

June 8, 2022



Volume 39  
Issue 21

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### MEETINGS

INA, INF, INA Services  
Company Board Meetings  
July 22, 2022

### EVENTS

2022 INA Conference  
July 21, 2022  
Downtown Des Moines  
Marriott

### WEBINARS

How to do More Enterprise  
Reporting While Still  
Feeding the Daily Beast  
June 16, 2022

Data Journalism Tools  
for Your Newsroom and  
Classroom  
June 23, 2022

## IOWA NEWSPAPER ASSOCIATION 2022 CONFERENCE

Thursday July 21, 2022 | Downtown Des Moines Marriott



# Join us for the 2022 INA Conference!

The Iowa Newspaper Association is excited to announce the 2022 INA Conference, sponsored by the University of Iowa. The event will be held at the Downtown Marriott Hotel in Des Moines on Thursday, July 21.

The conference will include educational sessions as well as opportunities to network with other newspaper professionals.

Visit [inanews.com](http://inanews.com) to learn more about the program and register for the event!

### EVENT DETAILS

Des Moines Marriott Downtown

700 Grand Avenue, Des Moines, Iowa 50309

Room Rate: \$129.00

Wi-Fi is included with room rate!

Hotel reservations accepted at the discounted rate until Friday, July 1, 2022.

Registration - \$30 (including lunch)

Deadline to register for the workshop is July 14, 2022

**REMINDER:** The Bulletin will be published  
every other week after Memorial Day.

*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.*

# Living Longer: Apply to Learn About the New Age for Aging

*Three-day expenses-paid program in Washington, D.C. — Sept. 18-20, 2022*

**B**y 2034, for the first time ever, the United States will be home to more older adults than children. One in five people will be over 65 years old. Although American life expectancy dropped during the pandemic, millions more older Americans are working and living active lives for far longer.

For journalists, covering the 65-plus set no longer means focusing on assisted living and failing health. Still, older adults are often undervalued by society and underrepresented in media coverage and images due to a range of factors – including outdated stereotypes and biases.

To help journalists cover the realities of older adulthood and federal aging policy in 2022 and beyond, the National Press Foundation will offer an all-expenses-paid three-day fellowship in Washington D.C.

Leading economists, policymakers, experts and advocates will cover topics including:

- The new multigenerational workforce: collaboration or confrontation?
- Age discrimination 2022: update on legislation and litigation.
- When biases collide: the intersectionality of aging
- Social Security financing
- Aging in the media
- The role of artificial intelligence in age discrimination
- The “Great Resignation:” hype or hope for older Americans?

The application deadline is June 20.

This competitive fellowship is open to U.S.-based reporters and editors working in print, television, radio or online media. We greatly value diversity in all our programs and applicants from across the nation are encouraged to apply. The foundation will cover airfare, hotel, transportation to the airport and most meals.

Applicants must submit a letter from their supervisors saying they will be permitted to attend all sessions. At the request of other parties, during the program, fellows must be willing to use the CLEAR Heath Pass to verify that they have received COVID-19 vaccinations. (The app’s privacy policies are here.) We will follow District of Columbia public health guidance and masking or rapid-testing may also be required.

This fellowship is sponsored by AARP. National Press Foundation is solely responsible for programming and content.

Visit <https://nationalpress.org/training/apply-living-longer-a-new-age-for-aging/> to learn more and apply.

## CONTACT US



Phone 515-244-2145

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

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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)

## 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, July 1 for journalists in Council Bluffs, 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 July 1 event will be in Council Bluffs from 10 a.m. until 11:30 a.m. at the Council Bluffs Public Library. 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.

## Q & A with the Iowa Public Information Board

**QUESTION:** How much time does a government body have to produce a requested record?

**ANSWER:** Chapter 22 is silent as to the time for response to a records request. The time to locate a record can vary considerably depending on the specificity of the request, the number of potentially responsive documents, the age of the documents, the location of the documents, and whether documents are stored electronically. The large number of variable factors affecting response time makes it very difficult, and probably unwise, to establish any hard and fast objective standards. The statute was adopted more than forty years ago. Today's electronic records environment adds to the complexity of this issue.

The Iowa Public Information Board (IPIB) recently filed a rule request that would provide some guidance on the time allowed to respond to a record request. In most instances, the record custodian must acknowledge the receipt of a record request within 2 days of receiving the request and provide a means of communication between the requestor and the record custodian.

The intent of the rule is to establish a line of communication and facilitate faster responses to record requests. A copy of the proposed rule can be received by contacting the IPIB office at [IPIB@iowa.gov](mailto:IPIB@iowa.gov) or by

calling 515-725-1782.

Comments concerning the proposed rule can be made to Hannah Fordyce ([hannah.fordyce@iowa.gov](mailto:hannah.fordyce@iowa.gov)) no later than July 11, 2022. A public hearing for the rule modification is set for July 11, 2022, at 3 p.m. at the IPIB office.

**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 May 2022, 61 contacts were made with the Iowa Public Information Board office.

**WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE?** Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. In 2022, 304 identifiable people contacted the IPIB. Of these, 203 were private citizens, 73 were government officials or employees, and 28 were members of the media. In 2022, 68% of the incoming contacts were resolved the first day, 14% were resolved in one to five days, and 18% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – [www.ipib.iowa.gov](http://www.ipib.iowa.gov).

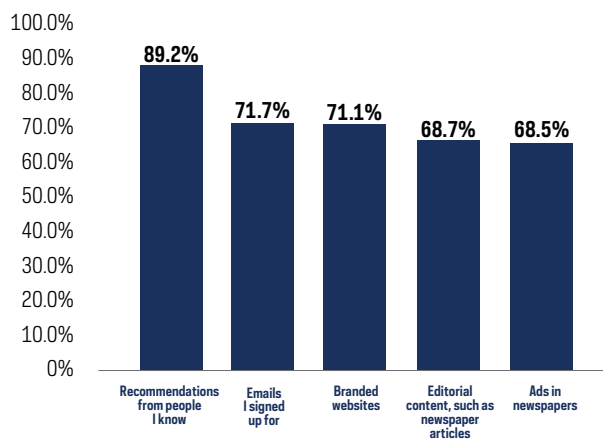
FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	APRIL TOTALS
17	1	0	7	26	10	61

# CONSUMERS TRUST NEWSPAPERS

Here's further proof that advertisers and marketers seeking a trusted media should hire newspapers. Products in a newspaper's portfolio show up in the Top 5 "trusted advertising channels" rated by U.S. consumers. So says Nielsen's 2021 Trust in Advertising Study. Seven out of 10 consumers said they either trust completely or trust somewhat four of the channels that include newspapers or products they offer advertisers. The top channel applies also to newspapers because their readers are informed consumers.

## Top trusted advertising channels among U.S. consumers

Nielsen 2021 TIA Study: US | Trust Completely/Trust Somewhat



**Special note:** The Relevance Project thanks The Nielsen Co., a global leader in audience, measurement, data, ad analytics, for this excerpt from its Trust in Advertising Study. Nielsen used 21 channels, a term to distinguish where ads show up or are referenced, in the study.



**Relevance Project**



**NEWSPAPER POWER.**

Print, Digital & Social Solutions for our advertisers.

Design by Metro Creative Graphics, Inc.

## The Relevance Project offers the results of the 2021 Trust in Advertising Study

In an excerpt granted by The Nielsen Co., The Relevance Project offers the results of the 2021 Trust in Advertising Study that shows impressive ratings for newspapers. The upshot: Consumers trust ads in newspapers. The following promotion, which is available for use, is further explained in this Relevant Point. Visit <https://relevanceprojectnet.wordpress.com/> to learn more.

# Meet the 2022 INA Conference speakers



For over 30 years, Kelly Wirges has assisted media companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development.

## **SALES-X-TREME - INNOVATE & INITIATE, KELLY WIRGES**

Everyone's talking about the "return to normal" with our sales and business practices. However, we are embarking on a new frontier, one that operates differently. A hybrid world that consists of successful methods of the past augmented with today's advanced solutions, all of which are focused on customers' new buying behaviors. We are evolving and creating an innovative sales and marketing paradigm. Yet, one constant is connectivity – us with our clients and our clients with their customers. Sales-X identifies current, successful approaches and provides tips and

techniques to launch or boost sales for you, your company, and your clients. Join this exploration to discover new sales approaches to propel your business and revenue.

## **RELATIONSHIPS BEGIN WITH A HANDSHAKE FIST BUMP, KELLY WIRGES**

The goal of media advisors is to help clients achieve their business goals. The ability to meet with advertisers to learn their challenges and stay current with their promotional needs is instrumental in creating professional partnerships. However, during the pandemic, connecting in person was difficult, if not impossible. Sure, we spoke on the telephone or engaged via Zoom; however, nothing replaces in-person interaction. Now that restrictions are lifted or relaxed, it is vital to reengage with clients to reaffirm our commitment to achieving their success. Join this session to learn more about the 93/7 rule of communication and the proven methods of reconnecting with customers safely and professionally.



Tyson Bird is the digital strategy manager for Texas Highways, the official travel magazine of Texas. In this role, he develops new products and engagement strategies for audiences to find travel content and learn more about Texas. He previously worked in a variety of digital and newsroom roles, including product strategy at GateHouse Media (now Gannett), interactive designer at The Spokesman-Review (WA) and page designer for CNHI. Originally from Idaho, Tyson studied journalism at Ball State University in Muncie, Indiana.

## **PAST TO PRESENT – IT'S HOW YOU PRESENT IT, TYSON BIRD**

Newsletters have been a hot topic in publishing for many years, and the pandemic only underscored how much audiences value timely, friendly, and reliable news content in their inbox. Though starting a newsletter may feel like a monumental task, news organizations can leverage their existing content to create

engaging and unique experiences that draw a wide audience. In this session, we'll explore how a two-person digital team created a newsletter product with a far-above average open rate that kept readers coming back for more.

## **DIGITAL TRENDS – HITS AND MISSES, TYSON BIRD**

A popular session for the INA, in this workshop we'll analyze and discuss several trending topics in digital and how they may (or may not!) make an impact on your storytelling. The landscape of digital news is constantly changing, and it's important to have a sense of what trends are worth investing time in and which are worth letting pass. We'll look at a variety of publishers, large and small, to see what's working and what's not. Come prepared to discuss some of your own digital hits and misses, too!



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**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

**NEWS EDITOR.** The Daily Freeman-Journal is looking for a full-time news editor in Webster City. The news editor will be responsible for journalistic reporting, news writing, photography, and page design. The news editor will work to ensure the newsroom's tradition of quality, accuracy, and community trust.

### RESPONSIBILITIES:

- Manages and coordinates coverage of local news throughout the coverage area
- Writing and editing news stories
- Taking photographs to supplement news articles
- Page design

### QUALIFICATIONS:

- Two years of full-time journalism experience preferred
- Ability to multi-task and work efficiently under deadlines
- Self-motivation and self-direction
- Applies innovative and creative thinking to tasks
- Communicate and share ideas with team members
- Strong writing and editing skills
- Experience with InDesign preferred

### BENEFITS:

- We offer Competitive Compensation
- Paid Vacations • 401 K
- Health, Dental & Vision Insurance
- Paid Sick Leave • Paid Holidays

Please submit a resume to: Bill Shea at [bshea@messengernews.net](mailto:bshea@messengernews.net)

**NEWS EDITOR.** News Editor opportunity for experienced journalist who enjoys working and living in a progressive community of 2,800 a short distance from Iowa City. Needs the ability to write news of local government, school boards of four communities and be a feature story writer. Ability to handle photography helpful. Send resumes and writing samples to Publisher Ronald C. Slechta at [publisher@thenews-ia.com](mailto:publisher@thenews-ia.com) or call 319-656-2273 or (c) 319-400-7072. Pay depends on experience.

**PUBLISHER.** Are you a strong advertising manager or salesperson looking for a move up? Growing Iowa media company is searching for a leader who recognizes the vital blend of news and advertising. Our candidate will be computer literate, understands the digital landscape and works well with others. We're looking for someone to lead by example and immerse themselves in the community. A working knowledge of central printing plants a plus. Bring your own team with you is a real possibility. The right candidate is creative, hands-on and able to develop a dynamic staff. Duties will involve the direction of three community newspapers, two shoppers, a central printing plant, a plethora of special sections and digital products. Privately held, local company offers top compensation, bonus, health, life and 401K. Send resume and cover letter to: [christopherhall@charlestontyppress.com](mailto:christopherhall@charlestontyppress.com). Enterprise Media Inc. We want to meet you!

**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

**MEMBER EXCHANGE** - cont. on page 7

- 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](mailto: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](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@inanews.com](mailto:cgordon@inanews.com).*



## Iowa Newspaper Association Bulletin

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

### ▶ IN THIS ISSUE...

- How to do More Enterprise Reporting While Still Feeding the Daily Beast
- Data Journalism Tools for Your Newsroom and Classroom



# Courtroom Training for Journalists

- DATE:** Friday, July 1, 2022
- TIME:** 10:00 a.m. to 11:30 a.m.
- WHERE:** Council Bluffs Public Library  
400 Willow Ave.  
Council Bluffs, 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, new court rules for Zoom hearings, the process for obtaining ENMC permission, and the penalty for violating judges' orders. Reservations are not needed.

This is the final program in this year-long series of training events. Going forward, please contact [IowaFOICouncil@gmail.com](mailto:IowaFOICouncil@gmail.com) when you have new employees who need this training.

The presenters on July 1 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 need to go through this training.  
Attendees will receive a new Iowa FOI Council courtroom photo ID badge that will signify to court officials you have completed this training.





An Iowa Newspaper Foundation webinar...

# HOW TO DO MORE ENTERPRISE REPORTING WHILE STILL FEEDING THE DAILY BEAST



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

Thursday, June 16 • 1-2 p.m.

Registration fee: FREE • Deadline: June 13

## IN THIS WEBINAR...

Think you don't have enough time for watchdog journalism? Overwhelmed with keeping the daily machine running? Get practical advice for creating a newsroom culture that values public service and accountability reporting, no matter the staff size. The first step is deciding what not to do or to do differently. Some newsrooms are growing audiences while producing less content. The key is using data to determine which types of content are not contributing to audience engagement.

## THE PRESENTER...

### Chris Coates



Chris Coates is the executive editor of the Times-Dispatch in Richmond, Virginia.

A Trenton, Michigan, native, he is a graduate of Columbia College Chicago and has been a business reporter in Los Angeles, managing editor of Illinois publications for the Suburban Journals of Greater St. Louis, editor of the Sioux City Journal, and watchdog editor for The News Journal in Wilmington, Delaware. He also was Central Illinois editor for Lee Enterprises before becoming editor in Richmond in March.

Chris is the former president of the Illinois Associated Press Media Editors board and was the Illinois Press Association's Editor of the Year for 2019.



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An Iowa Newspaper Foundation Webinar...

# DATA JOURNALISM TOOLS FOR YOUR NEWSROOM AND CLASSROOM

Thursday, June 23 • 1-2 p.m.

Registration fee: FREE • Deadline: June 20

## IN THIS WEBINAR...

During this session, SPJ Digital Trainer Mike Reilley will show you how to scrape data from web pages and PDFs and into a spreadsheet format. You also will learn how to visualize the data using the free Flourish.studio tool. Participants will get a handout with links to the tools, exercises, examples and data to practice with.

Prior to the session, participants should set up a free account at <https://flourish.studio/>

They also should download free Tabula software here: <https://tabula.technology/>

## THE PRESENTER...

### Mike Reilley



Mike Reilley has been a lecturer in data and digital journalism at UIC for the past six years and is an SPJ trainer in the Google News Initiative training program. He also owns Penny Press Digital, LLC, a digital consulting company.

Mike has trained more than 10,000 journalists, students, and teachers in digital tools since 2016, speaking at conferences, journalism schools and in newsrooms in 40 states. He has done nearly 300 trainings in the Google program and dozens more for other clients such as Gannett.

Reilley is a former reporter and copy editor at the Los Angeles Times and was one of the founding editors of ChicagoTribune.com. He is a former digital news editor at WashingtonPost.com and helped run the 2000 Summer Olympics copy desk for AOL. He also founded the journalism research site, The Journalist's Toolbox, which he sold to the Society of Professional Journalists in 2007 and continues to update for SPJ. He also blogged about the Chicago Bears for two seasons on the NFL Blog Blitz site.



**MEDIA CAMPUS**

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