

April 22, 2020



Volume 37
Issue 16

Iowa Newspaper Association Bulletin

www.INAnews.com

INA MEMBER UPDATE | COVID-19

CALENDAR of EVENTS

WEBINARS

What Makes Something
Newsworthy?
Thursday, May 7

Diving Into The Sales
Techniques Behind Selling
Response
Thursday, May 21

SUSAN PATTERSON PLANK
EXECUTIVE DIRECTOR, IOWA NEWSPAPER ASSOCIATION

The Iowa Newspaper Association is working with its national partners to promote measures to aid local news media during the COVID-19 pandemic. We encourage our members to reach out to Sens. Charles Grassley and Joni Ernst to urge support for the measures which include:

THERE IS NO GOOD REASON TO ALLOW USPS TO FALTER

NNA is working hard for our industry in Washington, helping Congress to understand the urgent need to help community newspapers through the uninvited business interruption caused by COVID-19.

NNA has sent out a position paper on how Congress can assist. We know that Congressional leaders are this week putting together an extension of the Payroll Protection Program loan assistance. More than 70% of small businesses have applied for these loans — the money may run out.

Congress also can help by requiring federal advertising dollars to be directed to local communities where they are most needed. And, as we hear nasty rumors that USPS may run out of money this fall, Congress ought to finally get off the mark and provide an appropriation for this critical agency. Hold them accountable, newspaper people! There is no good reason to allow USPS to falter.

Now, **our industry needs your help**. Please take a look at NNA's position paper that can be found at <https://www.nna.org/issue-brief-help-for-community-newspapers>, and get it into the hands of your entire Congressional delegation — senators and representatives. You don't need a long cover letter. Just tell them: help! Newspapers are doing their parts in the communities. Congress must support this work.

Please use your best contacts with these offices. Reach out to the local district offices as well as those in Washington. You can find all of their information at www.house.gov and www.senate.gov. If you need help, email Tonda Rush, tonda@nna.org.

Hang in there! This is the challenge of our lifetimes. Our communities need us to weather this storm.

STIMULUS RELIEF FOR NEWS PUBLISHERS

Congress has moved forward despite an intense push without our SBA fix that would have provided affiliation waivers for local news groups. The bill will be a clean replenishment of SBA for \$475B with \$100B of that towards

hospitals (last we heard). The good news is that we made headway and have assurances for consideration in the next package. We will also now combine these efforts with a push to get funding for advertising through the federal agencies directed towards local news, which is garnering wide support.

News Media Alliance is asking that you help get signatories on two letters:

SBA Expansion (House Letter): <https://inanews.com/sba-expansion-house-sample-letter/>

As you know, we're pushing to get an SBA fix for local newsrooms to be able to receive forgivable loans to be used on payroll (and we're still exploring an expansion of the loans to cover printing costs). Our goal is to have affiliation rules waived to allow for every newspaper under 1000 employees to have an opportunity to apply for SBA loans. This would allow thousands of newspapers who are currently serving readers quality information related to health and the communities to apply for a loan even if they are part of a larger group of papers or affiliated owners who have non-news business. We estimate that this would cost \$1.5 to 3 billion from the PPP that is currently being replenished by Congress.

Please see the House letter below and ask your Congressman to sign on and support local journalism. The full text of the letter is below. If you have any questions, please contact Slade Bond (slade.bond@mail.house.gov) with Representative David N. Cicilline or Matt Bisenius (matt.bisenius@mail.house.gov) with Representative F. James Sensenbrenner.

Government Advertising (Senate Letter): <https://inanews.com/government-advertising-senate-sample-letter/>

Over 240 members of the House of Representatives sent a letter to President Trump asking him to direct his cabinet secretaries to shift existing agency advertising campaigns to local newspapers and broadcasters. Today, Senators Daines (R-MT), Manchin (D-WV), Barrasso (R-WY), Boozman (R-AR), Tillis (R-NC), Markey (D-MA), Crapo (R-ID), Ernst (R-IA) and Peters (D-MI) have signed and circulated the attached letter that encourages the Acting Director of the Office of Management and Budget to work with federal agencies throughout the government to increase advertising

MEMBER UPDATE - cont. on page 2

Global Journalism Emergency Relief Fund for local news deadline April 29

RICHARD GINGRAS, VP, NEWS
GOOGLE NEWS INITIATIVE

Local news is a vital resource for keeping people and communities connected in the best of times. Today, it plays an even greater function in reporting on local lockdowns or shelter at home orders, school and park closures, and data about how COVID-19 is affecting daily life.

But that role is being challenged as the news industry deals with job cuts, furloughs and cutbacks as a result of the economic downturn prompted by COVID-19. The Google News Initiative wants to help by launching a Journalism Emergency Relief Fund to deliver urgent aid to thousands of small, medium and local news publishers globally. The funding is open to news organizations producing original news for local communities during this time of crisis, and will range from the low thousands of dollars for small hyper-local newsrooms to low tens of thousands for larger newsrooms, with variations per region.

Starting today, publishers everywhere can apply for funds via a simple application form. We've made this as streamlined as possible to ensure we get help to eligible publishers all over the world. Applications will close on Wednesday April 29, 2020 at 11:59 p.m. Pacific Time. At the end of the process, we'll announce who has received funding and how publishers are spending the money.

Additionally, we recognize that covering the coronavirus pandemic can take its toll on reporters on the front line. That's why Google.org is giving \$1 million collectively to the International Center for Journalists, which plans to provide immediate resources to support reporters globally, and the Columbia Journalism School's Dart Center for Journalism and Trauma which is helping journalists exposed to traumatic events experienced during the crisis.

Today's news builds on other efforts we've made to support the industry and connect people to quality information at this time of need. We believe it is important to do what we can to alleviate the financial pressures on newsrooms, and will continue to look at other ways to help with more to announce soon.

Visit <https://blog.google/outreach-initiatives/google-news-initiative/global-journalism-emergency-relief-fund-local-news> to read the article online.

MEMBER UPDATE - cont. from page 1

in local newspapers and broadcast stations. These senators would like to send the letter by close-of-business on Thursday.

We encourage you to contact your Senators and ask them to sign the letter, with a particular focus on Senate Republicans. If interested, Democratic offices should contact Senator Manchin's office to sign: seth_gainer@manchin.senate.gov and Republican offices should contact Senator Daines office to sign: Joshua Sizemore (Joshua_Sizemore@daines.senate.gov). If you have any questions please contact Paul: paul@newsmediaalliance.org

HELP BY CONTACTING YOUR REPRESENTATIVES!

SENATOR CHUCK GRASSLEY: <https://www.grassley.senate.gov/constituents/questions-and-comments>

SENATOR JONI ERNST: <https://www.ernst.senate.gov/public/index.cfm/email-joni>

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

INA LEGAL HOTLINE
515-283-3100 (paid service)

Iowa is denying the public access to some records of its COVID-19 response; 'When you lose transparency, you lose trust,' one advocate said

This story is available for all newspapers to run with credit given to Barbara Rodriguez, Des Moines Register. Find the article online by visiting: <https://www.desmoinesregister.com/story/news/health/2020/04/20/iowa-public-health-homeland-security-agencies-deny-public-documents/5151202002/>

BARBARA RODRIGUEZ
DES MOINES REGISTER

Gov. Kim Reynolds' administration has denied some requests for information about Iowa's preparedness and response to the novel coronavirus by citing a broad exemption in the state's public records law.

Two Iowa agencies have denied Des Moines Register requests this month seeking documentation of the state's pandemic response plan and daily reports regarding the state's response to the virus and COVID-19, the respiratory disease caused by the virus.

In their denials, the agencies, which are leading Iowa's response to COVID-19, cited a broad confidentiality exemption in Iowa's public records law that says information and records about "physical infrastructure, cyber security, critical infrastructure, security procedures or emergency preparedness" can be denied if "disclosure could reasonably be expected to jeopardize such life or property."

Experts on public records criticized the lack of transparency.

"When you lose transparency, you lose trust," said Daniel Bevarly, executive director of the National Freedom of Information Coalition. "... then you start to grow seeds of suspicion. 'Why not? You know, what are they not telling us?'"

The Register sought a copy of a pandemic emergency response plan the Iowa Department of Public Health first created more than 10 years ago. It also sought reports from the Iowa Department of Homeland Security and Management regarding day-to-day actions from the state on the virus.

One of the agencies also denied the release of information about businesses that have sought COVID-19 testing from the state. Several meatpacking plants in Iowa have suspected outbreaks of the disease, and Reynolds has said the state has sent testing materials to the plants, but the information she has released has been limited.

AGENCY DEEMS PANDEMIC PLAN OFF-LIMITS

The Iowa Department of Public Health has kept a pandemic emergency response plan since at least 2005, according to agency spokeswoman Amy McCoy.

McCoy released general bullet points about the plan that she said encapsulated the information, which she said is based on a phased-in model from the World Health Organization.

But McCoy cited the confidentiality exemption in Iowa's public records law in not releasing the plan in its entirety.

HOW CAN YOU HELP?



RUN THIS STORY IN YOUR NEWSPAPER



CALL YOUR REPRESENTATIVES



WRITE AN EDITORIAL

In states like Oregon, home to one of the country's first COVID-19 outbreaks, public health officials have made their pandemic influenza plan available on a state website. In Kentucky, a school district representing more than 100,000 students shared its pandemic response plan. The Iowa Department of Corrections has also posted an 11-page "Epidemic and Pandemic Action Plan," which was last updated in March, to its website.

Under Iowa's public records law, the custodian of such state records can choose to release the information.

Randy Evans, executive director of the Iowa Freedom of Information Council, said the department should release the plan.

"I think it's legitimate for people to wonder whether the state is following that plan the way it was envisioned," he said.

McCoy said in an email that the state is being as transparent as possible.

"Every day public health is looking at new ways to share information with a goal of protecting the public. To say we are doing anything short of being transparent and trying to conduct as much outreach as possible to protect Iowans is inaccurate and unfair to the hard-working civil servants who are fulfilling an incredible amount of requests for information from the public and press at this challenging time for all Iowans," she said.

AGENCY DENIES COVID-19 REPORTS

Another agency, the Iowa Department of Homeland Security and Management, denied the Register's request for "situation reports" about COVID-19 it was producing and sending to entities like state lawmakers, their legislative staff and members of Iowa's congressional delegation.

The agency produced at least 10 of these reports in March. The documents detailed how state agencies have coordinated with one another and provided services to Iowans. The reports also highlighted general local requests for resources.

Evans with the Iowa Freedom of Information Council reviewed one of the reports at the Register's request.

"I don't see anything in this document that raises any confidentiality or privacy concerns," he said via email. "This easily could have been a press release that state government would have issued."

On April 1, Director of Homeland Security Joyce Flinn decided

Newz Group Announces Program to Help Rural Journalism

LOCAL NEWS IS MORE IMPORTANT THAN EVER IN THE FACE OF COVID-19.

Newz Group Publishing Support Services is pleased to announce that they will be offering no cost E-Edition hosting for three months to any paper in America to support rural and community papers during the COVID-19 pandemic.

"Local journalism is the information backbone for many rural communities across America, and the pandemic has hit community newspapers hard as local advertising dollars dry up. Accurate information in small communities has never been more important, and we cannot let these publications disappear. We all need to do our bit in the face of COVID-19, and Newz Group is stepping up," said Brad Buchanan, President of Newz Group.

LOCAL NEWS COVERAGE MATTERS MORE THAN EVER

Newz Group knows that in times of crisis, people turn to their local paper for reliable information. By offering no

cost E-Edition services for three months, Newz Group hopes to help papers across America cut costs, allowing them to continue to provide their respective communities with the news they need. "We need to make that technology available to everyone so rural people can get accurate information about what is going on their area," said Brad Buchanan, President of Newz Group. Any paper, regardless of size is encouraged to contact Newz Group to see how they can take advantage of this program.

NEWZ GROUP BACKGROUND

Founded in 1995, Newz Group has been operating publisher support services and multi-state media monitoring services for 25 years. The family-owned company works closely with state press associations throughout the U.S., archiving about one-third of all newspapers published in America. Newz Group believes that local journalism is an important part of American society and works every day to give journalists and publishers the tools they need to thrive.

PUBLIC ACCESS - cont. from page 3

to stop producing the situation reports, according to John Benson, chief of staff at the department. Flinn's decision came one day after the Register published an article based on one of the reports. The Register, which had obtained the reports from sources, had also previously cited information in the report and sought comment on that information from state officials.

Benson said lawmakers and others who were previously receiving those reports can watch the governor's news conferences to learn more about the state's response or contact his office.

"A mistake we made was not properly communicating that those reports are considered confidential under Code of Iowa section 22.7(50). Thus, some of the reports were provided to unintended audiences," said Benson in an email to the Register.

IOWA AMONG OTHER STATES LIMITING COVID-19 INFORMATION

Beverly with the National Freedom of Information Coalition said his organization is tracking instances around the country where officials are not releasing information about the pandemic. Dozens of public records groups have called for more transparency from state governments during the outbreak.

In Pennsylvania, the governor recently delayed the release of information about how his administration decided which businesses would close in the state because of the virus. In Florida, the Miami Herald wrote, "the administration of Florida Gov. Ron DeSantis often has been unwilling or unable to provide crucial information about its coronavirus response."

"It sets a precedent," Beverly warned, "where anything that you could say is related to COVID is exempt from the public."

Reynolds, during her weekday news conferences, typically updates the public on the latest number of COVID-19 cases and provides general information about

issues like personal protective equipment for health care workers and some information about outbreaks. Her office is also releasing county-level data on an IDPH website and started releasing race and ethnicity data in mid-April.

But the Iowa Department of Public Health has authority under state law to limit the scope of the information it shares during an infectious disease investigation. After Reynolds announced Monday that the state was sending more COVID-19 testing to Iowa businesses, the department cited the law in denying the release of more information about the businesses.

McCoy, with the public health department, said in an email that while the state is releasing the name of long-term care facilities with COVID-19 outbreaks, "the name of a business or entity involved in an outbreak can be released to the public only if the IDPH director or state medical director determines such a disclosure is necessary to protect the public."

Sen. Joe Bolkcom, D-Iowa City, said Reynolds' staff stopped communicating with Democratic lawmakers at the start of the month, after the Register obtained audio of a phone call among them.

Bolkcom said some members of the Democratic caucus were not happy that the audio was shared with the media, but he doesn't think it should stop Reynolds from communicating with a large swath of lawmakers.

"It is not reason to quit giving a regular briefing to 70-plus legislators who represent Iowans across the state," Bolkcom said.

Garrett, the governor spokesman, said Bolkcom's critique does not acknowledge the work Reynolds does to keep lawmakers informed. "The governor's office, her legislative liaison, and her administration regularly update Iowa lawmakers. The governor also holds a daily press conference to update the entire state."

Barbara Rodriguez covers health care and politics for the Register. She can be reached by email at bcrodriguez@registermedia.com or by phone at 515-284-8011. Follow her on Twitter @bcrodriguez.

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.

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.

▼ FOR SALE

NEW LISTING! For sale: BNorthwest Iowa weekly newspaper with supplement and printing shop. County legal plus legal for four towns. Newly remodeled brick/block building, equipment, large inventory included. Selling because of age/health. Phone 712/230/1405 or e-mail rouse@nethtc.net

For sale: Brand new, never-out-of-the-box iMac, 3.1GHz 6-Core Processor with Turbo Boost up to 4.3GHz; 1 TD storage, Retina 5K display; 8GB 2666MHz DDR memory; Radeon Pro 575X with 4GB of GDDR5 memory, two Thunderbolt 3 ports, Retina 5K 5120-by-2880 P3 display; Lists \$1,999; Will Sell for \$1600. Call Charlie at 712-830-3646.

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.

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.

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 contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenictrailmediabrokers@gmail.com

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.



Iowa Newspaper Association Bulletin

www.INAnews.com

► IN THIS ISSUE...

- What Makes Something Newsworthy?
- Diving Into The Sales Techniques Behind Selling Response

MEMBER EXCHANGE - cont. from page 5

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.

Reminder to all newspapers: If you change the number of days per week that you print please let the INA know by notifying media@cnaads.com.

Please keep in mind that the Iowa Code section 618.3 provides for very specific guidelines for the definition of a newspaper for the purpose of public notifications. The first of which is that a newspaper of general circulation must have published at least once a week for at least 50 weeks per year within the area. The code does not address how many pages the newspaper must be. It does provide that at least 25% of the newspaper's total column space in more than one half of its issues during any 12-month period should be news versus advertising.

As a reminder, if you have agreed to upload your print editions to the NewzGroup site, you should be doing so regularly upon publication of each edition you print. Uploading your newspaper allows CNA to secure tearsheets more quickly and, in turn, pay you faster for advertising that runs in your newspaper. In addition, if you are uploading to NewzGroup, you only need to mail CNA two copies of each newspaper you publish, allowing you to save on postage.

If you're interested in getting more information on uploading your paper to NewzGroup, please contact Judy Mowery at jmowery@inanews.com.



An Iowa Newspaper Foundation webinar...

WHAT MAKES SOMETHING NEWSWORTHY?

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



Thursday, May 7 · 1-2 p.m.

Registration fee: \$35 · Deadline: May 4

IN THIS WEBINAR...

Does your newsroom react on gut instinct to decide what to cover? Do you feel like you're doing the same stories everyone else is doing when you try to localize major regional and national stories? There's a better way to make stories meaningful and relevant for local readers. The elements of news are timeless, because human nature is timeless. In this webinar, you'll learn how to leverage the basic elements of news to make faster, better decisions about what to cover and how to do it. And we'll also show how journalists contribute to perceptions of bias and sensationalism when they misinterpret why something is newsworthy. For those who may have studied this in journalism school, it's a great refresher. For others, you'll discover new tools to make the most effective use of your resources.

THE PRESENTER...

Dennis Hetzel



Dennis Hetzel, has been an award-winning reporter, editor and publisher at newspapers in multiple states for Lee Enterprises, Gannett and other media companies. He also taught journalism at Penn State and Temple universities and retired in 2019 as executive director of the Ohio News Media Association where he gained a national reputation for his work on open government issues.

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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 *What Makes Something Newsworthy?* webinar Thursday, May 7.

☐ 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: May 4

(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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An Iowa Newspaper Foundation webinar...

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

DIVING INTO THE SALES TECHNIQUES BEHIND SELLING RESPONSE

Thursday, May 21 · 1-2 p.m.

Registration fee: \$35 · Deadline: May 18

IN THIS WEBINAR...

Last year, Bob McInnis showed you a new approach to selling advertising that enables your staff to sell the only thing your prospective advertisers actually care about—response. These days, it's no longer just a nice way to approach the sale but a matter of survival.

So, while last year Bob shared the philosophy and overall approach to selling response, this year he's back to dive into some real specifics including what to say at various stages of the sales call, including eliminating upfront stalls, selling ad size, frequency, and impressions, and overcoming objections.

This 60-minute webinar equally appropriate for publishers, ad directors, and ad reps.

THE PRESENTER...

Bob McInnis



Bob McInnis is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group. He eventually served as ad director there and at a larger group of 10 community newspapers before being hired by 750,000 circulation Newsday/New York Newsday as major accounts supervisor and training manager.

In 1993, he launched a consulting practice and has spent the years since working with community newspapers and newspaper associations throughout the world. While the variety of products have evolved over the years to include digital, the motivations behind why local businesses buy advertising has not, making the integration of paid digital—and even selling against social media—seamless.

Follow us:



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ONLINEMEDIACAMPUS



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YES! Sign me up for the *Diving Into The Sales Techniques Behind Selling Response* webinar Thursday, May 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: May 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.

CANCELLATION POLICY:

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