



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

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

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

## BAIL OUT THE POSTAL SERVICE BEFORE CRUISE LINES

**RANDY EVANS, EXECUTIVE DIRECTOR  
IOWA FREEDOM OF INFORMATION COUNCIL**

It's quiz time.

What arm of the federal government has the most contact with ordinary Americans, people like you and me?

Is it the Internal Revenue Service? Social Security Administration? The Food and Drug Administration? Or the Department of Agriculture?

Nope. Not that one. Not that one, either. None of those.

The arm of the government that touches more people more often, day after day, is the U.S. Postal Service. Young, old and in between, more people send and receive mail several times each week than are involved regularly with any other federal government entity.

A smaller proportion of the population pays taxes to the IRS than uses the U.S. mail. Fewer people receive Social Security payments or have money withheld from paychecks for Social Security and Medicare.

When you think about it, is there a bigger bargain out there today than the one provided by the Postal Service?

For a mere 55 cents, you can send a birthday card to your dear Aunt Mabel who lives down the street from you. Or for the same price, you can dispatch a letter from your vacation in Key West, Fla., to an envious friend in Point Barrow, Alaska.

Yes, email has eaten into the volume of letters that mail carrier Homer Stufflebeam used to deliver in Bloomfield when I was a kid. And yes, FedEx and UPS have grabbed a big share of package deliveries away from the Postal Service.

But mail volumes have plunged --- and with that, the Postal Service's financial troubles have mushroomed --- since the coronavirus reached the United States earlier this year.

Few people now are sending invitations to weddings, showers and graduation parties for the simple fact that events like those are not being held because of the health crisis.



Randy Evans

Merchants are not sending their ads to us because many stores have closed for the duration of this crisis.

Postmaster General Megan Brennan told members of Congress last week that the nation's mail service needs \$50 billion in government assistance. Otherwise, the Postal Service will run out of money by the end of September.

The massive \$2 trillion coronavirus stimulus package Congress recently approved includes a \$10 billion loan to tide the Postal Service over through the spring.

But President Trump is blocking any further assistance to the Postal Service. He believes the service has brought on its financial troubles itself by charging Amazon too little for delivering its packages.

While the Postal Service is making a profit on its package deliveries, a Treasury Department task force said last December that pricing for packages should be set to maximize profits. The report also recommended giving the Postal Service the authority to eliminate collective bargaining over pay for its workers and to reduce the number of days it delivers mail, most likely on Saturday.

That's not enough for some people who have long advocated for privatizing the mail service.

One aspect of the Postal Service's finances that did not get scrutiny from the task force was a law passed in 2006 by the Republican-controlled Congress and signed into law by President George W. Bush. That law forces the Postal Service to calculate its pension costs for the next 75 years and then to bank enough money in the first 10 years to cover those future expenses, rather than socking the money away on a pay-as-you-go basis the way everyone pays their mortgages.

The report also did not address a bigger fundamental question that deserves wide public discussion:

Should the Postal Service be expected to turn a profit? Or should it be operated as an essential government service, the way police departments, fire departments, and our military are operated?

And do we want to sell off the Postal Service and let FedEx or UPS handle mail deliveries? I remind you that I while I can have a letter delivered to you for 55 cents, FedEx

POSTAL - cont. on page 3



# NEWSPAPERS HAVE YOUR BACK.

**America's Newspapers offers free marketing campaign to newspapers promoting subscriptions — in print or digital**

"Newspapers have your back," reads a new marketing campaign being rolled out by America's Newspapers. "We are grateful for those who have our back in this important time."

Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them.

Your readers are counting on you to bring them the news they need ... when they need it. And, the importance of the work that you do has never been more critical.

With this campaign, we remind readers that we are grateful for their support — through print or digital subscriptions.

These ads were produced in partnership with Sandpaper Marketing.

If you have any difficulty accessing the files, email Greg Watson at America's Newspapers.

Visit <http://newspapers.org/americas-newspapers/marketing-campaign/> to learn more.

## CONTACT US



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**Website** [www.INAnews.com](http://www.INAnews.com)

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#### Iowa Newspaper Foundation

Mark Spensley, Monticello Express

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[advertising@monticelloexpress.com](mailto:advertising@monticelloexpress.com)

### U.S. MAIL

Iowa Newspaper Association

319 East 5th St.

Des Moines, IA 50309

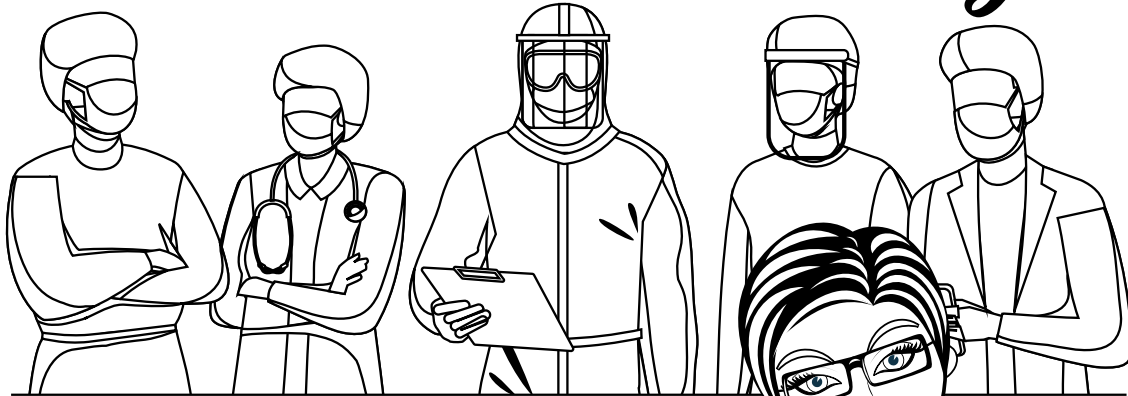
### INA LEGAL HOTLINE

515-283-3100 (*paid service*)

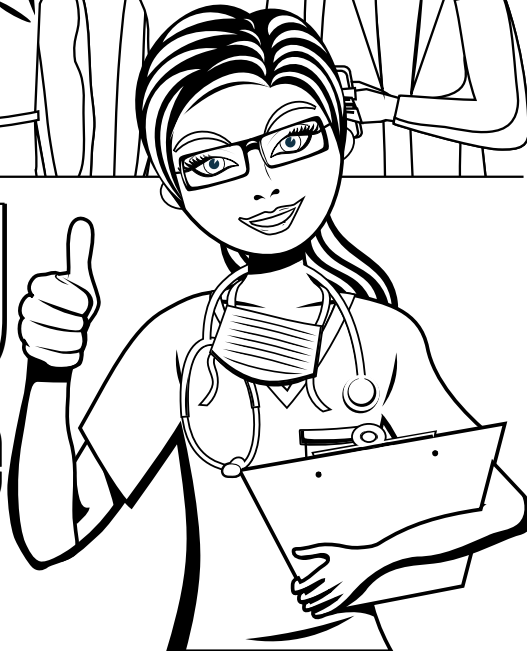


IDEAS WORTH SHARING!

# COMMUNITY BANKERS *We're All One Community!*



# THANK YOU Healthcare Workers!



1. COLOR THE PATTERN ANYWAY YOU LIKE! 2. HANG IT IN A WINDOW WHERE IT WILL BE VISIBLE TO YOUR NEIGHBORS AND PASSERS-BY. 3. TAKE A PICTURE OF THE WORK BEING DONE, HOLDING UP YOUR PATTERN, OR HANGING IT UP (INCLUDE THE ARTIST) 4. EMAIL THE PICTURE TO AMINARD@IAFALLS.COM WITH THE NAME AND ADDRESS OF THE ARTIST. 5. POST TO SOCIAL MEDIA AND TAG TIMES CITIZEN AND YOUR BANK!

## Times Citizen Communications builds creative revenue

**T**imes Citizen Communication has come up with a creative way to get community businesses involved with supporting their local newspaper. The paper sold four weeks of different double truck coloring pages. The pages reflect messages of hope and bring people

together for a timeless activity.

If your newspaper has come up with a creative way to keep advertising moving during these tough times, please email Cicely Gordon at [cgordon@inanews.com](mailto:cgordon@inanews.com) or tag us on social media @IowaNewspaper.

### POSTAL - cont. from page 1

or UPS will not make that delivery for less than \$15.

These are important questions we all should be considering, and we should communicate our views to the men and women who represent us in the U.S. House and U.S. Senate.

We should make it clear to them that we prefer a bailout goes to the U.S. Postal Service before cruise

lines flying under foreign flags get a taxpayer bailout to help them stay afloat through the coronavirus epidemic.

Aunt Mabel probably has never been on a cruise, but she certainly has received plenty of cards and letters through the Postal Service.

*Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at [IowaFOICouncil@gmail.com](mailto:IowaFOICouncil@gmail.com).*

# Five NewStart fellows named for new master's program



Baranowski

**F**ive journalists from across the country were awarded NewStart fellowships to study Media Solutions and Innovation at the West Virginia University Reed College of Media. NewStart and the new one-year online master's program were created in partnership with the West Virginia Press Association (WVPA) to train the next generation of community media owners and publishers. **Congratulations to Tony Baranowski, Director of Local Media for Times Citizen Communications, for being one of five selected!**

Funding from the John S. and James L. Knight Foundation supports the five fellowships, and although the fellowships are no longer available, applications for the master's degree program are still being accepted.

"Current events and economic conditions have created an environment conducive for learning and growing as a media entrepreneur," said Jim Iovino, NewStart director. "There is still a great need for credible local news outlets in this country, and the coming year will likely see a lot of innovation in the media industry. This new online master's program examines new business models during this time of forced innovation, and the NewStart fellows are diverse in geography and professional experience, allowing for a rich educational atmosphere."

The inaugural NewStart fellows include Tony Baranowski, the director of local media for Times Citizen Communications in Iowa Falls, Iowa; Crystal Good, the founder and CEO of Mixxed Media in Charleston, West Virginia; Miles Layton, editor of the Perquimans Weekly based in Perquimans County, North Carolina; Becky Pallack, product manager at the Arizona Daily Star in Tucson; and Andrew Weiler, an entrepreneur and digital media producer from Wahkiakum County, Washington.

**BARANOWSKI** has worked for family-owned community newspapers for more than 15 years. At Times Citizen Communications, a small, diverse multimedia company in north central Iowa, he manages operations for the Iowa Falls Times Citizen, a 3,000-circulation twice weekly; the weekly Ackley World Journal; The Advertiser shopper; in-house radio station KIFG; and The Link, a press release distribution service that works with clients nationwide.

**GOOD** is an artist, advocate and entrepreneur, who aims to revive a West Virginia newspaper that would serve the African American community. She is a noted poet and member of the Affrilachian Poets, a group of diverse writers from Appalachia. She has spoken at universities, colleges and festivals internationally, including TEDx, and was featured on the West Virginia Episode of Parts Unknown with Anthony Bourdain and the award-winning "Hillbilly: The Documentary."

**LAYTON** has worked as a reporter and editor for several newspapers, including the Tyler Star News in Sistersville, West Virginia; the Intelligencer in Wheeling, West Virginia; the Herald-Standard in Uniontown, Pennsylvania; and the Chowan Herald in Edenton, North Carolina. He has won press association awards in North Carolina, Pennsylvania and West Virginia.

**PALLACK** is a longtime reporter who collaborates with cross-functional teams to create websites, apps, guides and email newsletters for the Arizona Daily Star. In 2016, she co-founded a digital news vertical called #ThisIsTucson (thisistucson.com), a startup venture and learning lab for the Arizona Daily Star and its parent company, Lee Enterprises. Pallack also serves as president of the Arizona Press Club.

**WEILER** is an entrepreneur who specialized in digital production for commercial, documentary and feature films before shifting his focus to advancing civic engagement and strengthening community identity through journalism. Weiler is a former intern for Berkeleyside, where he focused on market research. He now works as a business development intern and provides local resources and news coverage of COVID-19 for The Wahkiakum County Eagle.

For more information on the M.S. in Media Solutions and Innovation or to apply, visit [mediacollege.wvu.edu/msi](http://mediacollege.wvu.edu/msi). Applicants must have a bachelor's degree. Students interested in owning a newspaper will have an opportunity to work with NewStart, which identifies small-market, independently owned newspapers in areas with economic growth potential that are ready for transition.

"Many of the current generation of owners and publishers are ready to retire and want to see their community newspapers remain independent and locally owned," said Don Smith, WVPA executive editor. "NewStart develops the entrepreneur journalists to lead these local news operations and gives the new owners the education, tools and insight to be successful in this new media marketplace."

NewStart has received funding from the Knight Foundation and the Claude Worthington Benedum Foundation. It is also supported by the West Virginia Press Association, and other regional press associations, and is collaborating with regional development and financial institutions. Learn more at [www.newstart.media](http://www.newstart.media) and follow @wvunewstart for updates.

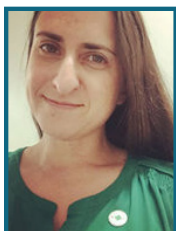
Visit <https://mediacollege.wvu.edu/news/2020/04/28/five-newstart-fellows-named-for-new-masters-program?fbclid=IwAR1PrQI4m6ZjuSvhkdgAdEku7zKjZ9QfLB7P1zBjWqvGSFYnfWMTF6N2JKc> for more information.



Good



Layton



Pallack



Weiler



# 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 for 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).

## ▼ 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](mailto: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](mailto: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](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 contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at [scenictrailmediabrokers@gmail.com](mailto:scenictrailmediabrokers@gmail.com)

*View and submit ads on the Internet at [www.INAnews.com](http://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](mailto: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](mailto: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](mailto: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: FREE · 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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**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://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 *What Makes Something Newsworthy?* on Thursday, May 7

**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: May 4**

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.





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: FREE · Deadline: May 18

## IN THIS WEBINAR...

Last year, Bob McInnis showed you in his webinar, *Selling Response*, 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.

This year in *Diving Into The Sales Techniques Behind Selling Response*, 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 is 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.

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Online Media Campus



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REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://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 *Diving Into The Sales Techniques Behind Selling Response* webinar Thursday, May 21.

**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: May 18**

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.