevy 2500 model and up, Ford F-250 (super duty and up), GMC Sierra 2500 and up, Ram 1500 (all except base model), any vehicles with custom lifts cannot be accommodated.

Des Moines has recently launched a new parking strategy for downtown to manage parking to support area businesses and a changing 24-7 downtown with a mix of uses.

The purpose is to increase available parking in downtown by adding more on-street parking spaces, creating FREE parking areas, and changing rates and expanding times at the parking meters and parking ramps to create a system that is simple and fair for residents, business owners, employees, and visitors. Visit <http://www.parkdowntowndesmoines.org/> for rates, locations and additional information on city parking.

### **HOTEL FACILITIES:**

Indoor pool, exercise room, gift shop, hair salon/barber shop (by appt only), room service, Rock River Grill and Mash+Marrow, skywalk access to many downtown locations.

### **DRIVING DIRECTIONS:**

(The Marriott is on the corner of 7th and Grand Ave.)

#### **From the North**

Take I35 South to I235 West. Take the 3rd Street exit. Follow 3rd Street until Grand Ave and take a right. Go down Grand Ave just past 7th Street and take a left into the hotel.

#### **From the South**

Take I35 North to I235 East. Take the 3rd Street. Exit and turn right. Follow 3rd Street until you come to Grand Ave. Go down Grand Ave just past 7th Street and take a left into the hotel.

#### **From the East**

Take I80 West to I235 West. Take the 3rd Street exit. Follow 3rd Street until Grand Ave and take a right. Go down Grand Ave just past 7th Street and take a left into the hotel.

#### **From the West**

Take I80 East to I235 East. Take the 3rd Street exit and turn right. Follow 3rd Street until you come to Grand Avenue. Go down Grand Ave just past 7th Street and take a left into the hotel.

Check in at the Marriott is 4 p.m. (If you arrive earlier, ask at the first floor bell stand to have your luggage stored.) Check out time is noon.



# WEBINAR SPOTLIGHT

Visit [www.onlinemediacampus.com](http://www.onlinemediacampus.com) to register today!



## 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 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/Job/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](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 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).*



Iowa Newspaper Association

# Bulletin

www.INAnews.com

## local & personal

**Bob Patton**, 73, Gowrie, died January 20, 2023 at the Paula J. Baber Hospice Home, Fort Dodge, Iowa. Robert Stephen Patton, son of James and Annice Patton, was born September 10, 1949, in Fort Dodge. He graduated from Prairie High School in 1967 and attended the University of Northern Iowa. In 1971 he enlisted in the U.S. Air Force and spent 20 years as a member of the Singing Sergeants, based in Washington, D.C. During his military career he performed in all 50 states and over 20 foreign countries. Bob retired from the military in 1991 and returned to Gowrie, where he was editor and publisher of the Gowrie News. The newspaper was owned and published by the Patton family from 1899 until 2011. Bob performed for many years as a vocalist with numerous organizations, including the U.S. Air Force Band, Karl L. King Municipal Band, Fort Dodge Area Symphony, Iowa Veterans Band, Dorian Opera Theatre, Stars Over VEISHEA, Blue Lake Fine Arts Camp, and many other musical groups.

## Super Bowl advertising guidelines

Super Bowl LVII will be played Sunday, Feb. 12. When reporting or accepting advertising that references the event, please be aware of the following guidelines:

The terms "Super Bowl," "Superbowl" and "Super Sunday" and logos are registered trademarks of the National Football League.

### EDITORIAL USE:

The terms "Super Bowl," "Superbowl" and "Super Sunday" may be used in news stories under a trademark concept called "nominative fair use."

### ADVERTISING USE:

The NFL often takes action against third-party attempts to use its trademarks to sell goods and services in advertising and promotions. Even a seemingly innocuous reference to a "Super Bowl Sale" is in violation.

Commercial interests that want to use the NFL's trademarked names and logos must pay the NFL a sponsorship fee and become licensed as "Official Sponsors" of the Super Bowl. Any unauthorized use of that term in advertising could imply a false sponsorship or affiliation with the NFL.

A merchant selling products that have already been licensed by the NFL can promote the sale of those items in advertising, provided the appropriate wording is used. For instance, the Super Bowl beer sponsor can be described as the "Official Beer Sponsor" but not as the "Official Beer."

In summary, you can discuss and publish news stories about the Super Bowl, all while referring to it as the Super Bowl. But, any advertising or promotions should avoid use of that trademarked term unless the commercial interest has paid sponsorship fees and is licensed by the NFL. It is acceptable for advertisements to refer to the Super Bowl as the "Big Game" or any other term that does not include the words "Super Bowl" or "Super Sunday."