

March 1, 2023



Volume 40
Issue 8

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

Business News as an
Everyday Beat
March 9, 2023

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



Dear INA Member,

I am writing to encourage you to identify an applicant or applicants from your newspaper for the Mores Media Fellowship, a program of the Iowa Newspaper Foundation. The Fellowship is designed to enhance the leadership, organizational and performance skills of emerging leaders in Iowa journalism. It will establish a network of leaders who understand and can respond to local and national issues impacting the newspaper industry in Iowa and the nation.

The Institute is comprised of three one-day seminars held June 7-9, 2023. Each session explores an area of professional interest. Learning focuses on developing a solid understanding of the skills necessary for leadership, which participants can immediately put into practice. The number of participants is limited to maintain the effectiveness of small-group instruction.

The Mores Media Fellowship has become a program recognized for building the talents and advancing the careers of Iowa's newspaper leaders. It is an exciting opportunity for any newspaper employee seeking a leadership role at their newspaper and in their community. It will provide support and assistance to newspaper professionals at any size operation as they build newspaper operations relevant to their communities.

Please consider applying for the program or supporting an applicant from your newspaper. The deadline for applications is March 31. Application form may be found at <https://inanews.com/learn/moresleadership/>. Let me know if you have any questions, I welcome the opportunity to discuss this program with you.

Sincerely,

Jana Shepherd
Foundation Director
Iowa Newspaper Foundation



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

Iowa Newspaper Association | Annual Meeting February 2, 2023



INA, INF and INA Services Company Annual Meeting Minutes

The meeting was called to order at 3:05 p.m. at the Downtown Des Moines Marriott with a quorum present.

- A. On a motion of Brad Hicks, Algona – Kossuth County Advance, seconded by Lisa Miller, Rock Rapids - Lyon County Reporter the following candidate was elected to the INA Board of Directors:

- Sue Smith, Winterset Madisionian to a first, three-year term.

There being no further business, the meeting was adjourned at 3:09 p.m.

Respectfully submitted,
Susan Patterson Plank

Iowa Newspaper Foundation | Annual Meeting February 2, 2023

The meeting was called to order at 3:09 p.m. at the Downtown Des Moines Marriott with a quorum present.

- A. On a motion of Kris Grabinoski, Armstrong Journal, seconded by Josh Byers, Harlan Newspapers the following candidate was elected to the INF Board of Directors:

- Catherine Staub, Drake University to a first, three-year term.

There being no further business, the meeting was adjourned at 3:10 p.m.

Respectfully submitted,
Jana Shepherd

INA Services Company | Annual Meeting February 2, 2023

Ron Gutierrez, Clinton Herald called the Annual Meeting of the Shareholders to order at 2:58 p.m. at the Des Moines Downtown Marriott. Susan Patterson Plank acted as secretary of the meeting.

Present was Debbie Anselm, Davenport Quad-City Times representing the Iowa Newspaper Association, the sole shareholder of the INA Services Company.

Upon a motion duly made and adopted, the following were elected as directors of the corporation:

- Sarah Lefeber, Ames Iowa State Daily
- Ron Gutierrez, Clinton Herald
- Tony Baranowski, Cedar Rapids Gazette
- Zack Kucharski, Cedar Rapids Gazette
- Debbie Anselm, Davenport Quad-City Times
- Trevis Mayfield, Maquoketa Sentinel-Press
- Chad Pauling, Sioux City Journal
- Matt Bryant, Washington Southeast Iowa Union

There being no further business, the meeting was adjourned at 2:59 p.m.

Respectfully submitted,
Susan Patterson Plank

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INA LEGAL HOTLINE

515-283-3100 (*paid service*)

Publishers: 5 emerging trends that could change the digital landscape

WHAT'S NEW IN PUBLISHING

THE CONVERSATION

The way we live our lives online is rapidly changing. Artificial intelligence (AI), virtual reality and innovations such as blockchain – a kind of digital record for transactions — are set to transform the online world, affecting everything from social media to how people and businesses make money from their creativity.

If you're feeling confused by the pace of change, here's what you need to know about five trends on the cusp of making a major impact.

1. GENERATIVE AI

AI and the more specific field of machine learning (where software improves at a task with experience) are already used to personalise the recommendations we get when we shop online, in digital assistants like Alexa and for automated translation of text. The uses for this technology are only likely to grow. There are some innovative uses of AI by businesses that may point to how people will be using the technology in future.

The AI-powered chatbot ChatGPT is a high-profile example. Microsoft recently invested US\$10 billion (£8.2 billion) investment in the chatbot's parent company showing how seriously these online tools are being taken.

It was seen by some journalists as the start of an "AI war" between Microsoft and Google. The latter company has been incorporating AI into its search engine to improve the answers people get. Jasper.ai is another forward-thinking use of AI. This online service generates written content for blogs, social media posts and letters.

Meanwhile, Meta, the company that owns Facebook, is working on AI-powered software that can generate video from a text prompt, such as "teddy bear painting a portrait". This is regarded as the next step on from online tools that generate images from text, such as DALL-E and Stable Diffusion.

2. THE METAVERSE

The "metaverse" is intended to make the online world more like the real one, through the use of virtual reality (VR) headsets. Instead of interacting with a two-dimensional profile on social media, you would don your VR headset to be represented by an avatar in a 3D virtual world. Your avatar would be able to communicate with other ones in a space modelled on the real world. Online shops could take the form of 3D virtual spaces so customers could browse in much the same way they would in their everyday lives.

A new wave of advanced VR headsets could help facilitate the metaverse. These could include advanced features such as eye tracking — which can make interactions with 3D worlds more instant and realistic — and facial expression detection, which would ensure

3D avatars replicate their users' demeanours. Apple and Qualcomm are developing new VR headsets that could launch in 2023, but details of their features are being kept under wraps.

YouTube and Meta are both building libraries of 360-degree video and images, as well as computer-generated objects and backgrounds that can be used to build the 3D environments that your avatar would explore in these virtual worlds.

3. DIGITAL CERTIFICATES

The owners of 360-degree video and computer-generated landscapes designed for use in the metaverse will want to sell their digital creations. To prevent unauthorised use, a kind of token called an NFT can provide these items of digital content with certificates of authenticity and ownership.

These non-fungible tokens allow the content to be bought and sold with confidence, something that's increasingly happening with the use of cryptocurrency. In 2022, YouTube, Facebook, Instagram and Twitter all introduced NFTs to their user and advertiser bases. Visa and Mastercard have also made buying NFTs possible with their credit and debit cards.

Despite a recent drop in the NFT market, forecasts by the US stock exchange Nasdaq suggest the tokens could perform well in 2023.

4. BLOCKCHAIN

A kind of digital record, or ledger, called a blockchain could help underpin private networks of people online, providing a safe space for them free from trolls, stalkers and fraud. Permission to view information can be restricted to a small number of people and the record of activity provided by blockchain can't be changed. This means any unauthorised activity on the network is instantly traceable.

And because information is stored across a network of computers rather than a single server, it is more difficult to hack. An example of an emerging type of online community that could make use of blockchain is a DAO (decentralised autonomous organisation). These networks have discarded the top-down management used elsewhere in favour of a more democratic form of governance with no central authority.

A social platform called Mastodon shares many aspects with DAOs. It was recently in the news when more than a million users fled Twitter to the platform in the wake of Elon Musk's takeover.

5. 'WORKFLUENCERS'

Businesses have taken note of the rise of social media influencers and are adopting their approach to reach target audiences. They are making use of what's called an employee advocate, or "workfluencer". Companies

DIGITAL - cont. on page 6



WEBINAR SPOTLIGHT

Visit www.onlinemediacampus.com to register today!

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.

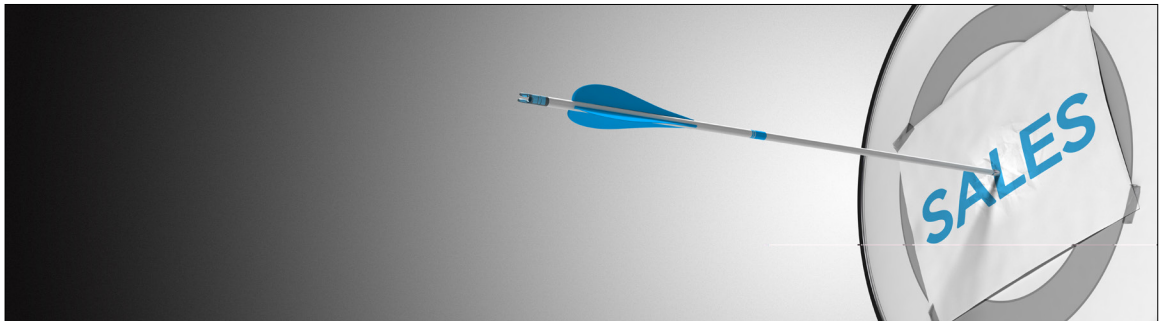
Business news certainly deserves extra attention during these extraordinary times. At the same time, this is a great opportunity to explore everyday business coverage during ordinary times, too.

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.”



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.

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, 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

local & personal

The Iowa Supreme Court appoints **Kayli Reese, Dubuque Telegraph Herald**, to serve as the news media coordinator for Region 1, which includes Allamakee, Clayton, Delaware, and Dubuque counties. This order takes effect March 3, 2023.

DIGITAL - cont. from page 3

have realised that employees' social media profiles and posts may better convey the brand than corporate accounts.

When crafted thoughtfully, social media posts by employees can seem significantly more authentic to other users than corporate PR. People have grown more honest about day-to-day work life, rather than only producing stories on professional milestones and achievements.

Organisations are likely to build procedures to encourage teams and employees to communicate and distribute material on the company's behalf.

This article was originally published by What's New In Publishing. Visit <https://whatsnewinpublishing.com/publishers-5-emerging-trends-that-could-change-the-digital-landscape/> to read the article online.