



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

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

Are you ready for a reality check? Check out Poynter's first-ever media literacy zine

We've gone analog to bring you a zine full of activities and tips on spotting misinformation online.

LAURA DUCLOS
POYNTER

Ahead of International Fact-Checking Day on April 2, MediaWise, Poynter's digital media literacy project, created something decidedly ... well not digital. Print's not dead yet!

I'm the architect of MediaWise's first-ever zine, which you can check by visiting <https://heyzine.com/flip-book/4f4f612cfe.html#page/1>. I've spent the last couple of weeks gathering tips and resources for you to have the necessary tools at your fingertips to combat misinformation. The online world can be a scary place, especially with generative AI developing at a lightning pace. I really believe this zine can help.

If you've never heard of zines, allow me to explain. Zines, pronounced "zeens," are self-published, independently produced booklets that are usually made in small batches and distributed outside of traditional media channels. They can take many forms, like a digital flipbook or paper. They're a great way for communities to express themselves or, if you're like us, share the good word of media literacy for all!

I created this zine to help you make educated decisions while scrolling through wild claims online, from out-of-context political posts to seemingly harmless deepfake videos of massive tree frogs that don't really exist. Just check out our TikTok to see how wild claims the claims can be.

Our goal at MediaWise is to empower you to make decisions on your own terms. You have the ability to examine all sides of a situation before potentially harming a loved one by spreading misinformation (yes, it can be that serious). You're the only one who can change your point of view and use this zine to equip yourself with a sharper mind. Remember, no one is perfect and we all fall for misinformation sometimes, even professional fact-checkers — looking at you, Balenciaga pope.

Media literacy isn't just about hunting down the latest misinformation trends, it's also about understanding why people create and share misinformation in the first place and how it shapes our perception of the world around us.

If you enjoyed reading, please share this first edition of reality check with everyone you know.

Are you a teacher? Consider sharing reality check

with your students and encouraging them to create their own one-sheet media literacy zine with what they've learned.

NOW FOR ARTS AND CRAFTS TIME! ONE-SHEET ZINES GO LIKE THIS:

YOU WILL NEED:

- One sheet of 8.5 by 11-inch paper
- Scissors
- Your imagination and media literacy chops

INSTRUCTIONS:

Fold the paper horizontally, aka hamburger style. You're going to want to make each crease firmly throughout each step. Unfold back to a full sheet.

Fold both ends of the paper towards the middle. You should now have four columns.

Unfold, then fold the paper vertically, aka hotdog style. Unfold again to show the full sheet.

Make a hamburger fold one more time, then cut very carefully from the middle to the crease of the first column you meet. Leave folded.

Place the ends of the paper on your surface and push the cutout to create a diamond shape. Grab from the sides and push towards the center to create your zine.

Write and draw to your heart's content.

Congrats! You just made a super easy zine. Enjoy and share with your friends.

Bonus: use the back side of your zine to make a surprise poster that's revealed when it's unfolded into one sheet.

This is a great visual reference for a one-page zine. We'd love to see what you come up with! Tag us on all socials @mediawise with your own zine for a chance to win one of our brand-new MediaWise Crocs Jibbitz!

Laura Duclos is a future-focused multimedia journalist with experience from Houston to 30 Rock. Along with keeping her thumb on the pulse of what's trending, she is an editor for MediaWise's Teen Fact-Checking Network, a digital newsroom that fact-checks internet claims and teaches media literacy tips.

This article was originally published by Poynter. Visit <https://www.poynter.org/fact-checking/media-literacy/2023/mediawise-media-literacy-zine-reality-check/> to read the article online.

Erika Eckley Appointed Executive Director of the Iowa Public Information Board

The Iowa Public Information Board (IPIB) announces the appointment of Erika Eckley of Carlisle as its next Executive Director. She will fill the vacancy left by Margaret Johnson upon her retirement. Eckley began her service to the Board on March 20, 2023. She becomes the fourth person to hold this position in the ten-year history of the IPIB.

"We are excited to have Erika join the staff of the Board," stated Julie Pottorff, Board Chair. "Erika brings a number of skills that will make her a tremendous asset," added Pottorff. "We look forward to working with her."

In her role, Eckley will advise and provide counsel to the nine-member Board and oversee the administration of the agency. Erika received her law degree from Drake University, her master's of public administration from Iowa State University, and her undergraduate degree from Grand View University. During her career, Erika has been an advocate for issues relating to health care and safety. She has worked in private practice, as a staff attorney at the Center for Agricultural Law and Taxation at ISU, and as assistant general counsel for the Iowa Hospital Association. In her spare time, Erika enjoys participating in and supporting the arts in Iowa. She is a member of the Board for Carousel Theatre of Indianola.

The Iowa Public Information Board was created in 2012 to provide a free, efficient way for Iowans to receive information and resolve complaints related to Iowa's open meetings and public records laws. It promotes and educates Iowans about transparency within government. The IPIB works with Iowa's governmental bodies, the media, and the citizenry at large. The vast majority of complaints are settled informally with a negotiated compromise that satisfies both parties, reduces community conflict, and results in increased government transparency. For more information about the IPIB, please visit: www.ipib.iowa.gov.



APPLICATION DEADLINE:
FRIDAY, MARCH 31

For more information, visit
<https://inanews.com/learn/moresleadership/>

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INA LEGAL HOTLINE

515-283-3100 (paid service)

WEBINAR SPOTLIGHT

Visit www.onlinemediacampus.com to register today!



How to Create More Effective Prospecting Messages!

APRIL FROM 1-2 P.M.

IN THIS WEBINAR...

This webinar is for sellers and managers who want to improve the effectiveness of their messaging when prospecting for new business.

You'll learn how to warm-up your cold-calls by:

1. Provoking - the prospect's interest
2. Persuading - the prospect to take action
3. Proposing - reasonable next steps

This will be an interactive session, so make sure to bring your best practices to share with all.



ABOUT THE PRESENTER...

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.

Selling Advertising Amidst Economic Uncertainty

MAY 18 FROM 1-2 P.M.

IN THIS WEBINAR...

The fear of economic uncertainty makes advertisers run for the hills. Add to that the fact that most advertisers are just barely recovering from the pandemic and you have a recipe for canceled contracts and ad sales rep frustration. Multi-million dollar media sales coach Ryan Dohrn shares highlights from his book *Selling Forward*. Proven methods to sell to emotionally drained, financially fatigued, Zoomed out advertisers in an ever-changing world of political and economic uncertainty!

ABOUT THE PRESENTER...

Ryan Dohrn is a top motivational speaker that won an Emmy for marketing excellence while working for ABC TV/Walt Disney Co. and was recognized by Forbes.com with the "Best of the Web" award for his business strategies. Dohrn's focus is leadership training and team performance development. His passion for sales and marketing has given him the



unique opportunity to touch half a billion dollars in revenue for companies in seven countries. Dohrn was one of the youngest managers in Walt Disney history. His management insights have been featured in USA Today and on CNN. Ryan is an internationally certified business coach, has trained over 30,000 professionals, and works monthly with companies in 15 business sectors.

FREE MEMBER EXCHANGE

▼ HELP WANTED

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.

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 resumes 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.



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