



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

**Gaining Digital Readership
Without Sacrificing Print**
Thursday, December 13

**Classified 2019: Your
Biggest Challenges &
Freshest Opportunities**
Thursday, January 10

EVENTS

**2019 INA Legislative
Reception**
Wednesday, February 6

**2019 INA Convention and
Trade Show**
February 7-8

MEETINGS

**INA, INF & INA Services
Co. Boards**
Wednesday, February 6

Alliance Supports EU Publishers' Right, Global Protection of Online Content

BY DAVE CHAVERN

NEWS MEDIA ALLIANCE, PRESIDENT & CEO

The European Union (EU) is currently considering a copyright law that would give news publishers the ability to protect their content online. This is part of a broader fight publishers are having around the world to establish the core legal rights needed to be compensated for their work.

The online audience for reporting is huge and, in fact, people are consuming more hard news than ever. But outdated laws make it very hard for publishers to protect their work and the investments they make in great journalism. Information may "want to be free" but reporters want to be paid.

Article 11 of the EU Copyright Directive, currently under consideration and set to be voted on soon, would provide news publishers the right to charge for commercial use of their content online—a true sign of Europe's commitment to the future of news. But they have some powerful opponents, including Google.

Google relies on news publishers for content for its Search pages and Google News product. It has argued that under the Directive it would be affirmatively forced to pay publishers for content, and has even threatened to shut down Google News in response. However, Article 11 would merely allow publishers to negotiate with news aggregators and search engines, and ask for some system of fair compensation for their work. Nothing in the Directive mandates payment by Google.

Other organizations claim that the whole internet would be destroyed by the Copyright Directive. That is ridiculous. The film and music industries hold rights similar to those being sought by the news industry and they have not destroyed the internet—far from it.

Google has also argued that copyright protection for news content would create a "link tax" and would prevent average citizens from

sharing links to news stories on social media. The Directive actually explicitly allows sharing of links and articles by consumers. What would be prevented are the extensive "snippets" of information taken from the news articles that are also delivered in search results. According to a 2016 opinion poll, 47% of Europeans who access news through news aggregators, social media or search engines, just read the free "snippets" and never click on the links to access the full articles. In short, Google's vast advertising machine relies on publishers giving away huge amounts of their content for free.

This is obviously not sustainable. No business, including news publishing, can be based upon "free". Instead of fighting against the Copyright Directive, Google and others should embrace the moment and work with publishers on new ways to ensure compensation for great journalism.

Society relies on news publishers for quality information about the world. Users expect to get that kind of information through Google, and Google wants them to get it. But the current system for online distribution of journalism just isn't sustainable. This is a chance for Europe to show true international leadership and, hopefully, propel improvements in copyrights laws in the United States and around the world. The Copyright Directive presents a real opportunity for all parties to build a new future for journalism. Let's drop the threats and fear-mongering and get to that important work.

David Chavern serves as President & CEO of the News Media Alliance. Chavern has built a career spanning 30 years in executive strategic and operational roles, and most recently completed a decade-long tenure at the United States Chamber of Commerce.

The EU Copyright Directive: **MYTH VS. FACT**

This fact sheet was compiled by the staff of News Media Alliance to address some common myths and misperceptions about the EU Copyright Directive. You can find it online at <https://www.newsmediaalliance.org/eu-copyright-directive-myth-vs-fact/>.

MYTH: News publishers in the European Union already enjoy copyright protection and can control the use of their publication's content online.

FACT: No. Unlike American publishers, who enjoy constitutional and statutory protections, European publishers do not have an individual right to protect their content against infringement online. Instead, many rely on contracts with individual journalists, making effective enforcement cumbersome and time-consuming.

MYTH: Under the current proposals, if adopted, publishers would be forced to demand compensation from online service providers and news aggregators, who would be forced to pay for the use of their content.

FACT: No. The Parliament's version of the Publishers' Right would not be compulsory. It would simply allow news publishers to negotiate licensing agreements with businesses that wish to use their content online.

MYTH: The Publishers' Right would destroy the internet.

FACT: No. Other industries (e.g. music, film, etc.) already enjoy similar neighboring rights, and these have not "destroyed the internet." Individual and other nonprofit use would still be allowed at no cost under the proposed Directive.

MYTH: The Publishers' Right is effectively a "link tax."

FACT: No. Taxes can only be levied by governments and cannot be negotiated. Article 11 would simply allow private businesses to negotiate with each other to reach a mutually satisfactory compromise. Further, hyperlinking is explicitly permitted under the Parliament's version of Article 11.

MYTH: The Copyright Directive would prohibit consumers and businesses from sharing links.

FACT: No. The proposal explicitly permits the sharing of hyperlinks, thereby allowing businesses and users to continue linking to news articles freely.

MYTH: The proposal would prevent individual users from posting news articles in their social media profiles or otherwise, amounting to censorship of free speech.

FACT: No. The Parliament's version, as well as the latest compromise draft, would explicitly allow legitimate private and non-commercial use for free. The proposal would not affect private individuals who do not wish to make a profit by using protected news content.

MYTH: Similar attempts to establish a Publishers' Right failed miserably in Spain and Germany.

FACT: No. With regards to Germany, the validity of the law creating a neighboring right for news publishers is currently being litigated, and it is therefore much too early to draw conclusions about its success. Meanwhile, in Spain, while publisher ad revenues and traffic went down briefly following Google's ill-advised decision to shut down Google News in the country, these have since largely rebounded and publishers have started licensing their content to other news aggregators, creating competition and varying options for consumers.

MYTH: The Publishers' Right would benefit the big players and make it harder for new entrants and small businesses to innovate and succeed.

FACT: No. The proposal would create legal certainty for both news publishers and tech companies alike. News publishers could develop more innovative content and services, while tech start-ups would not have to deal with different legal systems and requirements.

MYTH: News aggregators already benefit news publishers more than enough, so there is no need for publishers to get more from online services.

FACT: No. While news organizations receive some traffic through news aggregators, 47 percent of Europeans who access news through news aggregators, online social media, or search engines, do not click on the links to access the original articles. Though news organizations invest considerable resources into producing original content, online platforms instead reap most of the benefits.

MYTH: The European Parliament and the Council's versions of the Publishers' Right are essentially the same and it doesn't matter which one is eventually adopted.

FACT: No. The Council's version would establish an unenforceable "insubstantiality" standard and would leave it up to the member states to decide how to define it – undermining the original purpose of the Directive. The Parliament's version, meanwhile, presents a sensible and fair compromise that would provide legal certainty to publishers and online platforms alike.

MYTH: The Publishers' Right would reduce the authors' rights and benefit news organizations at the expense of journalists.

FACT: No. The proposal makes clear that the Publishers' Right would not have an effect on the rights held by the original author. In addition, the Parliament's draft as well as the most recent compromise proposal require revenue-sharing with the journalists.

MYTH: News publishers would have more protections than other content industries, such as music and film.

FACT: No. Film and music industries already enjoy similar neighboring rights that allow them to protect their content. The Publishers' Right would put news publishers at the same level with other producers.

MYTH: Google and other online services are doing a service to publishers by directing traffic to their sites, and don't actually benefit themselves from sharing news content.

FACT: No. Google and other online businesses utilizing news content make money every time someone uses their services. They have large financial incentives to keep using news content for free while receiving ad dollars from increased traffic.

MYTH: The Publishers' Right is a desperate attempt by struggling news publishers to save their industry by taxing Google and other successful online services.

FACT: No. While news aggregators send traffic to news sites, news publishers should be given the same protections enjoyed by other producers of original content. There should be a level playing field when deciding the rules of the game.

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INA LEGAL HOTLINE

515-283-3100 (paid service)

FREE MEMBER EXCHANGE

▼ HELP WANTED

ADVERTISING REPRESENTATIVE. Business Publications is adding to our advertising team. We are looking for two goal-oriented self-starters who have strong marketing, communication and relationship-building skills. Those filling the positions will be charged with skillfully representing our products by developing strategic advertising campaigns tailored to Des Moines' most influential audiences. Responsibilities include: prospecting and developing new advertising relationships; listening to and understanding their needs to best help them reach their goals; maintaining and strengthening existing client relationships; and meeting goals, deadlines and quality standards.

How to apply:

Please submit a resume via the Business Record hiring portal at www.businessrecord.com/hiring. Ashley Bohnenkamp will be the main point of contact for dsm Magazine. Sara Brown will be the main point of contact for the Business Record. Questions can be directed to ashleybohnenkamp@bpcdm.com or sarabrown@bpcdm.com.

DIRECTOR OF PRINTING & PACKAGING. CWoodward Printing Services (WPS) is looking for a Director of Printing & Packaging Operations in Platteville, Wisconsin. WPS provides a wide variety of services from pre-press & press to bindery, mailing & delivery, and guarantees customer satisfaction. The Director of Printing & Packaging Operations is a key leadership role who will oversee pre-press, printing, packaging, mailing and delivery operations. The director will ensure a culture of safety, ownership, innovation, teamwork and open-book management as well as drive strategies that result in efficiencies, cost savings and optimal performance. The director will champion the organization's efforts to achieve company objectives, strategic plans and customer satisfaction. To be successful in this leadership role, the director will possess a high level of "people skills", problem solving and analytical skills, the ability to think strategically, a drive to succeed and a keen focus on employee development and customer satisfaction. Above average ability to communicate at all levels and knowledge of leadership, participatory management, team dynamics and group process techniques are essential. The qualified candidate will have ten years of combined experience in manufacturing or production, management, leadership, facilitation, team building and creating a positive work-environment. A record of continuous learning is required. The ability to read, write and speak Spanish is a plus. To learn more about our employee-owned organization and to apply online, visit our website at www.wcnet.com/careers. The deadline to apply for this new career opportunity is December 28, 2018. Woodward Printing Services is a part of the Woodward Community Media division whose parent company is employee-owned Woodward Communications, Incorporated (WCI), headquartered in Dubuque, Iowa. WCI is an equal opportunity employer. 0102

DIRECTOR OF SALES. Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue that growth. Find out more about our products and services at enterprisepub.biz. Our Director of Sales will be responsible for team sales,

planning, budgeting, community relations and be an integral part of our management team. Compensation includes base salary, bonus opportunities, health insurance, 401K retirement, vacation, personal days and more. This is a great opportunity to come and be part of our fun, adaptable, dedicated and positive team. Apply to Chris Rhoades, crhoades@enterprisepub.com, Enterprise Media Group, Blair, NE 1212

ENTERPRISING EDUCATION REPORTER. Seeking enterprising education reporter: The Newton Daily News is seeking an education join its award-winning community news staff.

This reporter will be responsible for coverage of the Newton Community School District, attend bi-weekly school board meetings and cover trends in education in relation to Newton schools and school-related events.

We're looking for a creative writer, comfortable covering the programs in the classroom as well as wider trends in education impacting local community school districts.

The education reporter will also have the opportunity for general assignment reporting as their schedule allows.

The preferred candidate will have a bachelor's degree in journalism or related field and at least 1 year of deadline-driven reporting experience in a daily newsroom. Recent college graduates with solid internship experience are encouraged to apply.

This position is ideal for a young reporter wanting to cover a growing market not far from the Des Moines metro area and is passionate about community journalism. Must be disciplined with meeting short and long-term deadlines, proficient in AP Style, able to shoot their own photos and video. Experience with Adobe InDesign and Photoshop is a plus. The position requires occasional night and weekend assignments. Must have a valid drivers license, dependable transportation and proof of insurance.

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In return for your contributions to our success, Shaw Media offers a competitive benefits package, including medical, dental, vision and 401(k) with company match.

Apply Today.

Qualified candidates should submit a cover letter explaining your journalism credentials and philosophy, along with a resume and clips or link to online portfolio.

Online: www.shawmedia.com/careers

Or mail it to us at:

Newton Daily News - Weeklies Editor

PO Box 967

Newton, IA 50208

Shaw Media is a Drug-Free Employer. Pre-employment background check and drug screen required.

This posting may not include all duties of the position. Equal Opportunity Employer 0109

GENERAL ASSIGNMENT REPORTER. The Daily Freeman-Journal is seeking a general assignment reporter. Must have strong interviewing and writing skills. The right candidate will be detail and deadline oriented with solid people skills. Knowledge and experience with social media platforms a must. Experience with both Mac and PC preferred, digital photography skills and knowledge of Quark Express helpful. Willing to train the right enthusiastic self-starter who is looking for entry into the world of journalism. Send a cover letter, resume and writing

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.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Classified 2019: Your Biggest Challenges & Freshest Opportunities
- Committee Nomination Form
- 50 Year Club Nomination Form
- 2019 INA Convention & Trade Show Registration Form

CONTEST TIMELINE

December 2018 - Winners notified by INF

February 8, 2019 - Winners announced during Convention Awards Banquet Entries must have been published between **Oct. 1, 2017 and Sept. 30, 2018**, to be eligible.

Questions?

Contact INA/INF at 515-244-2145 or ina@inanews.com.

MEMBER EXCHANGE - cont. from page 3

samples to: ablankenship@freemanjournal.net. 1212

REPORTER. The Pella Chronicle and the Knoxville Journal Express seek a reporter to help produce thorough community coverage in print and online. This position is a shared reporter for both locations. Our reporter must be passionate about local news and demonstrate strong reporting and writing skills. The reporter is a key member of our news team and requires clear communication to work collaboratively with two editors. The Pella Chronicle and the Knoxville Journal Express are both weekly publications and seven-day website, www.pellachronicle.com, and www.journalexpress.net. Interested candidates should email their resume, work examples and a cover letter explaining why they believe they are qualified for the reporter's position to Pat Finan at pfinan@journalexpress.net. 1212

SALES MANAGER. The Newton Daily News is seeking a dynamic professional, innovative and results-oriented leader, to join our multi-media sales effort. The chosen candidate will lead the local sales team in creating, developing, and implementing strategies that will fulfill our customer's needs. This exciting role calls for an individual who enjoys working with their team and local businesses to assess needs and present a solution-based product mix including print, digital, social and mobile platforms. As the sales manager you will handle key accounts, spend a significant amount of your time with your team on sales calls, developing proposals, and making presentations. You will implement training in the field and in the office, and facilitate communication across all departments. Qualified candidates will possess a minimum of three years sales leadership experience, along with an established and successful work history. A valid driver's license, proof of insurance, reliable transportation, and acceptable motor vehicle record are required. Shaw Media publishes over 150 titles in Illinois and Iowa. Its holdings include websites, newspapers, magazines, Pro Football Weekly, a video production unit and a digital marketing services division. Founded in Dixon, Illinois, Shaw Media has been privately owned by the Shaw family since its inception in 1851. In return for your contributions, Shaw Media offers a competitive salary and a comprehensive benefits package, including medical, dental, vision, and 401(k) with company match.

Please send resume to:

Newton Daily News

Brenda Lamb, HR Coordinator

P.O. Box 967

Newton, IA 50208

or email to: bjlamb@newtondailynews.com. 1219

▼ FOR SALE

Considering a sale of your newspaper but not sure where to start? Iowa's newest media broker, Scenic Trail Media Brokers, LLC, is here to help you. Scenic Trail Media Brokers will work with you in every step of the process to properly market your newspaper to help you attract the right buyer for your property. We'll work with you until the final closing to make sure you get top dollar. Call Ryan Harvey today at 515-689-1151 or reach him by email at scenictrailmediabrokers@gmail.com for more information.

Iowa weekly newspaper for sale; excellent community; city, school, county legals, gross around \$200K. 40 year owner seeking to slow down. Contact Northeast Iowa, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa 50309. Contact: Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Two weekly newspapers, including one in county seat community. Progressive communities. City, county, school legals. Located in southwest Iowa. Contact: Weekly Newspapers, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Profitable group of three small weekly newspapers for sale in South Dakota, two in Black Hills. If interested write to: S.D. Newspapers c/o Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309.

IN NEED OF NEW LISTINGS. This could be the right time to sell! *Appraisals-Consultations-Brokerage services* Your full service broker, News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

FOR SALE! Fifteen outside newspaper stands (good for shoppers or free newspapers) for sale, \$20 each. Interested buyers contact Dave Tapp by email at dtappnewsbrokerageofiowa@gmail.com or by phone at 319-350-2770.

Equipment for sale: An extensive selection of printing equipment, including a five-unit Harris V-15A newspaper press, will be on sale online until Nov. 28, 2018, at bclauc-tion.com. The press equipment must be sold during the liquidation of Printcraft Inc., a newspaper plant located in Lamoni, Iowa, which printed several publications in northern Missouri and southern Iowa. The BCL Auction website has a full description of the equipment. Click on current auctions with listing under Bethany Printing Company.



And
Finally

I'll never date another apostrophe... the last one was too possessive.

50 *Year Club* **Nomination Form**

*“I submit the name of the following person,
certifying that to the best of my knowledge
he or she has completed 50 years of service
to the newspaper industry.”*

Name: *(Please print)*

Entered Newspaper Service At: *(Location)*

Now Living At:

This Nomination Submitted By:

Newspaper:

Please complete and return to
Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309 or
fax to 1-866-593-7406 by Jan. 4, 2019



IOWA
NEWSPAPER
ASSOCIATION



An Iowa Newspaper Foundation webinar...



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IAwebinars

CLASSIFIED 2019: YOUR BIGGEST CHALLENGES & FRESHEST OPPORTUNITIES

Thursday, January 10 1-2 p.m. CST

Registration fee: \$35 · Deadline: January 7

IN THIS WEBINAR...

Do you know why many newspapers are seeing their Classified revenues start to go UP instead of DOWN? It's because they are letting go of the old and letting in the new brilliant ideas and efficiencies that is making Classifieds a key revenue builder again. Both print and online managers, please join me in seeing for yourself how you can turn it all around and make 2019 a much easier year to reach budget!

Group discounts are available. Visit our website for more information. Registrations submitted after the deadline will be subject to a \$10 late fee. Registrations are accepted up until the day of the webinar.

Follow us:



OnlineMediaCamp



Online Media Campus

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

THE PRESENTER...

Janet DeGeorge



Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She is a graduate of San Jose State University with a degree in Advertising and Marketing and has completed all course work towards a masters of science in mass communications.

She spent 13 years at the Mercury News much of it as a manager in their state of the art classified advertising department. She then relocated to southern California as recruitment advertising manager before moving to Arizona where she was the classified advertising director of the Scottsdale and Mesa Tribune for seven years.

DeGeorge is a former Vice President of the Western Classified Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising.

DeGeorge has been the president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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Webinar Registration

YES! Sign me up for the *Classified 2019: Your Biggest Challenges & Freshest Opportunities* webinar Thursday, January 10.

☐ I am a Wisconsin journalism advisor or student, please waive my registration fee (*online registration not available*)

Registration fee: \$35 per webinar; free to SNPA members

Discounts are available for groups of 10 or more from the same newspaper or company.

Find out more at www.onlinemediacampus.com or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: January 7

(Registrations submitted after the deadline will incur a \$10 late fee. *No discounts apply after the registration deadline*).

Name _____ Newspaper _____

Corporate Affiliation (*for group discount tracking*) _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

☐ Payment enclosed ☐ Bill my newspaper ☐ Charge my credit card (see below)

Credit card # _____ Exp. ____ / ____
VISA/Mastercard only

Address _____ Zip _____
must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

Authorized signature _____

Please send a separate registration form for each registrant. This form may be photocopied as many times as necessary.

SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309, FAX to INF at 866-593-7406,
EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

You will receive log-in instructions 48-hours prior to the webinar you've registered for. If you have questions, please contact Erica Wipperling at ewipperling@inanews.com or 515-422-9052.

CANCELLATION POLICY:

Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

2019 IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

DES MOINES MARRIOTT DOWNTOWN | FEBRUARY 6-8, 2019

WEDNESDAY, FEBRUARY 6

5:30 to 7:30 p.m. **Legislative Reception**
Offsite Location: Peace Tree Brewing Co.
Share drinks and hors d'oeuvres with legislators from your district.

THURSDAY, FEBRUARY 7

11 a.m. to 1:30 p.m. **Student/Professional Networking Luncheon** - pre registration required
12 minute roundtable recruitment opportunity to network with students eager to learn about starting a career in journalism. Roundtables followed by pizza lunch.

1:30 to 1:45 p.m. **Break**

1:45 to 2:45 p.m. **CONCURRENT SESSIONS**

What's the Grocery Game?
Dennis Host, Coborn's, Inc.

Understanding Motivation on the Job
Celina Peerman,
The Peerman Group

2:45 to 3:15 p.m. **Break**

3:15 to 4:15 p.m. **CONCURRENT SESSIONS**

Healthy Communities, Healthy Newspapers
Bethany Wilcoxon, McClure Engineering; Bill Menner, Iowa Rural Development Council; David Peters, Iowa State University

Managing Constant Change & Transition
Celina Peerman,
The Peerman Group

4:15 to 4:30 p.m. **Break**

4:30 to 5:30 p.m. **Annual Meeting & Publishers' Idea Exchange**

5:30 to 7:30 p.m. **Convention Reception**

8:30 to 10:30 p.m. **INA President's Celebration**

FRIDAY, FEBRUARY 8

8 to 9 a.m. **Registration & Trade show Open**

***Free continental breakfast in Trade Show served until 9 a.m.*

9 to 10:10 a.m. **Kick-off "Rights, Revolution and Rock 'n' Roll"**
Ken Paulson, First Amendment Center

10:10 to 10:30 a.m. **Refreshments in Trade Show**

10:30 to 11:45 a.m. **CONCURRENT SESSIONS**

Writing Better Ledes
Tim Schmitt, Gatehouse Media

60 Media Sales Tips in 60 Minutes
Ryan Dorhn, 360 Ad Sales

Telling Great Visual Stories - ICMA
Kelsey Kremer, Des Moines Register; KC McGinnis, freelance photographer; David Ekstrom, Meredith AgriMedia

Adobe: InDesign Secrets
Russell Viers, Adobe Certified Trainer

How to Lead Civic Discussions in Your Community - ICMA
Scott Raecker, The Robert D. and Billie Ray Center; Zack Kucharski, Cedar Rapids Gazette; Emily Schettler, The Harkin Institute; Seth Anderson, Culver Center at Simpson College

11:45 a.m. to 12 p.m. **Break**

12 to 1:30 p.m. **Past Presidents' Awards Luncheon "Deep Roots, Long Reach"**
Michelle Johnson, National Basketball Association
Distinguished Service Awards, 50-Year Club Awards, Jay P. Wagner Prize for Young Journalists

1:30 to 1:45 p.m. **Refreshments in Trade Show**

1:45 to 2:45 p.m. **CONCURRENT SESSIONS**

Editing and Altering PDF's
Russell Viers, Adobe Certified Trainer

Journalism Toolbox: Better Journalism Through Technology
Tim Schmitt, Gatehouse Media

Crash Course in Decoding Your Readers - ICMA
Lisa Rossi, Bonfire Media Strategy

Women in Journalism - ICMA
Abigail Pelzer, Marshalltown Times Republican; Emily Barske, Marshalltown Times Republican; Linh Ta, Des Moines Register

Turning "I Have No Budget" Into a Closed Deal
Ryan Dorhn, 360 Ad Sales

2:45 to 3:30 p.m. **Ice Cream Break in Trade Show**

3:30 to 4:30 p.m. **CONCURRENT SESSIONS**

Suds and Sodas Roundtables

Preparing Graphics for Web and Print
Russell Viers, Adobe Certified Trainer

6 Ways to Sell Web and Digital
Ryan Dorhn, 360 Ad Sales

5 to 6 p.m. **Awards Reception**

6 p.m. **Awards Banquet**

Master Editor-Publisher Awards, Heritage Club Presentations, Young Iowa Journalists Awards, Iowa Better Newspaper Contests winners, Newspaper of the Year

For additional information about each session and presenter as well as hotel accommodations, visit www.INAnews.com/convention.



19 REGISTRATION

Complete the form below or register online at www.INAnews.com/convention

REGISTRATION FEES

Early Bird Discount: Registrations postmarked by January 31 or delivered to INA by 4:30 p.m., January 31 will receive reduced rates on convention registration.

- \$85 for 1st Registrant by January 31 (\$95 after January 31)
- \$20 for Additional Registrants from same newspaper

Corporate registration rates are now available. Find out more at INAnews.com.

Name of Newspaper

Mailing Address

City, State, ZIP

()

Telephone Number

Email

Please check the following, if applicable: ☐ New publisher ☐ Guest of INA/INF ☐ Past President (Friday Lunch fee waived)

Cancellation Policy: Refund requests will be honored if received in the INA office by 4:30 p.m. February 1.

The INA has purchased event cancellation insurance for this event. In cases where inclement weather causes this insurance to go into effect, advance registration fees will be refunded.

Circle the dollar amount in each column marked by symbols for each event.

👤..... 1st Registrant | **\$85** (+\$10 if postmarked after Jan. 31, 2019)

★..... Friday Luncheon | **\$25**

⚡..... Each additional person from the same newspaper | **\$20**

♥..... Friday Night Banquet | **\$30**

✳..... Wednesday Legislative reception | **free**

★♥..... Mealpackage-(includes Friday Luncheon & Friday Night Banquet) | **\$52**

☁..... Thursday luncheon -(registration required) | **free**

NAME & EMAIL ADDRESS (print)	👤	⚡	✳	☁	★	♥	★♥	TOTAL
	\$85		free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
		\$20	free	free	\$25	\$30	\$52	
IS THIS FORM POSTMARKED ON OR BEFORE JANUARY 31, 2019?								YES NO +\$10
TOTAL								

Anyone attending any convention function is required to pay the registration fee (for the first registrant) or additional person fee, even if attending the luncheon or banquet only.

☐ Payment enclosed

☐ Please bill the company

☐ Charge my credit card →

Credit card # _____ Exp. ____ / ____

Address: _____ Zip _____

Amount to be charged: _____ Visa or Mastercard

Authorized signature: _____ Date: _____

**RETURN FORM AND MAKE
CHECKS PAYABLE TO:
IOWA NEWSPAPER FOUNDATION**
319 E. 5th Street
Des Moines, IA 50309

ACCOMMODATIONS:

Des Moines Marriott Downtown, 700 Grand Avenue, Des Moines, IA 50309 | (515) 245-5500 | Fax: (515) 245-5567

Room Rate: \$118 (up to 4 guests per room) → Rate includes free wi-fi | Discounted reservation rate until **Jan. 23, 2019**

Make reservations by calling 1-800-514-4681 or online at <http://tinyurl.com/2019INAConvention>.