



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### MEETINGS

INA, INF, INA Services  
Company Board Meetings  
November 11, 2022

### WEBINARS

Scoring Big in Times of  
Economic Uncertainty  
October 6, 2022

Syncing Print with Digital  
Subscribers  
October 13, 2022

### DEADLINES

Contest Entry Submissions  
October 14, 2022

## 12 New Mores Media Fellowship graduates

**T**welve Iowa newspaper professionals completed the Mores Media Fellowship in September, joining roughly 80 other program graduates.

The program this year included three intense days filled with training, discussion, networking and of course a little fun in Des Moines! The group heard from twelve speakers over the three days including top trainers in the leadership field as well as several industry professionals. The session kicked off with a dive into strength finders' assessments and closed with a round of industry related hot topics. Sandwiched in between the group took part in discussions on the five levels of leadership, financial operations for a newspaper, revenue diversification and continuing education.

We congratulate this group on a remarkable week focused on professional development and connecting with others in the industry.

### FEEDBACK FROM THE WEEK INCLUDED:

*"I liked the opportunity to connect and see how other newspapers complete their work, move through challenges, and celebrate their communities. As a news reporter, I really benefited from the advice of experience in the industry. The Community relationships and economic development session inspired me to hone in on making my professional relationships closer."*

*"Strength Finders showed me effective tools to take with me to the newsroom and apply to how I work with others. I also learned about myself and how I operate as a leader."*

*"Favorite part ... The number of presenters and the different topics covered. Even if I knew about it, there was always something new to learn."*



### 2022 MORES MEDIA GRADUATES

Travis K Fischer - Charles City Press  
Greg Forbes - Enterprise Media Group  
Emily Hawk - Oskaloosa Herald, Ottumwa Courier  
Natalie Henriksen - Emmetsburg Reporter-Democrat  
Allie Hinga - Dubuque Telegraph Herald  
Mike Kolbe - Harlan Newspapers  
Elaine Loring - Iowa Falls Times Citizen  
Edward Lynn - The Eagle Grove Eagle  
Katie Phillips - The News-Review  
Christina Risting - Mid-America Publishing  
Justin Rust - Sheldon The N'West Iowa REVIEW  
Kent Thompson - Humboldt Independent

**See photos from the week and learn more about the program on page 5**



## IT'S CONTEST TIME!

**16 days until the deadline to submit!**

*Entries can be submitted online at*

**<https://betternewspapercontest.com/iowa2023>**

## CONTEST CORNER

*The deadline to submit entries for the Better Newspaper Contests is Friday, October 14 at 4:30 p.m.!*

## Resources available for your last-minute questions!

**W**e're getting down to the wire. The deadline to submit entries for the Better Newspaper Contests is Friday, October 14. All entries must be submitted and uploaded to the [betternewspapercontest.com](http://betternewspapercontest.com) website by 4:30 p.m.; hard-copy examples must be postmarked on or before October 14. In past years, many entries were submitted in the 1-2 hours prior to the deadline, sometimes resulting in system slowness. To prevent any frustrations, which could be caused by internet speed, it is in your best interest to submit your entries as early as possible. If you would like to drop off your entries in person, please contact Jana Shepherd at [jshepherd@inanews.com](mailto:jshepherd@inanews.com) prior to Thursday, October 13.

To view an online tutorial that was created to assist INA members in preparing and selecting contest entries, go to [INAnews.com](http://INAnews.com). In the top right corner, hover over the "Convention" tab, select "Contest" and "Entry Information".

The contest entry guide contains detailed instructions on how to prepare and upload your entries. The call for entries contains all of the entry categories and specific details for each. Both of these can be found in the Contest section of [INAnews.com](http://INAnews.com).

If you have additional questions as you submit entries call the INA between the hours of 8 a.m.-5 p.m. at 515-244-2145 or email [ina@inanews.com](mailto:ina@inanews.com).



## Why we participate in contest...

*As journalists we don't often take time to savor our work. There's always another story to write, another deadline to hit, another product to get out the door. Preparing entries for the INA contest each fall provides an opportunity to take a moment to look over the body of work we have done in a year's time. Invariably, we are struck by the amount of great journalism we have produced. We enter nearly every category of the*

*INA contest, including almost everyone in our newsroom. We celebrate once in December when we learn who is in the running for an award, and again in February after they are announced.*

*No one gets into print journalism for the glamor. The hours are long, the pay's not great, and we tend to tick people off sometimes. But journalists know the work we do is important, and our communities are better for the stories we tell. Once a year, to have our work recognized among our peers is one*

*of the all too rare moments in community journalism when our work gets the acknowledgement it deserves. My favorite are the awards for young journalists -- and we've had several winners over the years. That's a real boost to an up-and-comer to be recognized with a statewide award.*

*We don't celebrate the outstanding work we do every day. But once in a while, it's good for the soul to stand together and be proud of our noble profession.*

- Amy Gilligan, Dubuque Telegraph Herald

**The Dubuque Telegraph Herald was awarded third place in General Excellence during the 2020 INA Convention and Trade Show Awards Banquet.**

## CONTACT US



Phone 515-244-2145

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

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#### INA Services Company

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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)

# The power of being specific

BY JOHN FOUST  
GREENSBORO, NC

**M**otivational speaker and author Zig Ziglar used to ask, “Are you a meaningful specific or a wandering generality?” He related his comment to a number of areas: long and short-term goal setting, day-to-day activities, and dealings with family members, coworkers and customers.

On closer examination, it’s easy to see that his words could apply to just about any area of life or profession. Even advertising.

Why should we aim for “good” results for advertisers, when it’s much better to strive for x-percent increase in sales for their businesses? Why should salespeople accept vague answers to key questions, when it’s more useful to structure questions to get specifics? And why should we tell someone they did “nice work,” when it would mean a lot more to them to hear specific reasons why they did well? (Besides making them feel good, that kind of sincere praise encourages them to repeat the same successful behavior.)

It’s easy to be vague. It’s challenging to think – and communicate – in specifics. Yes, specifics are meaningful and generalities wander all over the place, without much significance at all. Generalities have no sticking power.

Let’s take a look at two areas that have a particular need for specificity:

1. **SALES PRESENTATIONS.** It’s natural to open a sales conversation with a general question like, “How’s business?” The answer is usually a mundane “fine” or “could always be better.” The person asking the questions is in position to steer the dialogue, so it’s up to the salesperson to transition away from

vague back-and-forth generalities. Get specifics by asking for specifics. For example, “It’s great to hear that business is fine. What’s creating those results?” Or, “I understand wanting business to be better. What kinds of things do you think would help?” See what’s happening? This type of response can move the discussion into areas that give the salesperson something to work with.

2. **AD COPY.** Every salesperson should have antennae for good and bad copywriting. When an advertiser wants to say “save big” or “large residential lots,” alarms should go off. Neither “save big” nor “large residential lots” says anything of value to readers. Exactly how much can people save when they save big? And just how large is a large lot? We’ll never know unless the ads tell us.

Think of sports. Wouldn’t football fans rather know that their team won 33-32 than by “a narrow margin?” Isn’t a headline like “Jones hits three home runs to set conference record” more descriptive than “Jones has great game?”

Look for the specifics in these product statements: Save up to \$300 on your new refrigerator. Reduce your heating and cooling costs by as much as 20 percent. Each home in Lakeside Village will be built on a one-acre lot. Place your order by this weekend and get free delivery and installation.

Vague generality or meaningful specific? When it comes to advertising, this can make the difference between a marketing campaign that works and one that falls flat.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)*

## Two weeks left to enter the Better Newspaper Contest

**URGENT:** Only one BNC category is required to be submitted by mail this year, Total Newspaper Design. All other entries are electronic.

It’s time to put your staff’s best work forward for INA awards! All entries must be from work published between Oct. 1, 2021 and Sept. 30, 2022. Our judges this year are working newspaper professionals, journalists and journalism instructors from the North Carolina Press Association.

### KEY DATES:

- Online entries are open now through 4:30 p.m. Friday, Oct. 14.
- Mailed entries (for Total Newspaper Design ONLY) must be postmarked no later than Oct. 14.

Contact INA/INF at 515-244-2145 or [ina@inanews.com](mailto:ina@inanews.com) with any questions.

### ENTRY INFORMATION

<https://inanews.com/convention/entryinformation/>

### SUBMIT YOUR ENTRIES

<https://betternewspapercontest.com/iowa2023>

# Official Notice: Bylaws changes to go before INA Board on November 11th

## *Board to consider digital membership classification*

At its Friday, November 11th board meeting, the INA Board will vote on a recommendation from the INA Digital Membership Ad Hoc Committee to make several amendments to the INA bylaws. The most substantive change amends Section 3.1 to add a new membership category, Digital Membership. Section 3.6 details the qualifications of this new membership category. To qualify for election as a Digital Member, a person:

1. Shall be an individual, partnership, corporation or other entity which publishes a digital news site;
2. The site must have been published for the previous 24 months;
3. Must be published using recognized standards of professional journalism. Its content must be revised on a regular basis, with timestamps, not less than once per week.
4. Must not serve primarily as a platform to promote the interests or opinions of a special interest group, political interest, individual or cause;

5. Must be principally devoted to the dissemination of local or general news with at least 50 percent of all editorial (non-advertising) content reported and original. It must be available to the public via the internet or digital platform. It must contain current contact information;
6. Must be registered as an Iowa state corporation with the Iowa's Secretary of State's office;
7. Each request for Digital Membership shall be submitted to and must be approved by the Board of Directors of the Association and must follow application procedures required by any membership application to Iowa Newspaper Association. A digital member shall pay dues.

Other changes include amending Section 3.1(d) and Section 3.5 to change membership classification of Affiliate Member to Friends of the Iowa Newspaper Association.

The Iowa Newspaper Association Board of Directors and the members of the INA Digital Membership Committee welcome your feedback and encourage you to email Susan Patterson Plank, INA Executive Director at [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com).

# Don't miss out on National Newspaper Week 2022

This year's observance of National Newspaper Week will be held Oct. 2-8.

This 82nd annual National Newspaper Week is a recognition of the service of newspapers and their employees throughout the United States and Canada and is sponsored by Newspaper Association Managers.

The content kit online currently contains promotional ads; all available for download at no charge to daily and non-daily newspapers across North America. They will continue to update the kit with additional materials including editorials and editorial cartoons as the week approaches.

Visit <https://www.nationalnewspaperweek.com/> to learn view available resources.

**PLAN TO CELEBRATE** National Newspaper Week by downloading the materials provided and devoting as many column inches as possible to reinforce the

importance of Newspaper to your communities.

**MAKE IT LOCAL** by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

### **ADDED THIS WEEK**

- NNW ads created by Coda Ventures and the Free Speech Center (two really good sets of ads for your members to run)
- Editorials by Al Cross, Brett Wesner and Ken Paulson

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource..





# 2022 Mores Media Fellowship

## *September 14-16, 2022*

The Mores Media Fellowship is a three-day program created to enhance the leadership, organizational and performance skills of mid-to-upper level newspaper professionals. The program establishes a network of current and future newspaper leaders who understand and can respond to local, regional and national issues impacting the newspaper industry.

Since 2009, 70 newspaper professionals have graduated from the leadership institute.

The INF is grateful to Steve and Alan Mores of Harlan Newspapers for their commitment of \$60,000 to establish the Mores Media Fellowship. The gift is in honor of their father Leo Mores, longtime publisher of the Harlan News-Advertiser and Harlan Tribune.

The Mores Media Fellowship has become a program recognized for building the talents and advancing the careers of Iowa's newspaper leaders. It is an exciting opportunity for any newspaper employee seeking a leadership role at their newspaper and in their community.

It will provide support and assistance to newspaper professionals at any size operation as they build newspaper operations relevant to their communities.

Thank you to our talented presenters including Cathy Belmont, Director of Design Services for ATW Training; Trevis Mayfield, owner and CEO Sycamore Media; Tony Baranowski, Special Projects Manager, Cedar Rapids Gazette; Vanessa Miller, Higher education reporter, Cedar Rapids Gazette; Jared Strong, senior reporter, Iowa Capital Dispatch; Rox Laird, former editorial writer, Des Moines Register; Carl Vieregger, Associate Professor of Management, Drake University; Amy Duncan, publisher Indianola Record Herald-Tribune and Indianola Independent Advocate ; Ben Reeves, city Manager of Indianola; Rachel Gocken, executive director Warren County and Adam Wilson, Editor, Public Safety and Communities, Des Moines Register.

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**EDITOR.** Enthusiastic editor with writing responsibilities. Iowa Information Media Group, a family-owned newspaper company in N'West Iowa, has an opening for the editor of the Le Mars Sentinel, a three-times-a-week publication. This is an excellent opportunity for an up-and-coming journalist or a veteran who is excited about telling stories, including regular reporting and coverage of community issues and events. If you are ready to join an award-winning news media operation, we want to hear from you. We offer health care, a 401(K) program with a company match and paid time off. The position will be based in Le Mars, with day-to-day attendance in the office necessary. Send resume, writing samples and potential start date to Jeff Grant, editor, The N'West Iowa REVIEW, at editor@iowainformation.com. 0930

**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 0911

**NEWS WRITER.** Strategic Relations and Communications, the central communications unit at Iowa State University, seeks qualified candidates for a Communications Specialist II. The professional in this position will:

- Serve as assistant editor of the weekly faculty-staff online publication, Inside Iowa State, including a lead role on producing the publication's companion email, Inside Update.
- Write and edit for internal and external communications and news websites.
- Collaborate with administrative and academic units on campus to share information and tell the university's stories. Candidates should have excellent story enterprising, news writing and editing skills, and be able to meet deadlines while handling multiple projects.

See Professional and Scientific job posting R9848 on the university's Jobs website. 10.09

## RADIO AND WEB NEWS DIRECTOR/REPORTER.

Summary: The Radio and Web News Director/Reporter will work with local media including the Times Citizen newspaper, KIFG Radio and on the Web to create a quality local news product that is compelling, fresh, and relevant. Must have expert news judgement and is a decisive and assertive journalist.

Supervisory Responsibilities:

- None.

Duties/Responsibilities:

- Prepare daily newscast for KIFG Radio in approximately three-minute segments.
- Gathers information and facts; develops stories; writes articles for daily newscast on KIFG and Times Citizen newspaper
- Report on current local community events; courts and crimes; and help cover local government and/or school board meetings.
- Post articles to website.
- Edit staff news articles for radio use, adding in news actualities when appropriate.
- Develop a strong sense of ownership/accountability.
- Write 2-3 stories per week for print in the Times Citizen.
- Have basic camera skills, some videography and be comfortable with on-the-spot live interviews.
- Fill in as Morning Show host on KIFG and have general knowledge of station responsibilities while Station Director is away.

### Required Skills/Abilities:

- Provide strong organizational skills and experience in coordinating many different reporter's contributions.
- Effectively manage multiple tasks/priorities.
- Work independently with minimal supervision while collaborating with the editor.
- Excellent writing and editing skills.
- Excellent verbal and written communication skills.
- Proficient with Microsoft Office Suite, Adobe Creative Suite, or similar software.
- Proficient with desktop publishing software.

### Education and Experience:

- At least three years of job experience and a degree from an accredited college or university preferred. Will train the right candidate.

### Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at a time.
- Must be able to traverse various terrains to cover stories and conduct interviews.

Please send resumes to: jpeters@iafalls.com or call 1-800-798-2691 Ext. 333 for more information. 0930

## ▼ FOR SALE

**FOR SALE:** Western Iowa weekly. Grosses \$300K+. Legals from multiple counties, cities and schools. Owner motivated to sell. Make an offer. Contact Blake at 712-870-9807.

**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](http://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.*

MEMBER EXCHANGE - cont. on page 6

*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).*

## REMINDER: Statement of ownership filing for October deadline

October 1 is the filing deadline for your periodical class Statement of Ownership, Form 3526, with the post office.

Publications issued more frequently than weekly should publish the Statement of Ownership no later than October 10. This applies to dailies, semi- and tri-weeklies.

Publications issued weekly or less frequently but more often than monthly should publish the Statement by October 31. This applies to weeklies.

All other publications should publish the Statement in the first issue after October 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc. All periodical-class authorized publications must publish such a statement. A reproduction of the Form 3526 submitted to the Postal Service may be used for publication.

Please email your postal statements to Susan James at [ina@inanews.com](mailto:ina@inanews.com)



Iowa Newspaper Association

## Bulletin

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

### ▶ IN THIS ISSUE...

- Scoring Big in Times of Economic Uncertainty
- Syncing Print with Digital Subscribers





An Iowa Newspaper Foundation webinar...

# SCORING BIG IN TIMES OF ECONOMIC UNCERTAINTY



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

Thursday, October 6 • 1-2 p.m.

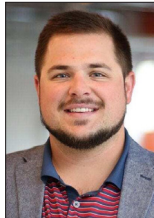
Registration fee: FREE • Deadline: October 3

## IN THIS WEBINAR...

This webinar, which will have a FOOTBALL THEME, will give you the "Xs & Os" on how to score BIG on the advertising field. At AdCellerant, the pandemic and the uncertainty of 2020 created a unique challenge for our print partners. We will open the playbook to our winning strategies that helped many partners not only survive - but THRIVE through that difficult time.

- Assessing/accepting the field conditions (economic field)
- Understanding your opponent (local competition)
- The all important running game (Local SEO)
- The passing game - when to throw short and when to go long! (Small Device-ID campaigns vs Full Omnichannel Approach)
- Crucial 2nd Half Adjustments (When to modify the sales game plan)
- Football needs cheerleaders (Cheering on successes and multiplying them)

## THE PRESENTERS... Ben Bouslog & Ken Campbell



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. His

favorite part about working with media companies is helping them to realize and actualize the opportunities to connect with the businesses in their communities more than ever before. With experience in SEO, SEM, video, OTT, social media and a specialty in programmatic, he's been able to help hundreds of media companies grow their digital revenue streams and supported thousands of advertisers by connecting them with their target consumers.

Ken Campbell is a Business Development Manager at AdCellerant. Ken is an experienced self-starter with 25 years experience in retail sales, direct marketing, print advertising, and B2B sales. A promotions and marketing expert, Ken grew a single automotive client into a multi-million-dollar direct mail firm before pivoting to the world of digital advertising. Over the years, Ken has worked with over a thousand different businesses - developing marketing plans both big and small - and acting as a trusted advisor to his clients.



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





An Iowa Newspaper Foundation webinar...

# SYNCING PRINT WITH DIGITAL SUBSCRIBERS

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

Thursday, October 13 • 1-2 p.m.

Registration fee: FREE • Deadline: October 10

## IN THIS WEBINAR...

Subscribers are looking for a seamless user experience across platforms.

Many newspaper publishers are focused on increasing digital usage for print subscribers and vice versa.

In this webinar, Matt Larson from Our Hometown will discuss some of the tools being used by newspaper publishers to increase digital usage for print subscribers and vice versa. He will focus on one new technology for syncing Naviga's CircPro print subscribers with digital memberships on WordPress.

## 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.



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