

November 6, 2019



Volume 36
Issue 39

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Using Digital and Social
Media for Growing
Readership and Revenue
Thursday, November 21

Keeping Subscribers
Happy
Friday, November 22

EVENTS

Iowa Newspaper
Association Convention &
Trade Show
February 5-7, 2020
Des Moines

REMINDERS

Board of Directors
nominations
Due November 8, 2020

Committee nominations
Due December 6, 2020

50 Year Club nominations
Due January 3, 2020



Allison Walker of Eddyville High School tests her skills with a camera during a workshop at Iowa Public Television. (Image courtesy of Iowa Department of Cultural Affairs) 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 November series of articles are available today for download from the INA website, and cover the follow topics:

- **Student filmmakers** - Iowa students who want to get into filmmaking have more options than ever -- without heading out to Hollywood.
- **Veterans Day** - A hundred and one years after

World War I ended, one Iowa town is going all out to honor those who served. Volunteers in Corning are hosting two traveling exhibitions and "planting" more than 4,000 red yarn poppies in a local park.

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.

CONTEST TIMELINE

November 2019 -
Contest entries judged
by Virginia Press
Association members

December 2019 -
Winners notified by INF

February 7, 2020 -
Winners announced
during Convention
Awards Banquet

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

The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.

meeting minutes

INA Services Co. Board of Directors October 24, 2019



INA Services Co. Board of Directors Meeting Minutes

The INA Services Co. Board met at Cub Club at Principal Park in Des Moines at 1:39p.m. with the following members present: Sarah Lefebber, Ames Iowa State Daily; Kris Grabinoski, Armstrong Journal; Karen Spurgeon; Bloomfield Democrat; Becky Maxwell, Centerville Daily Iowegian; Terry Christiansen, Fort Dodge Messenger; and Matt Bryant, Washington Evening. Also present were Samantha Fett, INA Services Co; Jana Shepard, INF; Geof Fischer, INF; Susan Patterson Plank, INA.

Votes taken:

1. On a motion by Grabinoski, seconded by Christiansen, the minutes of the July 19, 2019 board meeting were approved.
2. On a motion by Lefebber, seconded by Grabinoski, the board approved the INA Finance Committee's recommendation to approve the 2020 consolidated budget as presented.
3. On a motion by Bryant, seconded by Lefebber, the board approved the Deposit Resolution—Banking and Treasury Management Authorization Certificate.

Action agreed upon:

1. The board set its next meeting date as Wednesday, February 5, 2020 in Des Moines.

Other items discussed:

1. The board heard a quarterly sales update from Fett.
2. The board received a board attendance report.

There being no further business the meeting was adjourned at 1:43 p.m.

Respectfully submitted,
Samantha Fett

Iowa Newspaper Foundation Board of Directors October 24, 2019



Iowa Newspaper Foundation Board of Directors Meeting Minutes

The Iowa Newspaper Foundation Board met at Cub Club at Principal Park in Des Moines at 1:20 p.m. with the following members present: Carl Vieregger, Drake University; Kendra Breitsprecher, Dayton Leader; Chris Conetzkey, Des Moines Business Record; Alan Mores, Harlan Newspapers; Randy Evans, Iowa Freedom of Information Council; Mark Rhoades, Missouri Valley Times-News; and Mark Spensley, Monticello Express. Also present were Susan Patterson Plank, INA; Geof Fischer, INF; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

Votes taken:

1. On a motion by Evans, seconded by Conetzkey, the minutes of the July 19, 2019 board meeting were approved.
2. On a motion by Vieregger, seconded by Spensley, the board approved the INA Finance Committee's recommendation to approve the 2020 consolidated budget as presented.

INF MINUTES - cont. on page 3

CONTACT US



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Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

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BOARD PRESIDENTS

Iowa Newspaper Association

Kristin Grabinoski, Armstrong Journal
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krisg@armstrongjournal.com

INA Services Company

Becky Maxwell, Centerville Daily Iowegian
641-856-6336
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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)

Committee nominations due Dec. 6

INA members are encouraged to nominate one or more people to serve on an INA or INF Committee in 2020. People nominated will be recruited to serve and will be told their name was placed into nomination by a member. To submit your nominations, email Susan Patterson Plank at spattersonplank@inanews.com. Please use "Committee Nomination" as the subject line of your

e-mail message and include:

- First and last name of suggested nominee
- Name of the newspaper your nominee works for
- Name of the committee you'd like to nominate your candidate for (see list of committees below)
- Your name and the newspaper you work for

All nominations must be received by Dec. 6.

INA & INF COMMITTEES:

CONTEST

- Makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures
- Meets approximately one time per year

CONVENTION & PROGRAMMING

- Plans all educational programming including the annual convention, with committee members serving as moderators
- Meets approximately one time per year

SCHOLARSHIP

- Administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers
- Meets approximately one time per year

FINANCE

- Reviews the INA financial statements and annual budget
- Meets approximately one time per year

GOVERNMENT RELATIONS

- Monitors legislation and makes recommendations to the board regarding the INA's legislative program
- Monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity
- Meets approximately two times per year

MARKETING

- Oversees activities of CNA
- Emphasis is on efforts to bring new advertising dollars to newspapers and identify research and promotional opportunities
- Meets approximately two times per year

NOMINATING

- Develops a nominating report to the membership for the INA board elections
- There is a committee for each board – the INA board and INF board
- Both INA and INF committees meet approximately one time per year

INF MINUTES - cont. from page 2

3. On a motion by Evans, seconded by Conetzkey, the board approved the Deposit Resolution—Banking and Treasury Management Authorization Certificate.
4. On a motion by Mores, seconded by Spensley, the board determined that the INF Board of Directors shall be 11 Directors and this number would be communicated to the INF Nominating Committee for nomination considerations for 2020.

Action agreed upon:

1. The board set its next meeting date as Wednesday, February 5, 2020 in Des Moines.

Other items discussed:

1. The board heard an update from Kathy French of the status of the audit.
2. The board heard an update from Patterson Plank on the consolidated financials and other business items.
3. The board reviewed expiring board terms.
4. The board received a board attendance report.

There being no further business the meeting was adjourned at 1:34 p.m.

Respectfully submitted,
Susan Patterson Plank

Free political content available at USANewsIowa.com

John Gaps III, formerly of The Associated Press and The Des Moines Register, is now editor/publisher of USANewsIowa.com, a news & photo agency devoted to coverage of the Iowa Caucus race and issues surrounding it. As a grateful participant in many INA activities in the past, Gaps offers all INA members free use of all content on the site. No strings attached.

Gaps says he understands that almost every INA member deals with the Caucus and that keeping up with content outside of their area, especially use of photographs, can be expensive or copyright hazardous. The site attempts to be political neutral but will also comment on the state of campaigns drawing on Gaps'

40+ years covering the Caucuses in Iowa. The only agenda is the free flow of quality news content.

The content is set up for easy copy and paste of articles and the photos posted can be captured with a screen shot or swiped off the page to your desktop.

For attribution, "via USANewsIowa.com" or "USANI".

It's free use through the end of the Caucus, and a few days after, for all INA members. USANewsIowa.com is providing this resource to support and promote quality journalism in Iowa.

For any questions, email John at usaneusiowa@gmail.com.

IPSWA opens football all-state nominations



*Nominations close
Friday, Nov. 22 at
11:59 p.m.*

The window to nominate Iowa high school football athletes for the Iowa Print Sports Writers Association's football all-state teams is now open.

Any sports writer, football coach or athletic director in the state of Iowa is free to nominate high school players for the distinction until Nov. 22 at 11:59 p.m. The nomination form is online at https://docs.google.com/forms/d/e/1FAIpQLSdhNxtaqi8zj5UucZe7KGqWKXu3KIIPv4J-bxxAJaPlx1OFxA/viewform?usp=sf_link (view the digital version of this week's Bulletin for a quick-link).

The Iowa Print Sports Writers Association will be picking it's all-state football teams after the state championships are completed. The meeting will be held Saturday, Nov. 23 at 10 a.m. It will be held at Dowling Catholic High School. Sports writers who



are members of the IPSWA are welcome to attend and vote. For information on how to join IPSWA visit iowasportswriters.com/join.html.

The Iowa Print Sports Writers Association was formed in February 2018 and produces the all-state teams for football, boys basketball, girls basketball and baseball each year.

Journalist's guide to Iowa Courts now updated on iowabar.org

The Iowa State Bar Association has published a 2019 version of "Covering Iowa Law and Courts: A Guide for Journalists." The purpose of this publication is to help members of the news media report on the Iowa legal system more easily and accurately. The document consists of 12 comprehensive chapters, including an overview of the Iowa Court system, the typical process for criminal and civil cases, details on the appeals process, juvenile court proceedings, divorces, bankruptcy and more. It also includes an overview of public information laws, the process for requesting expanded media coverage, Iowa's lawyer qualifications and ethics, as well as Iowa's selection and retention process for judges. Additionally, this guide includes a helpful appendix covering common crimes and punishments and a glossary of common legal terms.

"The ISBA understands that journalists are often tasked with covering complicated court proceedings without having received any formal legal training.

This guide serves as a simple yet thorough resource for journalists to assist them in their reporting," said Kay Oskvig, chair of the ISBA Public Relations Committee, which assisted in publishing the 2019 update.

This guide, which is offered free to newsrooms electronically, is updated approximately every five years to reflect changes in Iowa's legal system. Please visit [iowabar.org>Publications>Media Resources](http://iowabar.org/Publications/MediaResources) to access the latest version of the guide, or click here.

The Iowa State Bar Association, which represents nearly 8,000 attorneys across varying practice areas, serves as a media resource for issues related to Iowa law. Reporters interested in connecting with an attorney knowledgeable in a specific area of the law or seeking a statement on behalf of Iowa's attorneys should contact the ISBA Communications Director Melissa Higgins at 515-697-7896 or email mhiggins@iowabar.org.



And
Finally

"Almost" is one of the longest English words to have all its letters in alphabetical order.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ASSISTANT SPORTS EDITOR. The Clinton Herald, an award-winning newspaper that publishes five days a week, Tuesday through Saturday, is accepting applications for an assistant sports editor position.

This position develops sports content for both print and online publishing. The successful candidate will cover local games, write sports feature stories as assigned and take photos and videos to be completed on deadline for a daily news product. The qualified candidate must be a proficient writer, editor, typist, possess excellent people skills and be a self-starter who is able to develop enterprise work and will assist in management of digital sports content. The Clinton Herald is located in Clinton, Iowa on the banks of the Mississippi River. Our coverage area spans high schools in both Iowa and northwestern Illinois, and includes the Clinton LumberKings. 1204

OFFICE AND SALES ASSISTANT. Woodward Community Media in Central City, IA seeks an office and sales assistant for the Central City office with the Linn News-Letter. This position requires 30-32 hours per week. Must have ability to communicate well with the public, other departments and fellow employee owners. Must have good computer, clerical, organizational and telephone skills. Ability to quickly learn new systems/processes is needed as well. High school diploma required. Some college preferable, or at least two years of assistant experience. Knowledge of computers with Word, Excel and Internet ability needed. Apply online to wcinet.com/careers. 1113

SPORTS WRITER. Looking for a talented sports writer to join the Spencer Daily Reporter's award winning editorial team. We are located in northwest Iowa just 15 minutes south of Okoboji and the Iowa Great Lakes. Our longtime sports editor recently relocated to South Dakota leaving us with an opportunity for a talented writer who enjoys covering a diverse range of sports. The position requires strong writing, sports knowledge, photography and social media skills. If this is you, please email a cover letter, resume and any samples to Managing Editor Randy M. Cauthron at rcauthron@spencerdailyreporter.com. TBD

STAFF WRITER. The Clinton Herald, an award-winning newspaper that publishes Tuesday through Saturday, is seeking a staff writer. The successful candidate is responsible for covering local beats that include area city councils, school boards, businesses and timely features as assigned. This position, which focuses primarily on reporting under the direction of the editor, also requires photography skills. The qualified candidate must be a proficient writer, typist, possess excellent people skills and be a self-starter who is able to develop enterprise work. Must have ability to create multi-media packages and be proficient in various social networking platforms. The Clinton Herald is located in Clinton, Iowa, on the banks of the Mississippi River. 1204

▼ 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.

The Red Oak Express is searching for a working Kirk Rudy KR211-215 labeling machine with a KR211 labeling head and a KR215 labeling base. Please contact Tess at tessnelson@redoakexpress.com or 712-623-2566 if you have one to sell in good condition.

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

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

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

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.

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

Client looking to purchase a small weekly Iowa newspaper. Sellers contact Dave Tapp of News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

Three great properties now available! Small but mighty! Perennial award-winning eastern Iowa community weekly is now available. Aside from newspaper, the business has a strong social media and on-line presence. Book of digital printing business also available for extra cost. Perfect opportunity for an add-on to existing business or hands-on, stand alone business. **Just listed:** Profitable northwest Iowa weekly newspaper available for sale with or without real estate. **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 on these properties, or to list yours contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenictrailmediabrokers@gmail.com

Former editor/reporter (now retired) seeks part-time work involving reporting, editing, or proofreading (or combination thereof) for your fine publication. I have extensive experience covering city council, school boards, sports of all types, county board, and/or any



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- 50 Year Club nomination form
- Using Digital and Social Media for Growing Readership and Revenue
- Keeping Subscribers Happy
- Board nomination form
- Committee nomination form

REMINDER!

The INA office will be closed
Thursday, November 28-
Friday, November 29 in honor
of the Thanksgiving holiday.

MEMBER EXCHANGE - cont. from page 5

type of hard news. I can also write features on any subject. I would work from home via my cell phone, internet and computer and I've had many years of experience doing my job this way. I would be an independent contractor and I would be very flexible. I would be able to work nights and weekends since some contacts wouldn't be available during day-time hours. Advertising sales: I also have extensive experience in advertising sales for newspapers, shoppers, TMC products, and websites. I actually enjoy a combination of writing and sales. Full-time possible: My wife also has experience in sales and writing. If you wanted the equivalent of full-time (remote) we could become a full-time team for you. The Best Movie of all time was His Girl Friday, a great comedy about the newspaper business. And the best business of all time (in my prejudiced view) is the newspaper business. Please call Glenn Schreiber, 515-570-5709 (cell) or e-mail me at schreiberglenn@gmail.com.

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumés for online viewing.

There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.

If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.

Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.

Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.

Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.

For more information, contact Cicely Gordon at cgordon@inanews.com.

? question of the week

Does the Iowa Newspaper Association have any recommendations for low-cost legal advice specifically geared toward newspapers?

The INA Legal Hotline provides competent, timely, low-cost advice from Hotline attorneys who have knowledge of laws affecting all phases of the newspaper business. The Hotline has been in operation since 1986 and thousands of questions have been answered by the attorneys. INA members find the Hotline to be a cost-effective method of obtaining prompt and practical legal advice on a variety of issues.

The Hotline is under direct sponsorship and control of the INA. INA collects the fees, promotes the service, decides who the attorneys should be and coordinates operation of the Hotline with the attorneys. It is a break-even service of the INA.

Individual INA member newspapers may join the Legal Hotline, a subscription based service, at any time by calling the Hotline attorneys with their questions at 515-283-3100.

Don't miss out on the annual Student/ Professional Networking Luncheon!

Thursday, February 6
11 a.m. to 1:30 p.m.

Downtown Marriott
Des Moines, Iowa

12 MINUTE ROUNDTABLE SESSIONS: This is a recruitment opportunity for professionals in the media industry to network and share successful experiences with students eager to learn about starting a career in journalism. **LIMITED SPOTS AVAILABLE ON A FIRST COME FIRST SERVED BASIS.** Contact Jana Shepherd at jshepherd@inanews.com or 515-422-9051 to reserve your spot! Chosen newspapers must come with business cards, internship or working opportunities at their organizations.



Board of Directors NOMINATION FORM



We submit the name of the following publisher for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

NAME OF SUGGESTED NOMINEE:

NEWSPAPER:

NOMINATED BY:

OF THE FOLLOWING NEWSPAPER:

Please return this form by November 8, 2019 to:
Susan Patterson Plank, INA Executive Director
319 E. 5th Street, Des Moines, IA 50309 or fax to 1-866-801-6702.



INA & INF Committee NOMINATION FORM

INA members are encouraged to nominate one or more people to serve on an INA or INF Committee in 2019. People nominated will be recruited to serve and will be told their name was placed into nomination by a member. Please complete and return this form to the INA by December 6, 2019. (Feel free to make extra copies for additional nominations if you wish.)

I nominate _____ of the _____ to serve on the following committee(s):
(Name) (Newspaper)

_____ **Contest Committee** (INF) - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.

_____ **Convention & Programming Committee** (INF) - plans all educational programming including the annual convention, with committee members serving as moderators. Meets approximately one time per year.

_____ **Finance Committee** (INA) - reviews the INA financial statements and annual budget. Meets approximately one time per year.

_____ **Government Relations Committee** (INA) - monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.

_____ **Marketing Committee** (INA) - oversees activities of CNA. Committee's emphasis is on efforts to bring new advertising dollars to newspapers and identify research and promotional opportunities. Meets approximately two times per year.

_____ **Nominating Committee** (INA & INF) - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.

_____ **Scholarship Committee** (INF) – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

Please fax completed form to 1-866-801-6702 or mail to INA, 319 E. Fifth St., Des Moines, IA 50309

50 *Year Club* **Nomination Form**

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

Name: *(Please print)*

Entered Newspaper Service At: *(Location)*

Now Living At:

This Nomination Submitted By:

Newspaper:

Please complete and return to
Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309 or
fax to 1-866-593-7406 by Jan. 3, 2020





An Iowa Newspaper Foundation webinar...

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

KEEPING SUBSCRIBERS HAPPY

Friday, November 22
1:00-2:00 p.m.

Registration Deadline: November 19
Registration Fee: FREE

Presented by:



GateHouse Media™

In this webinar...

Research has shown that subscribers that feel like they are part of a membership program are 48% more likely to retain. The Providence Journal has started a few subscriber-only efforts that everyone can do to help make their subscribers feel like they are a part of something. Summer Moore of GateHouse Media leads you through a number of ideas designed to keep subscribers happy.

The presenter...

Summer Moore



Summer Moore is a digital project manager for GateHouse Media based in Austin, Texas. Moore works closely with GateHouse newspapers on digital training and growth, and everything that goes into that. She also runs newsletter strategy for the company and works closely with the app development team. Before GateHouse, Moore was the digital and audience engagement editor for The Times of Northwest Indiana, and before that the lifestyles editor for The Repository in Canton, Ohio. She has been in journalism professionally for about a decade.



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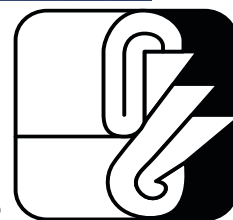
REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS

Webinar Registration



YES! Sign me up for the *Keeping Subscribers Happy* webinar **Friday, November 22**

Registration fee: free to Iowa Newspaper Association members

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

Registration deadline: November 19

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) 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

USING DIGITAL AND SOCIAL MEDIA FOR GROWING READERSHIP AND REVENUE

Thursday, November 21 1-2 p.m.

Registration fee: \$35 · Deadline: November 18

IN THIS WEBINAR...

Robert will share his experience growing his own newspaper's social media following, and how he has begun to monetize it in various ways.



THE PRESENTER...

Robert Slocum



Robert Slocum is an owner/publisher of the Timber Lake Topic, a small weekly in South Dakota. He uses social media and digital content to supplement and promote the print product. After growing an online following that has surpassed print circulation numbers, he is beginning to grow a new revenue stream via sponsored digital content.

Follow us:



Online Media Campus



OnlineMediaCamp

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.**

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 *Using Digital and Social Media For Growing Readership and Revenue* webinar Thursday, November 21.

☐ 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: November 18

(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.

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