

February 22, 2023



Volume 40  
Issue 7

# Iowa Newspaper Association Bulletin

www.INAnews.com

## 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

6 Sales Tactics You Need  
To Do In 2023  
March 30, 2023



## SUNSHINE WEEK

Open government is good government.

MARCH 13-19, 2022

## NLA and SPJ Host Sunshine Week

March 12-18 2023

The News Leaders Association is partnering with The Society of Professional Journalists to host Sunshine Week, March 12-18.

Launched in 2005 by the American Society of News Editors (now NLA), Sunshine Week aims to promote open government and shine light into the dark recesses of government secrecy.

"We are excited by our partnership with SPJ to promote open government during Sunshine Week. Democracy thrives with an informed citizenry, and Sunshine Week highlights the challenges facing our nation and the opportunities to ensure public information remains public," said News Leaders Association Executive Director Myriam Marquez.

Our Sunshine Week partnership with the NLA allows two dedicated journalism organizations to highlight the critical importance of access to public information. We're here to support and encourage local, state, tribal and U.S. citizens to fully engage in their right to freedom of information from all levels of government," said SPJ Freedom of Information Committee Chair Jodi Rave Spotted Bear.

There are several ways to participate in Sunshine Week. If your news organization would like to submit stories, editorials, columns, cartoons or graphics for public use, email your content links to [contact@sunshineweek.org](mailto:contact@sunshineweek.org). You can also participate on social media by tweeting @SunshineWeek or using #SunshineWeek. If your

organization is holding an event to highlight this year's Sunshine Week, you can fill out an event form, which will be on the Sunshine Week website.

"This enduring initiative has been crucial for journalists and concerned citizens to gain access to public information at a time when various local, state and federal agencies continue to set up obstacles to the First Amendment and the people's right to know what their government is doing," said NLA President Alison Gerber.

"An open government, FOIA and press freedom are the pillars of our democracy. SPJ is committed to shining a light where the flow of information is impeded," said SPJ National President Claire Regan.

Join NLA and SPJ in the annual nationwide celebration of access to public information and what it means for you and your community. It's your right to know. Visit <https://www.sunshineweek.org/> for more information.

*The News Leaders Association (NLA) defends the First Amendment's guarantee of a free press and advocates for independent, fact-based, truth-seeking reporting. NLA champions ethical journalism and empowers news leaders to build diverse, sustainable newsrooms that inform and engage the communities they reflect and serve. To learn more about the News Leaders Association, please visit us at [www.newsleaders.org](http://www.newsleaders.org). Make sure to follow us on Facebook, LinkedIn and Twitter.*

*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.*

# meeting minutes

## INA Services Company | Board of Directors February 1, 2023



### INA Services Company Board of Directors Meeting Minutes

The INA Services Co. Board called the board meeting to order at 3:26 p.m. at the Des Moines Downtown Marriott with the following members present: Sarah Lefeber, Ames-Iowa State Daily; Tony Baranowski, Cedar Rapids Gazette; Zack Kucharski, Cedar Rapids Gazette; Ron Gutierrez, Clinton Herald; Debbie Anselm, Davenport Quad-City Times; Trevis Mayfield, Maquoketa Sentinel-Press; and Matt Bryant, Washington Southeast Iowa Union. Also present were Kris Maggard, INA Services Co; Jana Shepherd, INF; Susan Patterson Plank, INA.

#### Votes Taken:

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

#### Other Items Discussed:

- A. The board heard an update from Patterson Plank on the organization including its financials.
- B. The board heard a sales update from Maggard.
- C. The board named Tony Baranowski as the representative to attend the new board orientation in March.
- D. The board received a board attendance report.

There being no further business the meeting was recessed at 3:40 p.m. on February 1, 2023.

The meeting was reconvened on February 2, 2023, at 3:20 p.m. for the election of officers, with a quorum present.

#### Votes Taken:

- A. On a motion by Anselm seconded by Lefeber, the following slate of officers was elected:
  - Ron Gutierrez, Clinton Herald, President
  - Tony Baranowski, Cedar Rapids Gazette, Vice President
  - Matt Bryant, Washington Southeast Iowa Union, Secretary/Treasurer

The meeting was adjourned at 3:21 p.m.

Respectfully submitted,  
Kris Maggard

## 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@cnihi.com](mailto:rgutierrez@cnihi.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*)

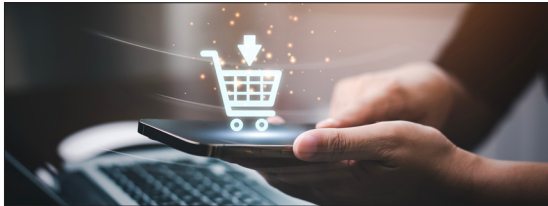
# WEBINAR SPOTLIGHT

Visit [www.onlinemediacampus.com](http://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.



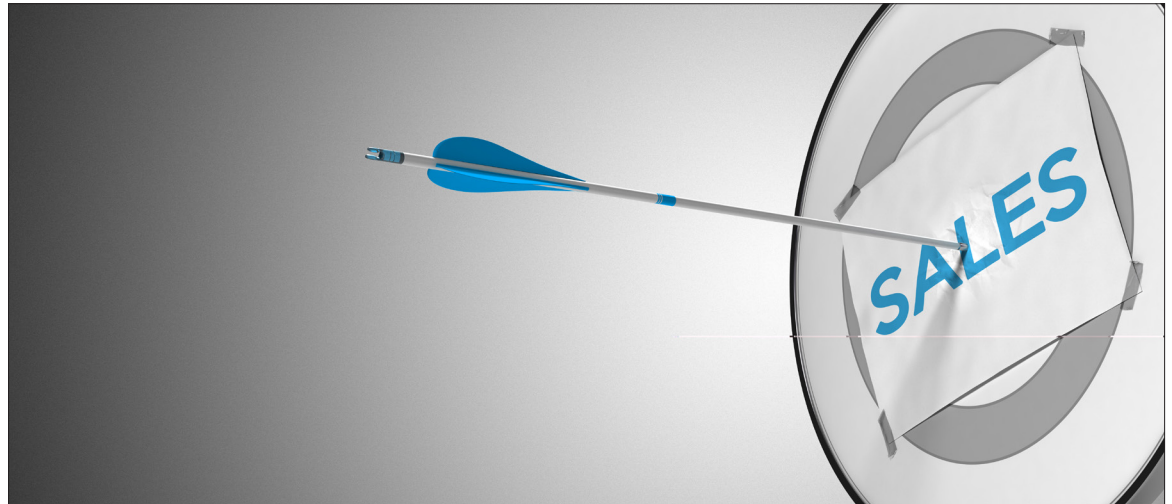
### ABOUT THE PRESENTERS...

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.”



# WEBINAR SPOTLIGHT

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



## 6 Sales Tactics You Need To Do In 2023

**MARCH 30 FROM 1-2 P.M.**

### IN THIS WEBINAR...

If you are in a transition, a sales leader acquiring new talent, or want to stay ahead of the curve and better situate yourself for sales success for 2023 and beyond, these six sales techniques should help tremendously. This training is for sales leaders at all levels and will help reconstruct a solid sales strategy you can enhance and build upon throughout the year!

### ABOUT THE PRESENTER...

Richard E. Brown is a News/Media Alliance Rising Star recipient, the former director of renewals and digital sales strategy at LPI, and the former director of digital operations and sales of the Milwaukee Journal Sentinel. He recently served as the head of digital subscriber churn for Gannett | USA TODAY NETWORK and is now the senior director of retention for The Daily Beast. He is also a member of the board of directors for the Wisconsin Newspaper Association Foundation.

## 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!

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



# 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

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## local & personal

**Professor Emeritus Kenneth Starck** died on January 8, 2023. Ken served as the director of the **University of Iowa Journalism School** from 1975-1996.