

March 16, 2022



Volume 39
Issue 11

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
April 28, 2022

EVENTS

INA Awards Banquet
April 28, 2022
Downtown Des Moines
Marriott

WEBINARS

Easy Upselling Strategies
with Digital Sales
Thursday, March 24

**YOU DON'T KNOW WHAT
YOU DON'T KNOW...**
**WITHOUT PUBLIC NOTICE,
YOU ARE LEFT GUESSING.**

iowanotices.org
*All Iowa public notices
in one place... free,
searchable and online*



**IOWA NEWSPAPER
ASSOCIATION**



Help your readers understand the importance of public notices

The INA has released a series of public service ads for members to run in their newspapers, promoting public notices in newspapers and the iowanotices.org website!

By running these ads, you can help your readers realize the importance of public notices and help make the public aware that Iowa newspapers have taken the initiative to develop a website allowing everyone to view notices of public interest archived for easy reference. There is no cost to access the information and local governments have not been charged any fees to have their notices posted.

The ads are available in several sizes and members are asked to use them to fill space when available. Ads can be downloaded at <https://inanews.com/resources/public-notice-resources/public-notice-ads/>.

There are two versions of each ad available. One version includes the INA's logo, the other version can be customized with your newspaper's logo.

If you have any questions about these ads, please contact INA Communications Director Cicely Gordon at cgordon@inanews.com or 515-422-9077.



**HOW ARE YOUR
LOCAL TAXES
SPENT?**

WITHOUT PUBLIC NOTICES, YOU'RE LEFT GUESSING.
You have a right to know how state and local governments spend your hard-earned tax dollars -- and it's your responsibility to find out. Without public notice, you're left to guess how elected officials are spending your money.

FIND ALL IOWA NOTICES ONLINE.
Since knowing is so important, we joined the other newspapers in Iowa and also publish our public notices online at www.iowanotices.org.

iowanotices.org
All Iowa public notices in one place... free, searchable and online

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

Postal Reform Bill Passed by Congress, On its Way to President Biden

HOLLY LUBART

GOVERNMENT AFFAIRS CONSULTANT, NEWS MEDIA ALLIANCE

On March 8, Congress passed the long-awaited Postal Reform bill that will, among other things, reduce costs of the Postal Service to curb rate increases for our members. The Senate passed 79-19 the Postal Service Reform Act, H.R. 3076, originally sponsored by Rep. Carolyn Maloney, D-NY, and James Comer, R-KY, which now goes to President Biden for his signature. The Alliance was part of a stakeholder coalition supporting the bill and signed on to numerous letters. While this vote was a meaningful step towards reduced costs and reliable service to consumers nationwide, more work needs to be done in stabilizing postal rates and The Alliance will continue to be at the forefront of those discussions. The Alliance has created a Postal Group and will advocate for future policy recommendations to the Postal Service and Congressional leaders to find solutions that will help protect news publishers and our communities' access to high-quality journalism. The Alliance has also partnered with the National Newspaper Association (NNA) in a joint task force to educate and train members in using the Postal Service more effectively with the goal of saving members costs and creating efficiencies.

This was originally published by News Media Alliance. Visit <https://www.newsmediaalliance.org/postal-reform-bill-passed-by-congress/> to read online.

Holly Lubart is a Government Affairs Consultant for the News Media Alliance. Previously, she served as Vice President of Government Affairs for the PA NewsMedia Association and started her career as a journalist. Lubart has over 20 years of political and communications experience.



IOWA NEWSPAPER ASSOCIATION
AWARDS BANQUET

Visit www.inanews.com to learn more
and register for the event today!

CONTACT US



Phone 515-244-2145

Website www.INAnews.com

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Randy Evans, Iowa Freedom of
Information Council
515-745-0041 | iowafoicouncil@gmail.com

U.S. MAIL

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

INA LEGAL HOTLINE

515-283-3100 (paid service)

Iowa Freedom of Information Council offers free courtroom training

The Iowa Freedom of Information Council and Iowa Judicial Branch will conduct a training program on Friday, March 25 for journalists in Spencer, Iowa who want to use cameras, laptop computers, audio recorders or smartphones inside Iowa courtrooms.

There is no charge for this program. No reservations are necessary. The training will be repeated in the coming weeks in west central, northwest, southeast and far eastern Iowa.

The March 25 event will be in Spencer from 10 a.m. until 11:30 a.m. at the Spencer Reporter. You can find details on the attached flyer.

It is important that journalists -- photographers, videographers, reporters, assignment editors, etc. -- in southwestern Iowa make time for this training if you or



your staff want to use electronic gear inside Iowa courtrooms. This training is being held to avoid problems in courtrooms like those that occurred during the recent trial of the man accused of killing Mollie Tibbetts.

Because electronic gear is permitted in courtrooms only with

the permission of the presiding judge, it is important that everyone have a thorough understanding of the do's, don'ts and procedures for Iowa's Expanded News Media Coverage rules established by the Iowa Supreme Court.

Avoiding problems is important, because judges have the authority to punish those who violate the court rules. That punishment could range from a verbal reprimand, to banning the journalist or his/her employer from using digital gear in future court proceedings, to criminal contempt-of-court charges against the journalist.

The Iowa Public Information Board Celebrates Sunshine Week in Iowa

The Iowa Public Information Board (IPIB) will highlight Sunshine Week in Iowa at their monthly meeting on Thursday, March 17, 2022, at 1:00 p.m. The short presentation at the beginning of the meeting will reflect upon the creation and early days of the IPIB's work to promote transparency including the reading of the Governor's proclamation.

Sunshine Week is a nationwide event to educate the public about the importance of open government and transparency. It coincides each year with James Madison's birthday, and National Freedom of Information Day. Sunshine Week is a celebration of access to information and what it means for communities and citizens in our state and across the country. It provides an opportunity to highlight the importance of access to information as a cornerstone of democracy.

March 13 - 19, 2022 will be celebrated as Sunshine Week in Iowa and will commemorate the anniversary of James Madison's birth. Throughout the year, the IPIB works to support public access to government records, increase information provided electronically, and ensure that all meetings of deliberative bodies are fully noticed and open to the public.

The Iowa Public Information Board was created in 2012 to provide a free, efficient way for Iowans to receive

information and resolve complaints related to Iowa's open meetings and public records laws. It promotes and educates Iowans about transparency within our government. The IPIB works with Iowa's governmental bodies, the media, and the citizenry at large. The vast majority of complaints are settled informally, with a negotiated compromise that satisfies both parties, reduces community conflict, and results in increased government transparency. For more information about the IPIB, please visit: www.ipib.iowa.gov.

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

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 2022, 133 identifiable people contacted the IPIB. Of these, 82 were private citizens, 38 were government officials or employees, and 13 were members of the media. In 2022, 73% of the incoming contacts were resolved the first day, 16% were resolved in one to five days, and 11% 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	FEBRUARY TOTALS
9	0	0	15	43	13	80

Supply-chain crunch slows newsprint deliveries, jangles rural newspaper publishers' nerves

BUCK RYAN

ASSOCIATE PROFESSOR OF JOURNALISM
UNIVERSITY OF KENTUCKY

A shortage of truckers and blockade bottlenecks have put a crimp on newsprint deliveries to the nation's newspapers.

Those delays, combined with fears of a newsprint shortage, have raised publishers' anxiety and put a premium on delivery schedule planning.

"Yes, the newsprint situation is severe," said K. Brett Wesner, chair of the National Newspaper Association, a not-for-profit trade association representing the owners, publishers and editors of community newspapers in the U.S.

Wesner is a member of the family publishing group Wesner Publications Co., based in Cordell, Oklahoma, which publishes 15 titles in Oklahoma, Texas and New Mexico.

The crunch appears to come from a backlog caused by the blockade by Canadian truckers to protest pandemic restrictions, said Kentucky Press Association Executive Director David Thompson, the longest-tenured newspaper-association executive in North America.

"Apparently the Canadian blockade is to blame because all or most all is coming from Canada," Thompson said, referring to the main source of supply for the U.S.

Thompson said one KPA member told him "The Canadian truck convoy was part of the problem for a while, but there is just a shortage of truckers right now. We're told the newsprint has been produced but is waiting in storage for a driver to pick it up."

Another Kentucky publisher, Jay Nolan, worried this week that his J. Frank Publishing plant in London wouldn't have newsprint for the 14 papers, eight of them his own, that print there. "Just got word our paper truck is now scheduled to arrive March 14. That's three days before disaster of having zero paper in stock," he wrote. "Worst supply situation I've seen in my 40 years in the industry."

Nolan, the 2019 KPA president, said his firm ordered all standard newsprint 12 months in advance from PAGE Cooperative, the largest purchasing co-op in the U.S. for newspapers and commercial printing.

Canada, the No. 1 newsprint paper supplier to the U.S., itself has not been spared. An article published last month in the Toronto Star with the headline "Paper shortage impacting local newspapers" included a line that late last year "an issue of the Toronto Sun didn't get printed because there simply wasn't enough newsprint."

Tony Smithson, a national expert, warned about supply-chain delays and newsprint price increases in his NNA blog in December.

"There are too few trucks and truck drivers in the market, so deliveries to newspaper printers are often delayed or unpredictable," said Smithson, a regional

director of printing operations for Adams Publishing Group, a major community newspaper company.

This week, Smithson said, "One supplier recently told us that they had lined up only 76 trucks and drivers for the 872 loads they had planned to ship. That illustrates the scope of the challenge."

In Kentucky the situation is best described as more of "a crunch" than "a severe newsprint shortage," Thompson said. "I've checked with four more plants this a.m.. One isn't having any issue except the cost going up and three say the newsprint has been running a week or two late because of shipping. But nothing that warrants a 'newsprint shortage'."

At another operation involving three printing plants, Thompson said, "They are working on a low number of days, well, lower than they like to make it comfortable, but it's the same thing: Shipments. I don't know what it requires to be a 'severe newsprint shortage.' One described it as a crunch."

Smart planning and patience has averted trouble in Kentucky, even though there have been close calls.

"We heard of the newsprint shortage in June of 2021," said Ricky Reed, lead pressman for The Winchester Sun, where the Boone Newspapers in Kentucky print, "and were asked by our publisher to put in newsprint orders up until June of 2022."

Although the newspaper has experienced delays for a week or two of the newsprint it receives from a mill in Canada, Reed said, "We have never missed a shipment due to a shortage."

That view was echoed by Mike Scogin, president and publisher of the nearby Georgetown News-Graphic, which has a press.

"The problem is more with trucking than a newsprint shortage ... just a challenge with shipping," Scogin said. "We have been delayed a few days, but nothing unmanageable. It just takes a little more planning."

Nolan, president of Mountain Advocate Media, based in Barbourville, turned a family business of two weekly newspapers into Nolan Group Media, which now consists of eight weeklies, two commercial printing plants, a commercial sign company and an office machine company.

Nolan said small, rural papers are more threatened by the shortage because most of their printers are independently owned "or have newsprint agreements with only one or two mills," not the cooperative. "Some have limited storage capacity. As the paper market gets tighter, trucking delays make just-in-time delivery more problematic."

Nolan listed several contributing factors for the shortage, including:

- A decline in demand for newsprint caused mills to close or convert their machines to other types of paper. The pandemic further crushed demand as newspapers closed, "six in Kentucky

Florida reverses recently approved legislation requiring public notices on local newspapers

On Thursday, March 10, 2022, the Florida State Senate voted in favor of a bill (FL HB 7049) that changed state government entities' requirements to place public notices in local newspapers. The amendment that passed changed some language from the existing bill, which was just approved in 2021, allowing public notices to remain in the public domain through newspapers, their websites, and online at www.floridapublicnotices.com. The [floridapublicnotices.com](http://www.floridapublicnotices.com) site is a free and independent site operated by the Florida Press Association and provided to Florida and several other states by Column, a public benefit corporation founded by its CEO Jake Seaton.

In short, just approved Florida Senate House Bill 7049, which now heads to Governor DeSantis' desk, will eliminate the requirement for local governments to publish public notices in a newspaper. Instead, governments would be allowed to post them on a county

website.

Critics of this latest change argue that, under the new bill, the state's legal notices could be strewn across 67 different county websites instead of the centralized platform run by the Florida Press Association and Column.

In this 128th episode of "E&P Reports," Column founder and CEO Jake Seaton talks with E&P about the compelling data his company compiled, showing how efficiently the current public notice system in Florida is working, as well as his experiences meeting with legislators and giving testimony to try to keep a 68-day old law from being repealed.

This article was published by Editor & Publisher. Visit <https://www.editorandpublisher.com/stories/florida-reverses-recently-approved-legislation-requiring-public-notices-on-local-newspapers,221198> to read online.

SUPPLY-CHAIN - cont. from page 4

I know of." Those were owned by Community Newspaper Holdings Inc.

- With fewer mills making newsprint, producers are running near capacity.
- As the pandemic rose, Covid-19 diminished the ability of providers to fully staff remaining producing plants: "Classic supply/demand/production bottleneck."
- Increased regulations have dramatically raised requirements and training for someone to get a Class A commercial driver's license, causing a national shortage of truck drivers. Gasoline price increases have hurt the trucking industry

even further.

- Delays in getting produced paper picked up for shipment has filled mill warehouses and shipping docks to a saturation point.

Nolan is not optimistic the situation will improve soon. "Recently, I was told lack of storage capacity is now hampering production," he said. "Also, mills are running at such high capacity level, maintenance is curtailed. Now, any breakdown of machinery pushed too hard stops production."

This article was originally published on the Rural Blog. Visit <https://irjci.blogspot.com/p/supply-chain-crunch-slows-newsprint.html> to read it online.

INA MEMBER BENEFIT!

www.onlinemediacampus.com use code **IAwebinars** to register!

Access to all Online Media Campus webinars, free of charge!

Nearly 150 archived webinars!

Questions? Contact jshepherd@inanews.com



FREE MEMBER EXCHANGE

▼ HELP WANTED

AUDIENCE DEVELOPMENT AND SALES DIRECTOR. TH Media is seeking an Audience Development and Sales Director. This position is part of the TH Media leadership team. TH Media, an employee-owned company located in Dubuque, Iowa, sits on the banks of the beautiful Mississippi River. Both Wisconsin and Illinois are directly across the river and Dubuque serves as the Tri-States regional hub for business and entertainment. TH Media is focused on local content and serves the market through a variety of print and digital platforms including: the Telegraph Herald, a six day print/seven day digital newspaper with extremely high penetration; telegraphherald.com (and the TH app), a local news, information and advertising website with over 3 million visitors each month; AccessDubuqueJobs.com, the area's leading employment website; BizTimes, a publication focused on the business community, Her Magazine, a magazine just for women; numerous digital newsletters, events, and more.

As an employee-owner, the Audience Development and Sales Director will be involved in all TH Media platforms, overseeing print and digital subscription growth, classified advertising, and distribution. As part of the leadership team, you will not only be an integral part of the day-to-day operation of the company, you will help position TH Media for the future.

Qualified candidates should have a track record of growing revenue and possess a strong knowledge of sales and subscription management, along with distribution. You will need a solid business acumen with experience in budgeting revenue and expenses, leading teams, and working with Microsoft products. You will be expected to be active in the business community. This position provides the right candidate an opportunity for future growth within our company. The Audience Development and Sales Director position offers a competitive salary, attractive benefits package, employee ownership, schedule flexibility, a family atmosphere, work/life balance and more.

TH Media is part of Woodward Communications, Inc., with headquarters in Dubuque. Our employee-owned company also includes weekly publications in Iowa and Wisconsin, radio stations, a commercial printing facility, and a full-service advertising agency.

Visit <https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=51678&clientkey=41E82EC60AAD792EC7018E3AB22DE8D2> to learn more about this opportunity and to submit a resume and application. 03.30

EDITOR/OFFICE MANAGER. Looking for an enthusiastic and responsible person interested in excelling in community journalism. Coverage of school and community news and local issues is our top priority. Work with writing and layout of weekly newspaper, e-edition and Facebook page. Long-term situation including possible ownership is a possibility. Please forward resume, cover letter and writing samples to Janine Kock, observer@westianet.net or mail to The Observer, PO Box 156, Westside, IA 51467. 04.01

FULL-TIME STAFF WRITER. The Oskaloosa Herald and Ottumwa Courier have two full-time staff writer openings on its regional news staff. We're seeking reporters who live for the next good story to contribute stories to our news and magazine products. The Ottumwa Courier and Oskaloosa Herald share a regional newsroom that creates content for our newspaper and magazine products, with reporters located in either Ottumwa or Oskaloosa. Occasional remote work is possible depending on the situation, but we generally expect reporters to maintain office hours in either Ottumwa or Oskaloosa, Iowa.

Our newsroom gives you the freedom to pursue projects you're interested in that go beyond your 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.

This position is best suited for entry-level journalists who were active at their college's campus media (newspaper, TV, radio, etc.) or for early-career journalists looking for an exciting challenge. A bachelor's degree in journalism, mass communications, or related field, is preferred. Though we will consider those who have relevant experience and a passion for journalism in lieu of a degree.

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@ottumwacourier.com. 0505

MEDIA BUYER. Customized Newspaper Advertising is seeking a 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. Interested candidates should send a cover letter and resume to CNA Sales and Marketing Director, Kris Maggard at kmaggard@cnaads.com by April 1, 2022.

REGIONAL REPORTER. The Telegraph Herald in Dubuque, IA is looking for a confident journalist comfortable keeping tabs on a portion of our coverage area. He or she will handle everything from features to hard news, from education to politics, and must be as adept at breaking a story on our website in the middle of the afternoon as on the front page the next morning. The position will provide an opportunity for a diversity of stories and trend pieces. Primary responsibilities include writing news and feature stories, taking video and using social media to gather information and inform readers.

Prior professional or collegiate media experience is required. Prior experience at a daily newspaper is preferred, but we are willing to consider any talented journalist. New graduates of collegiate journalism programs are encouraged to apply.

Joining our team offers more than just the daily grind of churning out small stories. Reporters have time to tackle Sunday centerpieces on larger issues and to craft strong series. Investigative reporting and data-driven work also is encouraged.

Our salaries are very competitive with others in the industry. In addition, our employee-owned paper offers the possibility of raises after one year, and current employees earn shares in the company annually that vest after five years, providing another significant financial benefit.

Additionally, due to our local ownership, the important decisions about our products are made by people who live and work in our community. Visit our website to learn more about this employee-owned organization.

Want to know more about our beautiful tri-state area right on the Mississippi River? Learn more from Greater Dubuque Development Corp. by clicking here: <https://www.greater-dubuque.org/>

APPLY ONLINE: <http://www.wcnet.com/career-opportunities>
The Telegraph Herald is a product of TH Media, a division of Woodward Communications, Inc. (WCI). WCI is an equal-opportunity employer. 03.09

MEMBER EXCHANGE - cont. on page 7

REPORTER. The Telegraph Herald, an employee-owned daily newspaper located in Dubuque, Iowa, seeks a talented regional reporter to join our news team. Be part of a hard-working, aggressive newsroom working to produce the best newspaper in the state, both in print and online. We are looking for a confident journalist comfortable keeping tabs on a portion of our coverage area. He or she will handle everything from features to hard news, from education to politics, and must be as adept at breaking a story on our website in the middle of the afternoon as on the front page the next morning. The position will provide an opportunity for a diversity of stories and trend pieces. Primary responsibilities include writing news and feature stories, taking video, and using social media to gather information and inform readers. Prior professional or collegiate media experience is required. Prior experience at a daily newspaper is preferred, but we are willing to consider any talented journalist. New graduates of collegiate journalism programs are encouraged to apply. Joining our team offers more than just the daily grind of churning out small stories. Reporters have time to tackle Sunday centerpieces on larger issues and to craft strong series. Investigative reporting and data-driven work also is encouraged. Our salaries are very competitive with others in the industry. In addition, our employee-owned paper offers the possibility of raises after one year, and current employees earn shares in the company annually that vest after five years, providing another significant financial benefit. Additionally, due to our local ownership, the important decisions about our products are made by people who live and work in our community. 04.01

REPORTER/PHOTOGRAPHER. With the Eastern Iowa Media Group, we don't just drop you into a job, we all work together and co-mentor to get everyone's best. We have a strong, collaborative news gathering organization that's looking for talented journalists who know how to relay important news in a way that people can understand and enjoy reading. Our reporters are a team within a team, and we've all got one another's backs as we are constantly learning what drives our local communities - and then teaching our readers about it.

As part of our fun and close-knit team, you get to:

- Learn new thing
- Write informative news storie
- Meet new peopl
- Be part of a team within a tea
- Entertain readers with dynamic feature article
- Take engaging photograph
- Attend events throughout the area

Advancement opportunities are available for the right candidate.

The job averages 37 hours a week and is based in Dyersville, IA. It includes a comprehensive benefit package including health, dental, paid time off, tuition reimbursement, retirement, gym membership reimbursement, employee stock ownership (ESOP) and much more.

The Eastern Iowa Media Group is part of Woodward Community Media, a division of Woodward Communications, Inc., an employee-owned company based in Dubuque, Iowa.

Apply online at <http://www.wcinet.com/career-opportunities> 03.09

▼ FOR SALE

FOR SALE-HAND OPERATED ADVANTAGE PAPER CUTTER WITH A PATENT OF JULY 23, 1889. 2 blades included. Works fine. Best offer. Must come and get it. Best offer. Contact, Ron Slechta, The News, 419 B Avenue, Kalona, IA. 319-656-2273 or publisher@thenews-ia.com 02.16

FREE-2 ARTWAXERS AND A LABEL DISPENSER FOR MAILING. Must pay shipping or come and get them. Contact, Ron Slechta, The News, 419 B Avenue, Kalona, IA. 319-656-2273 or publisher@thenews-ia.com 02.16

FOR SALE: WESTERN IOWA WEEKLY NEWSPAPER NEAR SIOUX CITY. Legals for two counties, five schools and eight towns. Strong community support. Phone 712-870-9807

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumé's 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.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Easy Upselling Strategies with Digital Sales
- Spencer Courtroom Training



An Iowa Newspaper Foundation webinar...

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



EASY UPSELLING STRATEGIES WITH DIGITAL SALES

Thursday, March 24 • 1-2 p.m.

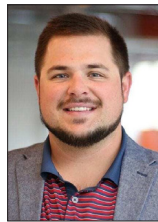
Registration fee: FREE • Deadline: March 21

IN THIS WEBINAR...

In this webinar, AdCellerant explains how publishing companies are upselling advertisers and complementing their campaigns with Targeted Display. We're going to learn about why programmatic display is the foundation to any digital campaign, easy upselling strategies for your legacy sales reps, and reviewing case studies of other publisher's success by adding targeted capabilities to their product set.

THE PRESENTERS...

Ben Bouslog & Elizabeth Bernberg



Ben Bouslog is the vice president of Business Development for AdCellerant, a tech-enabled marketing services company. AdCellerant partners with publishers to leverage their turn-key solutions to drive digital revenue streams. Ben's experience spans 8+ years in the digital space with a background in ad operations that gives him an intimate familiarity with how digital really works and the value it can bring to any advertiser or media organization.



With more than 15 years of digital marketing experience, Elizabeth's background and experience includes leadership roles within all major media categories including print and radio. Fun fact, Elizabeth was also an AdCellerant partner. Elizabeth's passion, industry knowledge and creative leadership style has enabled her to directly impact the accelerated growth of digital revenue within media organizations while maintaining focus on developing goal driven digital marketing strategies for SMBs.



MEDIA CAMPUS

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OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by a partnership of state press associations.



Courtroom Training for Journalists

DATE: Friday, March 25, 2022

TIME: 10:00 a.m. to 11:30 a.m.

WHERE: Spencer Reporter
310 E. Milwaukee St.
Spencer, Iowa

WHO'S INVITED: Broadcast and print journalists who want to use cameras, laptop computers, audio recorders or smart phones in Iowa courtrooms

This free program will explain the Iowa Supreme Court's Expanded News Media Coverage program, the do's and don't's, the court rules governing use of ENMC devices, the process for obtaining permission, and the penalty for violating judges' ENMC orders. Reservations are NOT necessary.

This program will be offered in Sioux City, Davenport and Council Bluffs in the coming weeks.

The presenters will be:

- o **Randy Evans**, executive director of the Iowa FOI Council, who is the Iowa Supreme Court's central logistics coordinator for ENMC
- o **Steve Davis**, communications director for the Iowa Judicial Branch

There will be plenty of time to get answers to your questions answered.

All journalists who want to use cameras, laptops, smart phones or audio recorders inside Iowa courtrooms must go through this training, either here or elsewhere. Attendees will receive a new Iowa FOI Council courtroom photo ID badge that will signify to court officials you have completed this training.