



IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

DES MOINES MARRIOTT DOWNTOWN | FEBRUARY 1-2, 2018

Featuring Iowa College Media Association Annual Conference

THURSDAY, FEBRUARY 1

11 a.m. to 1:30 p.m. **Student/Professional Networking Luncheon** - pre registration required
12 minute roundtables networking opportunity to gain insight from industry professionals, followed by pizza lunch.

1:30 to 1:45 p.m. **Break**

1:45 to 2:45 p.m. **Media Tours**
Des Moines Register & Trilix 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 "Fables, Fairy Tales and Fake News"**
Tim Harrower, Newspaper Consultant

6 p.m. **Awards Ceremony**

FRIDAY, FEBRUARY 2

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 "A Different Kind of Career: Under Cover in the CIA"**
Jim Olson, retired Chief of Counterintelligence, CIA

10:10 to 10:30 a.m. **Refreshments in Trade Show**

10:30 to 11:45 a.m. CONCURRENT SESSIONS

50 MORE Story Ideas in 50 Minutes
Zach Kucharski, Cedar Rapids Gazette

Digital Revenue Lies Beyond the Digital Display
Matt Coen, Second Street

Online Engagement Tools
Talia Stroud, Center for Media Engagement

Writing for Non-Readers
Tim Harrower, Newspaper Consultant

Iowa: Heaven to Filmmakers
Liz Gilman, Produce Iowa

12 to 1:30 p.m. **Past Presidents' Awards Luncheon "Trust Us, We're Journalists"**
Jane Elizabeth, American Press Institute
Distinguished Service Awards, 50-Year Club Awards, Jay P. Wagner Prize for Young Journalists, Bill Monroe INA Innovation Award

1:30 to 1:45 p.m. **Refreshments in Trade Show**

1:45 to 2:45 p.m. CONCURRENT SESSIONS

Practical Ways Newsrooms Can Build Trust
Jane Elizabeth, American Press Institute

Selling Against Social Media
Chris Rhoades, Enterprise Publishing

Testing and Writing Headlines
Talia Stroud, Center for Media Engagement

Winning the Pulitzer Prize
Art Cullen, Storm Lake Times

Challenges and Rewards of Student Media Leadership
College Media Panel

2:45 to 3:30 p.m. **Ice Cream Break in Trade Show**

3:30 to 4:30 p.m. CONCURRENT SESSIONS

Ballots - The King of Revenue and Audience Engagement
Matt Coen, Second Street

The Digital Media Landscape
Craig Crile, Group C

New Tools of the Trade
Chris Snider, Drake University

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.

18 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. 25
- \$25 if registration submitted after Jan. 26

(Your school will be billed after the convention.)

School Name _____

Mailing Address _____

(City, State, ZIP)

()
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
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
		FREE	\$25
TOTAL			

ACCOMMODATIONS:

Des Moines Marriott Downtown
 700 Grand Avenue, Des Moines, IA 50309
 (515) 245-5500 Fax: (515) 245-5567
 Room Rate: \$117 (up to 4 guests per room)
 Rate includes free wi-fi
 Discounted reservation rate until Jan. 17, 2018
 Make reservations by calling 1-800-514-4681 or
 online at <http://tinyurl.com/2018INACConvention>.

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