

September 9, 2020



Volume 37  
Issue 35

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

Can We Be Friends?  
Building a Relationship  
Between Facebook and  
Local News  
Thursday, September 24

Leading Your Team  
Through Disruptive  
Change  
Thursday, October 15

### MEETINGS

INA, INF & INA Services  
Board Meeting  
Thursday, October 22



## Contest season is here!

The time many INA members eagerly look forward to each year is almost here. Enclosed in this week's Bulletin is the Call for Entries for the 2021 Better Newspaper Contests.

While we know the contests are exciting for many of you, we also realize the work and effort put into the process by INA members is mammoth. Sorting through dozens of issues published throughout the year to find your newspaper's best is no small task. We want to help make the

process easier and more rewarding.

Leading up to last year's contest deadline, INA published a multi-week "Contest Corner" series, highlighting contest successes and featuring examples of past winning entries that were above and beyond the normal story or photo. We will be re-running some of these pieces in preparation for the 2021 contests as they were full of helpful tips and advice. Find the first installment on page 2.

## REMINDER: Statement of ownership filing for October deadline

October 1 is the filing deadline for your periodical class Statement of Ownership, Form 3526, with the post office.

Publications issued more frequently than weekly should publish the Statement of Ownership no later than October 10. This applies to dailies, semi- and tri-weeklies.

Publications issued weekly or less frequently but more often than monthly should publish the Statement by October 31. This applies to weeklies.

All other publications should publish the Statement in the first issue after October 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc. All periodical-class authorized publications must publish such a statement. A reproduction of the Form 3526 submitted to the Postal Service may be used for publication.

Please email your postal statements to Susan James at [ina@inanews.com](mailto:ina@inanews.com)

*Reports the monthly sales activity of Customized Newspaper Advertising.  
Figures compare each month to the year before and 2020 sales with budgeted projections.*

2020	2019	AUGUST SALES	Difference	% Increase
\$259,046	\$382,502		-\$123,456	-32%
2020	2019	Year-to-Date Sales	Difference	% Increase
\$3,443,415	\$4,100,868		-\$657,453	-16%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$3,443,415	\$4,678,400		-\$1,234,985	-26%

**Sales Summary:** In August, CNA sold **\$125,707** in display advertising into Iowa newspapers.



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

CONTEST  
CORNER

*Start gathering  
your contest  
entries today!*

# Selecting and organizing entries

Jeff Grant, editor of the Sheldon N'west Iowa REVIEW, has watched the newspaper garner plenty of accolades over the years—17 Newspaper of the Year awards over the past four decades to be exact—and was kind enough to share how his team works together to choose what the newspaper will enter:

*The first thing we do as a news department is to make a copy of the rules and hand them out to all staffers for their input. I ask reporters to recommend potential contest entries in the newswriting categories, designers to recommend entries in the best front page and best use of graphics categories, etc. I then get copies of every issue of our newspaper Oct. 1-Sept. 30 and go through each issue looking for potential contest entries. When I see a potential entry, I note the date of the issue, write down the headline or a few words of description as a reminder of what the entry is about and note the writer/photographer/designer. I put a star by any entry I think is a "must enter."*

*I've got the process down so it does not take that long to skim each paper looking for potential contest entries. For instance, generally, the best stories and photos should be on the front page or section fronts, so if I'm considering "Coverage of Education" entries, I generally only write down the ones that are on the front page.*

*Once I've gone through all 52 newspapers, I then compare my list of potential entries with the lists compiled by the staffers. I note the potential entries that make both lists as ones we should be sure to enter.*

*I mostly work on contest entries on the weekends because that way I can clear my desk to work on it with few interruptions. It usually takes most of another weekend to do the actual entering on the computer. I try to complete this process a week or two before the deadline to allow some time for any questions, problems or additional entries we might think of.*

*We do not write stories, take photos or do designs thinking "Let's do this because it will make a great contest entry." However, if just doing a great job for the readers isn't enough motive, the contest can be, as you must publish the best possible newspaper each issue because you never know which weeks the INA will choose for its "must enter" issues in some of the categories such as "Best Front Page," "Best Sports Page" and "Best Headline Writing."*

## CONTACT US



Phone 515-244-2145

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

## INA/CNA/INF STAFF DEPARTMENT MANAGERS

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## BOARD PRESIDENTS

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### Iowa Newspaper Foundation

Mark Spensley, Monticello Express  
319-465-3555  
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## U.S. MAIL

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

## INA LEGAL HOTLINE

515-283-3100 (paid service)

## A note from IowaWatch

*Despite the coronavirus, IowaWatch continues to provide content to Iowa news outlets and create new programming.*

We published 15 stories in August, with plans for at least five stories in September, if not more. We are pursuing partnerships with Iowa high school students as well to coach them on reporting and writing about the changes in their schools and lives this year. There are several potential college student projects going on this fall for content at the end of the year. In really exciting news, IowaWatch has been part of three national reporting collaborations this year -- one wrapped in August with "Hidden Epidemics." The next on rural health care will likely finish with a story this month. Finally, IowaWatch is among seven newsrooms looking at how COVID-19 is challenging rural schools. The first story published Aug. 27. The second of three will come in October.

Finally, there's the state parks project supported by the Iowa Newspaper Foundation. We have tentative plans to publish a series in mid-October. Stories are in progress and nearly all state parks have been visited and reported on.

This month we are doing a 30-day giving campaign as our fall events are taking a year off due to COVID. A gracious donor kicked it off with a \$500 gift before September. If IowaWatch can raise another \$4,000 this month, that donor will match with another \$500. That \$5,000 total would go a long way to keeping a steady stream of stories coming in into 2021. If you have published our work, please consider supporting this effort so we can continue to offer you quality, truth-seeking journalism.

Please feel free to contact me with any comments or questions.

Sincerely,

Suzanne Behnke

suzanne-behnke@iowawatch.org / 515-556-7892

## KICK-OFF OCTOBER 1, 2020 • ONLINE PROGRAM

Iowa Newspaper Foundation

# ANNUAL WRITING WORKSHOP

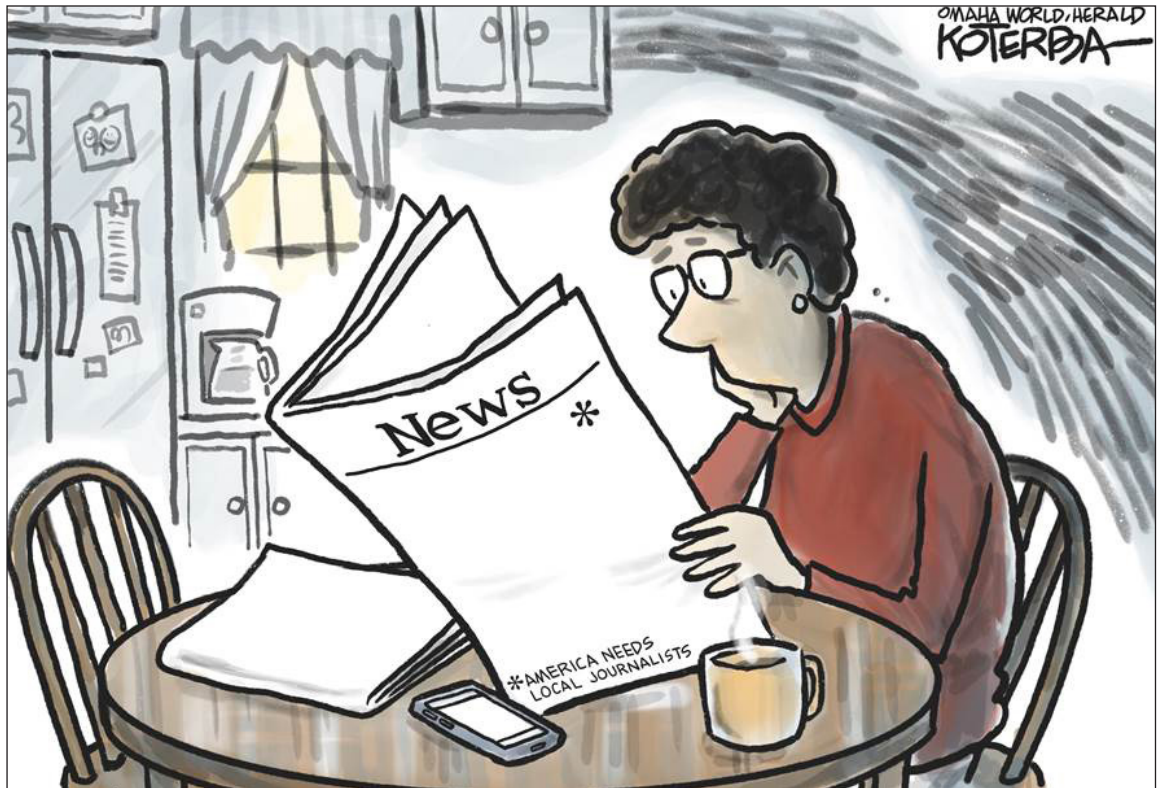


*"We have sent several reporters and editors to this workshop in recent years and plan to do so again this year. It's proven to be such a positive and valuable experience. The most rewarding part for our staff has been the one-on-one mentorship and coaching by senior journalists who offer specific feedback and guidance tailored to the individual."*

- Jason Brummond | Publisher, The Daily Iowan

**Register by visiting <https://inanews.com/learn/inf-writing-workshop/>**

Editorial cartoon by Jeff Koterba, Omaha World-Herald. Find this cartoon and other helpful materials by visiting [nationalnewspaperweek.com](http://nationalnewspaperweek.com)



## Don't miss out on National Newspaper Week 2020

**SUSAN PATTERSON PLANK**  
EXECUTIVE DIRECTOR, IOWA NEWSPAPER ASSOCIATION  
NATIONAL NEWSPAPER WEEK CHAIR

**T**his year's observance of National Newspaper Week will be held Oct. 4-10.

This 80th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.

The content kit online currently contains promotional ads; all available for download at no charge to daily and non-daily newspapers across North America. We will continue to update the kit with additional materials including editorials and editorial cartoons as the week approaches.

Additional materials for use by newspapers promoting NNW will be posted below as they become available.

"America/Canada Needs Journalists" is this year's theme. We want to thank the Iowa City Daily Iowan for helping with the concept of the campaign. Visit <https://www.americanneedsjournalists.com/> to learn more about the work they are doing to support student journalists.

**PLAN TO CELEBRATE** National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities. New material is available today!



Susan Patterson Plank

## AMERICA NEEDS JOURNALISTS

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

**MAKE IT LOCAL** by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource.

We want to thank our members for supporting National Newspaper Week. You already know there is power in association. And the same principle holds when associations like ours band together to provide even greater impact — both directly to newspaper members locally and collectively to the overall industry nationwide.

*For more information contact Committee Chair Susan Patterson Plank, executive director of the Iowa Newspaper Association at [spattersonplank@innews.com](mailto:spattersonplank@innews.com).*



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**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.

**SPORTS EDITOR.** The Spencer Daily Reporter, located at the entry to the Iowa Great Lakes, is looking for an energetic Sports Editor to join our award winning editorial department. The ideal individual will have strong writing and story telling skills, a nose for sports features, people skills, photography experience and be willing to be part of fun, dedicated team. Social media and video skills a plus. Individual will be writing previews, covering two local high school teams and one college team. Experience preferred but willing to consider the right candidate with a desire to grow in the job. Benefits include health and dental insurance, paid days off, holiday pay, 401K, flexible spending account. Please send cover letter, resume and any writing or photography samples to Randy Cauthron, Spencer Daily Reporter, PO Box 197, Spencer, IA 51301 or email: rcauthron@spencerdailyreporter.com.

## ▼ FOR SALE

**NEW LISTING! For sale:** Northwest 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, dtappnewsbrokerageofia@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, dtappnewsbrokerageofia@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](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.*

*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).*

# Q&A from the Iowa Public Information Board

**Did you know** that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa? During the month of August 2020, 45 contacts were made with the Iowa Public Information Board office.

**QUESTION:** What groups are required to hold open meetings?

**ANSWER:** Governmental bodies, as defined by Iowa Code section 21.2(1), are required to conduct open meetings. The answer sometimes requires an analysis of how the group was created and what its charge is. Iowa Attorney General's opinions, Iowa Supreme Court cases, and advice from the Iowa Public Information Board have produced these guidelines:

1. A governmental body is covered by Chapter 21 if it was created by statute or by executive order, or if it is a local board, council, commission, or other governmental unit exercising policy-making authority. Consequently, a school board or city council is a governmental body covered by Chapter 21, but a non-profit organization or a quasi-public agency most likely is not, even though it may receive public funds or use public buildings (such as political parties, church committees, or homeowner associations).
2. Committees created by the boards, councils, commissions, and bodies covered by Chapter 21 also are required to follow open meetings law if (a) they comprise or their meetings involve a majority of the members of the governmental body itself, or (b) they are formally and directly created by the governmental body and exercise some policy- or decision-making authority. The Iowa Supreme Court has said that policy-

making "is more than recommending or advising what should be done. Policy-making is deciding with authority a course of action." *Mason v. Vision Iowa Board*, 700 N.W.2d 349 (Iowa 2005).

3. Iowa Code sections 21.2(1)(e) and (h), require advisory bodies created by the governor, by the General Assembly, by statute, or by executive order to develop and make recommendations on public policy issues to follow Chapter 21.
4. The Iowa Public Information Board has determined that an "executive order" would mean creation by formal action of the governing body, such as a city council or school board.

Finally, two other points should be remembered with regard to government bodies:

1. Even if a committee does not come under the provisions of Chapter 21, it may still hold public sessions. Closed meetings are not mandated.
2. The correspondence, minutes, records, and recordings of a government body or a committee generally are subject to the provisions of Chapter 22, the open records law, even if the committee is not covered by Chapter 21.

**WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE?** Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. In 2020, 544 identifiable people have contacted the IPIB. Of these, 249 were private citizens, 231 were government officials or employees, and 64 were members of the media. In 2020, 69% of the incoming contacts were resolved the first day, 13% were resolved in one to five days, and 18% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – [www.ipib.iowa.gov](http://www.ipib.iowa.gov).



Iowa Newspaper Association

## Bulletin

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

### IN THIS ISSUE...

- Can We Be Friends? Building a Relationship Between Facebook and Local News
- Leading Your Team Through Disruptive Change

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	AUGUST TOTALS
12	0	0	5	21	7	45

RETURNING FOR 2020

IOWA NEWSPAPER FOUNDATION

# ANNUAL WRITING WORKSHOP

**T**his year's INF Writing Workshop includes a 100% online interactive format designed to provide participants with multiple contacts with their professional coaches.

- The program will build your interviewing, writing and story development skills!
- We continue the tradition of one-on-one virtual conferences with a writing coach!
- It is your chance to build relationships with experienced professionals and journalists facing similar challenges!

**Registration fee:** \$75 (Lower price!)

**Deadline:** Thursday, September 24

Visit <https://inanews.com/learn/inf-writing-workshop/> to learn more and register!



## FOLLOW-UP DATES

**October 1** - This kick-off session includes breakouts and time for the coaches to get to know their students.

**By October 9** - Students send 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

**Week of October 12** - Coaches hold virtual sessions with their students.

**By October 23** - Students send second batch of 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

**Week of October 26** - Coaches hold virtual sessions with their students.

Program is completed by **November 2**. Participants to be awarded certificate of completion and recognized in the INA Bulletin.





An Iowa Newspaper Foundation webinar...



## Can We Be Friends?

*Building a Relationship  
Between Facebook  
and Local News*

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

**Thursday, September 24** · 1-2 p.m.

**Registration fee: FREE** · **Deadline: September 21**

### IN THIS WEBINAR...

Without question, Facebook has had a significant impact on your local newspaper operations, subscriptions and relationship with your readers. In this session, we will dive into the current state of affairs, discuss what your audiences want and share insights on how you can leverage social platforms.

### THE PRESENTER...

#### Korena Keys



Korena Keys, founder of Key Media Solutions, is best known for developing her own unique approach to media strategy and digital marketing. This quickly earned her the business and respect of companies across the United States and Canada. In just eight short years, Keys has successfully taken her digital media firm to the front lines in an over-saturated industry. Keys has served as the president of the board for South Dakota Advertising Federation, chair of the board for the Community Outreach, held a seat on City Council, and is active in multiple community organizations that are dedicated to helping others.

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





*An Iowa Newspaper Foundation webinar...*

# PUBLIC NOTICE WORKSHOP

## UNDERSTANDING THE RATES, RULES AND REGULATIONS



**Thursday, September 24**  
**10:00am-11:00am**

**Registration Deadline: September 21**  
**Registration Fee: FREE**

### ***In this ONLINE workshop...***

Public Notice Advertising is critically important to your newspaper and to your readers who benefit from the openness it provides. While public notice advertising laws can seem complex, the process is not that difficult to understand and implement. Your presenter has many years of experience working with and answering Iowa newspapers' questions about public notice advertising issues. In this interactive online workshop, she will walk you through the procedures and rates and answer your public notice questions. Each registrant will receive a copy of the INA Guide to Public Notice Advertising.

The rates are low so each person on your staff who works with public notice ads can participate. It will be an excellent investment!

### ***The presenter...***

#### **Susan Patterson Plank**



Susan Patterson Plank joined the INA/CNA staff in 2012 and became executive director in 2016. She oversees all operations of the Iowa Newspaper Association and its two related entities, the Iowa

Newspaper Foundation and Customized Newspaper Advertising. Patterson Plank is responsible for financial oversight of the three corporations and works closely with staff to implement the INA Annual Convention and dozens of training seminars throughout the year. She also works closely with the Sales and Marketing Director in oversight of CNA and provides a strong voice on behalf of newspapers when dealing with legislative issues.

**REGISTER ONLINE TODAY AT <https://secure.inanews.com/eventReg.jsp?event=883&>**



An Iowa Newspaper Foundation webinar...

# Leading Your Team Through Disruptive Change

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



Thursday, October 15 · 1-2 p.m.

Registration fee: FREE · Deadline: October 12

## IN THIS WEBINAR...

How do leaders like you get the productive and creative best from employees during today's unpredictable world of change? What is required of you? What insights and practices do you need to commit to?

This 60-minute webinar will show you:

1. How leaders need to think and talk about the many forms of disruption touching our businesses, our communities and our employees' daily lives.
2. The five predictable responses to change you will see and hear from your employees.
3. A leadership tool you can use to help others continually adjust and innovate as you face new challenges and unexpected change.

You'll end this webinar with a vision and leadership tool to keep moving forward with your employees rather than get stuck doing what you have always done. Standing still in times of great change is not a winning strategy.

## THE PRESENTER...

### Mike Wagner



Mike Wagner is president of White Rabbit, a business consultancy he founded in 2004. He is a skilled communicator, facilitator and business consultant. Wagner serves leadership teams in the creation of competitive advantage and growth strategies. His approach is a unique combination of leadership development and organizational culture, informed by the tools and process of "design thinking."

Wagner has been speaking professionally for over 30 years. He started his career as a pastor and church planter before entering the business world. He engages audiences with fresh ideas and tells compelling stories to inspire them to keep creating! His mission is to release the wisdom and capacity of each organization he serves.

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