

May 22, 2019



Volume 36  
Issue 20

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

**Classified Rescue**  
*Thursday, June 6*

**Conquer Your Inbox,  
Boost Your Sales!**  
*Thursday, July 25*

### MEETINGS

**INF Contest Committee  
Meeting**  
*Thursday, May 23*

**INF Convention &  
Programming Committee  
Meeting**  
*Thursday, May 30*

**INA Government Relations  
Committee Meeting**  
*Friday, June 7*

**INA, INF & INA Services  
Co. Boards**  
*Friday, July 19*

## IOWA PUBLIC INFORMATION BOARD YEAR IN REVIEW

**Staff processed 774 cases and inquiries in 2018.** Not all are complaints as indicated below. Case inquiries arrive via the website, mail, phone, email, and office contacts. The Case Management System (CMS) developed by staff assigns a number and case type to each, as well as statistical information and case notes. Prior to opening the office in 2013, it was anticipated the IPIB would see an annual case rate of 300 to 350. The 774 cases/inquiries opened in 2018 include:

126

### FORMAL COMPLAINTS

These cases require investigation and are processed for Board review as outlined in the Rules. Complainants have included citizens, media, and elected officials. Selected documents are posted on the IPIB website ([www.ipib.iowa.gov](http://www.ipib.iowa.gov)) under "Rulings."

20

### ADVISORY OPINIONS

These cases require research and investigation and are processed for Board review as outlined in the Rules. Requests have been made by agencies, media, and private citizens. The finalized opinions are published to the IPIB website under "Rulings."

0

### DECLARATORY ORDERS

These requests involve research, investigation, and coordination with governmental bodies and other organizations as outlined by the IPIB administrative rules prior to presentation to the Board.

58

### INFORMAL COMPLAINTS

These informal cases also require investigation, research, and mediation. Informal Complaints are resolved without the filing of a formal complaint to the Board. The majority of these complaints in 2018 were from citizens requesting assistance in obtaining records or accessing meetings.

498

### INFORMAL REQUESTS

These informal cases require review and research. Informal Requests can normally be resolved within 24 hours. They do not require Board review and action under the Rules. Often the requestor is a public official, staff, or legal counsel seeking assistance in the interpretation of Chapters 21 and 22. In 2018, the requestor breakdown was citizen 45%, media 13%, and government official or staff 42%.

72

### MISCELLANEOUS OTHERS

This category includes other requests for assistance that do not fall within the above categories, such as training, legislative issues, etc.

To read the full report visit: <https://ipib.iowa.gov/documents/2018-annual-report-issued-january-2019>





Last year architects from Martin Gardner Architecture in Marion replaced the lightning protection system, including copper rods and conducting cables, on the Winneshiek County Courthouse in Decorah. Photo: Martin Gardner Architecture. 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 free content from Iowa Department of Cultural Affairs

New articles available today! The May series of articles are available today for download from the INA website, and cover the follow topics:

- **Iowa Poet Laureate** - A former rock-n-roll singer is now the official poetic voice of Iowa. Meet Debra Marquart, the governor's newly appointed Iowa Poet Laureate. Best Books on Iowa History
- **Lightning protection** - Lightning accounts for 5 percent of all insurance claims nationwide and a third of all church fires. A session at the Preserve Iowa Summit set for June 6-8 in Newton will show how to protect historic properties and determine which ones are at risk.

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.

## ? question of the week

### Do either state or federal regulations require employers to allow for employee breaks during the day?

INA Legal Hotline Attorney Joe Quinn says no. According to Quinn "there is no federal or state law that requires an employer to offer any type of lunch period or break for an adult. In Iowa, an employee 16 or under must be given a 30-minute break (which can be unpaid) if working five hours or more. Under federal laws, if a break is offered in the five to 20 minute range, these must be paid. If over 20 minutes, the break can be unpaid. The only difference between an exempt and non-exempt employee is that if a non-exempt employee is not completely relieved of job responsibilities during a break, he or she must be paid. For example, a receptionist eating lunch at his or her desk who continues to answer the phone must be paid during that lunch break.

## CONTACT US



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Mark Rhoades, Missouri Valley Times-News  
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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)



# Michael Bugeja releases newest book

**M**ichael Bugeja, professor in the Greenlee School of Journalism and Communication, released his latest book, “How-To News Writer: 25 Ways to Develop Reporting, Writing and Digital Skills”.

This book, available on Amazon, is described as a step-by-step guide on how to create content across platforms with a focus on the community newspaper newsroom.

“Michael Bugeja’s ‘How-To News Writer’ is a hands-on guide with tips every reporter can use—whether early in their career or looking to enhance their skills using new techniques or technologies,” said Susan Patterson Plank, executive director of the Iowa Newspaper Association, the book’s publisher.

Bugeja released the first portion of this book in the 1980’s while he was a professor at Oklahoma State University through Oklahoma Press Association.

Once he relocated to Iowa State, the OPA gave Bugeja the rights, and he wrote a second edition with his new publisher, The Iowa Newspaper Association (INA) in 2004. A third edition was published in 2012 making the newest book is the fourth edition.

“We keep updating editions because the technology changes [like] blogs, social media, videography,” Bugeja said. “The basics of journalism never change—fact accuracy, press freedoms, good writing, etc.; but when the platforms go digital (and



Michael Bugeja

then to the cloud), revisions need to be made.”

According to the book’s description on Amazon, the current edition features new chapters on: How to produce content on demand, how to cover a beat, how to shoot digital photos, how to plan and create videography, how to blog and micro-blog and how

to crowdsource. In addition to the new chapters, remaining chapters on news writing, ethics and First Amendment rights are also updated.

Half of the proceeds of “How-To News Writer: 25 Ways to Develop Reporting, Writing and Digital Skills” go to the Iowa Newspaper Foundation while half go to the Bugeja Kappa Tau Alpha Fund.

“How-To News Writer: 25 Ways to Develop Reporting, Writing and Digital Skills” can be purchased on Amazon by visiting [https://www.amazon.com/How-News-Writer-Develop-Reporting/dp/173352360X/ref=sr\\_1\\_1?ie=UTF8&qid=1549554695&sr=8-1&keywords=how-to+news+writer](https://www.amazon.com/How-News-Writer-Develop-Reporting/dp/173352360X/ref=sr_1_1?ie=UTF8&qid=1549554695&sr=8-1&keywords=how-to+news+writer).



**Bugeja's book  
“How-To News  
Writer: 25 Ways  
to Develop  
Reporting,  
Writing and  
Digital Skills” can  
be purchased on  
Amazon.**

## NEW INA MEMBER BENEFIT!

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Access to all Online  
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webinars, free of charge!

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webinars!

Questions? Contact  
[jshepherd@inanews.com](mailto:jshepherd@inanews.com)







Business Horizons Media Track students visited the Des Moines Register Production Facility on Tuesday, July 17, 2018. Photo by Jana Shepherd.

## Iowa Newspaper Foundation summer media camp offers perfect chance to plan your newspaper's future

**T**he Iowa Newspaper Foundation, in partnership with the Iowa Association of Business and Industry, is in its eighth year of offering an in-depth media experience for Iowa high school students, specifically targeting the next generation of Iowa media professionals.

The Business Horizons (BH) program is a one-of-a-kind, hands-on, weeklong summer program for high school students who want to learn about the world of business and what the future holds for them. The Media Track is targeted at students interested in a career in the media industry.

Do you have a high school son or daughter interested in taking over the family newspaper some day? Or, is there a bright high school student in town that you could imagine working for your newspaper someday?

The goal of the media track is to develop and

cultivate the next generation of Iowa media professionals. The program has been designed to spark students' understanding of the media industry as a viable career opportunity in Iowa. Students will also come away with an understanding of the impact community journalism has on individuals, communities and the state.

This year's camp will be held July 14-18 on the campus of Central College in Pella. Participants will have the opportunity to work with Iowa media professionals from across the state.

If you know of a student that would be a good fit and you'd like to impact the next generation of Iowa media professionals, please consider sponsoring a student. The investment is only \$325. For more information or to register a student, contact INF Program Director Jana Shepherd at [jshepherd@inanews.com](mailto:jshepherd@inanews.com).

## Prepare upcoming contest entries now

**W**ith the 2019 Convention in our rearview mirrors and the thrill of victory and agony of defeat having worn off, there's no time like the present to start planning for next year's contests.

Create an electronic folder on your desktop or server and name it Contest Entries 2020. As you put together each issue of your newspaper, pay attention to the thoughtful investigative reporting, the unique ad

design or the video that people are still talking about. Put all of these into the folder and label them for easy identification in October.

This fall when you receive the Better Newspaper Contests Call for Entries, your newspaper will be well ahead of the game. Entering the contests will be easy and, better yet, you won't overlook that first place winning entry because you forgot about it or couldn't find it.



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**ACCOUNT EXECUTIVE.** The Newton Daily News located in Newton, IA has a sales opening in the Advertising Department. This is an exciting opportunity for those that like to get out and meet people! About This Opportunity: This position is responsible for selling advertising in a variety of print and online products, including but not limited to newspapers, magazines, websites and much more in an established territory. Some sales experience is desired, but we look for a person with personality, drive, and ambition more than just past sales experience. We are always willing to train a person with a great attitude and shows the desire to grow and learn. If you are looking for a career change or new to the workforce and want to join an established but growing company, then we'd like to meet you! The successful candidate must have and maintain a valid drivers license, dependable transportation, and proof of insurance. This position is Monday - Friday and offers base pay along with a generous commission program, making this an excellent opportunity! 0626

**ADVERTISING SALES REPRESENTATIVE.** The Diocese of Sioux City is seeking an experienced advertising sales representative for its weekly newspaper, The Catholic Globe. High-energy individual responsible for identifying new marketing opportunities and further expansions of existing clients. Duties include writing ad copy and designing layout of ads. Successful candidate must have strong communication skills with 2-4 years previous experience in ad sales and graphic arts, preferably with a newspaper or magazine publisher. Experience with QuarkXpress, Word & Excel preferred, with an understanding of current issues within the church. Benefits package including 401(k) and half-paid Catholic school tuition. Position open until filled. Please send resume, cover letter with salary requirements, and three professional references to: Margaret Fuentes, Director of Human Resources, Diocese of Sioux City, PO Box 3379, Sioux City, IA 51102-3379 Or E-mail: margaretf@scdiocese.org 0522

**COLUMNIST.** The Gazette, located in Cedar Rapids, Iowa, is looking for a talented columnist to join its opinion team. This position is responsible for writing timely, locally relevant commentary and engage audiences to mold public opinion. This position writes regular columns for print and online publication and investigates and writes on topics of public importance/interest, through interviews, research and first-hand experiences. This person will also serve on the paper's five-member editorial board and will also be responsible for researching and writing staff editorials that reflect consensus opinion. Our ideal candidate understands Iowa and uses their voice in constructive and engaging ways. They are known for finding ways to listen to people with differing views. The columnist should be digitally-focused in soliciting and distributing the content they and the three-member opinion team produces. High ethical standards, strong news judgment and desire to innovate are musts. So is the desire to work as part of the team which seeks op-ed contributions from across the state. Our ideal candidate will also be comfortable engaging with the audience in person, through initiatives like Pints & Politics, a monthly show featuring our opinion and political reporting staff. They will utilize social media and digital tools to build and connect with audience. They'll be a strong listener with abilities to cut through political rhetoric and be able to construct clear, concise, accurate and fair arguments in their writing. Visit [www.thegazette.com/careers](http://www.thegazette.com/careers) for full description or to apply. 0529

**COMMUNITY JOURNALIST.** The Newton Daily News is seeking a community journalist to join its award-winning news staff. This reporter will be responsible for coverage of public safety in Newton and the surrounding area, including the Newton Police Department, Jasper County Sheriff's office and Iowa Department of Corrections. We're looking for a creative writer, comfortable covering crime and courts as well breaking down wider trends in criminal justice impacting Newton. This reporter will split their time between the daily paper and our two weekly newspapers - The Jasper County Tribune and PCM Explorer - and will have the opportunity for general assignment reporting as needed. About This Opportunity: This position is ideal for an entry-level 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. 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. Must possess and maintain a valid drivers license, dependable transportation and proof of insurance. 0626

**EDITOR.** The Fort Dodge Messenger, a 7 day a week, morning newspaper in a thriving northcentral Iowa community of 25,000+ is looking for an editor to lead our award-winning newsroom staff. The ideal candidate will be a positive, detailed, hands-on leader who will be involved in communities throughout our region. The successful candidate will have superior news judgment and be deadline oriented. Knowledge of municipal, state, federal workings is necessary. The successful applicant will have superior editing and writing skills, excellent page design skills with knowledge of Quark, InDesign, Excel, Word all crucial. Digitally savvy, including all online platforms, is a must. First Amendment, FOIA and libel knowledge is a plus. Full benefits package including matching 401k. Contact Terry Christensen by phone at 515-573-2141 ext. 211 or by email at [tchristensen@messengernews.net](mailto:tchristensen@messengernews.net). 0529

**GENERAL SALES MANAGER.** Woodward Community Media (WCM) is looking for a General & Sales Manager of weekly publications to provide leadership for local weekly newspapers and shoppers in eastern Iowa. This position will report directly to the Regional Publisher for the Eastern Iowa Media Group (EIMG). Our Community Media Division's EIMG-South provides web and newspaper/shopper media publications in and around the Mount Vernon, Solon, Central City and Marion, Iowa locations. As a General Manager, you will be in a key leadership role overseeing publishing content and operations related to culture, employee owner development, customer focus, community trends, financial and short/long-term planning, achievement of goals, and open book management. You will champion the division's efforts to achieve company objectives, strategic plans and customer satisfaction. As a Sales Manager, you will lead a team of account executives, to generate advertising revenue that will meet/exceed annual goals, through coaching, development and recognition. To be successful in this leadership role, you will possess a high level of emotional intelligence, problem solving and analytical skills, the ability to think strategically, a drive to succeed and a keen focus on employee development and

MEMBER EXCHANGE - cont. on page 4



And  
Finally

Always proofread carefully to make sure you haven't any words out.





## Iowa Newspaper Association Bulletin

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### IN THIS ISSUE...

- Classified Rescue
- Conquer Your Inbox, Boost Your Sales!

#### MEMBER EXCHANGE - cont. from page 3

customer satisfaction. Above average ability to communicate at all levels and knowledge of leadership, participatory management, team dynamics and group process techniques are essential. A four-year degree or equivalent experience and a minimum of five years in advertising, marketing, journalism or a business-related field is required to be successful in this role. A record of continuous learning through seminars, conferences and workshops required. The General-Sales Manager is based out of the Mount Vernon, Iowa location with regular travel to all EIMG-S locations. Travel to other WCM locations required for meetings, training and planning. A valid driver's license and proof of insurance is necessary. To learn more about our employee-owned organization and to apply online, visit our website at [www.wcnet.com/careers](http://www.wcnet.com/careers). The deadline to apply for this exciting career opportunity is May 24, 2019. Woodward Community Media is a division of employee-owned Woodward Communications, Incorporated (WCI), headquartered in Dubuque, Iowa. WCI is an equal opportunity employer. 0522

**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](mailto: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

**NEWS REPORTER.** The Daily lowegian in Centerville is seeking a full-time news reporter to join its award-winning staff.

This reporter will compliment the Daily lowegian's watchdog focus, reporting on local education, businesses and more.

We seek someone who is curious, a strong writer and learner, and determined to produce important journalism. A recent college graduate or someone with a few years of experience would be well-suited for this position. The Daily lowegian offers great opportunity for reporters to grow in a variety of subjects and mediums.

This reporter will go from reporting feature stories on local people to producing important watchdog packages that either hold governments accountable or further educate readers on trends and happenings in their community. The Daily lowegian publishes a print edition on Tuesday, Thursday and Friday and operates a seven-day website. This position comes with a competitive salary and benefits.

The lowegian has a marked history in creating important, award-winning journalism despite its status as a small southern Iowa newspaper. In the last year, the newspaper has reported on news that took honors on a statewide and national scale, facing outlets more than 100 times its size. The lowegian's watchdog reporting on local government consistently earns honors.

A college-degree is not required. On-the-job experience preferred but we'll train the person who is eager to learn and succeed in the field. Interested candidates should email their resume and writing samples to Daily lowegian editor Kyle Ocker by email at [kocker@dailyio-wegian.com](mailto:kocker@dailyio-wegian.com). 0529

**REPORTER.** The Messenger, a daily newspaper in Fort Dodge, is seeking a versatile reporter to join its staff in a growing area of northern Iowa. Must be able to write hard news, such as local government stories, and human interest feature stories. Photography skills are required, along with knowledge of page design. Helping to update the web site and maintain social media feeds will also be part of the job. One to two years of experience is preferred. Complete benefits package available. Please send resume and two writing samples to [editor@messengernews.net](mailto:editor@messengernews.net). 0529

### ▼ 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](mailto: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.

**Profitable weekly newspaper** for sale in Winfield, IA. Covers 4 communities/3 school districts. If interested contact: [robin.therme@gmail.com](mailto: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](mailto:dtappnewsbrokerageofiowa@gmail.com), 319-350-2770.

**Two Weekly Newspapers:** Great opportunity for first-time owner or company seeking to expand to West Central Iowa. Can be purchased individually or as a pair. Great community support; city, county, school legals. Contact WCIA, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

**Just listed!** County seat weeklies with top line revenues at \$1.4M. Over \$200k in cash flow. This listing won't last long. Please call today -Edward Anderson, Broker--National Media Associates--417-338-6397 or email: [brokered1@gmail.com](mailto:brokered1@gmail.com)

**Just listed:** Owner looking to retire making this highly profitable, privately held group of Iowa weekly newspapers available for the first time in decades. The group features a strong staff with a centralized graphics department. Perfect add-on for a current group, or great opportunity for a hands-on owner. All inquiries are strictly confidential. While a cash purchase is preferred, contract terms are available under the right circumstances. For more information contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at [scenictrailmediabrokers@gmail.com](mailto:scenictrailmediabrokers@gmail.com)

*View and submit ads on the Internet at [www.INAnews.com](http://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@inaneews.com](mailto:cgordon@inaneews.com).*





An Iowa Newspaper Foundation webinar...

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

# CLASSIFIED RESCUE

Thursday, June 6 1-2 p.m. CDT & 2-3 p.m. EDT

Registration fee: FREE · Deadline: June 3

## IN THIS WEBINAR...

Do you still have a Classified Section that advertisers want to buy and readers want to shop? Running Classifieds is a science and no one understands that science better than Janet DeGeorge (a line right out of TV's Bar Rescue). In this webinar, DeGeorge will show Sales Managers step by step how to rescue your Classified business before it all just disappears.

Learn how to:

1. Elevate your Employment Advertising
2. Grow your Service Directory the right way
3. Attract more Private Party business you thought lost forever
4. Discover the areas of Real Estate advertising that you never monetized

## 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 University with a degree in advertising and marketing and has completed all course work towards a master's of science in mass communications.

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 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.

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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 *Classified Rescue* webinar Thursday, June 6.

**Registration fee: free to Iowa Newspaper Association members**

Find out more at [www.onlinemediacampus.com](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inanews.com](mailto:ewipperling@inanews.com).

**Registration deadline: June 3**

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**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](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://ONLINEMEDIACAMPUS.COM)

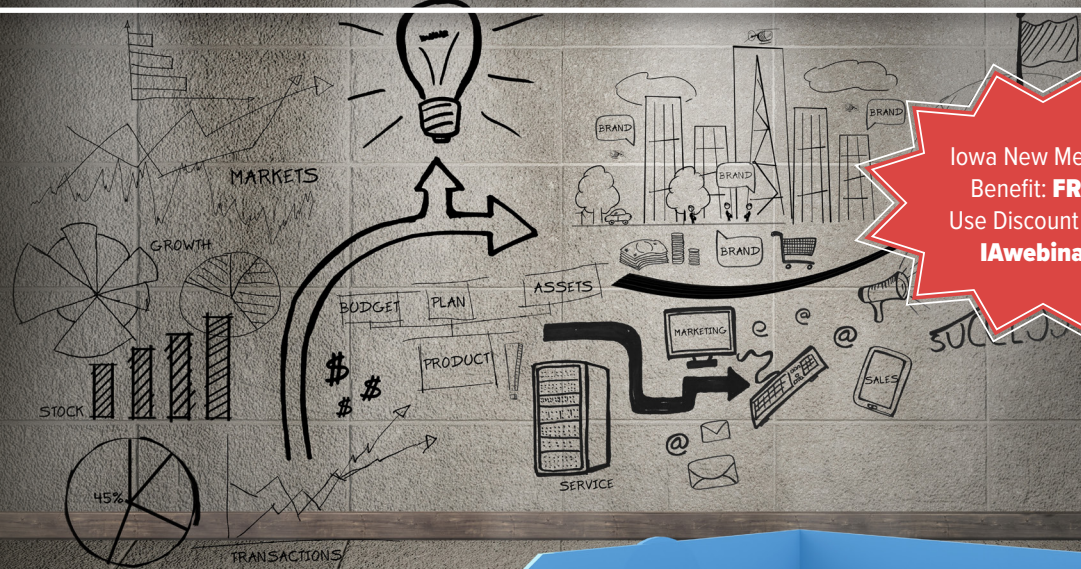
**RECEIPT OF REGISTRATION:**

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](mailto:ewipperling@inanews.com) or 515-422-9052.



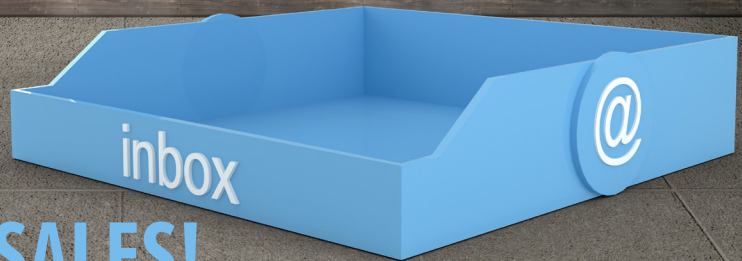


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# CONQUER YOUR INBOX, BOOST YOUR SALES!



Thursday, July 25 1-2 p.m. CST & 2-3 p.m. EST

Registration fee: \$35 · Deadline: July 22

## IN THIS WEBINAR...

Did you know that 174 work hours per year are LOST by media sales reps that poorly manage their email inbox? It's true. 25-year media sales veteran Ryan Dohrn has interviewed over 500 high performing salespeople and he will share their best email management advice and techniques in this fun and fast-paced session. If you want to stop being a slave to your email, this is one workshop you will not want to miss! Learn tactical tips, see the email tricks pros use and dig deep on the latest in email management technology that will save you time, effort and energy.

*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.*

## THE PRESENTER...

### Ryan Dohrn



Ryan Dohrn is the host of the #1 iTunes advertising sales podcast Ad Sales Nation and has trained over 6,000 media sales people in seven countries. His 25-year media career spans newspapers, consumer, B2B, traditional, and digital media brands from Disney to PennWell. He is also the founder of Brain Swell Media, an international sales motivational keynote speaker, an Emmy Award winner, best-selling book author, and he still sells media today.

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



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## Webinar Registration

YES! Sign me up for the *Conquer Your Inbox, Boost Your Sales!* webinar Thursday, July 25.

☐ 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](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inanews.com](mailto:ewipperling@inanews.com).

### Registration deadline: July 22

(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 \_\_\_\_\_

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

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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](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://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](mailto:ewipperling@inanews.com) or 515-422-9052.

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