

April 5, 2023



Volume 40
Issue 13

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

Business Record recognized in E&P's 2023 class of 10 news publishers that do it right

We are so proud of our member newspaper, Business Record and vice president of the Iowa Newspaper Foundation Board of Directors, Chris Conetzkey!

ROBIN BLINDER
EDITOR & PUBLISHER

The 2023 class of 10 News Publishers That Do It Right represents our industry with small-town publishers to large properties; monthly, weekly and daily publications; legacy print, digital publications, business and alternative publications — representing the breadth and depth of our industry. Each has faced challenges and innovated to overcome them, and each has a story to tell — revenue, content, community service, engagement, business model or platform. We're excited to bring these publishers that do it right to you for energy and ideas. We at E&P are inspired by what each one does to keep news vibrant in their local communities.

BUSINESS PUBLICATION CORPORATION DES MOINES, IA

A small niche publishing company serving the business, cultural and philanthropic communities in Iowa's capital city is innovating rapidly in a changing media landscape, laser-focused on meeting the evolving needs of its readers. Business Publication Corporation (BPC), founded as a business publishing company in 1983 by visionary entrepreneur Connie Wimer, now includes three divisions — the business journal, magazine division and custom publishing arm. This year, they will celebrate the 40th anniversary of the flagship weekly publication, the Business Record, and the 20th anniversary of Des Moines' cultural publication, dsm magazine, published six times yearly. Across its three divisions, BPC produces over 50 print and digital products and hosts more than 40 events each year.

BPC has enjoyed steady growth in the past few years — adding to staff and expanding products and services even during the pandemic in order to invest in the future. Even with these investments, they have achieved more than a 20% revenue growth since 2020, increasing their margin growth to remain sustainable.



Here is the BPC logo for Envision Iowa initiative, which connected leaders, created compelling content for their print and digital publications, attracted new statewide audiences and generated an entirely new revenue stream. (Photo by Arianne Sundean)

In addition, increases across all divisions in newsletter open rates, website traffic and social media engagement spur revenue growth. Individually, BPC's LinkedIn followers have grown by 177%, and dsm magazine's Instagram followers are up 34.5% in the last 12 months.

Events are leading the way in 2023 with the successful Discover Diverse Des Moines' third-year event in June. They also look forward to evolving this year's statewide Envision Iowa Think Tank and event, focusing on the three themes of People and Culture, Business Opportunities and Infrastructure. Internally, the BPC staff is excited about the upcoming graduation party for team members who have attended their first Leadership Academy. By adding digital elements across the board, refining its event strategy, focusing on inclusive elements and working to generate revenue opportunities and expand cost savings, the Business Publication Corporation is charting a path for the future.

Robin Blinder is E&P's editor-in-chief. She has been with E&P for three years. She can be reached at robin@editorandpublisher.com.

This article was originally published by Editor & Publisher. Visit <https://www.editorandpublisher.com/stories/eps-2023-class-of-10-news-publishers-that-do-it-right,242909?fbclid=IwAR0CTlmR8uw4cm3-6y9OioXQobljDRwAVsNV0IkncZidrRaiLdt-kGcu2EQ> to read the full version online.

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 | Scholarship Committee March 30, 2023

Chair Emily Barske of the Des Moines Business Record called the meeting to order via Zoom at 10:07 a.m. Those present were: Kristin Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Allie Hinga, Dubuque Telegraph Herald; Mark Spensley, Monticello Express; Elaine Loring, Iowa Falls Times-Citizen and Kent Thompson, Humboldt Independent. Jana Shepherd, INF was also present.

Action agreed upon:

- A. The committee selected the following recipients for the INF's 2023-2024 scholarships:
- Iowa Newspaper Foundation Scholarship, \$500: A graduate of Johnston High School, Caroline Christensen is currently studying at the University of Northern Iowa.
 - Morlan Scholarship, \$1,000: A graduate of Iowa Falls-Alden High School, Taylor Nohrenberg is currently studying digital media journalism at the University of Northern Iowa.
 - Fred W. Woodward Scholarship, \$500: Gabe Graber will graduate from PCM High School in Monroe, and study journalism at Dordt University.
 - Le Mars Daily Scholarship, \$500: Isabella Davis will graduate from Cedar Falls High School and be studying digital media journalism at the University of Northern Iowa.
 - Carter Pitts Scholarship, \$500: Camille Kilburg will graduate from Northeast Community School District in Goose Lake, IA and study at the University of Dubuque.
 - David W. Belin Scholarship, \$1,000: A graduate of Valley High School in West Des Moines, Payne Blazeovich is currently studying journalism at Iowa State University.
 - Iowa Journalism Institute Scholarship, \$1,000: A graduate of Davis County High School in Bloomfield, Courtney Jackson is currently studying at Drake University.

There being no further business to come before the Committee, the meeting was adjourned at 11:00 a.m.

Respectfully submitted,
Jana Shepherd

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WEBINAR SPOTLIGHT

Visit www.onlinemediacampus.com to register today!



How to Create More Effective Prospecting Messages!

APRIL 27 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

FOR SALE: Must go by May 1 - either to you or the scraper. Two ERCM NewsMatic Mako CTP units, each with its own Glunz & Jensen in-line processor. Both used through November 2022, and continually maintained since. Approximately 4,800 ECO LCV 28 x 23.0626 x .008 Southern Litho plates. Plate punch and plate bender. Price: \$9,600 and you haul it all away. Call the Spencer Daily Reporter at 712-262-6610 or Brad at 641-430-1023.

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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