



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

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

WEBINARS

Reviving Newspapers in
Digital News Deserts
Thursday, November 18

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

Support small-town USA by backing the LJSA

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

BY TONY BARANOWSKI, PUBLISHER
TIMES-CITIZEN COMMUNICATIONS

CRYSTAL GOOD, FOUNDER AND PUBLISHER
BLACK BY GOD THE WEST VIRGINIAN

MILES LAYTON, RURAL COMMUNITY JOURNALIST

DON SMITH, EXECUTIVE DIRECTOR
WEST VIRGINIA PRESS ASSOCIATION

JIM IOVINO, DIRECTOR
WVU NEWSTART PROGRAM

Stakeholders in journalism, news, and the general welfare of a fact-based democracy have been beside themselves in recent weeks as a little-known bill that they hoped would slip its way into the broader Build Back Better plan was treated as little more than an expendable remnant.

In the interest of price chopping and compromise, the Local Journalism Sustainability Act (visit <https://www.congress.gov/bill/117th-congress/senate-bill/2434/text> to view) has at various times been slashed, trimmed, or cut entirely in the deal-making process, seemingly with little consideration for what it could actually accomplish, or what's at stake if it's lost.

The common and simplified perception is it would be a life preserver offered to struggling newspapers across the country. Followers may have also read high-minded arguments that those very newspapers are necessary to preserve democracy as we know it in the United States of America.

None of those takes are wrong, and we wouldn't suggest otherwise. But let's face it: anything that might be considered a government bailout of "the media," is an easy casualty for elected officials in the court of public perception. It's easy to demean on Facebook and Twitter.

The more nuanced argument is this could be a game-changer for small-town USA and the rural voices that are frequently drowned out by more dominant coastal outlets. Those mom-and-pop storefronts that have dwindled under a tidal wave of Walmarts and Dollar Generals? They would be a primary beneficiary of LJSA. Local fundraisers of all stripes, community banks, development groups, teachers

and schools... the list of winners when it comes to this relatively small price tag is as big as America itself.

How? The short answer is newspapers benefit the communities they serve, and it's no coincidence that strong newspapers reside in strong communities. The intricacies of the bill have been laid out elsewhere, but can be distilled simply in three bullets:

- A tax credit for subscribers
- A tax credit for advertisers
- A tax credit for news organizations themselves for employing journalists

There's really no downside to any of these benefits no matter your political lean. A better-informed citizenry with a perk to supporting the local newspaper (which are small businesses, too!) is a win. It also offers a solution to small local government operations that are struggling themselves to combat misinformation on social media.

Small businesses with minimal promotional budgets have been dumping what little they have into sponsored ads on Facebook and Google, with predictably diminutive return on investment. You get what you pay for, as they say, and when it comes to generating business in rural America, there's still no contest on what produces. No amount of geofencing can compete with landing on every single doorstep in town once or twice a week.

The first two provisions would be game changers in their own right, boosting circulation, revenues and page counts. That means more pictures of your kids at prom, on the football field, and in the fall musical. But the economic benefits aren't confined to the newsrooms themselves -- small newspapers employ local community members -- and this includes the journalists who can shed light on the bad things that can be the downfall of entire communities.

And let's not forget: this bill also comes in the wake of a confluence of impacts from public crises to corporate interests that have wrecked havoc on the stability of local news organizations and have seen tens of thousands of journalism positions lost.

Newspapers can benefit from this. But America needs it.

This article was originally published by the Newstart Alliance, visit <https://www.newstart.media/support-local-news-ljsa/> to read it online.

meeting minutes



INA Services Company Board of Directors Meeting Minutes

INA Services Company Board of Directors | October 28, 2021

The INA Services Co. Board met in Des Moines at 1:15 p.m. with the following members present: Ron Gutierrez, Clinton Herald; Debbie Anselm, Davenport Quad-City Times; Terry Christensen, Fort Dodge Messenger; Tony Baranowski, Iowa Falls Times-Citizen; Trevis Mayfield, Maquoketa Sentinel-Press; Chad Pauling, Sioux City Journal and Matt Bryant, Washington Southeast Iowa Union. Also present were Kris Maggard, INA Services Co; Jana Shepherd, INF; Susan Patterson Plank, INA.

Votes taken:

- A. On a motion by Bryant, seconded by Pauling, the minutes of the June 18, 2021, board meeting was approved.
- B. On a motion by Baranowski, seconded by Bryant, a request for funding in the amount of \$5,000 to support the Local Journalism Sustainability Survey was approved.

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.

Other items discussed:

- A. The board heard a YTD Sales update from Maggard.
- B. The board heard an update on the timeline for rate information forms for 2022.

There being no further business the meeting was adjourned at 1:26 p.m.

Respectfully submitted,

Kris Maggard



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.

CONTACT US



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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.

IowaWatch's campaign with NewsMatch 2021 has begun. Can you help?

BY MARY UNGS-SOGAARD

DEVELOPMENT DIRECTOR

THE IOWA CENTER OF PUBLIC AFFAIRS JOURNALISM

It is rare when you can make a donation to a good cause, then be assured that someone out there will just double what you have given.

But that is what is happening right now, through Dec. 31, with IowaWatch and the Institute for Nonprofit News' "NewsMatch 2021." IowaWatch was accepted into this national campaign, kicking off this fundraising on Nov. 1.

ARE YOU FAMILIAR WITH IOWAWATCH? It is the nickname for the Iowa Center for Public Affairs Journalism. This non-profit organization was formed in 2010, hiring journalists to produce pieces that dig into various subject areas relevant to Iowans – health, education, community life, agriculture, etc. They are sent to a list of media outlets to publish with no fee, in print or on digital platforms (not on the list? Let us know.) This helps to ensure coverage when newsroom cutbacks are experienced, giving for-profit media partnership choices with Iowa-focused content to use. Thank you to all who run IowaWatch stories -we love our media partners!

IOWAWATCH CARRIES FORTH THE TORCH OF JOURNALISTIC DEVELOPMENT IN THE STATE OF IOWA, hiring both seasoned and in-training journalists. Over 50 deep-dive stories were produced by IowaWatch this past year, and shared across the country. The editorial team, led by Suzanne Behnke, works hard to produce verified and insightful journalism. From a wide-ranging interview with Iowa's epidemiologist (who then left

her role a few weeks later,) to stories on mental health in Iowa, the team - without intervention by donors or board members - takes on work that requires time and professional editing to ensure accuracy.

This NewsMatch campaign will help support IowaWatch's 2022 editorial plans. The popular "**Small Town Solutions**" project will continue into next year, sharing the stories of successes in communities across Iowa. Many more projects are already being vetted, with financial support being key to the work.

Thank you to those who have contributed in any way to IowaWatch in the past, as well as to you who are considering becoming a new partner in this journalistic movement. Thanks to you who have visited the website and already given, or have sent in a check. It is evident there is deep desire to make sure democracy has an accountability arm in the state of Iowa.

Even a gift of \$10 is meaningful; part of the challenge is to prove that Iowans value trustworthy, independent journalism. National grant funders look for any kind of participation from across the state. The number of participants matters.

- Just announced - IowaWatch's board is also prepared to match donations up to \$10,000. This will triple your gift's impact!

It's easy to give - visit [IowaWatch.org](https://www.iowawatch.org) and click the red "Donate Now" button at the top. Suzanne and I will be notified of your gift. With your help, we can reach our \$25,000 goal.

Thank you!

This letter was written by Mary Unga-Sogaard, Development Director of The Iowa Center of Public Affairs Journalism/ IowaWatch.org.

Watch 'Storm Lake' on PBS on November 15

INDEPENDENT LENS

Go inside The Storm Lake Times, a family-run newspaper serving an Iowa town which has seen its fair share of changes. Pulitzer Prize-winning editor Art Cullen and his family dedicate themselves to keeping the paper alive in an era when local journalism is struggling. 'Storm Lake' premieres on Independent Lens Monday, November 15. Watch on PBS and the PBS Video app starting at 10/9c.

Visit <https://www.pbs.org/independentlens/documentaries/storm-lake/> to learn more about the program.

JOIN THE WATCH PARTY!

Watch STORM LAKE with us! Co-directed by Jerry Risius and Beth Levison, the documentary follows Pulitzer Prize-winning journalist Art Cullen and his

family's fight to unite and inform their Iowan farming community through their biweekly newspaper, The Storm Lake Times—come hell or pandemic.

Through the story of The Storm Lake Times, we see clearly what we lose when we lose local news. Credible local journalism is essential to a functioning democracy and healthy communities. Join the #StormLakePBS Watch Party and show your support for local news, journalists and a thriving free press.

Visit <https://docs.google.com/forms/d/e/1FAIpQLSdTy7SJIEH2f1y1VZTbwJjMBn8sYbw2ngFwc5TIR6-WRbXINA/viewform> to join.

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 and Editor to oversee the newsroom operations of our 3-day-per-week well established community newspaper in Le Mars, 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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- 7 Ways to Get 25% More From Every Advertiser: Compare, Contrast, Close!

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. In search of a news reporter to join the Le Mars Daily Sentinel's news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well-organized stories, and work well with our newsroom staff. Responsibilities include covering everything from hard news, business and government to personality features. The ideal candidate should be comfortable with digital photography and social media platforms. Page design abilities and experience with Indesign And Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefit package. Please forward resume, cover letter and writing samples to Monte Jost, mjost70@gmail.com or mail to Publisher Le Mars Daily Sentinel 41 1st Ave NE Le Mars Iowa 51031. 12.15

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...

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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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.



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