



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

**Media Generational
Strategies: What Drives
Your Consumers?**
Thursday, April 18

**Journalism From Your
Phone**
Thursday, April 25

Selling Response
Thursday, May 9

MEETINGS

**INA, INF & INA Services
Co. Boards**
Friday, April 26

EVENTS

First Amendment Days
Monday, April 8-12
Iowa State University

**Journalism at the
Crossroads: Where Do We
Go From Here?**
Monday, April 15
Drake University

Court says confidentiality for police files not absolute

BY RANDY EVANS

EXECUTIVE DIRECTOR

IOWA FREEDOM OF INFORMATION COUNCIL



Randy Evans

The Iowa Supreme Court delivered an important, and unanimous, decision on April 5 on the issue of public access to law enforcement investigative files.

But exactly what the ramifications of the decision will be is still a matter of conjecture.

Lawyers are not in agreement whether the ruling will affect only to cases in litigation or whether it will bind police officials when responding to requests for investigative records submitted by journalists and the public.

Also to be determined is whether the Iowa Public Information Board will use the Supreme Court's guidance when deciding complaints over denied access to police records.

The Supreme Court ruling came in a lawsuit that Jerime Mitchell of Cedar Rapids filed against that city's police department and Officer Lucas Jones after an incident early on the morning of Nov. 1, 2016.

Mitchell was left a quadriplegic when Jones fired three shots at him as Mitchell started to drive away after a traffic stop while Jones was clinging to the door of Mitchell's pickup truck. One bullet struck Mitchell in the neck.

The lawsuit has not gone to trial yet. The city and Officer Jones asked the Supreme Court to decide whether the district court judge was wrong when he refused to issue a protective order for certain files from the police investigation of the shooting that Mitchell's lawyers want for their lawsuit.

Attorneys for the defendants wanted the judge to order Mitchell and his lawyers to keep those police files confidential. Mitchell's attorneys objected to the police deciding what is public and what is confidential.

The Supreme Court's decision, written by Justice Thomas Waterman of Davenport, was not a clear victory for public access to police investigative files. Nor was it a clear victory for confidentiality of those files.

Instead, the court decided that the conflicting interests of the public and police must be sorted out with a balancing test.

The court said police investigative reports do not lose their confidential status under Iowa Code section 22.7(5) when the investigation closes.

But the decision went on to quote from a 1994 ruling by the Supreme Court in a case brought by the Burlington Hawk Eye over access to an investigative report by the Iowa Division of Criminal Investigation

into allegations of possible misconduct by a Burlington police officer.

Last week, the Supreme Court reaffirmed the legal guidance contained in its landmark Hawk Eye decision 35 years ago.

Writing for the majority last week, Justice Waterman quoted from the 1994 decision: "Determining where the line falls between public harm and public good requires weighing the relative merits of the interests at stake. We have long recognized that confidentiality encourages persons to come forward with information, whether substantiated or not, that might be used to solve crimes and deter criminal activity. Secrecy is especially vital where reports are based on confidential informants, persons indispensable to successful police work but who frequently fear intimidation and reprisal. Furthermore, nondisclosure permits law enforcement officials the necessary privacy to discuss findings and theories about cases under investigation."

Waterman's decision continued: "In affirming the order compelling release of the DCI report in 1994, we noted factors also present in today's case: the absence of any confidential informants or 'named but innocent suspects,' or any ongoing police investigation, and the presence of a heightened public interest in police use of force. We stated, 'There can be little doubt that allegations of leniency or cover-up with respect to the disciplining of those sworn to enforce the law are matters of great public concern.' We concluded based on the factual record that 'any public harm created by the disclosure of the DCI investigatory report is far outweighed by the public harm accruing from its nondisclosure.'"

With the decision last week, the court made clear

POLICE FILES - cont. on page 2

that its 1994 ruling in the Hawk Eye case is still the controlling legal precedent that needs to be followed in determining questions about public access to police investigative files.

The court said its more recent decision, one in a 2012 case involving the ACLU and the Atlantic school district, is relevant only to “categorical exemptions” in the public records law, such as the one for government employees’ personnel records. The ACLU had sued the school district, seeking access to the disciplinary records for two Atlantic school employees who conducted a strip-search of five high school girls after a report of a theft at the school.

The Atlantic case has been cited as the legal justification for categorically denying the public access to police investigative files beyond the “immediate facts and circumstances” of incidents or crimes police officers are sent to investigate.

The Atlantic case was cited recently by the Iowa Public Information Board in its order finding that the Burlington Police Department and DCI did not violate the public records law when they refused to release 911 recordings and police body camera video from the fatal shooting of Autumn Steele by a police officer.

The Supreme Court’s conclusion in the Cedar Rapids case was unambiguous: “We hold the police investigative reports at issue are not exempt from public disclosure. ... A protective order limiting disclosure to third parties would be pointless here when any member of the public could obtain the same reports through an Iowa Code chapter 22 open records request. We determine that the district court did not abuse its discretion by denying the defendants’ motion for protective order.”

Here is what District Judge Patrick Grady wrote in his decision that brought the Jerime Mitchell case before the Supreme Court:

“As in Hawk Eye v. Jackson, this court finds that the public’s right to know greatly outweighs law enforcement and the party’s right to privacy for an incident that happened one year ago, has already been fully investigated internally by the police and has already been through the grand jury process with no charges brought against the officer.”

Judge Grady’s decision does not apply to the entire police investigative file from the incident involving Mitchell. The judge said his ruling covers investigative reports or electronic communications generated or filed within 96 hours of the incident. The ruling does not apply to reports or memos generated solely for the police department’s internal review of the incident.

Grady said there is no ongoing investigation involving the Mitchell records, and there has been no allegations that any person’s safety would be impaired if the records were made public. He wrote that his order allows disclosure of documents “concerning immediate facts and circumstances surrounding a crime or incident.”

The shooting of Jerime Mitchell ignited controversy in Cedar Rapids. Citizens protested the officer’s actions and the county attorney’s decision not to bring charges against the police officer.

Fueling the controversy were the fact the shooting grew out of a traffic stop that typically results in a ticket, at most; because Officer Jones followed Mitchell’s pickup for a few blocks; because Mitchell is black and Jones is white, and because 11 months earlier, Officer Jones fired 16 rounds at a fleeing man, killing him.

Randy Evans is the executive director of the Iowa Freedom of Information Council. If your newspaper has questions about the open meetings or open records laws, contact Randy Evans at IowaFOICouncil@gmail.com.



CONTACT US



Phone 515-244-2145

Fax 515-244-4855

Website www.IANews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

Executive Director

Susan Patterson Plank
ext. 125 spattersonplank@inanews.com

Sales and Marketing Director

Samantha Fett
ext. 140 sfett@cnaads.com

Communications Director

Cicely Gordon
ext. 133 cgordon@inanews.com

Development Director

Geof Fischer
ext. 132 gfischer@inanews.com

Media Director

Autumn Phillips
ext. 136 aphillips@cnaads.com

Network Sales Manager

Rachelle Kjellberg
ext. 126 rkjellberg@cnaads.com

Program Director

Jana Shepherd
ext. 159 jshepherd@inanews.com

Technology & Digital Development Manager

Susan James
ext. 129 sjames@cnaads.com

BOARD PRESIDENTS

Iowa Newspaper Association

Kristin Grabinoski, Armstrong Journal
712-868-3460
krisg@armstrongjournal.com

INA Services Company

Becky Maxwell, Centerville Daily Iowegian
641-856-6336
bmaxwell@dailyiowegian.com

Iowa Newspaper Foundation

Mark Rhoades, Missouri Valley Times-News
712-642-2791
mrhoades@enterprisepub.com

U.S. MAIL

Iowa Newspaper Association
319 East 5th St.
Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)



The Kansas City Monarchs were a dominant team in what was then called Negro League baseball, winning a pennant 11 times between 1923 and 1946. Owned by J.L. Wilkinson of Algona, the team was a who's who of baseball talent through the years, including Satchel Paige, Jackie Robinson, Ernie Banks and Elston Howard. The 1945 team pictured here included Robinson in the front row, third from left. **Photo courtesy of the Negro League Baseball Museum**

Find this photo and other content sponsored by the Iowa Department of Cultural Affairs by visiting <https://inanews.com/foundation/giving/iowa-department-of/>.

INF offers excellent, free content from Iowa Department of Cultural Affairs

The series offers fresh stories about arts, history, film and culture from the Iowa Department of Cultural Affairs. With solid reporting, stylish writing and lively photos, this publish-ready content covers every corner of the state to help readers discover the people and places that make Iowa such a fascinating place to live.

NEW ARTICLES AVAILABLE TODAY. The April series of articles are available today for download from the INA website, and cover the follow topics:

- **Segregated Baseball** - Iowans played on both sides of baseball's color barrier in the early 1900s. In fact, none other than Jackie Robinson signed his first professional contract with a team owner and future Hall of Famer from Algona.
- **Best Books on Iowa History** - Here are three reviews of the best new books about Iowa history -- specifically, the Catholic Church, women's suffrage, and the Civil War.

Visit <https://inanews.com/foundation/giving/iowa-department-of/> to download this month's series and to view the archive of articles from previous months.

IOWA DEPARTMENT OF CULTURAL AFFAIRS

ABOUT THE WRITERS. Michael Morain covered arts and culture for the Des Moines Register from 2005 to 2016 before becoming the communications manager at the Department of Cultural Affairs. He is a two-time fellow of the National Endowment for the Arts Institute for Arts Journalism and (more important) the nephew and grandson of two INA Master Editor-Publishers: Rick Morain and the late Fred Morain of Jefferson.

Jeff Morgan has served the Department of Cultural Affairs since 2004, following two decades of experience in public relations, for Des Moines Performing Arts (formerly the Des Moines Civic Center), and journalism, for the Des Moines Register, Des Moines Business Record, Iowa City Press-Citizen and various Meredith Corp. publications.

Please contact Geof Fischer at (515) 422-9070 or gfischer@inanews.com for additional information or if you have questions.

question of the week

Over the next several weeks the INA Bulletin will feature a Question of the Week series on Federal Fair Housing laws in advertising and how to protect your newspaper from any litigation resulting from these laws. At least one newspaper in Iowa has been sued over violations of the laws. The INA encourages your newspaper to consider subscribing to the INA Legal Hotline. While the INA does not employ any attorneys, it does contract with the Des Moines law firm of Nyemaster Goode to provide experienced media attorneys to answer newspapers' legal questions. Subscribers pay a small annual fee based on circulation. The investments for this invaluable service are listed below.

What is considered discriminatory in Fair Housing advertising?

Describe the PROPERTY, not the seller, or the neighbors, or the landlord, or appropriate buyers and tenants. Seemingly harmless words can get newspapers into trouble. It is important that words used in discriminatory contexts are avoided. Examples are: restricted, exclusive, private, integrated, traditional, board approval required. Some of these words, especially together or in certain local contexts, are used as code to create an atmosphere of discrimination. Beware of code words that carry hidden or subtle discriminatory meanings. When a word causes doubt, do without. Furthermore, avoid symbols or logos that imply or suggest a preference based on one of the protected classes. Examples: crosses, the Star of David. By expressing a preference for one class of person, other classes are discriminated against. Such use might suggest to outsiders that they are not welcome in such a place. The use of human models in advertising is scrutinized in the same way that words are, because it is possible to indicate a preference for certain types of individuals by using certain kinds of models. The exclusive use of one kind of model can be interpreted as indicating a non-preference for persons in a protected class who do not look like the model. It does not matter whether the models are real individuals appearing in photographs or drawings in artists' illustrations. When models are used in any series of housing advertisements, provide fair representation, over time, of the different kinds of people found in your market areas. The common sense approach to Fair Housing advertising is to use language or artwork or photography that is inclusive, not exclusive.

There are exemptions under the Fair Housing Act:

- Reasonable restrictions on the maximum number of occupants in a dwelling unit may be made.
- Under certain circumstances, religious organizations and private clubs may limit the sale, rental or occupancy of housing owned or operated for other than commercial purposes.
- The Act does not apply to an owner of a dwelling containing living quarters for no more than four families (if the owner lives in one of the units), not to an owner of single-family dwellings (if the owner has no more than three). Yet it does apply if these same owners use a real estate broker and/or if they use discriminatory advertising. For further reference of not acceptable, caution, or acceptable words most frequently used in housing advertising see the list of words in the Fair Housing Guide listed below.

Not acceptable: able-bodied, adult living, adult community, adults only, African, agile, alcoholics (no), Asian, bachelor, bachelor pad, blacks (no), blind (no), board approval required, Catholic, Caucasian, Chicano, Chinese, children (no), church(es) near, colored, couple, couples only, crippled (no), deaf (no), drinkers (no), employed (must be), empty nesters, any ethnic

references, exclusive, executive, handicapped (not for), healthy only, Hispanic, impaired (no), Indian, Irish, integrated, Jewish, landlord (description of), Latino, married, mature couple, mature individual, mature person(s), membership approval req., Mexican-American, must comply w/park rules, no play area, # of children, Oriental, Puerto Rican, retarded (no), singles only, Soc. Sec. Ins (no), tenant (description of), white only, mentally handicapped (no), Mormon Temple, nationality, non-drinkers, older person(s), one child, physically fit, quiet tenants, seasonal worker (no), single person, stable, unemployed (no), mentally ill (no), Mosque, newlyweds, non-smokers, one person, Polish, responsible, shrine, smokers (no), synagogue / near temple, white.

Caution: active, close to country clubs / near desirable neighborhood, domestic's quarters, female(s) only, female roommate, fisherman's retreat, gays (no), gender references, gentleman's farm, grandma's house, golden agers only, handyman's dream, lesbians (no), male(s) only, male roommate, man (men) only, mature, mother-in-law apartment, nanny's room, near, no student(s), # of persons, prestigious, private, quality neighborhood, restricted, retired, retirees, Section 8 (no), secure, senior(s), senior citizen(s), senior housing, single woman/man, sophisticated, straight only, two people, walking distance of / within, woman (women) only.

Acceptable: bus/MAX (near), credit check required, den, drinking (no), drugs (no), drug users (no), Equal Housing Opportunity, family (great for), family room, fixer-upper, near golf course, hobby farm, luxury townhouse, neighborhood name, nice, # of bedrooms, # of sleeping areas, nursery, nursing home, play area, privacy, private driveway, private entrance, private property, private setting, public transport (near), quality construction, quiet, school district, school name, secluded, security provided, senior discount, (no) smoking, # of square feet, townhouse, traditional style, tranquil setting, verifiable income, with view, view of.

LEGAL HOTLINE ANNUAL RATES

Daily Papers		Weekly Papers	
Circulation	Rate	Circulation	Rate
0-5,000	\$575	0-2,000	\$275
5,001-10,500	\$975	2,001-4,000	\$415
10,501-20,000	\$1,500	4,000 and up	\$575
20,001 and up	\$2,000		
		Discount	
		2 nd Newspaper	20%
		3 rd Newspaper	30%

NEW INA MEMBER BENEFIT!

www.onlinemediacampus.com use code **IAwebinars** to register

Access to all Online
Media Campus
webinars, free of charge!

**Nearly 150 archived
webinars!**

Questions? Contact
jshepherd@inanews.com



Lisa Rossi led a hands-on session titled "Crash course in decoding your readers" at the 2019 Leadership and Innovation in High School Media Conference on March 27, 2019.

Returning High School Journalism Conference a Success

The fourth annual Leadership and Innovation in High School Media Conference took place on March 27. Fifty-three Iowa high school journalism students and advisors met at Drake University to learn about becoming a leader in the media industry and preparing for a future in journalism. Two students were awarded the Iowa High School Innovation and

Leadership in Journalism Awards for their achievements in journalism. The conference was held in partnership with Iowa State University, Drake University, Simpson College and the Iowa High School Press Association.

Plans are underway for the fifth annual conference in 2020. More information will be available this fall.



And
Finally

Which is the largest room in the world? The room for improvement.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Media Generational Strategies: What Drives Your Consumers?
- Journalism From Your Phone
- Selling Response

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumé 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@ina-news.com.

FREE MEMBER EXCHANGE

▼ HELP WANTED

NEWS EDITOR. Mid-America Publishing and Printing a leader in community newspapers and custom printing in Iowa is seeking a full-time news editor for The Pioneer Enterprise based in Rockwell and the Sheffield Press located in Sheffield. The successful candidate will work on both papers, possess creative writing skills, be able to shoot photos and video and be able to manage social media platforms. Should have an affinity for feature stories and ability to interview plus investigate news of all types in and around Cerro Gordo and Franklin Counties. Column writing proficiency a huge plus. Above average communication skills, the ability to meet deadlines and flexibility in scheduling also required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/match; collaborative working environment with family owned company. Great opportunity to network with professionals from 23 similar publications as well. Call Pam DeVries at 641-486-2585 Ext 118 for more details today! 0410

NEWS REPORTER. Plymouth County's official newspaper, The Le Mars Daily Sentinel, is in search of a news reporter to join our news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well-organized stories, and work well with our newsroom staff. Responsibilities include: covering everything from hard news, business and government, to personality features. The ideal candidate should be comfortable with digital photography. Page design abilities and experience with InDesign and Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefits package. Please forward resumé, cover letter and clips to Kim Fickett, Editor at senteditor@gmail.com or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, Iowa 51031. No phone calls please. 0821

▼ 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.

NEW! Profitable weekly newspaper for sale in Winfield, IA. Covers 4 communities/3 school districts. If interested contact: robin.therme@gmail.com.

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.



An Iowa Newspaper Foundation webinar...

MEDIA GENERATIONAL STRATEGIES: WHAT DRIVES YOUR CONSUMERS?



Iowa New Member
Benefit: **FREE!**
Use Discount Code:
IAwebinars

Thursday, April 18 1-2 p.m. CST

Registration fee: FREE · Deadline: April 15

IN THIS WEBINAR...

Can your products hit a bulls-eye with each generation you choose to target: Millennials, GenX, Boomers, Silents? How is generational strategy different from demographic strategy? In this webinar we will discuss two fundamental truths to explain the dramatic differences amongst the generations and the need for all newspapers to understand those differences.

Truth #1: Between birth and our early 20s, we form most of the core values and beliefs that we'll embrace our entire lives.

Truth #2: The experiences and teachings of our Formative Years mold our core values that guide our consumer decisions.

Chuck Underwood helps you understand the unique values and attitudes that drive each generation's unique consumer, career, and lifestyle decisions.

THE PRESENTER...

Chuck Underwood



As the founder and principal of Ohio-based The Generational Imperative, Inc., a generational business consultancy, Chuck Underwood trains American business, government, education, religion, and all other sectors in a full list of generational strategies. Three decades of research and front-line application with an A-List of clients. His 2018 book, "America's Generation in the Workplace, Marketplace and Living Room," is the most comprehensive presentation of generational business strategies ever published.

Underwood spent his earlier career in the mass media of radio and television, first as an award-winning broadcast journalist and national sports play-by-play announcer, and then as a creator and producer of original programming.



Follow us:



Online Media Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *Media Generational Strategies: What Drives Your Consumers?* webinar
Thursday, April 18.

Registration fee: free to Iowa Newspaper Association members

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

Registration deadline: April 15

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

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

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309,
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.



An Iowa Newspaper Foundation webinar...



JOURNALISM FROM YOUR PHONE

Thursday, April 25
1:00-2:00 p.m.

Registration Deadline: April 22
Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

Whether you're an Android or Apple user, there are numerous apps and tools that can make storytelling by smartphone easier. Sarah Self-Walbrick from the Lubbock (Texas) Avalanche-Journal shows you tips and tricks on recording and editing audio and video, taking the best photos and time-saving tools that make journalism from your cell phone possible and productive.

The presenter...

Sarah Self-Walbrick



Sarah Self-Walbrick is the business reporter at the Lubbock Avalanche-Journal, where she has worked since 2017. Sarah is a three-time graduate of Texas Tech University's College of Media & Communication. She also has professional experience in television, radio and public relations. Sarah teaches upper-level journalism courses at her alma mater, and is preparing to write a book about the history of restaurants in Lubbock.

Follow us:



Online Media Campus



OnlineMediaCamp

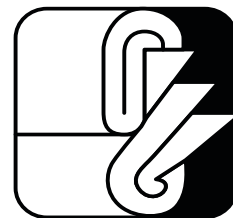


REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *Journalism From Your Phone* webinar **Thursday, April 22**

Registration fee: free to Iowa Newspaper Association members

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

Registration deadline: April 22

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

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

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309,
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.



An Iowa Newspaper Foundation webinar...

SELLING RESPONSE

Iowa New Member
Benefit: **FREE!**
Use Discount
Code: **IAwebinars**

Thursday, May 9 1-2 p.m. CDT

Registration fee: FREE · Deadline: May 6

IN THIS WEBINAR...

Don't have the highest circulation in your market or the lowest rates? Are your prospects claiming they have no money and that your print and digital publications no longer work? Are they turning to "free" social media instead?

Don't let that prevent you or your ad staff from bringing in serious ad revenue. You just need to make the shift to selling response.

This webinar will explain how your department can make that shift including:

- The philosophy of selling response
- The differences between it and traditional approaches
- How the approach overcomes most media-related objections
- Why so many newspapers think they're doing it already when they're not
- The architecture of a response-oriented sales process
- Examples of selling response in action
- And much more!

Follow us:



Online Media Campus



OnlineMediaCamp

THE PRESENTER...

Bob McInnis



Bob McInnis is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group.

He eventually served as ad director there and at a larger group of 10 community newspapers before being hired by 750,000 circulation Newsday/New York Newsday as major accounts supervisor and training manager.

In 1993, he launched a consulting practice and has spent the years since working with community newspapers and newspaper associations throughout the world. While the variety of products have evolved over the years to include digital, the motivations behind why local businesses buy advertising has not, making the integration of paid digital—and even selling against social media—seamless.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *Selling Response* webinar Thursday, May 9.

Registration fee: free to Iowa Newspaper Association members

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

Registration deadline: May 6

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

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

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309,
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.