

June 12, 2019



Volume 36
Issue 23

CALENDAR of EVENTS

WEBINARS

Grant Writing and
Partnerships
Thursday, June 20

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

MEETINGS

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

Iowa Newspaper Association Bulletin

www.INAnews.com



Bodycam video destroyed by Sheriff's Department

*Freedom of information expert says
attorney general should investigate*

BY STAFF REPORTER

MAQUOKETA SENTINEL-PRESS

Jackson County Sheriff Russ Kettmann said Friday his department had destroyed body camera footage from a police call involving assistant county attorney Amanda Lassance even though it was the subject of an open records request filed under Iowa's public records law.

The footage in question, recorded by Jackson County Deputy Chad Roeder's body camera early in the morning April 6, captured some of the conversations that took place after police responded to an emergency call from the roadside along U.S. Highway 61 near Welton. The call



Russ Kettmann

began when Lassance's boyfriend, Nick Shannon, called police and reported that he and Lassance were stopped along the highway, that they had been drinking, and that she had attacked him.

The Maquoketa Sentinel-Press filed its first formal request for body camera footage under Iowa Code Chapter 22 April 18. Kettmann responded to that request April 25 and offered to allow a reporter to view 5 minutes and 34 seconds of footage from Roeder's body camera at the sheriff's office with him and Chief Deputy Steve Schroeder present. Kettmann and Schroeder told the Sentinel-Press it could come back and view the footage whenever it liked. However, Kettmann did not provide the Sentinel-Press with a copy of the footage.

Kettmann told the Sentinel-Press that when Roeder

SHERIFF - cont. on page 3

meeting minutes

Iowa Newspaper Foundation Convention & Programming Committee Minutes May 30, 2019



INF Convention & Programming Committee Minutes

Karen Spurgeon of the Bloomfield Democrat called the meeting to order at 2:00 p.m. on Thursday, May 30, 2019. Those present were: Kristin Grabinoski, Armstrong Journal; Marcia Jensen, Carroll Times Herald; Zack Kucharski, Cedar Rapids Gazette; Marcie Klomp, Cresco Times Plain Dealer; Chris Rhoades, Enterprise Publishing; Pam DeVries, Hampton Chronicle; Sara Konrad Baranowski, Iowa Falls Time-Citizen; Emily Barske, Marshalltown Times-Republican; Randy Cauthron, Spencer Daily Reporter and Derek Sawvell, Wilton-Durant Advocate News. Also present were Susan Patterson Plank, INA and Jana Shepherd, INF.

Items Discussed:

A. The committee discussed the following potential session topics.

- Digital/Technology:
 - Tools to engage with audience
 - Free apps and tools to save time and money
 - SEO
 - Social media branding and handling online comments
 - Basic starters for iPhone video
- Advertising:
 - Digital sales
 - iContest campaigns
 - Selling against social media
 - Mobile sales
- Editorial:
 - Survival guide for community newspapers
 - Making school board and city council meetings more interesting
 - Better interviews: asking better questions and getting answers
 - Reporters bootcamp
 - Round robin 15-minute topic tables to possibly include
 1. Open meetings laws
 2. Accessing records online
 3. Open records
 4. Making a records request
 5. Legal update
 6. Public notices
 - Working in long-term projects with daily tasks – story planning
 - Alternative story formats and determining online vs. print
 - How to cover the election cycle and handle political letters to the editor
- Management:
 - Collaboration among newspapers – examples of where it has worked
 - Operation efficiency with fewer employees
 - What stories should we be telling our community
 - Sacred cow: ad placements, crossover of editorial and advertising
 - Handling community requests to help community and benefit newspaper

B. The committee discussed the following potential speakers.

- Advertising:
 - Ryan Dohrn

CONTACT US



Phone 515-244-2145

Fax 515-244-4855

Website www.INAnews.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@enterpriseub.com

U.S. MAIL

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

INA LEGAL HOTLINE

515-283-3100 (paid service)

reached the scene he “had it [his body camera] on when he got there, and turned it off when he was done,” but dashcam footage from a Clinton County squad car that the Sentinel-Press later obtained showed Roeder was on the scene 32 minutes longer than his body camera footage showed.

In a separate discrepancy, a Clinton County deputy’s report stated that Roeder said at the scene that he had talked to both Lassance and Shannon before Clinton County deputies arrived. The report contradicted an earlier statement from Roeder, who told the Sentinel-Press he did not speak with Lassance at the scene.

When asked about the contradiction, Roeder said his conversation with Lassance had been brief and did not include any meaningful dialogue. That conversation, however, did not appear on the body camera footage Kettmann and Schroeder showed the Sentinel-Press — the same footage Kettmann said his department destroyed May 1.

After acknowledging that he did talk to Lassance, Roeder said he didn’t know why she didn’t appear on the footage.

Roeder told the Sentinel-Press that when he responded to the call he pulled up behind Lassance’s vehicle and turned his camera on before walking over to her car and asking “What’s going on?” Roeder said his attention quickly turned to Shannon, who he said “came up out of the ditch on the other side of the road” as Roeder started to talk with Lassance.

Because of those discrepancies, the Sentinel-Press filed a second public records request May 28 for all sheriff’s department video taken at the scene and any other records stemming from the call.

In an in-person interview with the Sentinel-Press that same day, when a reporter told Kettmann that the newspaper would be filing another open records request for the body camera footage, Kettmann responded: “I have no problem giving it to you because that’s what we’ve got.”

But on Friday, when Kettmann called the Sentinel-Press in response to the second information request, he said Deputy Chad Gruver had deleted the file May 1.

“Every three months, any old footage or something the county attorney doesn’t need, that’s purged to make room on the hard drive,” Kettmann said.

On the date Kettmann said the video was deleted, it would have been 25 days old.

Clinton County Attorney Mike Wolf, who had prosecutorial jurisdiction in the case, said Friday that the Clinton County case was officially closed. However, he said no one from the Jackson County Sheriff’s Department contacted him to see if the case was closed before destroying the video.

On April 15, Lassance and Shannon pleaded guilty to open container citations, and both paid a fine of \$335. Wolf said no additional charges will be filed.

According to a Clinton County deputy’s report, Lassance was not subjected to a sobriety test at the scene.

NEWSPAPER FILES COMPLAINT

On Monday, the Maquoketa Sentinel-Press filed a complaint with the Iowa Public Information Board against the Jackson County Sheriff’s Department for destroying the video.

“There are reasons why Iowa has an open records statute,” Sentinel-Press Publisher Trevis Mayfield said. “The idea is that government belongs to the people, and the people are entitled to the truth about how government functions.”

Mayfield said the initial police call is no longer the key focus of the story.

“The fact that a county prosecutor admitted to drinking and driving and that police did not give her a sobriety test is newsworthy, but the story is far more than that now,” Mayfield said. “Now the story is about how local law enforcement, and especially its leadership, has handled the situation. Providing the public with murky information and destroying a public record that is part of a controversial story just doesn’t seem right.”

Mayfield said the newspaper is considering all of its options, including legal action, related to the destruction of the video.

Randy Evans, executive director of the Iowa Freedom of Information Council, said Jackson County officials’ handling of the case has been troubling from the beginning on multiple levels, and that the people of Jackson County should be disappointed in their government officials.

“The public deserves to know whether the prosecutor who admitted she had been drinking and driving was treated differently from how other people not in law enforcement would be treated under similar circumstances.

“I am extremely troubled that the sheriff would not have taken steps to preserve the video the Maquoketa Sentinel-Press has been seeking. That video might have answered some of the questions being asked about how this incident was handled,” Evans said.

“Iowa Attorney General Tom Miller should step in and investigate whether the staff of the Jackson County Sheriff’s Office disregarded department policies and deliberately destroyed the videos to cover up what increasingly appears to be the preferential treatment this prosecutor received,” he added.

Also on Monday, the Sentinel-Press filed a new open records request with the Jackson County Sheriff’s Department seeking its policies for body camera and dashcam usage and for how it maintains and disposes of video and audio recordings made during the course of its work.

Sentinel-Press staffers Kelly Gerlach, Nick Joos, Nancy Mayfield and Trevis Mayfield contributed to this report.

Download this report to run in your local newspaper by visiting: <https://inanews.com/news-room-resources/share-in-your-local-newspaper-county-shel>



Download this report to run in your local newspaper by visiting: <https://inanews.com/news-room-resources/share-in-your-local-newspaper-county-shel>

letter to members



Download
Summer Iowa
Games ads by
visiting: [https://
inaneews.com/
resources/psa/](https://inaneews.com/resources/psa/)

Dear Iowa Newspaper Association Member:

It is an honor having the Iowa Newspaper Association as a partner of the Iowa Games. This summer we are hosting the 33rd annual Summer Iowa Games. The Iowa Sports Foundation thanks you for helping us spread the word about the Iowa Games throughout the state. Every year with the help of the INA we are able to reach thousands of Iowans to promote sports and living an active lifestyle.

In continuing with our partnership, you should have received information via the INA Bulletin to download copies of the quarter page ads for the Summer Iowa Games. You may begin running these ads as soon as space is available. Please continue running the ad through July 12, 2019.

The Iowa Sports Foundation appreciates your willingness to run these complimentary ads for the Summer Iowa Games. On behalf of the Iowa Sports Foundation board of directors, staff and thousands of athletes and participants of all ages, we would like to thank you for your continued commitment and support. Because of your involvement we have participants in all of Iowa's 99 counties.

Please place your logo at the bottom of the Iowa Games ad to show your support for the Iowa Games. We ask that you do not resize or skew the ad. If you would like a different ad size than provided, please contact Cory Kennedy, 888-777-8881 x 106 or cory.kennedy@iowasportsfoundation.org.

If you have any questions, please call us at 1-888-777-8881 or e-mail chuck.long@iowasportsfoundation.org. You also can visit us online at www.iowagames.org.

Again, thank you for your continued support!

Sincerely,

Chuck Long, CEO/Executive Director

Cory Kennedy, Marketing and Communications Director



? question of the week

When will the public notice rate increase again?

The public notice rate will increase again on July 1, 2019. The stated rate will be the maximum rate that can be charged for notices published on or after July 1. The INA is preparing the annual updates for the Publishers' Handbook. The new rates will be included in those updates which will be mailed to all member newspapers. The updated rates will also be available online at INANEWS.COM.

CONVENTION & PROGRAMMING - cont. from page 2

- Kelly Wirges
- Chris Rhoades
- Bob McInnis
- Editorial:
 - Tim Waltner
 - John Hatcher
 - Jim Pumarlo
 - GateHouse
- Misc./Motivational:
 - Jim Elsberry
 - Jill Geisler
 - Peggy Whitson
 - Ken Quinn
 - Megan Gustafson
 - Dan Gable
- Additional suggestions:
 - Post a google poll on Facebook for convention speaker/topic suggestions for members to contribute ideas
 - Convention program committee to serve as ambassadors for first time attendees
- Additional suggestions following the meeting:
 - First amendment and journalism topic for round robin session

The meeting was adjourned at 3:25 p.m.

Respectively submitted,
Jana Shepherd

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

ADMINISTRATIVE ASSISTANT. The Grundy Register, a newspaper that reaches over 2,000 homes on a weekly basis is seeking a full-time administrative assistant for immediate hire. The successful candidate will possess customer service skills, be able to work from 8:00 a.m. to 5:00 p.m. Monday through Friday and be proficient in MS Word and Excel. The successful applicant will also handle customer billing and classified line advertising submissions among other office tasks. Competitive benefits include health, dental and vision insurance, paid time off and 401K with match. Mid-America Publishing and Printing, the Register's parent company, is an Iowa based family owned business employing over 110 Iowans across the state. Applications may be picked up at the Grundy Register at 601 G Avenue, Grundy Center, IA, 50638, or by calling Rob Maharry Publisher, at (319) 824-6958. 0626

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

GROUP PUBLISHER. Our company is growing. We are looking for a group publisher for seven print and digital newspapers, shoppers, related digital media as well as a monthly aviation magazine. The region includes Cambridge, Pine City, Mora, Sandstone, Hinckley, Askov and Moose Lake, Minn. The group has grown from a recent acquisition creating an expanded position to oversee this operation as well as participation in the central printing plant in Cambridge. The right candidate will be a hands-on manager who has a background in all aspects of the business including publishing, multi-media sales, local journalism, circulation (ideally with loyalty or membership subscriptions), printing, civic life as well as team building. If you enjoy building teams, finding solutions for customers and employees and have a value-based management background, let's talk. Send resume and cover letter to: Matt McMillan, CEO
matt@presspubs.com
4779 Bloom Avenue
White Bear Lake, MN 55110. 0703

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 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

MEMBER EXCHANGE - cont. on page 6



And
Finally

I fired my masseuse today; she just rubbed me the wrong way.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Grant Writing and Partnerships
- Conquer Your Inbox,
Boost Your Sales!

MEMBER EXCHANGE - cont. from page 5

SALESPERSON. Are you ready to take your skills to the next level? Are you looking for a challenging new career where your earning power is limited only by your desire for personal success? Do you enjoy talking to people and helping them become the best that they can be? Then, this job is for you. No sales experience? No problem. We will train the right candidate on how to become a part of our winning team! Our community newspapers, related websites and special section products are part of Enterprise Media in New Hampton Iowa. We are an equal opportunity employer that offers health, vision and dental insurance along with an optional 401K plan. Let us help you grow while building value to the place you already call home! 0731

▼ 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

Iowa publisher looking to own an Iowa newspaper. Contact Dave Tapp of News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

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@ina-news.com.



An Iowa Newspaper Foundation webinar...

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

GRANT-WRITING & PARTNERSHIPS

Thursday, June 20
1:00-2:00 p.m.

Registration Deadline: June 17
Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

Wondering what you can do to receive newsroom grants or work with ProPublica and other nonprofits on projects? We have tips from people who've been successful and those who've worked on the receiving end of the process. Steve Dorsey, vice president of performance and partnerships for GateHouse Media, offers tips collected from Florida Times-Union Executive Editor Mary Kelli Palka, South Bend Tribune Executive Editor Alan Achkar and Charlie Ornstein, deputy managing editor, ProPublica.

The presenter...

Steve Dorsey



Steve Dorsey was the VP/innovation at the Austin American-Statesman where he worked on product development and project planning. Dorsey came from the Detroit Media Partnership where he was VP for R+D, after working in many roles in the Detroit Free Press newsroom, culminating as the deputy managing editor/presentation. He has held numerous positions within the Society for News Design. He was a Lifetime Achievement honoree, past president, co-chair for two annual workshops, competition judge numerous times, longtime board member, and editor of Design Journal. Dorsey was a newsroom leader at the Lexington Herald-Leader, named one of SND's World's Best-Designed in 1998. Before that, he worked at the York Daily Record and Syracuse Newspapers.

Follow us:



Online Media Campus



OnlineMediaCamp

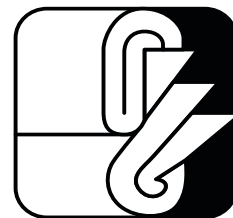


REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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 *Grant-Writing and Partnerships* webinar **Thursday, June 20**

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 17

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:

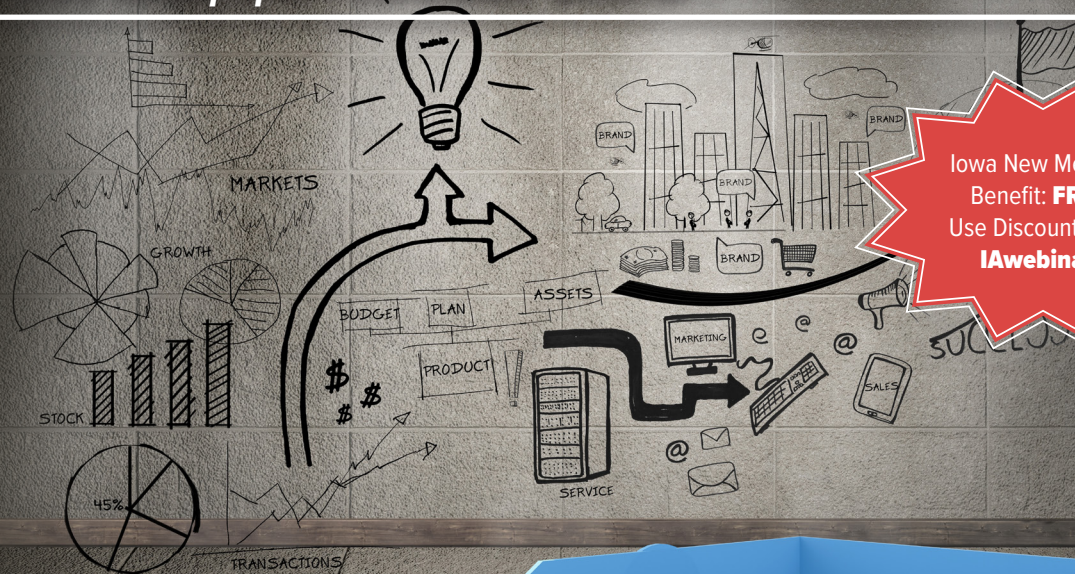
IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309,
EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

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.

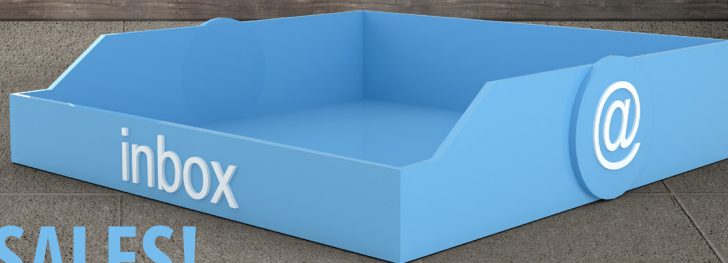


An Iowa Newspaper Foundation webinar...



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

Follow us:



Online Media Campus



OnlineMediaCamp

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



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 *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 _____

Corporate Affiliation (*for group discount tracking*) _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

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

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

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

Amount to be charged \$ _____ Date _____

Authorized signature _____

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

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

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

RECEIPT OF REGISTRATION:

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

CANCELLATION POLICY:

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