

April 6, 2022



Volume 39  
Issue 14

# 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

### EVENTS

Warming Up Cold Calls  
May 5, 2022



## The Future of Journalism *...a discussion we're having*

**JULIE GAMMACK**

**R**aise your hand if you have an opinion about the future of journalism. Oh, look at all the hands in the air! This column is for you.

Saturday, March 26, an all-star panel of journalists gathered in Capital Square during the Des Moines Partnership's Festival of the Book. Jan Kaiser, Beaverdale Books, asked me to put together a panel to discuss the Future of Journalism, and to my delight, everyone I invited to be panelists said 'yes.'

Nine of us had 60 minutes to address the issue. Smile.

"The beauty of this panel," said Susan Patterson Plank, executive director of the Iowa Newspaper Association, "is that it represents different approaches—for-profit, not-for-profit; online-only and those focused on print and many working across multiple platforms; some are focused on driving revenue through subscriptions or advertising or events or frankly a combination of approaches. That diversity of approach is healthy as the industry finds its financial path forward. There may not be one answer. The answer may depend on the audience or the community being served."

Patterson Plank opened our discussion.

In Iowa, there are approximately 250 newspapers, and 83% of adult Iowans read a newspaper in print or digitally. No one covers a community like a hometown newspaper.

"The future of journalism isn't at risk," she said. "What challenges the media is the business model. And in some rural communities in Iowa, that's because there are economic challenges that impact many local businesses, from newspapers to hardware stores."

Also on our panel were Craig Crile, Founder of Group C, a digital advertising company; Kathie Obradovich, editor-in-chief for Iowa Capital Dispatch; Douglas Burns, Carroll Times Herald; and Carol Hunter, editor of The Des Moines Register.

Obradovich left a significant job at The Des Moines Register to lead the States Newsroom project, called Iowa Capital Dispatch. They offer hard-hitting investigative journalism and coverage of the Iowa legislature. This is a nonprofit model. No ads. Easy to read. Informative. We're lucky to have them.

If the adage follow-the-money is cause for skepticism, I suggest that given a solid wall between funders and content providers, there is no more

**JOURNALISM** - cont. on page 2

reason to suspect a contributor would have any more say over content than a major advertiser.

Hunter has the tough job of leading a legacy newspaper through a time of corporate mergers, acquisitions, and downsizing. As if that isn't a full-time job, her managerial role now includes overseeing multiple newspapers in addition to The Des Moines Register. To her credit, she willingly agreed to be on the panel, even on the heels of making some unpopular decisions with readers, cutting five days of print Opinion, and the Saturday Register's print edition.

The main points Hunter made: The risk of more newspaper closures and the consequence of news deserts is real and growing. The loss of independent news organizations threatens democracy and community cohesion, removing watchdogs on the powerful and eliminating a source of reliable news about the shared interests that bind a community.

There's no one solution, suggested Hunter, but there may be many solutions: subscriptions, outright donations, nonprofit models, etc. Said Hunter:

"But they all rest on journalists doing their jobs well, producing accurate, trustworthy work, and on people who care about their communities and small-d democratic government enough to support journalists' work by reading and subscribing."

Hunter's latest Register hire is columnist Rachelle Chase, who will combine multi-media storytelling to her opinion pieces.

Douglas Burns is saddled with leading newspapers in Carroll and Jefferson. He once described newspaper publishers as going through a parade of indignities. But he's been proactive. And because of his forward-leaning vision and collaboration with others, including Pulitzer Prize winner Art Cullen, the Western Iowa Journalism Foundation was created in August of 2020, eight months into the Covid pandemic.

Some were critical and skeptical of journalists creating a non-profit model.

Well, it's no joke. On April Fools' Day of this month, Art Cullen announced in his Storm Lake Times newspaper that he and his family were buying the Storm Lake Pilot-Tribune, the Cherokee Chronicle Times, and the Area Advertiser. A feat that wouldn't have been possible were it not for a generous contribution to the foundation from a random stranger in California who heard about the Iowa journalists through an interview on NPR. Read Courtney Crowder's story.

Craig Crile addresses the issue from an advertiser's perspective. He develops digital marketing for clients:

Writing or advertising for mass appeal seems to be ending. "Mass" is relative and much smaller now than ever and will remain as more niche publications become available. We can speak directly to an audience based on interests, location, or political affiliation.

Reporter/analyst Laura Belin's online publication, Bleeding Heartland, is an example of a highly regarded niche publication. Belin accepts some online donations but will not accept money from those she could potentially cover. This narrows her revenue sources considerably.

And yet, it is that overall community coverage that creates cohesion.

In short, our panel did not come up with a magic bullet but rather the scatter-shot environment of journalism in 2022.

We didn't even touch on various proposed legislation in congress trying to address the issue. That's a story for another day.

*This article was published by Julie Gammack's Potluck. Visit [https://okobojiwriters.substack.com/p/the-future-of-journalism?r=fkojq&s=w&utm\\_campaign=post&utm\\_medium=web&utm\\_source=direct](https://okobojiwriters.substack.com/p/the-future-of-journalism?r=fkojq&s=w&utm_campaign=post&utm_medium=web&utm_source=direct) to read the article online.*

*Julie Gammack has a lot of identities with 'former' in front of them. Columnist, Radio Talk Show Host, Vistage Chair, Artist. Julie is the producer of the annual Okoboji Writers' Retreat. [www.okobojiwritersretreat.com](http://www.okobojiwritersretreat.com).*

## CONTACT US



Phone 515-244-2145

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

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

Susan Patterson Plank,  
ext. 125, [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com)

#### Sales and Marketing Director

Kris Maggard,  
ext. 140, [kmaggard@cnaads.com](mailto:kmaggard@cnaads.com)

#### Foundation Director

Jana Shepherd,  
ext. 159, [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

#### Communications Director

Cicely Gordon,  
ext. 133, [cgordon@inanews.com](mailto:cgordon@inanews.com)

#### Media Director

Autumn Phillips,  
ext. 136, [aphillips@cnaads.com](mailto:aphillips@cnaads.com)

#### Technology & Digital Development Manager

Susan James,  
ext. 129, [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

#### Iowa Newspaper Association

Debbie Anselm, Davenport Quad-City Times  
563-383-2224 | [deb.anselm@lee.net](mailto:deb.anselm@lee.net)

#### INA Services Company

Ron Gutierrez, Clinton Herald  
563-242-7101 | [rgutierrez@cnhi.com](mailto:rgutierrez@cnhi.com)

#### Iowa Newspaper Foundation

Randy Evans, Iowa Freedom of  
Information Council  
515-745-0041 | [iowafoicouncil@gmail.com](mailto: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)

# State board asked to block agencies from destroying public records

CLARK KAUFFMAN

IOWA CAPITAL DISPATCH

The head of the Iowa Freedom of Information Council says steps should be taken to ensure that public documents requested by the press and public aren't then destroyed by government agencies.

Randy Evans, the council's executive director, has written to the Iowa Public Information Board about the Iowa Capital Dispatch's request last year for work-related text messages on the state-owned phone of Iowa Workforce Development Director Beth Townsend.

Although IWD received the request for the text messages in May 2021, agency officials said they made no attempt to look at Townsend's phone and retrieve the records until the Iowa Public Information Board asked the agency to do so in February of this year.

By then, the phone had been purged of all text messages, IWD officials told the public information board. The board issued a finding that IWD had violated Iowa's Open Records Law, but it then dismissed the Capital Dispatch's complaint with no further action taken.

In his letter to the board, Evans said "the public will never know the content of the messages that may have existed on the cellphone" when the request for access was first made.

"It should concern members of the Iowa Public Information Board that when the board concluded its investigation and deliberation, there was no effective remedy for what (the Capital Dispatch) sought last year," Evans wrote.

He wrote that what he finds "even more troubling" is that no one on the IPIB staff or the board itself seems to have "given any thought to the legal or moral obligation of parties to preserve evidence" in an open-records dispute.

"If public records and content are destroyed during the pendency of a proceeding, severe consequences should befall the lawful custodians who failed to take affirmative steps to retain and preserve the records at issue," Evans wrote. "It dismays the Iowa FOI Council to learn that the IPIB, with capable lawyers on its board and its staff, does not issue a legal hold notice upon receiving a complaint."

Evans recommended the board "take steps now to ensure that such an event never occurs again" by adopting, through administrative rules or procedures, a practice of issuing legal hold notices that would call on governmental

agencies to preserve and retain all of the documents at issue. Such notices should be issued, he said, as soon as a complaint is filed with IPIB.

"Such legal hold notice should warn the respondents and lawful custodians about the possible consequences of the spoliation of evidence," Evans wrote. Failure to issue such notices, he said, could lead to "embarrassing consequences and erode the public's confidence in the Iowa Public Information Board as an effective arbiter of disputes over access to meetings and records."

After making its request for Townsend's text messages, the Capital Dispatch sent six written requests directly to Townsend and other IWD officials, asking them to take immediate steps to preserve the texts while the request was pending. No one from the agency responded to those requests, and an IWD attorney later explained to IPIB that there's nothing in the law that required it to do so.

Although IWD says it doesn't know when Townsend's text messages were deleted, the Capital Dispatch's request was for messages including those sent or received up to the moment the request was received by the agency on May 19.

As a result, the deletion of any messages sent or received on May 19 would have occurred after the agency had been placed on notice that those records were subject to an Open Records Law demand.

*This article was published by Iowa Capital Dispatch. Visit [https://iowacapitaldispatch.com/2022/03/26/state-board-asked-to-block-agencies-from-destroying-public-records/?eTy pe=EmailBlastContent&eId=dc8a232e-595b-42ed-9c51-33f5c88dc213&utm\\_source=ActiveCampaign&utm\\_medium=email&utm\\_content=Business+Record+Iowa+4+1+22&utm\\_campaign=Business+Record+Iowa+4+1+22](https://iowacapitaldispatch.com/2022/03/26/state-board-asked-to-block-agencies-from-destroying-public-records/?eTy pe=EmailBlastContent&eId=dc8a232e-595b-42ed-9c51-33f5c88dc213&utm_source=ActiveCampaign&utm_medium=email&utm_content=Business+Record+Iowa+4+1+22&utm_campaign=Business+Record+Iowa+4+1+22) to read the article online*

*Deputy Editor Clark Kauffman has worked during the past 30 years as both an investigative reporter and editorial writer at two of Iowa's largest newspapers, the Des Moines Register and the Quad-City Times. He has won numerous state and national awards for reporting and editorial writing. His 2004 series on prosecutorial misconduct in Iowa was named a finalist for the Pulitzer Prize for Investigative Reporting. From October 2018 through November 2019, Kauffman was an assistant ombudsman for the Iowa Office of Ombudsman, an agency that investigates citizens' complaints of wrongdoing within state and local government agencies.*

New ownership with long ties to the region are taking over the helm of several local newspapers, including the Spencer Daily Reporter.

Spencer native Gene Hall and his son, Christopher, purchased the Spencer Daily Reporter and Northwest Iowa Shopper from Rust Communications of Cape Girardeau, Missouri, in a deal which closed Friday. Hall, chairman of Hallmark Publishing in Charles City, also purchased the Dickinson County News; Le Mars Sentinel and shopper; Remsen Bell; Storm Lake Pilot-Tribune and AdGuide; and Cherokee Chronicle-Times and Area Advertiser.

Brad Hicks, editor of the Kossuth County Advance in Algona, will assume duties as chief operating officer of the group and publisher of the Spencer Daily Reporter. Hicks is a graduate of Iowa State University with an extensive background at Iowa daily and weekly newspapers as a reporter, editor and publisher. Paula Buenger, who has served Rust Publications NWIA as publisher for 21 years, is retiring with the sale. All other staff remain in place, and no other changes in operation are planned. Subscription prices are unchanged.

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The Storm Lake Times Company on Friday purchased the Pilot-Tribune and Advertising Guide from Hallmark II Publishing of Charles City. Included in the purchase are the Cherokee Chronicle Times and Area Advertiser. Hallmark II purchased the newspapers from Rust Communications of Cape Girardeau, Mo., the same day, and then immediately sold them to Storm Lake Times owners John and Art Cullen.

The Times and Pilot-Tribune will be merged into a single, twice-a-week publication: The Storm Lake Times Pilot. Art Cullen will be editor and publisher. John Cullen is president of The Storm Lake Times Company. The Cullens will transition their printing from White Wolf Web in Sheldon to the Halls' printing operation in Spencer.

The logo features the year '2022' in a large, stylized font. The '20' is dark blue, and the '22' is orange. Below the year, the text 'IOWA NEWSPAPER ASSOCIATION' is in a smaller, blue, sans-serif font, followed by 'AWARDS BANQUET' in a larger, bold, dark blue, sans-serif font.

# 2022

IOWA NEWSPAPER ASSOCIATION  
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# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**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](mailto: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](mailto:kocker@ottumwacourier.com). 0505

**GROUP PUBLISHER.** Woodward Communications, Inc., an employee-owned media company, is looking for a dynamic Group Publisher to lead their Southwest Wisconsin weekly locations in print, digital, and video publishing along with community events. This key position will lead a group of dedicated employee owners in the Platteville, Prairie du Chien and Richland Center markets from a local office to be agreed upon.

A pivotal leadership role in the divisions, it is important to the success of our employee owners, company, and the communities we serve. Our new Group Publisher needs to be present and active in the community, able to communicate well, both verbally and in writing, with internal and external stakeholders. He or she also needs to be able to share a vision, set goals and help the group achieve them in this ever changing environment.

A background in media (print, digital, radio or television) is preferred but not required. An ability to think creatively, promote a team atmosphere, act with purpose and integrity are important to the role.

Competitive salary, healthcare, 401(k), paid time off are included in the total benefits package. Also included is stock ownership in the entire company, which includes radio, niche publishing, and agency services.

To learn more contact Bob Woodward, VP-Community Media, at 563/543-2194 or at [bob.woodward@wcinet.com](mailto:bob.woodward@wcinet.com). To view the job description and submit your application please use the following link: <https://bit.ly/3slvoMF> 0505

**MANAGING EDITOR.** We are seeking a managing editor who is willing to accept the duties and responsibilities of a total newspaper operation of three major publications in NW

Iowa. The managing editor would be responsible for writing, editing, advertising, and photography. The managing editor would provide direction, advice and assignments to free-lance writers and photographers. This position requires understanding and knowledge of newspaper publishing. Serious interested persons may write to: SBA&SSA, 204-1st Street, STE. 103, Sergeant Bluff, IA. 51054. All correspondence and inquiries are confidential. 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](mailto:kmaggard@cnaads.com) by April 1, 2022.

**REPORTER.** Help us grow! The Daily American Republic is a 154-year-old, hometown newspaper in the heart of historic downtown Poplar Bluff.

Our downtown is experiencing a rejuvenation, much like the DAR as we embrace our rich history in print while looking toward the future of our digital content. The town is thriving and growing, with new retail, factories and an interstate designation, making the quality content we provide even more important.

Our veteran staff is looking to expand from our traditional print products to a growing digital market.

We aren't looking to replace an employee who has left but to build a position that embraces the talents and interests of the successful candidate.

The ideal candidate values the importance of all types of news and enjoys being part of a community.

The Daily American Republic publishes print editions Tuesday through Saturday, with a daily digital presence, and serves a seven-county area.

We're located within an easy two-hour or less drive of major cities, including St. Louis and Memphis, and our region offers a variety of activities for outdoor enthusiasts.

Our newsroom includes eight-nine regular employees, along with a staff of freelancers. We use InCopy, InDesign and Photoshop, and work with Apple products. The successful candidate will also do some pagination and photography.

Salary would be 36,000-40,000 based on experience.

This position is full-time with benefits, including medical, vision and dental insurance, 401K and free life insurance. To apply for the position, email a cover letter and resume, along with examples of your work, to publisher Chris Pruett at [cpruett.dar@gmail.com](mailto:cpruett.dar@gmail.com) and editor Donna Farley at [dfarley.dar@gmail.com](mailto:dfarley.dar@gmail.com).

Be part of transformation and tradition when you join our award-winning staff. 0505

**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 op-

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Iowa Newspaper Association

# Bulletin

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## IN THIS ISSUE...

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### MEMBER EXCHANGE - cont. from page 5

portunity 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 stories
- Meet new people
- Be part of a team within a team
- 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

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**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](mailto: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](http://www.INAnews.com). Students and professionals may also submit their resumes for online viewing.*

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

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

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

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

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

*For more information, contact Cicely Gordon at [cgordon@ina-news.com](mailto:cgordon@ina-news.com).*



An Iowa Newspaper Foundation webinar...

# WARMING UP COLD CALLS

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In this webinar, 30 year veteran ad seller Ryan Dohrn will share his recent research that suggests warming up your clients before you cold call them. His research has shown a 40% increase in connections and successful meetings with these new techniques. This is a webinar he will not want to miss.

## 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. Ryan 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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