



Iowa Newspaper Association Bulletin

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CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
April 21, 2023

WEBINARS

How to Run an Effective
Sales Call Every Time!
March 2, 2023

Business News as an
Everyday Beat
March 9, 2023

Two individuals honored for philanthropy

On Thursday, February 2, the Iowa Newspaper Foundation was proud to honor new inductees into the Heritage Club. Since 1985, the Foundation has honored 95 individuals, recognizing our most loyal supporters for their uncommon generosity and foresight. These patrons of Iowa journalism have each given at least \$5,000 and are a major reason for the success of the Foundation in the last three decades. The Foundation impacts thousands of media professionals, aspiring journalists, and students each year because of the leadership and generosity of this select group.

For the last decade **Karen Spurgeon** has been publisher of the Bloomfield Democrat. During her tenure she has led the family owned newspaper to new heights in the community and kept up its award-winning tradition. Karen is past president of the Iowa Newspaper Association board of directors.

Mark Spensley is owner of the Monticello Express. Mark served on the Iowa Newspaper Association board of directors and is past president of the Iowa Newspaper Foundation.

"The foundation is such an important part of our association and a great way to educate and reach Iowa journalists. My family has directly benefited through INF scholarships, so we are proud to continue to help others further their education." – Mark Spensley



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.

YOUR GENEROUS DONATIONS HELP SUPPORT THESE PROGRAMS:

Mores Media Fellowship

consists of three days of intense leadership training filled with first-class speakers, that inspire participants to take their skills to the next level.

Our partnership with **Media Now**, which provides media training for high school journalism students.

Online Media Campus is now entirely free of cost for our members, providing high-quality, online training to media professionals.

VISIT WWW.INANEWS.COM AND CLICK "DONATE" IN THE TOP RIGHT CORNER TO MAKE A DONATION TODAY!

meeting minutes

Iowa Newspaper Foundation | Board of Directors February 1, 2023



Iowa Newspaper Foundation Board of Directors Meeting Minutes

The INF Board met at the Des Moines Downtown Marriott at 3:01 p.m. with the following members present: Kristin Grabinoski, Armstrong Journal; Chris Conetzkey, Des Moines Business Record; Catherine Staub, Drake University; Carl Vieregger, Drake University; Josh Byers, Harlan Newspapers; Mike Ralston, Iowa Association of Business & Industry; Randy Evans, Iowa Freedom of Information Council; Corey Lindsey, Leon Journal-Reporter; Mark Spensley, Monticello Express; Lisa Miller, Rock Rapids Lyon County Reporter and Mark Seibert, Simpson College. Also present were Susan Patterson Plank, INA; Kris Maggard, INA Services Co. and Jana Shepherd, INF.

Votes Taken:

- A. On a motion by Ralston seconded by Conetzky, the minutes of the November 11, 2022 board meeting were approved.

Action Agreed Upon:

- A. Evans agreed to attend the new board orientation in March.
- B. The board agreed that its next board meeting would be April 21, 2022.

Other Items Discussed:

- A. A. The board welcomed incoming board member Catherine Staub, Drake University.
- B. The board heard an update from Patterson Plank on the organization including its financials.
- C. The board heard a Foundation update from Shepherd.
- D. The board heard an update on the Earn Your Press Pass program from Shepherd.
- E. The board heard a convention and awards banquet from Shepherd.
- F. The board heard an update on the Chris Mudge Next Generation fund from Shepherd.
- G. The board received a board attendance report.

There being no further business the meeting was recessed at 3:26 p.m.

The meeting was reconvened on Thursday, February 2 at 3:19 p.m. on for the election of officers. A quorum was present.

Votes Taken:

- A. On a motion of Lindsey, seconded by Spensley, the following slate of officers was elected:
 - Randy Evans, Iowa Freedom of Information Council, President
 - Chris Conetzkey, Des Moines Business Record, Vice President
 - Kristin Grabinoski, Armstrong Journal, Secretary/Treasurer
 - Lisa Miller, Rock Rapids–Lyon County Reporter, Member-at-large

There being no further business, the meeting was adjourned at 3:20 p.m.

Respectfully submitted,
Jana Shepherd

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INA Foundation Director Honored by College Association

JOE SHELLER
MOUNT MERCY

Jana Shepherd, Iowa Newspaper Association Foundation director, was recognized by the Iowa College Media Association (ICMA) with this year's John Eighmey Service Award.

The Eighmey Award was given Feb. 2 during the award ceremony of the ICMA conference, held in conjunction with the Iowa Newspaper Association's annual convention.

"All of the conference planning, organization, scholarships and awards tonight are possible because of this year's winner," said Craig Schaefer, president of the ICMA and professor of media studies at Loras College in Dubuque, in remarks at the ceremony.

Given annual since 2004, The Eighmey Award honors an individual for advancing the quality of media education in Iowa. It's named after Dr. John Eighmey of Iowa State University, who was instrumental in founding the ICMA and was the first award recipient.

"As the foundation director for the Iowa Newspaper Association, she (Shepherd) works tirelessly to advance the critical role that journalists play in our state," Schaefer said. "That's impressive. For the ICMA, we simply could



not do any of this without her. Our opportunity to be here and learn from professionals in the field is directly tied to her desire to make it so."

Shepherd attends summer meetings of college media advisors and maintains ICMA's close relationship with the Iowa Newspaper Association. She works behind the scenes each year, "keeping ever procrastinating advisors on task with polite reminders," Schaefer said.

A 2005 graduate of Drake University, Shepherd has been with the Iowa Newspaper Association since 2009.

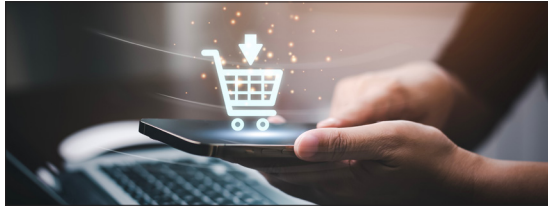


WEBINAR SPOTLIGHT

Visit www.onlinemediacampus.com to register today!

How to Run an Effective Sales Call Every Time!

MARCH 2 FROM 1-2 P.M.



IN THIS WEBINAR...

In this session, you'll learn the best practices on how to better plan, do and review your sales calls to improve your win rates.

- Learn how to advance every call every time.
- Learn how to ask 3 powerful questions on every call every time.
- Learn how to set and send agendas for every call every time.

ABOUT THE PRESENTERS...

Daniel Grissom has helped many global organizations increase their performance like Google, IBM, Bloomberg, Walgreens and the NASDAQ just to name a few. He has served these companies and others in Asia, Africa, Europe and the USA. He has earned an MBA, an honorary PhD and CSP—a designation held which symbolizes excellence in speaking, which is held by less than 7% of presenters worldwide.

With deep knowledge and experience in business development, personal development and spiritual development, Daniel has a proven track record of inspiring individuals and organizations improve performance. He is a world-class communicator, able to connect with professionals at all levels, from Representatives to Executives, and within many disciplines, from Sales to Customer Service to Diversity, Equity & Inclusion. with his wife of 28 years and their three children.

Business News as an Everyday Beat

MARCH 9 FROM 1-2 P.M.

IN THIS WEBINAR...

Business news has gained greater prominence since the onset of COVID-19 and its impact on the economy and employment. The effects of the pandemic necessarily resulted in a range of stories focusing on our worksites – the places we earn a paycheck as employees and purchase products and services as consumers.

Business news certainly deserves extra attention during these extraordinary times. At the same time, this is a great opportunity to explore everyday business coverage during ordinary times, too.

Newspapers often are on the defense when it comes to business news: If they grant a story for one business story, are they opening the floodgates? How can they say “yes” to one request and “no” to another? My session provides some practical guidelines and ideas for news and advertising departments alike – to help the two departments be aligned on what is news and what is an ad, and to help them develop a plan for broader business coverage, which I believe can lead to increased ad revenue.



ABOUT THE PRESENTERS...

Jim Pumarlo understands that energized newspapers are at the foundation of energized communities. As a newsroom trainer, he underscores the need for solid news content whether delivered in print or digital formats. He worked 27 years at daily newspapers in International Falls and Red Wing, Minn., the last 21 as editor at the Red Wing Republican Eagle. He then served 16 years as director of communications and media relations at the Minnesota Chamber of Commerce, the state's largest business advocacy organization. He is author of three books: “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper”; “Votes and Quotes: A Guide to Outstanding Election Campaign Coverage”; “Journalism Primer: A Guide to Community News Coverage for Beginning Journalists.”

Beloved Q-C columnist Bill Wundram has died

THOMAS GEYER

DAVENPORT QUAD-CITY TIMES

We don't get many legends.

Bill Wundram was a legend.

The prolific columnist with a gift for storytelling died Tuesday. One of his closest friends and colleagues said Wundram remarked on his deathbed that he was, "ready to cross the river."

To countless readers and colleagues, Wundram was as big a force as the Mississippi River itself.

"We have lost a legend, a gigantic talent, an irreplaceable treasure, a dear friend to multitudes over generations," said Dan Hayes, former executive editor of the Quad-City Times. "We have been lucky to breathe the same air as this great man."

"Wundram was a tremendous writer and an even better personality," said Don Doxsie, former Times sports writer and editor. "He illuminated every room he ever walked into. He was impossible to dislike."

"Readers felt they knew Bill, and in most ways they did," said longtime reporter and columnist Alma Gaul. "His picture was above his column so he was easily recognized, and he shared his own joys and sorrows as well as those of others."

"Having been born in Davenport and in the news business since his teens, he knew this community inside and out. Have a question? Ask Bill. He knew everything. His institutional memory was unequalled."

Ed Froehlich, retired director of the Quad-City Times Bix 7 road race, said that Wundram "was a giver and never a taker. He always wanted people to be happy."

Former retired Quad-City Times copy editor Deb Brasier, who edited thousands of Wundram columns, penned this obituary for him:

For more than 70 years, Bill Wundram was the voice of Davenport, writing about its triumphs and travails as a cub reporter, editor and columnist for the Quad-City Times and its predecessors.

Tuesday, his voice was silenced. He was 98 years old.



This article was originally published by Davenport Quad-City Times. Visit https://qctimes.com/news/local/beloved-q-c-columnist-bill-wundram-has-died/article_93474ebf-4868-5cea-afad-25081a97e5f8.html to read the full article.

Washington remembers former Journal publisher

KALEN MCCAIN

SOUTHEAST IOWA UNION

Darwin Sherman wore many hats in his life: a business professional, a hunter, a farmer, a collector, an outdoorsman, a parent and a newspaper publisher, to name a few. Specific accomplishments are documented across his career, with titles like Washington Chamber of Commerce Board Member, co-founder of WEDG, Iowa Newspaper Association Board President and recipient of the group's Master Editor-Publisher Award in 1997.

After Sherman's death Jan. 31, those who knew him said he'd be remembered not for his various deeds, but for his outspoken, opinionated personality. For better or for worse, the former publisher was up front with people about anything and everything.

"With Darwin, I think it was black and white," said Michael Moore, a friend and occasional news contact

of Sherman's. "He had people that just did not like him, but there was a bigger number that liked him ... he could be abrasive at times, but not with me. I never had a problem with him."

His willingness to ask hard questions was essential to Sherman's success in the newspaper industry, first in Maquoketa, then in Washington after moving there in 1978, where he co-owned and eventually became publisher of the paper.

Southeast Iowa Union Publisher Matt Bryant — who was hired by Sherman and frequently butted heads with his friend — said the former publisher's straightforward approach was key to the survival of the local papers that now make up the Southeast Iowa Union.

"He was tough, he was fair, he knew what he wanted," Bryant said. "These three towns are three of the smallest towns in the state that have a daily paper. And he set the groundwork so that we could continue to have a daily paper."



This article was originally published by Southeast Iowa Union. Visit <https://www.southeastiowaunion.com/news/washington-remembers-former-journal-publisher/> to read the full article.

The power of enthusiasm

JOHN FOUST
GREENSBORO, NC

There's a story about a professor of literature at the University of North Carolina in Chapel Hill. As he approached retirement, someone from the newspaper interviewed him. During the course of their conversation, the reporter asked the wise old professor about the most beautiful words he had ever read. He paused for a second or two and said, "Walk with light."

"That truly is beautiful," the reporter said. "Who wrote those magnificent words? Shakespeare? Milton? Keats?" "No," he replied. "It's a sign at a crosswalk across from the campus on Franklin Street."

Walk with light. We could discuss the deep meanings and implications of "light" all day long. But for now, let's use it as a metaphor for enthusiasm. When we go through the day with enthusiasm, we cast a positive light all around us.

Don't get the wrong idea about enthusiasm. Jumping up and down is animation, not enthusiasm. While some people are naturally animated in their enthusiasm, genuine enthusiasm is an inner sense of optimism, excitement and joyful anticipation. My Great-Aunt Maude, who lived to the age of 106, was one of the most enthusiastic people I've ever known. When I visited her in her later years, she radiated enthusiasm with a great big smile that said, "I'm happy you're here."

It's been said that the last four letters of the word "enthusiasm" stand for "I am sold, myself." That's especially true in the world of advertising, because it's our business to sell and create ads that help our clients sell their products. If we aren't excited about that, how in the world can we expect our advertisers to be excited

about buying what we sell?

Enthusiasm is not frivolous. When it comes to work, enthusiasm is a roll-up-your-sleeves word. Ralph Waldo Emerson famously wrote, "Nothing great was ever achieved without enthusiasm." Elbert Hubbard, a noted author and philosopher said, "Enthusiasm is the great hill-climber." And opera star Placido Domingo once commented, "My strength is my enthusiasm."

Some people are naturally enthusiastic, while others may struggle with the idea. After all, it's difficult to be excited all day long, even for people for whom enthusiasm comes naturally. So, how do you become more enthusiastic? Many believe that the secret is to break it into smaller pieces. For example, instead of making a general statement like, "I'm going to be a more enthusiastic person," focus your attention on something like, "I'm going to be enthusiastic about contacting that list of prospects." Then you can attack that list with greater energy for shorter periods of time.

Enthusiasm is a matter of setting a goal and managing your attitude as you reach toward that goal. You might say, "I'm going to get excited about making my report at the next sales meeting." With such a specific and doable goal, that effort can lead to an even better report at the following meeting, and so on. That's how to build positive momentum.

Enthusiasm can light the path.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: john@johnfoust.com

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**2.2 MILLION
OR
84%**
of Iowa adults depend on print or digital newspapers for timely information about their local communities

**Print & Digital Newspaper Readers
An Advertiser's Best Prospects**

For more information, contact your local newspaper representative.

*Iowa Market Study, Coda Ventures 2022

2022 IOWA MARKET STUDY

In 2022, CNA commissioned a market research study in Iowa. Results show that local readership is up! 2.2 million adults (84% of Iowans) read a print or digital newspaper. 83% percent of readers say that newspaper advertising is valued, trusted and important. That's good news!

We created statewide sales sheets and house ads with information gathered from this market research study. Download these sales tools at <https://inaneews.com/advertising/#research>.

Categories include: buying habits, political, financial services, healthcare and travel.

FREE MEMBER EXCHANGE

▼ HELP WANTED

NEWS EDITOR. Ogden Newspapers is hiring a News Editor, located in New Ulm, Minn. Position includes management of a small editorial team that produces a 6-day-a-week newspaper. Includes competitive salary and full benefits.

- Responsible for the day-to-day management an editorial department that includes two full-time news reporters, a sports editor, and multiple freelancers.
- Coordinate coverage and page design with regional editor
- Work with advertising department in coordination of publication of about a dozen special sections
- Bachelor's degree in journalism or related field.
- 5+ years working in the newspaper industry.

Email cover letter, resume and references to mlamb@marshallindependent.com 02.22

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

▼ 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.



Iowa Newspaper Association

Bulletin

www.INAnews.com

Iowa Public Information Board 2022 year-in-review

The Iowa Public Information Board (IPIB) celebrated its ninth full year of operation in 2022. Created in 2012, with an office opening in July 2013, the IPIB is a free source of information for citizens and public officials on open meetings and public records laws. When there is a dispute involving these laws, the IPIB can resolve it inexpensively and efficiently.

The IPIB also provides public information and training opportunities on open meetings and public records laws. The IPIB is easily accessible to the public. It is located on the third floor of the Wallace Building, maintains a website at www.ipib.iowa.gov, and can be reached by telephone at 515-725-1781.

Iowans frequently turn to the IPIB as a resource. In 2022, 754 inquiries or actions were opened. This is on par with the last few years and over 50 more than 2021.

The IPIB website also experienced significant increased activity with 36,828 visitors in 2022. Around 88 percent of these visitors were first-time contacts.

The IPIB acts with speed. Of these 754 matters, most were resolved in less than a day, and 81 percent were resolved in five calendar days or less.

In addition to the 36,828, visitors to the IPIB website, members of the media (9%), citizens (66%), and government officials and staff (25%) also made direct contact with the IPIB in 2022.

The IPIB continues to conduct training presentations throughout the year upon request. Another resource is a monthly informational column on topics of current interest. A slide presentation on the fundamentals of open meetings and public records is also available on the IPIB website.

For more information on the activities of IPIB, or to learn more about IPIB's past performance, view our annual reports on the IPIB website.

Opinions, rulings, FAQs, monthly columns, and training documents are also available on the IPIB website – www.ipib.iowa.gov. Questions for the IPIB can be posted on the website or by calling 515-725-1781.

DID YOU KNOW that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa? During the month of January 2023, 78 contacts were made with the Iowa Public Information Board office.

WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE? Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. In 2023, 78 identifiable people have contacted the IPIB. Of these, 52 were private citizens, 20 were government officials or employees, and 6 were members of the media. In 2023, 74% of the incoming contacts were resolved the first day, 14% were resolved in one to five days, and 12% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – www.ipib.iowa.gov.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	JANUARY TOTALS
12	0	0	16	33	17	78