

May 6, 2020



Volume 37
Issue 18

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

Self-Care for Journalists
Thursday, June 11

Making Iowa better after the coronavirus is a puzzle with many pieces

Why would a member of Congress from California care about redistributing the opportunities enjoyed by his constituents to a place like Iowa? "It is the central issue of our times."

JULIA GAMMACK

IOWA VIEW CONTRIBUTOR, DES MOINES REGISTER

Lots of folks are sharing photos of 1,000-piece puzzles they've completed in quarantine.

Can you imagine how hard it would be to put one together if you didn't have the picture showing how those interlocking pieces relate to each other?

The more complicated the puzzle, the longer it takes to complete without others involved. It's a "wisdom of the crowd" thing. The more people working on the puzzle, the faster it goes.

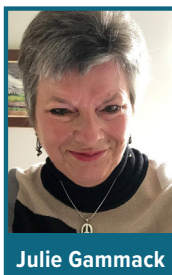
I put forth the idea last week in these pages that Iowa college towns could be a magnet for tech company expansion when we get beyond the current crisis. Even if miraculously this would happen, it would only amount to a handful of pieces to Iowa's 21st-century puzzle.

Broadband access is a piece. Computer classes in K-12 is a piece. Public/private collaboration is a piece. Community support is a piece.

Business and government leaders today are in full crisis-mode, "catching falling knives," as a result of the economic shutdown. But we must also envision the future for it to manifest.

Pieces of this puzzle are starting to fit into place. The town of Jefferson is midstream in a program designed to prepare home-town kids for tomorrow. Regan Lamoureux, 20, of Jefferson hadn't thought about how her cellphone worked until her high school began offering a computer class. Now she's a sophomore at the University of Iowa and has three computer language courses completed. Coding is the universal language of now.

Thanks to a bipartisan, citizen-fueled, investment by



Julie Gammack

business and educators, federal and state monies, this Greene County oasis could be a template for small towns across the country. And a California congressman from Silicon Valley has made this his pet project.

Rep. Ro Khanna, a Democrat, credits the time he spent in Iowa, in part, with the inspiration for his "21st Century Jobs Act."

If his bill becomes law, future federal contracts awarded will require 10% of the workforce to be located in rural America. Many women-owned and minority-owned businesses exist because of similar policies, so there is a track record of success for this idea.

Why would a member of Congress from California care about redistributing the opportunities enjoyed by his constituents to a place like Iowa?

"I believe it is the central issue of our times," said Khanna. "How do we have regional economic development? How do we democratize access to new technology?"

Khanna believes America is woefully behind in having a trained workforce to compete globally, and the federal government has the responsibility to scale (replicate) what towns like Jefferson are doing. That's the goal of the legislation he will propose.

"This shouldn't be a partisan issue," said Khanna. It's for our collective future as a nation.

Khanna's legislation would mandate computer classes taught in grades K-12. Currently, some affluent districts have such courses, but far too many don't.

Even if the bill were to pass and become law, seeing results could be years away. Still, what a piece of the puzzle it could be!

**This article is free to use and publish
in your publication.**

Visit <https://www.desmoinesregister.com/story/opinion/columnists/iowa-view/2020/04/30/coronavirus-iowa-many-steps-involved-helping-iowa-recover/3055097001/> to read the article online.

PUZZLE - cont. on page 2

Reporters Committee for Freedom of the Press offers HIPAA guidebook

Medical privacy laws can confuse the most savvy journalist and give public officials a reason not to disclose information that should be provided to the public under state open records laws.

During the pandemic, a new wave of concerns about the application of the Health Insurance Portability and Accountability Act (HIPAA) are coming from NNA newsrooms.

The Reporters Committee for Freedom of the Press has just updated its very useful guidebook on HIPAA. Journalists can access it here: <https://www.rcfp.org/resources/covid-19/#journalists-guide-to-hipaa-during-covid-19>

NNA thanks the Reporters Committee for its excellent work to assist local newsrooms during this difficult time.

PUZZLE - cont. from page 1

Tulsa, Oklahoma, has a shortcut and a potential puzzle piece we could adopt. That's right, the Kaiser Family Foundation, located in Tulsa, has funded the Tulsa Remote program. It targets those who already have a job working remotely to move to Tulsa. If they are selected to join the program, they'll be paid \$10,000. It's a big success. The salaries and taxes of those workers are now being spent in Oklahoma.

Bozeman, Montana, has a "come back home to Montana" campaign.

Puzzle pieces. We all hold one, and the faster we work together, the quicker we'll have the future picture.

Parents, make sure your schools offer computer courses. You might hear it can't happen without funding from the legislature, so call your legislator. While you're at it, tell him/her you need broadband access in town. Quick. And child care. Health care. All are essential pieces of a successful future.

This pandemic and the response to it will become a company's brand going forward. How employers treat their employees, customers will define who they are.

The same is true for states. Which ones will take urgent, forward-thinking action based on the lessons learned from this experience?

I don't envy elected officials in Iowa. There is a state constitutional requirement that the budget must be balanced, and sales tax revenues are plummeting.

But we absolutely cannot cut our way to prosperity. Not now. You'll simply lose more of the tax base. Figure it out. Red and blue together. Maybe State Auditor Rob Sand can take a look at school budgets, not in a punitive way, but to help find cost-savings and share best practices?

Business owners, don't think about what you can get from the state, but what can you invest? There's a big "what's-in-it-for-me" if you do.

And an even higher cost if you don't.

This pandemic has underscored our reliance on technology.

The current shut-down of manufacturing plants will speed up a call for robotics to do repetitive tasks. Supporting and retraining these workers will be imperative.

And on, and on, and on, until all the 1,000 pieces are put into place. Each one is equally important to get to the outcome where we can snap a picture and share with others what we have accomplished.

Iowans have a choice: Lead or lose.

Julie Gammack is a former Des Moines Register columnist who retired this year as a professional development coach with Vistage International. She and her husband, Richard W. Gilbert, divide their time between Chicago, Punta Gorda, Florida, and Des Moines. Contact: jegammack@gmail.com

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

Executive Director

Susan Patterson Plank
ext. 125 spattersonplank@inanews.com

Sales and Marketing Director

Samantha Fett
ext. 140 sfett@cnaads.com

Communications Director

Cicely Gordon
ext. 133 cgordon@inanews.com

Inside Sales Manager

Jeff Clark
ext. 126 jclark@cnaads.com

Media Director

Autumn Phillips
ext. 136 aphillips@cnaads.com

Program Director

Jana Shepherd
ext. 159 jshepherd@inanews.com

Technology & Digital Development Manager

Susan James
ext. 129 sjames@cnaads.com

BOARD PRESIDENTS

Iowa Newspaper Association

Karen Spurgeon, Bloomfield Democrat
641-664-2334
karen@bdemo.com

INA Services Company

Becky Maxwell, Centerville Daily Iowegian
641-856-6336
bmaxwell@dailyiowegian.com

Iowa Newspaper Foundation

Mark Spensley, Monticello Express
319-465-3555
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!

Working together to deliver the news

In the first week of state-mandated closures of restaurants and other businesses in Iowa, The News in Kalona launched an advertising campaign to help local businesses let customers know what is open and what is closed.

Soon after sending an email announcing the campaign, Publisher Jim Johnson received a call from Ryan Schlabaugh, the Kalona city administrator. "What would it cost to deliver The News to all households in the city?" Schlabaugh inquired. His objective was getting information into all residents' hands about what the city was doing to help residents, steps residents needed to take to keep themselves safe and keep customers informed about how to continue doing business through the shutdown.

Johnson came up with a price, and Schlabaugh agreed to do it for two weeks. Each week, the newspaper had at least three full-color pages with the banner "We Are All In This Together." Each page was packed with stories about the pandemic and its affect on the communities we cover.

When the three cities in north Washington County -- Kalona, Wellman and Riverside -- cooperated to create a mobile food pantry, Schlabaugh convinced the other two cities to send newspapers to all of the households in their respective cities, again paid for by each city. The result tripled the newspaper's weekly distribution.

Johnson noted that postal regulations allow newspapers to do sampling to 20 percent of the regular circulation over a year, so the mass mailings could be done under the newspaper's regular postal permit and pricing. The newspaper ran full- and half-page ads each week urging people to subscribe to the newspaper. The offer gave 15% off to new subscribers and those customers who wanted to extend their current subscriptions by a year.

"Both the city and the newspaper received many positive comments from residents grateful to be getting the newspaper," Johnson said. One downside -- advertisers are now asking to be in those mass-mailed newspapers and weeks where the circulation is just to subscribers see fewer ROP ads.



The Kalona Brewing Company is doing take-away food and beer, and free delivery within Kalona city limits. Employee Shannon Murphy makes the first delivery to KICF.

SUPPORTING LOCAL BUSINESSES

Here are tips for helping our businesses that are struggling

As many American businesses shut down or scale back their operations to prevent the coronavirus, you may be wondering what you can do to help. Even during a pandemic, there are ways to support the many small businesses in your community that might be struggling.

USE DELIVERY SERVICES

Many businesses offer curbside or home delivery options. This has been a growing trend in recent years because of on-

BUY GIFT CARDS

Even if a business temporarily shuts its doors, you might still be able to help them

THE CITY OF RIVERSIDE

would like to thank our citizens for complying with the guidelines set out by the state and our country. Even though the city offices are closed to the public, staff is available to answer any of your questions or concerns.

We are all in this together and please remember to support our local businesses who have chosen to stay open in any way that you can.

PLEASE CALL 319-646-3333 WITH ANY QUESTIONS

Craft Beer & Scratch Kitchen Meals
319-656-3335
kalonabrewing.com
405 B Ave, Kalona

Curbside Food & Beer Carryout & Area Delivery to Kalona, Washington, Wellman & Riverside
Wednesday-Saturday, 11am-8pm

Family Meal Menu
Each dish approx. 4 servings
Salads: House, \$16; Caesar, \$16; Beet, \$18
Sides: Beer Mac & Cheese, \$20
Mixed Vegetables, \$15
Roasted Rosemary Potatoes, \$20
Carrot Cheese Bread, \$15

Entrees & Pasta: Parmesan Chicken Pasta, \$35
Chicken Alfredo Pasta, \$40
Burgers: \$8--includes bun & condiments
Grilled Chicken, \$20; Meatloaf, \$20

Call to order or for more info about our food & beer, or visit our website. Be well!

out by buying gift cards for future spending.

See which of your favorite local businesses offer gift cards or gift certificates, either online or in person.

If you have the means, buy a gift card now that you can enjoy later. You can either use it yourself or give it as a gift for birthdays or holidays. Local businesses could use the support right now.

GET INVOLVED

Helping businesses recover from the temporary pandemic shutdowns -- a sacrifice they're making to protect public health -- will likely require government assistance.

Fortunately, America has a democratic foundation. That means you can push for the best local, state and federal help that makes sense for small businesses in your community.

Attend city council meetings. Write your legislators. Make your voice heard, because supporting the best government response to this pandemic -- whatever that looks like to you -- is a powerful way to help the country recover.

BE POLITE

Where businesses are open, be polite and thankful to the people working there. Retail workers are under stress to



Be patient as retailers hustle to keep shelves stocked. This sign at JW's reminds customers to purchase only what they truly need.

restock shelves and keep customers calm amid an unusual uptick in demand for groceries, medical supplies and other essentials.

If the shelves are empty, that's the fault of customers doing panic buying, not the store's workers. Be part of the solution.

Look for ways to help your friends and neighbors who are temporarily out of work. That applies to the basics, like making sure they have food and supplies, to helping them find ways to bridge the income gap until their jobs come back.

For people who are working extra hours during the pandemic -- especially health care workers -- look for ways to ease their burden. You might be able to offer free child care until schools reopen, for example.

SPEND BIG LATER

Make it a point to support local businesses in a big way as soon as it's safe to do so.

Businesses still have utility bills, rent, loans and payroll expenses during the pandemic shutdown. Their resources will be stretched thin. You can help them survive and thrive for the long term by being ready and willing to do business with them again as soon as they reopen.

With your help, local businesses will be back up and running -- and serving as the backbone of your community -- as soon as possible.

CALL US TODAY
to schedule your spring air conditioner or geothermal check!

PLUMBING HEATING & AIR
Where the customer comes first.

Furnaces | Boilers | Geothermal
Plumbing | Air Conditioning
208 Sixth Street • Kalona, Iowa
319-656-4351 or 844-200-4692
24/7 hour service on all brands
info@kuensterhgt.com

If your newspaper has come up with a creative way to adapt to challenges during these tough times, please email Cicely Gordon at cgordon@inanews.com or tag us on social media @IowaNewspaper.



Survey: US consumer sentiment during the coronavirus crisis

As COVID-19 progresses, US consumers remain optimistic. The next normal is beginning to emerge, as consumers indicate some of their behavioral changes may stick long term.

US consumers remain relatively optimistic, with 36 percent of consumers expecting an economic rebound within two to three months. Gen Z remains the most optimistic age group, with 45 percent reporting confidence in the economy. Top concerns include uncertainty around public health, the duration of the crisis, and the economy.

HOWEVER, AMERICANS STILL EXPECT TO REDUCE SPENDING, ESPECIALLY ON DISCRETIONARY ITEMS

Consumers are feeling the impact of COVID-19, with about 34 percent noting that either their income or ability to work has been negatively impacted. As a result, more consumers are being very careful about how they spend their money (53 percent). Looking ahead, 35 percent of consumers say they will reduce their spending over the next two weeks. However, discretionary spending is starting to rebound, led by personal-care products, food takeout and delivery, non-food child products, skin care and makeup, and footwear and apparel. Consumers intend to increase online shopping, a shift that has been driven primarily by Gen Z, millennials, and higher-income consumers.

CONSUMERS ARE ALSO ADOPTING AND INTENSIFYING BEHAVIORS, ESPECIALLY DIGITAL ONES

Consumers are starting to adopt new behaviors, including shopping on new websites for basics, shopping at a new grocery stores, trying curbside restaurant and store pickup, getting groceries delivered, and trying videoconferencing for professional and personal reasons. There are several additional categories where consumers are increasing their participation, such as entertainment streaming, e-sports, and online fitness.

THE NEXT NORMAL HAS STARTED EMERGING, WITH CONSUMERS INDICATING THAT THEY WILL ADOPT LONG-TERM BEHAVIORAL CHANGES THAT WILL LAST BEYOND THE CURRENT SITUATION

Consumers who have switched to new brands or retailers largely intend to stick with them, with almost two-thirds of consumers indicating an intent to continue. Consumers also intend to reduce in-person activities such as travel and attending movies, concerts, and events. Consumers also exhibit a strong intent to continue digital activity replacements such as telemedicine and remote learning, digital pastimes such as online streaming and fitness, and physical activities like spending time outdoors and digitally-enabled exercise machines. In contrast, activities that are specific to the COVID-19 crisis, such as workarounds for largely in-person activities—including professional videoconferencing and curbside pickup—are less likely to stick around.

Visit <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-us-consumer-sentiment-during-the-coronavirus-crisis> to view 19 exhibits related to this article. These exhibits are based on survey data collected in the United States from April 20–26, 2020. Check back for regular updates on US consumer sentiments, behaviors, income, spending, and expectations.

Shruti Bhargava is a senior expert in the Philadelphia office, Courtney Buzzell and Christina Sexauer are specialists in the Waltham office, Tamara Charm is a senior expert in the Boston office, Resil Das is a specialist in the Gurugram office, Michelle Fradin and Cayley Heller are consultants in the New York office, Anne Grimmelt is a senior expert in the Stamford office, Janine Mandel is a consultant in the Denver office, and Sebastian Pflumm is a consultant in the San Francisco office, where Kelsey Robinson is a partner, and Anvay Tewari is a consultant.

Visit <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-us-consumer-sentiment-during-the-coronavirus-crisis> to read this article online.

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
- Self-Care for Journalists

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: 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.

Follow us:



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *What Makes Something Newsworthy?* on Thursday, May 7

Registration fee: free to Iowa Newspaper Association members

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

Registration deadline: 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 or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

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



An Iowa Newspaper Foundation webinar...

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

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.

Follow us:



Online Media Campus



OnlineMediaCamp



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *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 or contact Erica Wipperling at 515-422-9052 or 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 or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

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



An Iowa Newspaper Foundation webinar...



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

SELF-CARE FOR JOURNALISTS

Thursday, June 11 · 1-2 p.m.

Registration fee: FREE · Deadline: June 8

IN THIS WEBINAR...

Creating balance and maintaining your emotional and physical wellness is as important as ever for journalists. We will discuss some ideas on how to create that balance to best take care of yourself. We'll also discuss how to create a healthy work environment for employees.

THE PRESENTER...

Tim Schmitt



Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda News in New York, where he led an award-winning editorial page. He has worked as an editor, staffer and longtime contributor with the Arizona Daily Sun, the Mesa Tribune, the Arizona Republic, the Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.

Follow us:



Online Media Campus



OnlineMediaCamp



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the Self-Care For Journalists webinar Thursday, June 11

Registration fee: free to Iowa Newspaper Association members

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

Registration deadline: June 8

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 _____

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.