

February 26, 2020



Volume 37  
Issue 08

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

People-Powered  
Journalism: Engagement  
Best Practices Around  
Elections and More  
*Thursday, March 5*

### MEETINGS

INA, INF & INA Services  
Co. Boards  
*Friday, April 23*

## SUNSHINE WEEK IT'S YOUR RIGHT TO KNOW

MARCH 15-21, 2020

*Online toolkit available at [www.sunshineweek.org](http://www.sunshineweek.org)*

The Sunshine Week toolkit is a free resource available to any participant including, but not limited to, professional and student journalists working in any medium; bloggers; civic and non-profit organizations; schools; and government officials (for activities related to open government only, please do not use them for inferred political endorsements).

Please note that permission to use these materials freely covers only the seven days of Sunshine Week 2020 (March 15-21). However, authors and artists may grant special use permission in cases of student newspapers, weeklies and others who may not be able to publish that week. Please contact us at [sunshineweek@newsleaders.org](mailto:sunshineweek@newsleaders.org) with individual requests.

As Sunshine Week nears, and sometimes during the week, more material will be added, so be sure to check back often.

For inspiration on the kind of work that can be done utilizing public information, please review the FOI in Action page at <http://sunshineweek.rcfp.org/foi-in-action/>, and peruse the Bright Ideas collections from past Sunshine Weeks at <http://sunshineweek.org/bright-ideas-for-sunshine-week/>. To see what was offered in earlier Toolkits, visit The Vault at <http://sunshineweek.rcfp.org/the-sw-vault/>.

### AVAILABLE TO PARTICIPANTS FOR SUNSHINE WEEK 2020:

- Special reporting package (free stories, photos and a graphic you can publish)
- Whistleblower Project
  - The Society of Professional Journalists and the Government Accountability Project have teamed up with several other whistleblowing and media organizations to inform journalists on how they can safely work with whistleblowers and have created a comprehensive case for why those brave workers who risk everything should be praised and better protected. Visit this new website to read and listen to the stories of whistleblowers who have helped shed light on corruption, government waste and injustice, as well as the reporters who work with them.
- Opinion Columns
- Editorial Cartoons
- MuckRock's Editorial Package
- Sunshine Week Logos and Icons
- A Sample Proclamation for State and Local Governments
- The Schools and Colleges Page for Students and Educators
- An assortment of Freedom of Information Resources
- Success Stories
- MDDC package for Sunshine Week
  - The Maryland Delaware and DC Press Association members collaborated on a Sunshine Week project focusing on police records fees.
- National Freedom of Information Day Discussion videos

*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

## Iowa Newspaper Foundation | Board of Directors February 5, 2020



### Iowa Newspaper Foundation Meeting Minutes

The Iowa Newspaper Foundation Board met at the Downtown Des Moines Marriott at 3:30 p.m. with the following members present: Dave Paxton, Albia Union-Republican; Carl Vieregger, Drake University; Kendra Breitsprecher, Dayton Leader; Chris Conetzkey, Des Moines Business Record; Mary Unga-Sogaard, Dyersville Commercial; Alan Mores, Harlan Newspapers; Mike Ralston, Iowa Association of Business and Industry; Randy Evans, Iowa Freedom of Information Council; Mark Rhoades, Missouri Valley Times-News; Mark Spensley, Monticello Express and Brian Steffen, Simpson College. Also present were Susan Patterson Plank, INA; Geof Fischer, INF; Samantha Fett, INA Services Co. and Jana Shepherd, INF.

#### Votes Taken:

- A. On a motion by Ralston, seconded by Vieregger, the minutes of the October 24, 2019 board meeting were approved.

#### Action Agreed Upon:

- A. Conetzkey volunteered to attend the new board member orientation on March 1 to represent the INA board.
- B. The board set its next meeting dates in 2020; April 23rd, July 17th and October 22nd

#### Other Items Discussed:

- A. The board heard an update from Patterson Plank on the consolidated financials and other business items.
- B. The board heard an update from Shepherd on programming.
- C. The board heard an update from Fischer on fundraising and the Strong Communities Strong Newspaper's Grant Program
- D. The board received a board attendance report.

There being no further business the meeting was recessed at 3:45 p.m.

The meeting was reconvened on Thursday, February 6 at 6:05 p.m. for the election of officers, with a quorum present. Also present were Susan Patterson Plank, and Samantha Fett, INA Services Co.

#### Votes Taken:

- A. On a motion of Breitsprecher, Dayton Leader, seconded by Spensley, Monticello Express the following slate of officers was elected:
  - Mark Spensley, Monticello Express, President
  - Dave Paxton, Albia Union-Republican, Vice President
  - Randy Evans, Iowa Freedom of Information Council, Secretary/Treasurer
  - Alan Mores, Harlan Newspapers, Member-at-large

There being no further business, the meeting was adjourned at 6:10 p.m.

Respectfully submitted,  
Susan Patterson Plank

## CONTACT US



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### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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#### Communications Director

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### BOARD PRESIDENTS

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Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (paid service)

# How to make hard facts easy to read

**ROY PETER CLARK**

VICE PRESIDENT AND SENIOR SCHOLAR  
THE POYNTER INSTITUTE

**M**y new book “Murder Your Darlings” isn’t a mystery thriller. It is a book about writing books — about 50 of them. Despite their differences, writing guides are consistent on how to make a text clear and comprehensible.

Here is the enduring wisdom, summarized in a dozen strategies.

## **YOU MAY WIND UP WITH THOUSANDS OF READERS, BUT BEGIN IN YOUR HEAD WITH ONE.**

When you’re ready to sit at the keyboard and write, you may already know too much. In other words, you forgot that just a while ago you were a curious learner. Don’t write down to the audience, but imagine how you would begin to explain your topic to a single person sitting next to you on a barstool.

## **CREATE THE ILLUSION OF CONVERSATION.**

Writers talk about wanting to achieve an authentic voice. But in most cases, no one is speaking aloud. The text is coming off the page or screen. But you can create the illusion of someone speaking to another. The most powerful tool for achieving this is addressing the reader directly as “you.”

## **SLOW DOWN THE PACE OF INFORMATION, ESPECIALLY AT POINTS OF COMPLEXITY.**

The great writing teacher Don Murray taught this lesson to countless writers: “Use shorter words, shorter sentences, and shorter paragraphs at the points of greatest complexity.” Too often, the reader gets sprayed with long complicated sentences and just can’t keep up. Think of the period as a stop sign. The more stop signs, the slower the pace, which is good if you are trying to make something clear.

## **EITHER AVOID JARGON — OR TRANSLATE IT.**

All of us are multilingual, which is to say that we belong to lots of different language clubs. My grandfather was Italian. My grandmother was Jewish. I have a degree in English literature. I play in a rock band. I coached girls soccer. Each of those experiences has taught me to communicate in a different dialect. When I report on a technical subject, I have to learn a specialized language. But readers are out of the loop and will not understand jargon, unless I teach it to them.

## **USE AS FEW NUMBERS AS WILL GET THE JOB DONE.**

I learned this from Wall Street Journal writer and editor Bill Blundell. “My goal,” he told me, “is to write a WSJ story without a single number. If I can’t do that, then it is to write a story with only ONE really important number.” Never clot a bunch of numbers in a single paragraph; or worse, three paragraphs. Readers don’t learn that way.

## **LIFT THE HEAVY CARGO OUT OF THE TEXT AND PUT**

## **IT IN A CHART OR GRAPHIC.**

I learned this from the world’s best news designer, Mario Garcia. One way to handle numbers — or other technical information — is to deliver it in a visual way. Some things — like travel directions — are difficult to deliver in a text. A locator map may be better. But remember this: Just because it exists in a graphic does not mean it will be easy to understand. Test it out.

## **REVEAL HOW THE READER CAN USE THE INFORMATION.**

Imagine a story where a city is applying for a grant to build a plant to recycle sewage water. “They are going to do what?” asked the city editor. “Will we be drinking sewage water in this town?” The reporter set him straight: “No, Mike, you don’t drink it. But you can water your lawn with it. And firefighters can put out fires with it. And it will save taxpayers a lot of money, especially during droughts.”

## **ONLY QUOTE PEOPLE WHO CAN MAKE THINGS CLEARER THAN YOU CAN.**

A common piece of writing advice is to “Get a good quote high in the story.” The key word there is not “high,” but “good.” If you are working on a tough story, you will be interviewing experts, so be careful. Experts have a way of showing off their expertise by using jargon. You don’t have to be impolite: “Can ya give it to me in plain English, Doc?” But you can repeat questions such as “How would that work?” “Can you give me another example?” “Can you please repeat that? I want to make sure I’ve got it right.”

## **LOOK FOR OPPORTUNITIES TO TELL STORIES — EVEN IN MINIATURE.**

Reports deliver information to readers. Stories create experiences. We have a word that describes a miniaturized story. It’s called an anecdote. You can tell one in a paragraph, maybe even in just a couple of sentences. “They banged on a garbage can in the dugout so the hitter knew he was getting a curveball.” You can experience that, even though I delivered it in a few words.

## **ONE HUMAN IS MORE MEMORABLE THAN TONS OF DATA.**

I remember a Wall Street Journal article that began with the story of a dead woman in a morgue. Her husband stood beside her, looking at the soot on her face, and the wound near her temple which was fatal. Why are we reading about her? Because she was the first woman known to have been killed in an underground mine disaster. So what? As more and more women entered jobs once limited to men, they got to share in the benefits and the dangers.

## **REVEAL SECRETS.**

Maybe I should have titled this “The 12 secrets of clear writing.” When I use the word “secret” in a headline or title, the audience seems to pay closer attention. Why are women doing so much better in academic achievement in the last decade than men? What was the secret of the

**HARD FACTS** - cont. on page 4

# ? question of the week

## Is there any reason to keep track of your newspaper's trust account with the post office?

Yes. While the post office maintains a running tally of account information, closely monitoring the account yourself is a good way to double-check for any potential errors. One Iowa publisher came close to losing out on a week's worth of postage due to an error made at the post office. When she received her verification from her local post

office, the amount was less than what her records showed. She shared her records with her local post office, who then contacted the main post office in Des Moines, where it was found that she had been charged twice in one week for the same amount of postage. So the safest way to ensure no billing errors are made is to keep your own running tally.

## Iowa Newspaper Foundation | Annual Meeting February 6, 2020

The meeting was called to order at 4:50 p.m. at the Marriott Hotel in Des Moines with a quorum present.

### Votes Taken:

- A. 1. On a motion by Rich Paulsen, Creston News Advertiser, seconded by Chris Conetzkey, Des Moines Business Record, the following candidate was nominated by the INF Nominating Committee was elected to the INF Board of Directors:
  - Corey Lindsey, Leon Journal-Reporter to a first three-year term.

The meeting was adjourned at 5:00 p.m.

Respectfully submitted,  
Susan Patterson Plank

## ATTENTION NETWORK PARTICIPANTS

Please update your  
bookmarked link to receive  
your weekly network ads!

[www.inanews.com/  
inadownloads](http://www.inanews.com/inadownloads)

*This link also provides media  
kits and order forms.*

### HARD FACTS - cont. from page 3

South Korean film that won the Academy Award for Best Picture? What is the best way for college graduates to recover from student debt? I am addicted to any story that includes the phrase: "Here's how it works."

### READ YOUR DRAFT ALOUD.

I have taught these lessons to businesses, non-profits, labor unions, and governmental agencies, places, to quote one client "Where language goes to die." I asked one editor, "Is there a reason why that paragraph has to be 417 words long?" That absence of white space created a dense, impenetrable block of type. Read it aloud, I suggested, and you will be able to hear the natural breaks.

### BONUS: THINK OF SUBJECTS AND VERBS AS CONJOINED TWINS.

The clearest sentences almost always keep subject and verb together near the beginning. When subjects and verbs in the main clause are separated, all kinds of mischief can occur.

Your job as a writer is not just to dump data. Your job is to take responsibility for what readers know and understand in the public interest. Now get to it.

## American Press Institute introduces 'Better News'

**B**etter News is designed to serve three purposes: (1) to collect, curate and operate as a central repository of best practices in the craft of journalism and the challenge of journalism sustainability; (2) to provide strategic guidance on the most important issues facing news organizations, particularly local, regional and metropolitan newspapers; and (3) to share important lessons from participants of the Knight-Lenfest Newsroom Initiative.

There's no shortage of reporting out there — much of it excellent — on the craft of journalism and the challenge of journalism sustainability. And you can learn a great deal from such reporting: Tips, tools, and tactics to make better products, grow audience, generate revenue, or tell better stories. But there are two problems we hear from folks in the news business: (1) Unless you're actively looking (and even if you are), great resources can be difficult to find. And more importantly (2) without strategic framework, these tips become noise — more things to try, more random and uncoordinated "stuff."

The Knight-Lenfest Newsroom Initiative was built on the concept of "table stakes" — a term derived from poker (that is, what is required to have a seat at the table). For local/regional/metro newspapers, or any legacy news organization, the question is: What do you have to do to survive and thrive — to "get in the game"?

Visit [www.betternews.org](http://www.betternews.org) to learn more.



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**COMMUNITY EDITOR.** You're more than an editor. You are the Globe Gazette's "face" in Osage, Iowa. The Globe Gazette seeks an experienced reporter who's ready to be a community leader. This position will be based out of our Mason City office and will cover Mitchell County and its largest community, Osage – including local government, education, public safety and whatever interesting news comes your way.

The successful candidate thrives on independence – they just want to be turned loose on the community to meet new people and find out what's important to our audience there. They'll be skilled at developing sources, sussing out the news from government documents and writing amusing features about people of interest. If you're a journalist who needs institutional reporting to find your stories, this isn't the job for you.

Big, big plus to the person who has done lots of Facebook Lives and has shot their own photos on occasion.

Send a resume and five of the clips that best represent what you love to write.

The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit [www.lee.net](http://www.lee.net). Drug free and Equal Opportunity Employer

**PART-TIME ADVERTISING SALES REPRESENTATIVE.** The Northwood Anchor and Manly Junction Signal, newspapers in Worth County, are seeking a part time advertising sales representative, with potential for other opportunities. We offer a job with a flexible schedule, working with a small team to support several local communities, their businesses and their newspapers. Questions or resumes may be emailed to [kris@nwdanchor.com](mailto:kris@nwdanchor.com).

**SENIOR STAFF WRITER.** The Des Moines Business Record is seeking a full-time journalist to cover economic development in Greater Des Moines. The right candidate will join our experienced staff to lead the Business Record's coverage of the people, issues and trends affecting the business community as the region continues to grow and transform. The position requires a strong writer who can develop a beat and write in-depth analysis pieces on a variety of business topics for our weekly print edition, website, newsletters and specialty magazines. This person must function with a great deal of autonomy, building sources on his/her beats and managing his/her story schedules. Apply at [www.businessrecord.com/hiring](http://www.businessrecord.com/hiring). 0212

## ▼ FOR SALE

**Considering a sale of your newspaper but not sure where to start?** Iowa's newest media broker, Scenic Trail Media Brokers, LLC, is here to help you. Scenic Trail Media Brokers will work with you in every step of the process to properly market your newspaper to help you attract the right buyer for your property. We'll work with you until the final closing to make sure you get top dollar. Call Ryan Harvey today at 515-689-1151 or reach him by email at [scenictrailmediabrokers@gmail.com](mailto:scenictrailmediabrokers@gmail.com) for more information.

**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](mailto: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](mailto:dtappnewsbrokerageofiowa@gmail.com), 319-350-2770.

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

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

**Client looking to purchase a small weekly Iowa newspaper.** Sellers contact Dave Tapp of News Brokerage of Iowa, [dtappnewsbrokerageofiowa@gmail.com](mailto:dtappnewsbrokerageofiowa@gmail.com), 319-350-2770.

**If you are considering a purchase**, look no further! I have strong, profitable properties available across the state just waiting for owner operators or corporations. **Just listed:** Looking to be your own boss? Look no further! This small, profitable southern Iowa weekly is just waiting for you. Aggressively priced to move. **Just listed:** Rare opportunity to buy this profitable eastern Iowa weekly as current long-time owner ready to slow down. Located in a progressive community near larger communities. Perfect opportunity for an add-on to existing business or as a hands-on, stand alone business. **Motivated seller:** 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 as a hands-on, stand alone business. **Retirement awaits:** Profitable northwest Iowa weekly newspaper available for sale with or without real estate. **Weekly newspaper group:** 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 to any property are strictly confidential. For more information

MEMBER EXCHANGE - cont. on page 6



## Iowa Newspaper Association Bulletin

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### ▶ IN THIS ISSUE...

- People-Powered Journalism: Engagement Best Practices Around Elections and More

#### MEMBER EXCHANGE - cont. from page 5

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 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](http://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](mailto:cgordon@inanews.com).*



And  
Finally

A horse walks into a bar. The bartender asks, "why the long face?"



An Iowa Newspaper Foundation webinar...



# PEOPLE-POWERED JOURNALISM:

## *Engagement Best Practices Around Elections and More*

Thursday, March 5 · 1-2 p.m.

Registration fee: FREE · Deadline: March 2

### IN THIS WEBINAR...

What are best practices around engagement journalism, and how can it inform elections coverage? In this webinar, Bridget Thoreson of media consultancy Hearken will share lessons learned from partnerships with more than 250 organizations, including 50 newsroom projects specifically focused on elections coverage. This will include a detailed look at the Citizens Agenda, a model for campaign coverage that puts the public's information needs at the heart of election reporting.

### THE PRESENTER...

#### **Bridget Thoreson**



Bridget Thoreson has worked with 48 news organizations in the U.S., Canada and the U.K. on public-powering their journalism, mapping audience engagement best practices to editorial projects and the bottom line. She previously worked as an audience development specialist for eight digital and print brands at a magazine publisher and spent seven years as a reporter and editor at a daily community newspaper. She's a co-author of "The Citizens Agenda," a guide to generate more inclusive and responsive news coverage for voters, published ahead of the 2020 U.S. election.

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



**ONLINEMEDIACAMPUS**



# Webinar Registration

YES! Sign me up for the *People-Powered Journalism: Engagement Best Practices Around Elections and More* on Thursday, March 5

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

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

**Registration deadline: March 2**

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

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

**RECEIPT OF REGISTRATION:**

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