

2019 IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

DES MOINES MARRIOTT DOWNTOWN | FEBRUARY 6-8, 2019

THURSDAY, FEBRUARY 7

- 11 a.m. to 1:30 p.m. **Student/Professional Networking Luncheon - pre registration required**
12 minute roundtable recruitment opportunity to network with professionals to learn about starting a career in journalism. Roundtables followed by pizza lunch.
- 1:30 to 1:45 p.m. **Break**
- 1:45 to 2:45 p.m. **Tour**
Principal Financial Marketing
- 2:45 to 3:15 p.m. **Break**
- 3:15 to 4:15 p.m. **Young Iowa Professionals in Media and Communication**
Young Professional Panel
- 4:15 to 4:30 p.m. **Break**
- 4:30 to 5:30 p.m. **Keynote: "Tell Stories People Actually Want to Read"**
Courtney Crowder, Des Moines Register
- 6 p.m. **Awards Ceremony**

FRIDAY, FEBRUARY 8

- 8 to 9 a.m. **Registration & Trade show Open**
***Free continental breakfast in Trade Show served until 9 a.m.*
- 9 to 10:10 a.m. **Kick-off "Rights, Revolution and Rock 'n' Roll"**
Ken Paulson, First Amendment Center
- 10:10 to 10:30 a.m. **Refreshments in Trade Show**
- 10:30 to 11:45 a.m. **CONCURRENT SESSIONS**
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| <p>How to Lead Civic Discussions in Your Community
Scott Raecker, The Robert D. and Billie Ray Center; Zack Kucharski, Cedar Rapids Gazette; Emily Schettler, The Harkin Institute; Seth Anderson, Culver Center at Simpson College</p> <p>Adobe: InDesign Secrets
Russell Viers, Adobe Certified Trainer</p> | <p>Telling Great Visual Stories
Kelsey Kremer, Des Moines Register; KC McGinnis, freelance photographer; David Ekstrom, Meredith AgriMedia</p> <p>Writing Better Ledes
Tim Schmitt, Gatehouse Media</p> <p>60 Media Sales Tips in 60 Minutes
Ryan Dorhn, 360 Ad Sales</p> |
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- 11:45 a.m. to 12 p.m. **Break**
- 12 to 1:30 p.m. **Past Presidents' Awards Luncheon "Deep Roots, Long Reach"**
Michelle Johnson, National Basketball Association
Distinguished Service Awards, 50-Year Club Awards, Jay P. Wagner Prize for Young Journalists
- 1:30 to 1:45 p.m. **Refreshments in Trade Show**
- 1:45 to 2:45 p.m. **CONCURRENT SESSIONS**
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| <p>Crash Course in Decoding Your Readers
Lisa Rossi, Bonfire Media Strategy</p> <p>Editing and Altering PDF's
Russell Viers, Adobe Certified Trainer</p> <p>Journalism Toolbox: Better Journalism Through Technology
Tim Schmitt, Gatehouse Media</p> | <p>Women in Journalism
Abigail Pelzer, Marshalltown Times Republican; Emily Barske, Marshalltown Times Republican; Linh Ta, Des Moines Register</p> <p>Turning "I Have No Budget" Into a Closed Deal
Ryan Dorhn, 360 Ad Sales</p> |
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- 2:45 to 3:30 p.m. **Ice Cream Break in Trade Show**
- 3:30 to 4:30 p.m. **CONCURRENT SESSIONS**
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| <p>Suds and Sodas Roundtables</p> <p>Free Speech & Free Press for Everyone
Julie Roosa, Greenlee School of Journalism and Communication</p> | <p>Preparing Graphics for Web and Print
Russell Viers, Adobe Certified Trainer</p> <p>6 Ways to Sell Web and Digital
Ryan Dorhn, 360 Ad Sales</p> |
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- 5 to 6 p.m. **Awards Reception**
- 6 p.m. **Awards Banquet**
Master Editor-Publisher Awards, Heritage Club Presentations, Young Iowa Journalists Awards, Iowa Better Newspaper Contests winners, Newspaper of the Year



For additional information about each session and presenter as well as hotel accommodations, visit www.INAnews.com/convention.

19 ICMA REGISTRATION

Complete the form below or register online at www.INAnews.com/convention

REGISTRATION FEES

Early Bird Discount:

Fee applies to students and advisors

- \$20 per registrant if submitted by Jan. 31
- \$25 if registration submitted after Jan. 31

(Your school will be billed after the convention.)

School Name _____

Mailing Address _____

(City, State, ZIP) _____

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Telephone Number _____

FACULTY/ADVISOR REGISTRATION

NAME (Please PRINT faculty/advisors' names as they should appear on the name tag)	EMAIL

STUDENT REGISTRATION

Circle the dollar amount in each column marked by symbols for each event.

 Thursday Networking Luncheon (fee included with registration)

 Friday Luncheon | \$25

NAME (Please PRINT as it should appear on the name tag)	EMAIL		
		FREE	\$25
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		FREE	\$25
TOTAL			

ACCOMMODATIONS:

Des Moines Marriott Downtown, 700 Grand Avenue, Des Moines, IA 50309
(515) 245-5500 Fax: (515) 245-5567

Room Rate: \$118 (up to 4 guests per room) → Rate includes free wi-fi
Discounted reservation rate until **Jan. 23, 2019**

Make reservations by calling 1-800-514-4681 or online at <http://tinyurl.com/2019INAConvention>.

RETURN FORM TO: IOWA NEWSPAPER FOUNDATION, 319 E. 5th Street, Des Moines, IA 50309 | 515-244-2145