

May 29, 2019



Volume 36
Issue 21

Iowa Newspaper Association Bulletin

www.INAnews.com

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Boost Your Sales!
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Co. Boards
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REMEMBERING CHRIS (MUDGE) MONROE

BY SUSAN PATTERSON PLANK
EXECUTIVE DIRECTOR
IOWA NEWSPAPER ASSOCIATION

Chris (Mudge) Monroe worked for the Iowa Newspaper Association from 1982 to 2016. She succeeded her husband, Bill Monroe as INA Executive Director in 2009, serving in that role until her 2016 retirement. Chris died March 7 after battling metastatic breast cancer. Her successor as INA Executive Director, Susan Patterson Plank, spoke about Chris's career and her life at a memorial service in Des Moines May 10:

Before I succeeded Chris as executive director of the Iowa Newspaper Association, I was INA sales and marketing director for three years and my office was next to hers. Not only were they next to each other, but there was a door between our offices. I'm not going to lie—that's a little weird, but it had been hers and Bill's offices.

Frankly, it was wonderful. Even today someone will tell me something about Chris—thinking I don't know. But the odds are, I do know. I heard a lot through the door because it was open more than it was closed.

I know she loved Scott and Wes. She loved

CHRIS (MUDGE) MONROE - cont. on page 2

them so much that when they would call during the day she would sometimes ... maybe not yell, but speak ... very slowly and very clearly. And sometimes she would say, "I ... am at work!" Not because she loved work more—she loved them, but it was her way of encouraging them to work through things on their own.

Chris and I were close because of the location of that door. We shared a lot of stuff. She was there for me professionally and personally, through some pretty tough times. I'd like to think I was there for her too.

But even without the location of the door, we already had a shared bond. Yes, we were colleagues, but long before we worked together we were friends.

Chris cared intensely about words—and doing the right thing. When one of her boys was young, they were learning in math class the symbols of "greater than" and "less than." Chris called the teacher to correct her: It was "greater than" or "fewer than."

"Fewer," Chris explained, is used when discussing countable things. "Less" is used for singular mass nouns—things that can't be counted like air, time, rain, love. The math teacher reminded Chris she was teaching math. This did not matter to Chris. Chris told the teacher, "We're always teaching English."

Many of you may know the Associated Press regularly updates their rules for style, punctuation and grammar. This year, they announced the latest round of changes to the bible for journalists.

And brace yourselves: This year the AP announced that the percentage sign is now acceptable when paired with a number—in most cases. She would have wanted you all to know about this change. Chris and I would have debated the change. Maybe at the office. Maybe over sushi at Miyabi. Maybe over drinks. But we didn't get the chance.

But she would have cared about the new rule—that you can now use the percent sign instead of spelling it out. When I first came to work with Chris, I frequently used the percent sign in reports, instead of spelling it out. Chris quickly broke me of this habit.

Words mattered to Chris. Chris was precise in her words. Chris was precise and driven and passionate about everything she did.

Before being the Executive Director, Chris had spent much of her career with the Iowa Newspaper Association on the sales side. She was very successful, shepherding the INA to one of the top press associations in the country. She was driven to increase advertising sales for newspapers across the state. Her drive wasn't for the sales "high." She was mission-driven. She did it because she believed in the importance of community journalism. She frequently said, "No money, no mission." At her core, she believed in our mission that the INA is comprised of dedicated professionals who care, are passionate about quality, preserving a free press, and making a positive difference and improving the quality of life in Iowa.

And she was also passionate about redoing her closet. Did you know you can use pool noodles for your boots to help them stay upright? And if you turn your hangers around at the beginning of the season, you'll know what you didn't wear and then you can give it away? Chris did. And she'd want you to know too.

When she was having chemo, she hated losing her hair, but she was mostly okay—as a matter of fact she was amazingly strong. When she had the mastectomy, she confessed that it was harder than she had anticipated. While she recovered from that surgery, I would go to their house once a week and Chris and I would sit in the sunroom and resolve outstanding work issues. There are so many of you here today, who sent flowers and cards and food and well wishes, and she was so grateful and appreciative.

I also know that this past fall and winter, Chris was grateful to Bill and her mother and her sister Cheryl and her husband Karl and Scott and Wes and so many others who were supporting, caring and loving her.

Chris did everything with passion. She loved, she worked, she did everything powerfully.

Words matter. Work matters. Family matters. And you mattered to Chris. You mattered a lot.

I will always miss Chris. I'll keep using less and fewer as they are intended. And from now on I am using the percent sign. The Associated Press says it's okay. Chris would be okay with that too.

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It's wrong to view citizens as nuisances

BY RANDY EVANS

EXECUTIVE DIRECTOR

IOWA FREEDOM OF INFORMATION COUNCIL

There have been ample examples that raise questions whether government boards in Iowa truly understand they work for the people, not for government officials and employees --- and that they are supposed to be looking out for the best interests of taxpayers.

The latest example comes from Polk County, where county officials seemed determined to keep the public in the dark until after they had formally decided to sweeten the severance benefits for a handful of top employees --- at a cost to taxpayers of hundreds of thousands of dollars.

We have seen similar examples, both in local government and state government, where governing boards have appeared not to be watching how taxpayer money is spent.

The board overseeing the Iowa Finance Authority apparently was not aware the executive director was using nearly \$550,000 in ways that displayed a troubling lack of concern for the taxpayers.

The board overseeing the Iowa Communications Network was asleep when its executive director hired friends and gave them raises that were out of sync with their job duties. He also sold truckloads of government equipment and funneled proceeds to a church he ran.

Similarly, the Waukee School Board shrugged off employee concerns about the actions of key administrators who misused about \$130,000 in school resources.

And now, the Des Moines Register has shined a spotlight on the troubling decision by the Polk County Board of Supervisors to fatten the severance benefits for 11 county employees without letting the public know what was in the works.

Polk County government employees, like city, county and public school district workers throughout Iowa, receive their retirement benefits through IPERS, the state and local government pension program. Many governments also provide severance benefits for workers who lose their jobs.

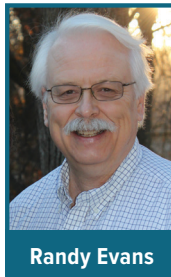
But a virtually secret deal worked out last summer gives 11 Polk County government department heads severance payments totaling one week of pay for every year of county service --- even if they leave their jobs voluntarily.

The 11 are appointed and are not elected by voters. Their salaries range from a low of \$123,000 to a high of \$260,240, the Register reported.

In addition, the 11 department heads will be paid \$350 a month for driving their personal vehicles on the job, rather than being reimbursed for the actual number of work miles they drove each month.

Reasonable people can disagree whether the changes in benefits for the 11 employees are a good deal for taxpayers.

What is beyond dispute is that the agenda for the public meeting last Aug. 14 at which the richer



Randy Evans

benefits were approved was wholly inadequate. The agenda failed to meet both the letter, and the spirit, of Iowa's public meetings law.

The law requires that a tentative agenda for every government board, council or commission must be posted at least 24 hours in advance of the meeting. The Polk County Board of Supervisors' meeting notice

met that requirement.

But the agenda itself did not properly inform the people of Polk County or the news media what was going to occur at the meeting.

Here's what the agenda said would be discussed. Does that sound like what was voted on by supervisors?

"Resolution approving FY 18/19 employee manuals for non-bargaining unit employees."

If you asked in advance for the text of the proposed resolution, you would have learned, "Whereas, the Human Resources Department has reviewed the employee manuals for elected officials, deputy elected officials, department heads, management/supervisory and excluded employees and recommends language modifications for the FY 18/19 manuals ... [including] updated language to the sections pertaining to vacation payout, sick leave conversion to personal leave, personal leave, mileage allowance, severance pay, and the deferred compensation program."

"Updated language" and "language modifications." That seemed to be what was coming.

The public would be shocked to learn the resolution actually obligated taxpayers to pay severance benefits when 11 workers voluntarily choose to end their comfortable county jobs.

Even if county officials believe the agenda met the letter of the law and effectively informed the public of what was being considered, the agenda certainly did not meet the spirit of the public meetings law.

Attorney General Tom Miller drove this point home in an advisory notice to government officials and the public in 2002. That "sunshine advisory" said:

"Agendas must provide notice sufficient to inform the public of the specific actions to be taken and matters to be discussed at the meeting. ... The less the public knows about an issue, the more detail is needed in the tentative agenda."

There's already a feeling by Iowans that too many government officials view them as nuisances, not as partners in their government.

The way Polk County officials handled the fattened severance benefits for the department heads certainly has reinforced that opinion.

And that's unfortunate.

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.



Short Takes: A checklist can minimize risks for journalists covering natural disasters

BY ELLI FITZGERALD, KAIXIN LIU & BLYTHE NEBEKER

DONALD W. REYNOLDS JOURNALISM INSTITUTE

Short Takes is an occasional Donald W. Reynolds Journalism Institute series that captures interesting work by Missouri School of Journalism students.

Newsrooms need plans for covering natural disasters, and coming up with them before the next fire or storm will make a stressful situation simpler.

As part of our convergence journalism capstone project, we studied disaster plans at The Associated Press and other newsrooms across the country. Here are some of the recommendations we found:

CREATE A PHONE TREE, NOTIFY PEOPLE WHO WILL BE DEPLOYED.

- One person can't call everyone in a timely way.
- Designate who on the tree each person should notify.

PACKING

- Get extra gas cans and fill those up.
 - An AP staff member recommended four 5-gallon tanks.
- Stock up on water and non-perishable items, such as protein bars, peanut butter, etc.
- Bring extra batteries and chargers, including wireless ones for when there is no power, for phone, camera equipment, flashlight, etc. Include any rain gear or protective equipment for electronics.
- Pack a first aid kit and a flashlight.
- Plan for getting stuck: Do you have extra tires? Blankets?
- If you have access to a satellite phone, bring one, but make sure to test it out before heading out.

DECIDE WHAT STORIES WILL ALWAYS BREAK (I.E. CURFEWS, FEMA MONEY, ETC.) AND PLAN FOR THEM.

- If possible, write them in advance of the storm or develop templates so you have more time later on for other stories.
- Pull historical records (i.e. previous disaster coverage in the same area) and have it on hand

to add context to other stories.

- Put in data requests early:
 - Immediately request FEMA for the most up to date information.
 - Put in standing requests for continual data updates when possible.

DEVELOP A SOURCE LIST BEFORE HEADING INTO THE STORM.

- Who are going to be the PIOs you will need to reach?
- What are the contacts for the newsrooms in the area?
- Have you covered a disaster here before? Has anyone you know? Who were the "person on the street" sources you used last time? Can you get their contact information again?

PREPARE YOURSELF FOR THE TRAUMA AND KNOW THAT THE PEOPLE YOU WILL TALK TO ARE ALSO EXPERIENCING IT.

- It's beneficial to have trauma training now.
- Create a system of checking in among reporters, editors, etc.
- Ask yourself: How can a staffer in the field deal with the trauma they are both witnessing and enduring?

Elli Fitzgerald, Kaixin Liu and Blythe Nebeker are convergence journalism students:

Nebeker has an emphasis in international journalism and minors in political science and business. She has worked at KOMU-TV, KBIA-FM, the Columbia Missourian and Newsy, studied abroad in Brussels, and worked for Thomson Reuters. Follow her on twitter at @blytheneb.

Liu's emphasis is on multi-media producing. She has worked at Columbia Missourian, Vox magazine and KBIA-FM. See her previous work at www.kaixinliuwork.com.

Fitzgerald also has an emphasis in multi-media producing. At Mizzou, she spent time at KOMU-TV, KBIA-FM and Newsy. She spent her 2018 summer in Los Angeles as a journalism intern. See what she's up to at <http://ellifitzgerald.com>.

This article was published by the Donald W. Reynolds Journalism Institute. Read the full article online by visiting: <https://www.rjionline.org/stories/short-takes-a-checklist-can-minimize-risks-for-journalists-covering-natural>

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

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 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 meet-

ing 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. 0529

MARKETING REPRESENTATIVE. Mid-America Publishing, publisher of the News-Review, Keota Eagle, New Sharon Sun and 21 other weekly newspapers in Iowa is now hiring a marketing representative to sell advertising solutions and custom print products in Keokuk County and Mahaska County. We are looking for a dynamic personality with the drive to succeed, the attitude to win and the skill set to be a team player. Organizational skills are a must, sales knowledge is teachable, must be able to travel within your sales territory. The ideal candidate will be personable, able to communicate effectively both in person and by phone and have above average presentation skills. Responsibilities will include developing ad campaigns and promotional materials to service existing clients, prospecting for new clients in person and by phone, maintaining client and prospect databases and promoting sales of the company's custom print products. Prior sales experience a plus but will train motivated candidate.

Driver license and own vehicle required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Complete orientation and ongoing one on one training plus group coaching and large library of self-study webinars through the Iowa Newspaper Association. Compensation based on an hourly wage plus commission. How to apply: Please submit a resume to pam@midamericapub.com or call Pam at 641-456-2585 ext. 119 for more details today! 0703

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

MEMBER EXCHANGE - cont. on page 6



And
Finally

Cherophobia is the fear of fun.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

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

? question of the week

How much do we charge for publishing delinquent tax notices?

According to the Iowa Code, newspapers may charge a maximum of four dollars per description. There is no charge for the header or introductory copy.

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@inaneews.com.

MEMBER EXCHANGE - cont. from page 5

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

NEWS REPORTER. The Daily Iowegian in Centerville is seeking a full-time news reporter to join its award-winning staff. This reporter will compliment the Daily Iowegian'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 Iowegian 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 Iowegian 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 Iowegian 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 Iowegian'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 Iowegian editor Kyle Ocker by email at kocker@dailyiowegian.com. 0529

REPORTER. The Messenger, a daily newspaper in Fort Dodge, has an immediate opening for a versatile reporter in a growing area of northern Iowa. Must be able to write hard news and human interest feature stories. Photography skills are required, along with knowledge of page design. Digital skills and social media savvy are a must. One to two years of experience is preferred, but will consider properly trained recent graduates. Please send resume and two writing samples to 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 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.

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.

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

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



An Iowa Newspaper Foundation webinar...

Iowa New Member
Benefit: **FREE!** Use
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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



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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 *Classified Rescue* webinar Thursday, June 6.

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: 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:

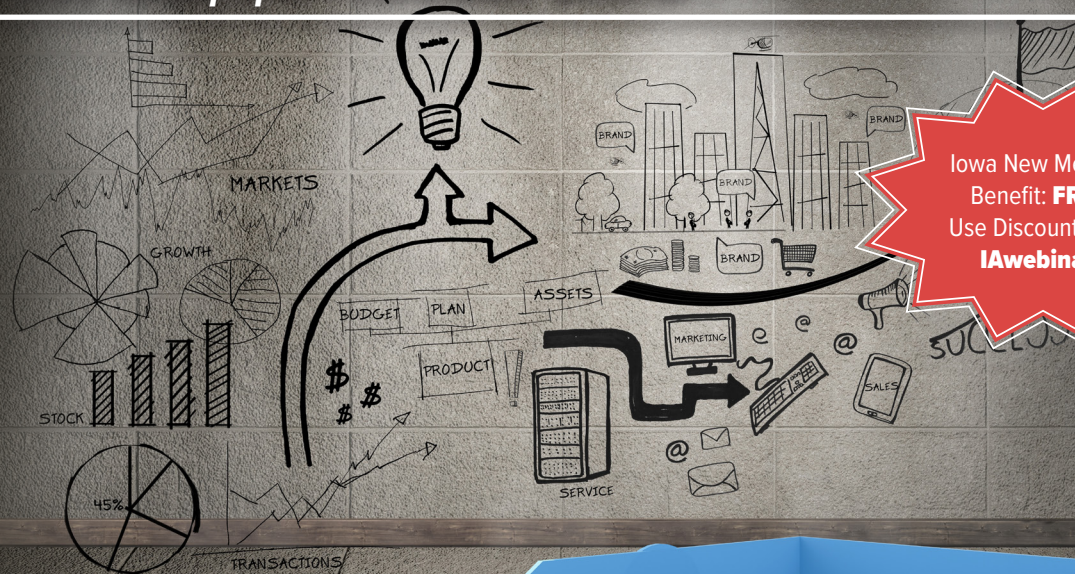
IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309, FAX to INF at 866-593-7406,
EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

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.

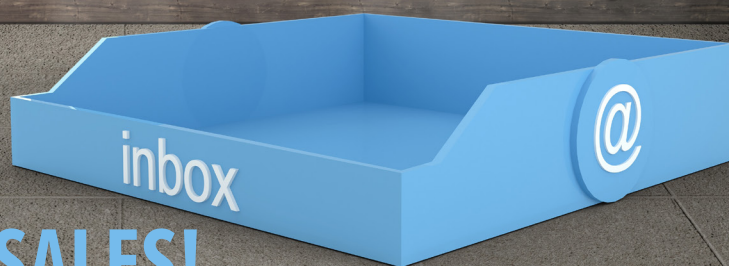


An Iowa Newspaper Foundation webinar...



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IAwebinars

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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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 or contact Erica Wipperling at 515-422-9052 or 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 _____

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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.

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