



Iowa Newspaper Association Bulletin

www.INAnews.com

► president's report

CALENDAR of EVENTS

SAVE THE DATE

2021 Tri-State Newspaper Convention
February 4-5, 2021

INA Virtual Awards Ceremony
February 11, 2021
@ 4 p.m.

WEBINARS

Covering Science
Thursday, January 14

10 ways for newsrooms to get the most out of their digital products
Thursday, January 21

The (in) boxing match: Why is everyone talking about email?
Friday, February 12

MEETINGS

INA, INF & INA Services Company Board Meeting
Thursday, January 28
@ 1 p.m.

Annual Meeting
Thursday, January 28
@ 3 p.m.

INA thrives despite challenges

KAREN SPURGEON

2020 IOWA NEWSPAPER ASSOCIATION PRESIDENT
BLOOMFIELD DEMOCRAT



Karen Spurgeon

This has been quite a year for all of us as newspapers and for your Association. The Iowa Newspaper Association's mission is to "protect, promote, foster and advance the interests of the members of the Iowa newspaper industry and to provide direction to the Association's two related boards." Your association works every day to do that. One of the ways it does that is by lobbying.

The 2020 Legislative session was quite a roller coaster ride due to the pandemic. Although it started off normally in January, the Legislature suspended the session on March 16 due to the pandemic. After 13 weeks, the Legislature reconvened June 3 and ended session on June 14. Prior to the 13-week suspension the Association had been monitoring many bills including an anti-SLAPP bill, protection for journalism instructors, the number of days allowed to file a complaint with the IPIB, an expanded definition of the 24 hours required for posting agendas, a bill allowing proprietary intellectual property of regents' schools and hospitals to be confidential, an internet content removal bill and many more. And lastly—and most important to our members—on the final day of session, the Senate amended a bill dealing with State leasing to add changes to publication requirements for counties without a countywide circulation newspaper. The amendment permitted publication, in these instances, in weekly shoppers. The INA submitted a veto request to the Governor, and she vetoed the bill on June 30, 2020.

Along with the work the INA does here in Iowa, it also worked diligently with its national partners to support our industry on federal issues of importance to our industry this past year.

During the 2021 session, the INA will actively be engaged in legislation to update

chapter 349 which outlines newspaper selection for county public notices when no official newspaper is present in the county.

As with all sessions, there will be many bills that will be monitored. When we need you to engage with your legislator, the INA Executive Director will

reach out to you. It is critical that we all be on alert during session—our ability to support or in some cases stop bills relies on our staff, our lobbyists and most importantly our members!

During the early days of the pandemic the Association ramped up its communication via the Bulletin and many emails from Executive Director Patterson Plank, letting members know about resources that were available and helping members navigate the financial implications of COVID-19. Many of our newspapers took advantage of the free webinar provided by INA, "Small Business Impacts and Resources from the CARES Act" that provided helpful and timely insights.

In the other areas of the organization, The Iowa Newspaper Foundation was uniquely positioned to navigate the online world of 2020 due to the work done in previous years. When other organizations were scrambling to move business online, the INF had already provided hundreds of online training programs and was well-versed in the ever-popular Zoom. And the INA Services Co., otherwise known as Customized Newspaper Advertising (C.N.A), ended the year with total gross sales of \$7,953,938. This includes sales into Iowa, Wisconsin, and other states' newspapers, digital advertising, classified and small space display network advertising. More than \$4.2 million was sent specifically to Iowa newspapers. In upcoming issues of the Bulletin, you'll read more about the work of the Foundation and the INA Services Co.

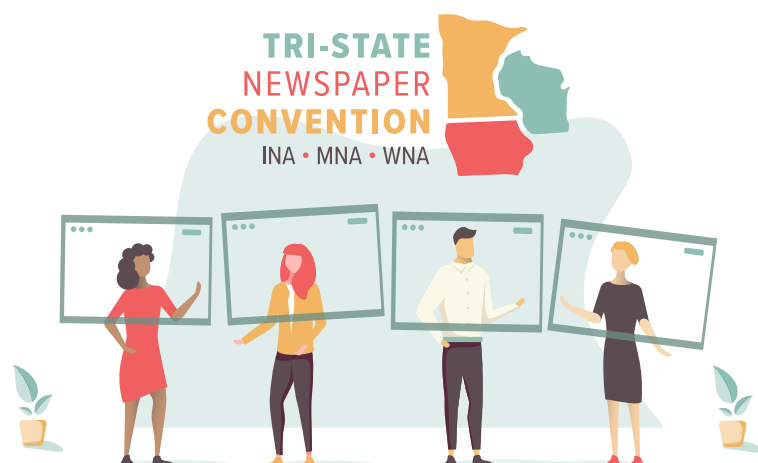
First installment of INA police video investigative series available soon!

On Nov. 2, the Iowa Newspaper Association launched a statewide project focused on police video rules, regulations and associated policies. Since the launch of the project, over 30 different journalists from across the state have requested copies of these policies from local police departments, sheriff departments and other law enforcement agencies.

This multi-part series of investigative articles are being made available without charge to all INA members. The first part of the series highlights that a decade after law enforcement agencies in Iowa started using body cameras, there are a widely-divergent and unregulated system of rules and policies in place, according to a review of more than 200 policies. Those disparities can endanger the ability of everyday Iowans to answer questions about a family member's death or prove their innocence. This story, the first in the Camera Shy series, will highlight disparities in video use, retention and public release, along with examples of police videos that have been made available through the efforts of Iowa newspapers and the public.

The installment will be available to all INA members for download by Thursday, Jan. 28. The story should be embargoed until Sunday, Jan. 31. We strongly encourage all newspapers to download and use the story and available graphics. In next week's bulletin details will be provided on how to gain access. Prior to Thursday, Jan. 21, those requesting access will receive instructions on how to download the first installment in the series.

The Iowa Newspaper Association would like to thank the project team of Jared Strong, Carroll Times Herald; Erin Jordan and Zack Kucharski, Cedar Rapids Gazette; and Jason Clayworth, formerly of The Des Moines Register. To learn more about the project, upcoming stories and how you can help, visit <https://inanews.com/membersonly/camerashy> which is available in the member area with the password *news*.



REGISTER TODAY

for our **virtual** event **February 4-5, 2021**

Visit tinyurl.com/tristate2021 to view the agenda!

CONTACT US



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INA LEGAL HOTLINE

515-283-3100 (paid service)

Kucharski and Woodward nominated to INA Board

The Iowa Newspaper Association Nominating Committees has nominated Zack Kucharski and Bob Woodward for a new board term beginning in February 2021. Board elections will be conducted during the INA's Annual Meeting on January 28.



Board elections
will be held
January 28

ZACK KUCHARSKI - Iowa Newspaper Association Nominee



Zack Kucharski

TITLE: Executive Editor

NEWSPAPER: Cedar Rapids Gazette

PROFESSIONAL BACKGROUND: Kucharski started at The Gazette in 2000 as an intern and has held several reporting and editing roles within the organization. Graduated from University of Iowa and worked at The Daily Iowan.

FAMILY: Two daughters. Claire, 10, Adelyn, 8.

OFF THE JOB INTERESTS: Skiing, hiking, kayaking or exploring towns and restaurants.

AREAS OF MOST INTERESTED RELATED TO INA: Active with the Iowa Freedom of Information Council, ongoing member of the INA Government Relations Committee, member of University of Iowa Journalism and Mass Communication Professional Advisory Board.

BOB WOODWARD - Iowa Newspaper Association Nominee



Bob Woodward

TITLE: VP, Community Media; Publisher, TH Media

NEWSPAPER: Dubuque Telegraph Herald

PROFESSIONAL BACKGROUND: Bob Woodward is the Vice-President of Community Media for Woodward Communications, Inc. and Publisher of the Telegraph Herald since June 2019. His WCI previous roles included Vice-President of Strategic Planning and Business Development, General Manager/Group Publisher of Specialty Publications and Managing Director of Weekly Publications.

He has started his own businesses in market research, software development and consulting, and been in various sales and technology roles over the course of his career. His market research work included new product development for clients such as Pella Corporation, Kwikset Black & Decker, Hon Office Furniture and numerous other companies.

FAMILY: Wife Beth (27 years), daughter Kelsey (22, Gymnastics coach) and son Nick (22, Junior at Augsburg University)

OFF THE JOB INTERESTS: Flying, hockey, golf, travel

AREAS OF MOST INTERESTED RELATED TO INA: Evolving business models and revenue streams, innovation, evolution to more reader revenue, digital products, events, etc.

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		Difference	% Increase
\$805,952	\$250,583	DECEMBER SALES	\$555,369	221%
2020	2019		Difference	% Increase
\$7,223,469	\$5,877,096	Year-to-Date Sales	\$1,346,373	23%
Actual	Budget		Difference	% of Budget
\$7,223,469	\$7,120,000	Actual-vs.-Budget	\$103,469	1.5%

Monthly Sales Summary: In December, CNA sold **\$351,057** in display advertising into Iowa Newspapers.

Annual Sales Summary: In 2020 CNA sold **\$4,268,449** in display advertising into Iowa Newspapers.



Q&A from the Iowa Public Information Board

QUESTION: When does an advisory board or committee have to comply with the open meetings law?

ANSWER: Determining when an advisory group is a governmental body as defined by Iowa Code section 21.2(1) can be difficult and a murky area of the law. The answer in large part is determined by how these groups are formed and their “charter” or purpose. The applicable statutory provisions are found in Iowa Code Section 21.2(1), the relevant portions of which are as follows:

21.2 Definitions

1. “Governmental body” means:

a. A board, council, commission, or other governing body expressly created by the statutes of this state or by state.

c. A multimembered body formally and directly created by one or more boards, councils, commissions, or other governing bodies subject to paragraphs “a” and “b” of this subsection.

e. An advisory board, advisory commission, or task force created by the governor or the general assembly to develop and make recommendations on public policy issues.

h. An advisory board, advisory commission, advisory committee, task force, or other body created by statute or executive order of this state or created by an executive order of a political subdivision of this state to develop and make recommendations on public policy issues.

j. An advisory board, advisory commission, advisory committee, task force, or other body created by an entity organized under chapter 28E, or by the administrator or joint board specified in a chapter 28E agreement, to develop and make recommendations on public policy issues.

Most advisory boards, committees, task forces, etc. fall under subparagraph 1(c), 1(h), or 1(j). The governing body of a local government entity that formally forms such a group would be construed to be doing so by executive order since in most instances the executive and legislative authority resides in the one governing body.

The answer may also depend upon the role given the group. The crux of the matter is the meaning of the clause “to develop and make recommendations on public policy issues.” Some have inferred from a statement made by the Iowa Supreme Court in a 2005 decision that it means more than just giving advice:

“Thus, “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 Bd.*, 700 N.W.2d 349, at 354 (Iowa 2005).

“The notion that policy-making commonly denotes something more than advice is illustrated by our prior cases applying the open meetings law. In *Donahue*, we held that an advisory board ‘exercises no policy-making power.’ 474 N.W.2d at 539. In an earlier case in which we held an entity was subject to the open-meetings requirement, this court noted that the entity at issue was ‘a powerful decision-making and policymaking body’ and was ‘not a mere study or advisory group.’ *Greene v. Athletic Council*, 251 N.W.2d 559, 561 (Iowa 1977), superseded by statute as stated in *Donahue*, 474 N.W.2d at 539.” (at 355)

From the context of the statement giving rise to that inference, if the specific issue is presented to the Court a likely resolution would be to examine whether public policy is influenced and to what degree. The test could be to examine how the creating governmental body intends to use the product it expects to receive from the group.

If the creating body plans to take formal action on the product itself, subparagraphs 1(h) or (j) would clearly apply to make the group subject to the open meetings law. But, if the charge given the group is to merely gather information, without recommendation, for use by the parent governmental body in its development of public policy, the open meetings law would not apply.

Note that if a majority of members of the parent governmental body participate in a meeting of the group, whether or not as members of the group, the open meetings law would apply.

Also, that if a group does not come within the purview of the open meetings law, it may still hold public meetings. This is recommended as good practice to promote government transparency.

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 December 2020, 56 contacts were made with the Iowa Public Information Board office.

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, 743 identifiable people contacted the IPIB. Of these, 365 were private citizens, 284 were government officials or employees, and 94 were members of the media. In 2020, 68% of the incoming contacts were resolved the first day, 12% were resolved in one to five days, and 20% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – www.ipib.iowa.gov.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	DECEMBER TOTALS
9	1	0	2	32	12	56

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITORS, REPORTERS, GRAPHICS/COMPOSITION, SALES REPS, SALES MANAGERS AND PRESS OPERATORS.

Enterprise Media in Charles City, Iowa is expanding. I know, that sounds funny in this day and age, but we are in need of editors; reporters; graphics/composition folks; sales reps; sales managers; and press operators (preferably Goss, but will accommodate). We're looking for professionals who are interested in a career rather than just a job. We've got a plan and need dedicated team members. We publish 4 newspapers, 3 shoppers, several magazines, do web design, do web printing on a 7 unit Goss with 2 4 high stacks. The Charles City Press recently reduced to publishing twice weekly, but we wish to return to daily. We're privately owned, offer top salaries to the right individuals with health, life insurance and other incentives. This is a solid community and we offer a great working environment. If you are serious about your career in media, we could be the perfect landing spot for you. We want you as part of our team to help us grow. Now is the time! To explore your next career contact: Christopher Hall via email at christopherhall@charlescitypress.com equal opportunity employer.

MANAGING EDITOR. Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is seeking a managing editor for our community newspaper group based out of Seward, Neb.

Duties will include managing an editorial staff, story assignments, reporting, photography and oversight of our online digital products. If you're an experienced journalist, with good management skills, this could be a great opportunity for you. We're looking for someone who has a love of community journalism, and can bring new ideas to the table to help us better serve our communities.

At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations with 12 community newspapers in Nebraska and Iowa. We offer competitive pay, paid vacation, health insurance, retirement plan and other benefits.

Let us tell you more about this great opportunity. Please send your resume and cover letter to Group Editorial Director Leeanna Ellis: editor@enterprisepub.com

NEWS REPORTER. The Le Mars Daily Sentinel, a four-day-a-week newspaper in northwest Iowa, seeks a motivated news reporter who can generate ideas, turn in accurate and well-organized stories, meet daily deadlines and work well with our newsroom. The ideal candidate must have experience using InDesign and be comfortable with digital photography. The Daily Sentinel also offers a competitive starting salary and solid benefits package. Please forward resumé, cover letter and clips to Kim Fickett, senteditor@gmail.com, or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, IA, 51031.

NEWS REPORTER. The Oskaloosa Herald is searching for a full-time news writer to join its award-winning staff. Our next reporter must be a self-starter with a passion for reporting important stories to our community. The Oskaloosa Herald offers a great opportunity for reporters to grow in a variety of subjects and mediums. This reporter will primarily report on Mahaska County and the city of Oskaloosa, writing about local government, business, education and people. Experience and degree preferred, but not required: We'll train the right person. To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Kyle Ocker, Group Editor of the Oskaloosa Herald and Ottumwa Courier, by email at kocker@oskyherald.com.

NEWS REPORTER/WRITER. The Avoca Journal-Herald is searching for a news writer/reporter to join its staff. We are seeking someone who is a self-starter that is passionate about reporting on important stories to our community. This individual will report on feature stories on local people and to further educate readers on trends and happenings in their community. In this role you will have the freedom to pursue stories that interest you as well. This is a great opportunity for a reporter to gain experience in the field of journalism.

The reporter will attend various events such as city council meetings, high school sporting and fine arts events, school board meetings, local events and celebrations, and any other newsworthy happenings that may be of interest to the local community.

This position does not require a degree or extensive experience. The successful candidate will possess creative writing skills, as well as be able to shoot photos. We're looking for a self-starter that is organized, able to meet deadlines, and able to juggle multiple stories at the same time.

The Avoca Journal-Herald publishes a weekly print edition every Thursday. The Journal-Herald reports on news in Avoca, IA, and the surrounding communities. Based in Avoca, Iowa, the newspaper is located a short drive from Council Bluffs, IA and Omaha, NE.

While this position will require after hours events attendance, the regular hours and scheduling are flexible.

To apply, please send resume and any related credentials to: nielsonjh@windstream.net. 1202

MANAGING EDITOR. What's not to like? Great newspaper town, big coverage area, assistant editor, sports editor, experienced ad and design staff, publisher from the news side, insurance and benefits, family ownership that cares about the product in addition to the bottom line - how does it get better in this modern media age? So, are you interested in discussing being the next managing editor of the Kossuth County Advance in Algona, where you will plan, write, shoot, design and impress the community with a great product? Are you ready to step in where our retiring ME is leaving off? Email your credentials, list of skill sets, accomplishments and resume to publisher@algona.com. This position requires relocation to the immediate area. All applications held in the highest confidence.

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: rcauth-

MEMBER EXCHANGE - cont. on page 5



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Covering Science
- 10 ways for newsrooms to get the most out of their digital products
- The (in) boxing match: Why is everyone talking about email?

MEMBER EXCHANGE - cont. from page 4

ron@spencerdailyreporter.com.

▼ FOR SALE

NEW LISTING! For sale: Bunn Tying machine for sale. Very little use. Excellent condition. \$300 or OBO. Call Jeff Wagner at The N'West Iowa REVIEW by phone at 712-348-3351 or email jwagner@iowainformation.com.

Forsale: 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

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 resumés for online viewing.

There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.

If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.

Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.

Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.

Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.

For more information, contact Cicely Gordon at cgordon@inaneews.com.



An Iowa Newspaper Foundation webinar...

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

COVERING SCIENCE

Thursday, January 14 · 1-2 p.m.

Registration fee: FREE · Deadline: January 11

IN THIS WEBINAR...

Online Media Campus, in conjunction with SciLine - a free, nonprofit service for journalists - is offering a one-hour training webinar for journalists, editors and others in news publishing who wish to become more comfortable covering science-related topics. The COVID-19 pandemic has become an all-hands-on-deck story, requiring many in the news business with little or no science backgrounds to embrace the health and science beat. The COVID story will continue to dominate in the new year. But even beyond COVID, many local stories can be strengthened by inclusion of scientific expertise and research-based context.

This training webinar will cover such topics as:

- How does science work and what are common pitfalls to avoid when covering scientific findings?
- What are the major types of scientific studies and the inherent weaknesses of each to be aware of?
- How to extract the essentials from a scientific journal article.
- How to find a scientist source, and best practices for science-related interviews.

THE PRESENTERS...

SciLine



SciLine is a free, philanthropically funded service for journalists with

a singular mission: to help reporters include more research-backed evidence in their news stories. Based at the nonprofit American Association for the Advancement of Science in Washington, DC, SciLine hosts several activities including journalist trainings, media briefings, a "matching service" that connects reporters to knowledgeable, articulate scientists and media training for scientists.



MEDIA CAMPUS

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OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers, state press associations and the Iowa Newspaper Foundation



An Iowa Newspaper Foundation webinar...

10 WAYS FOR NEWSROOMS TO GET THE MOST OUT OF THEIR DIGITAL PRODUCTS

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

Photo

footage

News

Press

Hot

Thursday, January 21 · 1-2 p.m.

Registration fee: FREE · Deadline: January 18

IN THIS WEBINAR...

When it comes to evaluating what real-time analytics platform to use or what social media publishing tool, most newsrooms are at a loss on where to start. From vetting vendors to agreeing on key features to negotiating price, the process can be overwhelming. And even if you happen to choose the right product, how do you make sure you are getting the most out of the product, and that the company is being responsive enough to you as a customer. Penny Riordan understands all of these challenges, because for five years she was on the corporate staff at GateHouse Media and helped build out the company's suite of digital tools. Penny will offer you 10 practical tips on how to get the most out of the digital or SaaS products your newsroom uses.

THE PRESENTERS...

Penny Riordan



Penny Riordan is an independent media consultant with expertise in audience engagement, analytics, social media best practices and product management. She worked on the corporate staff at GateHouse and Gannett for 6 years working with newsrooms across the country on digital strategy. Before that, she worked at Patch.com and newspapers in Connecticut and Maryland. Penny is also an active member of the Online News Association and the local organizer for the Austin chapter.



MEDIA CAMPUS

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OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



An Iowa Newspaper Foundation webinar...

THE (IN)BOXING MATCH: WHY IS EVERYONE TALKING ABOUT EMAIL?

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

Friday, February 12 · 1-2 p.m.

Registration fee: FREE · Deadline: February 9

IN THIS WEBINAR...

They say "what's old is new again" and it seems email is no exception. Publishers large and small are finding success in connecting with audiences more frequently and personally via email newsletters and campaigns. In this session, we'll cover best practices for email marketing, provide examples of emails done well, and explain some of the potential pitfalls to look out for when using email as an engagement tool.

THE PRESENTERS...

Tyson Bird



Tyson Bird is from Sandpoint, Idaho and studied journalism graphics and entrepreneurial management at Ball State University. Bird currently works for Texas Highway Magazine in Austin, Texas as a digital strategy manager. He creates digital experiences that get audiences excited about travel and tourism in the great state of Texas. Bird loves talking about the many intersections of design, product and our world.



MEDIA CAMPUS

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Online Media Campus is brought to you by America's Newspapers and state press associations.