

November 3, 2021



Volume 38
Issue 37

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
Thursday, February 3

WEBINARS

Seeing the Whole
Community
Thursday, November 11

Reviving Newspapers in
Digital News Deserts
Thursday, November 18

7 Ways to Get 25% More
From Every Advertiser:
Compare, Contrast, Close!
Thursday, December 9



Donna Reed takes a break on the set of her namesake TV show. (Photo courtesy of the Donna Reed Foundation for the Performing Arts)

INF offers free content from Iowa Department of Cultural Affairs

New articles available today! The November series of articles are available today for download from the INA website, and cover the follow topics:

- **Donna Reed in the Hall of Fame-** Donna Reed was born 100 years ago in Denison and will be posthumously inducted into the Iowa Women's Hall of Fame during a virtual ceremony on Nov. 6 in recognition of her leadership as an advocate, writer, director and producer during an era when Hollywood reserved most of those jobs for men. To celebrate, the state office of film and media production compiled a list of 10 episodes of "The Donna Reed Show" that are worth revisiting.
- **Museums and archives move collections online-**

Historical institutions and art museums all over the world have been digitizing their collections for years, but those efforts accelerated with the Covid pandemic, when organizations wanted to connect with patrons online even while their brick-and-mortar buildings were closed. Here in Iowa, the State Historical Museum of Iowa as well as museums at Luther College and Iowa State University created virtual tours, webinars and at-home activities -- all built around their new-and-improved online catalogs.

Visit <https://inanews.com/resources/sponsoredcontent/> to download this month's series and to view the archive of articles from previous months.

meeting minutes

Iowa Newspaper Association Board of Directors | October 28, 2021



Iowa Newspaper Association Board of Directors Meeting Minutes

The INA Board met Des Moines at the Iowa Newspaper Association offices at 10:05 a.m. with the following members present: Karen Spurgeon, Bloomfield Democrat; Zack Kucharski, Cedar Rapids Gazette; Matt Grohe, Clear Lake Mirror Reporter; Bob Woodward, Dubuque Telegraph-Herald; Debbie Anselm, Davenport Quad-City Times; Bill Tubbs, Eldridge North Scott Press; Terry Christensen, Fort Dodge Messenger; Jaime Zweibohmer, Humboldt Independent; Jason Brummond, Iowa City Daily Iowan; Abigail Pelzer, Marshalltown Times-Republican; Trevis Mayfield, Maquoketa Sentinel-Press; and Paula Buenger, Spencer Daily Reporter. Also present was Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Mayfield, seconded by Kucharski, the minutes of the June 18, 2021, board meeting were approved.
- B. On a motion by Anselm, seconded by Pelzer, the board approved the Deposit Resolution—Banking and Treasury Management Authorization Certificate.
- C. On a motion by Anselm, seconded by Brummond, the board approved the following 2022 legislative priorities recommended by the Government Relations Committee:
 1. To support transparency in government through strong open meetings and open records laws and to resist any effort to weaken these laws.
 2. To preserve publication of public notice advertising in newspapers where it is seen by the greatest number of Iowans.
 3. To support and assist the National Newspaper Association in its efforts to work with the postal service to provide efficient and timely mail delivery of newspapers and to protect newspapers from further expense and regulation by the USPS.
 4. To support the funding request of the Iowa Public Information Board.
 5. To encourage and support legislation to establish a reasonable and consistent fees structure statewide for examining and copying public records.
 6. To encourage and support legislation providing consistency, transparency and public accountability regarding public release of law enforcement body camera videos.
 7. To support legislation to provide broadband access to all Iowans.
- D. On a motion by Tubbs, seconded by Buenger, the board approved the hiring of Parker Phillips Inc. to conduct an economic impact analysis of the newspaper industry in Iowa for a cost including printing not to exceed \$25,000.

Action agreed upon:

- A. The board agreed that upcoming 2022 meetings would be scheduled for February 3, April 28 and November 10. The summer board meeting is tentatively scheduled for either July 15 or 22.
- B. The board directed the staff to work with the INA Nominating Committee to consider the upcoming vacancy and its recommendations regarding it.

Other items discussed:

- A. The board heard an update from Patterson Plank on the consolidated financials and a recent management team retreat.
- B. The board received a board attendance report.

There being no further business the meeting was adjourned at 11:00 a.m.

Respectfully submitted,
Susan Patterson Plank

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INA LEGAL HOTLINE

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LJSA no longer included in the reconciliation bill

Reach out to your member of Congress today!

BY AMERICA'S NEWSPAPERS

The Local Journalism Sustainability Act (LJSA), a comprehensive legislative effort championed by America's Newspapers and other leading media groups, is no longer included in the House of Representatives "Build Back Better" reconciliation bill.

The LJSA was taken out of the reconciliation bill late last week as the White House and Congress sought compromise language that would meet President Biden's objectives and calls for a significantly reduced price tag. The bill may be voted on later this week.

While there is still an opportunity to get the LJSA

back in the reconciliation bill, there are many competing interests and not enough money to go around. Other measures that also were cut included two free years of community college, reduced prescription drug prices and paid family and medical leave.

Alan Fisco, immediate past president of America's Newspapers, said that "the membership has been very proactive in advancing this bill, and we're just beginning to see the strength of our advocacy as we work together."

Members who are able to help with a last-minute push of the bill should reach out to their members of Congress, particularly if they are a Senate co-sponsor of the LJSA, and ask them to let Sen. Schumer and Speaker Pelosi know how important it is to include the LJSA in the reconciliation bill.

Free editorials are available for reprint - with proper attribution at <https://newspapers.org/ljsa/>.

Visit <https://newspapers.org/stories/sponsors-and-co-sponsors,4159643> to view a list of sponsors.

Now accepting board and committee nominations!

If you or someone you know is interested in serving as a board member, please email the name of the publisher, newspaper and the nominator's name and newspaper to spattersonplank@inanews.com with the subject title "board nomination" by December 3, 2021 for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

If you or someone you know is interested in serving as a committee member, please email the name of the nominee, newspaper and committee (committee descriptions below) to spattersonplank@inanews.com with the subject title "committee nomination" by December 3, 2021. People nominated will be recruited to serve and will be told their name was placed into nomination by a member.

- **Contest Committee (INF)** - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.
- **Convention & Programming Committee (INF)** - plans all educational programming including the annual convention, with committee members serving as moderators. Meets approximately one time per year.
- **Finance Committee (INA)** - reviews the INA financial statements and annual budget. Meets approximately one time per year.
- **Government Relations Committee (INA)** - monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.
- **Nominating Committee (INA & INF)** - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.
- **Scholarship Committee (INF)** – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

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 Susan James at sjames@inanews.com.

Q&A from the Iowa Public Information Board

Question: Does a person who wants to speak at a meeting of a governmental body have the legal right to do so?

Answer: No. A governmental body sets the agenda for its meetings and decides whether it will permit public comment. Iowa Code section 21.7 states that a governmental body can make and enforce "reasonable rules for the conduct of its meetings to assure those meetings are orderly, and free from interference or interruption by spectators."

Reasonable rules may include not allowing comments on any agenda items, setting a time limit on comments, designating a specific agenda item for public comment, or not allowing spontaneous reactions or outbursts during a meeting.

While the open meetings act provides no mandate that a governmental body must provide meeting time to any citizen with something to say, many set aside time on the agenda for a "public forum" or an "open forum." Even when allowing discussion of a controversial item on its agenda, the governmental body understandably does not have to provide time to each person at the

meeting or may limit the time allotted.

Citizens are allowed to use cameras or recording devices during an open session at any meeting of a governmental body.

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 October 2021, 50 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. So far in 2021, 606 identifiable people have contacted the IPIB. Of these, 319 were private citizens, 218 were government officials or employees, and 69 were members of the media. In 2021, 70% of the incoming contacts were resolved the first day, 13% were resolved in one to five days, and 17% 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	OCTOBER TOTALS
7	0	0	3	35	5	50

The Daily Iowan named Online Pacemaker winner

The Daily Iowan was named an Online Pacemaker winner by the Associated Collegiate Press. The Pacemaker is considered the Pulitzer Prize of college journalism. The DI was one of 14 winners nationally.

This is the DI's first Online Pacemaker and seventh overall. We won a Newspaper Pacemaker last year. It's the first time we've won consecutive Pacemakers in 20 years.

Further: Three of our DI students were recognized with national awards and three others finished in the top four for individual awards! Among them:

DI staff won first place in "COVID-19: Print News" for our special section that served as a one-year reflection on the pandemic.

Yassie Buchanan won first place in the "Column" category for her piece on Black history education, in which she interviewed fellow Waterloo, Iowa native Nikole Hannah-Jones.

Robert Read won first place in "Sports Game Story" for his story on Luka Garza passing Roy Marble as Iowa men's basketball all-time leading scorer.

Alexandra Skores placed third in "Diversity Story" for her feature detailing 50 years of the Latino and Native American Cultural Center.

Katie Goodale placed third in "Sports Game/Action Photo" for her photo of Luka Garza.

Julia Shanahan placed fourth in "Human-Interest Profile" for her story on an Iowa man who died because

he was rationing insulin.

We had seven others recognized with honorable mentions for placing in the top 10 nationally. They are:

Rylee Wilson for her story on President Bruce Harreld retiring

Alexandra Skores for the College of Dentistry email story

Brooklyn Draisey, Katie Goodale and Jenna Galligan for their story on mothering during COVID-19

Kelsey Harrell for the 2020 voter guide

Chloe Peterson, Hannah Kinson, and Kelsey Harrell for a story on Caitlin Clark

Jacob Maish for a photo called "Storm Aftermath"

Tianna Torrejon for a broadcast story on Hawkeye wrestling winning the Big Ten championship

"I'm very proud of our staff and these accomplishments, particularly while enduring the pandemic and the circumstances from a mostly remote newsroom," said DI Publisher Jason Brummond. "It's quite an accomplishment to be recognized as a Pacemaker winner and have three winners in the premier national collegiate journalism competition!"

To learn more about how to support great campus journalism, please contact: Jason Brummond, Publisher, The Daily Iowan, office: 319-335-5788, cell: 319-331-6855, email: jason-brummond@uiowa.edu.

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITOR. The Ottumwa Courier is looking for a journalist ready to move into the editor ranks.

Our associate editor serves as the paper's No. 2 editor and is a vital member of our team. The Courier's newsroom is a collaborative environment that seeks to use each other's strengths to build our product into the best it can be. This position manages our special publications and helps ensure we're publishing a quality news product daily.

This role is an excellent next step for journalists that are looking to gain supervisory responsibilities, while continuing to build their clips and experience toward their career goals. We are searching for someone who is a proficient writer, an organized self-starter, a collaborator, and clear communicator. A bachelor's degree in journalism or similar field is preferred, but we'll consider those who have on-the-job experience in lieu of a formal degree.

Other ideal (but not required) qualifications include proficiency of the AP Stylebook, accurate typing skills, experience with journalism ethics and standards, and prior experience in print journalism.

This position does require a valid driver's license, safe driving record and reliable transportation.

To apply, send cover letter explaining your qualifications for the position, a resume, and 3-4 samples of your best work to Editor Kyle Ocker, kocker@ottumwacourier.com. Any questions about the position should be routed to the Editor via email. 11.17

EDITOR. Seeking an Editor to oversee the newsroom operations of our 3-day-per-week well established community newspaper in Nw Iowa.

The editor will be a reporter who is also responsible for organizing the newsroom. Working/coordinating with other office department heads, dealing with the public. The Editor will be well organized and efficient planner, team player and ambassador of the newspaper.

Some of the duties will include but not limited to: Design/layout of several news pages including the front page, update website and social media accounts, write multiple stories per day, take photos, organize and assign assignments for reporters, copy editing, format press release, point of contact for the community, attend community events, photo orders, contact for special occasion announcements, conduct weekly news meeting, decide what stories will publish on a given day and what stories can be held for future publication. Maintaining the newsroom budget and preparing the next year budget. Review all expenses and assure they are necessary to the department. Being team leader of the newsroom.

Preferred candidate will have a solid journalism background covering a variety of areas, knowledge using Adobe software and experience with social media and online strategies.

The Daily Sentinel offers a competitive salary and solid benefits package.

To apply for this position email a cover letter, resume and examples of your work – writing layouts to -Publisher monte Josy, mjost70@gmail.com or mail to 41 1st Ave Ne Le Mars Iowa 51031 Attn: Publisher. 12.08

MEDIA BUYER. This position is responsible for working closely with the sales department and advertising staff in processing advertising orders, estimates and scheduling information. This position will have national industry contacts and an aggressive sales-like attitude to buy media for print, online and digital. Responsible for being self-motivated, working independently, and well under conflicting deadlines.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Generating newspaper cost estimates and orders for print, online, networks and programmatic digital
- Coordinating with newspapers, other printed publications and media vendors throughout the United States and Canada in obtaining rate and general information for advertisers
- Serving as an information outlet to Outside and Inside Account Executives in securing publication information to match advertiser needs
- Coordinating, maintaining daily space, material and request deadlines
- Using analytical skills in researching and reviewing information provided by newspapers and media vendors to ensure accuracy of applicable pricing and details
- Serving as the liaison to in-house advertising accounts and vendors
- Deliver advertising ad copy weekly to member publications in Iowa, Michigan and Wisconsin.
- Tearsheet daily/weekly for network and display advertising
- Update content management site with advertising copy

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- 1 to 2 years of college or equivalent experience in advertising/marketing required
- 2 to 3 years of customer service experience required
- Experience analyzing complex data, market research, and formulating actionable plans preferred
- Excellent organizational skills; ability to prioritize multiple tasks and conflicting deadlines; detail-oriented
- Must have ability to work well in a team-based environment
- Excellent oral/written communication skills, including well-developed presentation skills
- High comfort level for math and excel spreadsheets
- Proficient in Microsoft Office, specifically Excel, Word and PowerPoint

Interested candidates should send a cover letter and resume to CNA Sales and Marketing Director, Kris Maggard at kmaggard@cnaads.com.

NEWS EDITOR. Woodward Community Media seeks a News Editor for the Solon office with the Solon Economist and North Liberty Leader. Must have a strong commitment to quality and service and be a team player. We need a News Editor with good organizational skills who can handle a range of duties that will include reporting, photography, editing and familiarity with websites and social media. Beats will include community and sports with some government coverage sprinkled in, depending on the skills of the top candidate. Photo equipment is provided.

College degree or equivalent in journalism, communications, or related field is required. This is a Full Time position. Benefits include employee stock ownership, 401(k), paid time off and holidays, parental leave, volunteer time off, and more. Health, dental, vision, life, disability, and supplemental insurance available. Continuing education assistance offered for further career development. 12.01

NEWS EDITOR. Consider joining the award-winning Harlan Newspapers in beautiful Shelby County in western Iowa as our next news editor. Join a dedicated and experienced team of professionals as we continue to grow our products, the Harlan Tribune and Harlan News-Advertiser. Bring fresh ideas as you coordinate our news coverage, from covering local meetings to writing feature stories, layout and design of the newspaper, photography and



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IN THIS ISSUE...

- Seeing the Whole Community
- Reviving Newspapers in Digital News Deserts
- 7 Ways to Get 25% More From Every Advertiser: Compare, Contrast, Close!



Auctioneer needed for 2022 Convention!

The Iowa Newspaper Association and Foundation is looking for an auctioneer to help us at this year's INA Convention and Trade show. If you or someone you know is interested in the opportunity, please email Jana Shepherd at jshepherd@inanews.com.

MEMBER EXCHANGE - cont. from page 5

social media. We're excited to hear from you! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 712-755-3111. All inquiries to Bob Bjoin, Editor, at news@harlanonline.com. 12.01

NEWS REPORTER. Join the award-winning Harlan Newspapers in beautiful Shelby County in western Iowa as a news reporter. We are a dedicated and experienced team of professionals continuing to grow our products, the Harlan Tribune and Harlan News-Advertiser. We welcome your fresh ideas as you become one of your premiere journalists, writing pieces you are excited about and helping in areas with regional meeting coverage, feature articles, sports coverage, photography and layout and design of the newspaper. Give us a look! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 712-755-3111. All inquiries to Bob Bjoin, Editor, at news@harlanonline.com. 12.01

NEWS WRITER. 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 learning and 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 position will report primarily on Marion County news, with an emphasis on Pella, Iowa and Knoxville, Iowa. This reporter will go from reporting feature stories on local people to producing important watchdog packages that either hold governments accountable or further educate readers on trends and happenings in their community. Our newsroom gives you the freedom to pursue projects you're interested in that go beyond the day-to-day responsibilities. We are a 21st-century newsroom that seeks to break the news that matters to our community. This is a great opportunity for a reporter to acquire quality experience and become a versatile multi-media journalist. The Oskaloosa Herald operates a daily news website, <http://www.oskaloosa.com>, and publishes print editions on Tuesday and Saturday to more than 1,500 subscribers. The Oskaloosa Herald reports on the counties of Mahaska and Marion in central Iowa. Based in Oskaloosa, Iowa, the newspaper is located in the home of the four-year William Penn University. Pella, Iowa is home to Central College, Pella Windows, Vermeer Corporation and the annual three-day Tulip Time Festival. Knoxville, Iowa is home to the Sprint Car Racing Capital of the World in Knoxville Raceway. To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Editor Kyle Ocker by email to kocker@oskyherald.com. 11.17

▼ FOR SALE

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.

Poly bags! Earlier this year, the Telegraph Herald, Dubuque, changed the physical size of the paper. With that, we now have lots and lots of cases of poly bags, used by carriers. That are better suited for a broadsheet size paper. The dimensions of the bags are 9" x 21"..... if you need bags, LET'S MAKE A DEAL! Contact Mike Fortman at 563-588-5740, mike.fortman@wcinet.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@inanews.com.



An Iowa Newspaper Foundation webinar...

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

SEEING THE WHOLE COMMUNITY

Thursday, November 11 • 1-2 p.m.

Registration fee: FREE • Deadline: November 8

IN THIS WEBINAR...

Communities, readers and audiences want to see themselves reflected in your local news coverage. Not just through words and stories, but also through the visuals, photos, art and designs in your various print and digital products. Doing so requires you to look, listen and learn.

This session will help editors and reporters visually cover their whole community. Topics include visual inclusion, intention and diversity as well as making tough visual calls.

THE PRESENTER...

Val Hoepfner



Val Hoepfner, a renowned journalist, media instructor and strategist leads this discussion. Currently a media consultant, Hoepfner previously worked as director of education for the Diversity Institute at the John Seigenthaler Center and is a member of the Native American Journalists Association, Online News Association, Associated Press Photo Managers, News Leaders Association, the Recording Academy and Public Radio in Mid America.



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An Iowa Newspaper Foundation webinar...

REVIVING NEWSPAPERS IN DIGITAL NEWS DESERTS



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

Thursday, November 18 • 1-2 p.m.

Registration fee: **FREE** • **Deadline:** November 15

IN THIS WEBINAR...

The digital landscape is analogous to the Great Plains of 19th century middle America.

If you try to build a farm (website) without a clear path to the railroad (Google/Facebook), then there is no practical way of developing a sustainable town (digital business).

In this webinar, Our Hometown CEO, Matt Larson, will present the steps needed to forge and maintain digital channels to the major Internet platforms, where the newspaper's audience has already assembled. Learn how to:

- Help Google index your site
- Get headlines to appear in Google News
- Direct traffic from Facebook to your website
- Keep readers engaged on the website longer

THE PRESENTER...

Matt Larson



Matt Larson is the president & CEO of Our-Hometown.com and has proudly served the newspaper industry for 12 years. His company provides a WordPress-based platform that has been customized for newspapers to help them monetize their content online. Their mission is to help community newspapers develop digital business models with tools for better storytelling and more efficient local news production. Larson leads a monthly virtual conference series, where he interviews newspaper publishers from all over the country on how they are utilizing digital to connect with socially-distant readers. He is also the publisher of the "Our Hometown News," a weekly blog and video/audio podcast series, which discusses tech tips, marketing strategy and industry news/events.



MEDIA CAMPUS

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



An Iowa Newspaper Foundation webinar...



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

7 WAYS TO GET 25% MORE FROM EVERY ADVERTISER: **COMPARE, CONTRAST, CLOSE!**

Thursday, December 9 • 1-2 p.m.

Registration fee: FREE • Deadline: December 6

IN THIS WEBINAR...

We've all heard it before: No budget. Or, we are moving in a different direction. So, how do you sell past these objections and get more ad dollars than ever before? Compare, consult and conquer! Ad sales adviser, Ryan Dohrn, will show you a daring and inventive way to ethically share what competitive advertisers are doing in the market to draw out money from those reluctant advertisers that give us the same lame excuses. **COMPARE** them to others in their category that are doing great. **CONSULT** with them on how to be bigger and better. Then, **CONQUER** the close by showing the advertiser how to dominate the companies they hate most...their competition. This is an advanced selling workshop that has received a five-star rating from more than 1,000 salespeople.

THE PRESENTER...

Ryan Dohrn



Ryan Dohrn is a top motivational speaker that won an Emmy for marketing excellence while working for ABC TV/Walt Disney Co. and was recognized by Forbes.com with the "Best of the Web" award for his business strategies. Dohrn's focus is leadership training and team performance development. His passion for sales and marketing has given him the unique opportunity to touch half a billion dollars in revenue for companies in seven countries. Dohrn was one of the youngest managers in Walt Disney history. His management insights have been featured in USA Today and on CNN. He is an internationally certified business coach, has trained over 30,000 professionals, and works monthly with companies in 15 business sectors.



MEDIA CAMPUS

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REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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