



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

How to Create More
Effective Prospecting
Messages!
April 27, 2023

Selling Advertising Amidst
Economic Uncertainty
May 18, 2023

Public Notice Legislation Update

SUSAN PATTERSON PLANK
IOWA NEWSPAPER ASSOCIATION

Although the session is likely to go longer, the scheduled end of the 2023 legislative session is April 28th, which is the last day that legislators receive their per diem and mileage reimbursement. In the final weeks of the session, legislators are primarily focused on negotiating the state budget.

Our top priority this session has been to defeat Senate File 546, which would result in removing a major component of government transparency. This legislation would require legal notices to be posted on a website controlled by the very government legal notices are designed to oversee and notices would not be required to be published in a local newspaper.

The bill was assigned to the Senate Technology Committee, and it passed out of sub-committee and committee very quickly. It then moved to the Senate Ways & Means Committee, where it also passed out of sub-committee and committee on Wednesday, March 8th. Because the bill is a Ways & Means bill, it is not subject to any funnel restrictions.

Since then, there has been no official movement of the bill.

Sen. Cournoyer has filed an amendment to the bill. The amendment essentially strikes the entire bill and provides for a new bill. This bill increases the population threshold to 1000 from 200, that allows cities to post public notices in three public places in the city which have been permanently designated; requires newspapers to post to their internet site the notice within 48 hours of receiving the public notice. Access to notices on the newspaper's internet site must be available without subscription and not subject to any paywall; and if there is no official newspaper in

You don't know what

YOU DON'T KNOW...

**WITHOUT PUBLIC NOTICES,
YOU ARE LEFT GUESSING.**

Since knowing is so important, we joined other newspapers in Iowa and also publish our public notices online.

**FIND IOWA NOTICES ONLINE AT
www.iowanotices.org**



the public posting entity's jurisdiction, the government entity can post the publication on their own website OR the county's official internet site.

The INA depends on its 3-legged lobbying stool—legislative representation, your Association and you. Each leg of the stool is and has been critical. If you are an owner, publisher, or editor—you've received many emails from me during this legislative session. **As an Association, our goal is to be laser focused on strategic communication between specific newspapers and specific senators as we have worked to defeat SF 546.**

Please continue to run ads promoting www.iowanotices.org. That is extremely important to our strategy. These ads have been sent to all newspapers in print and digital format.

Application period for third BloomLab cohort is now open

The application period for the third cohort of the Knight x LMA BloomLab is officially open. The deadline for the final submission of all applications will be by 8 p.m. Eastern time on Friday, May 12. As part of a three-year immersive experience with initial funding of \$3.2 million from the John S. and James L. Knight Foundation, Local Media Association will select eight additional local media companies to participate in Cohort 3 of the lab, which will continue to focus on technology upgrades, business transformation and shared learning opportunities. Each lab participant will receive a \$50,000 technology stipend.

SELECTED APPLICANTS MUST COMMIT TO:

- Attend regular meetings with other cohort members and BloomLab directors.
- Share learnings and participate in case studies, white papers and virtual conferences.
- Share financial information with program directors to set and track goals.

The initiative will continue to focus on local media organizations that are black-owned and -operated, and serve a majority black audience.

Visit https://localmedia.org/2023/04/applications-for-third-bloomlab-cohort-to-open-april-17/?utm_source=ActiveCampaign&utm_medium=email&utm_content=BloomLab+applications+now+open&utm_campaign=4+14+23+BloomLab+Cohort+3+Applications+Open&vgo_ee=9V7eeg710jPP%2F7%2FCW15Fh7x3njfA2VtLo6teDcmYuMmumVGmtexxyJy6Kw%3D%3D%3A4UdQU72vPHz35rm5EC LJY%2Fmzpw9%2F0kQb to learn more and apply today.

The INA needs your help!

Work has begun on a comprehensive history of the Iowa Newspaper Association and its predecessor organizations.

We need your help!

We ask all INA members to search their archives and file cabinets for photographs that might be considered for this publication.

EXAMPLES OF PHOTOS WE SEEK:

- Longtime owners, publishers and editors.
- Recipients of major awards, from Distinguished Service to Master Editor/Publisher to the Pulitzer.
- Award presentations or candid moments from conventions and other press association events.
- Memorabilia or souvenirs from early association events, including award plaques and covers of convention or banquet programs.

Photos from any period are welcome, but we particularly need images preceding the 1990s.

Digital images (TIF preferred, or JPG) may be emailed to brian.cooper@crestwoodpublishing.com. Please include identifications and description, name of photographer (if known) and name of the person and newspaper granting permission to publish.

More questions? Contact Brian Cooper, retired editor of the Dubuque Telegraph Herald, at the email address above.

CONTACT US



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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 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 scrapper. 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. Also, Goss Community roll carts and spacers - make an offer. 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 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.



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