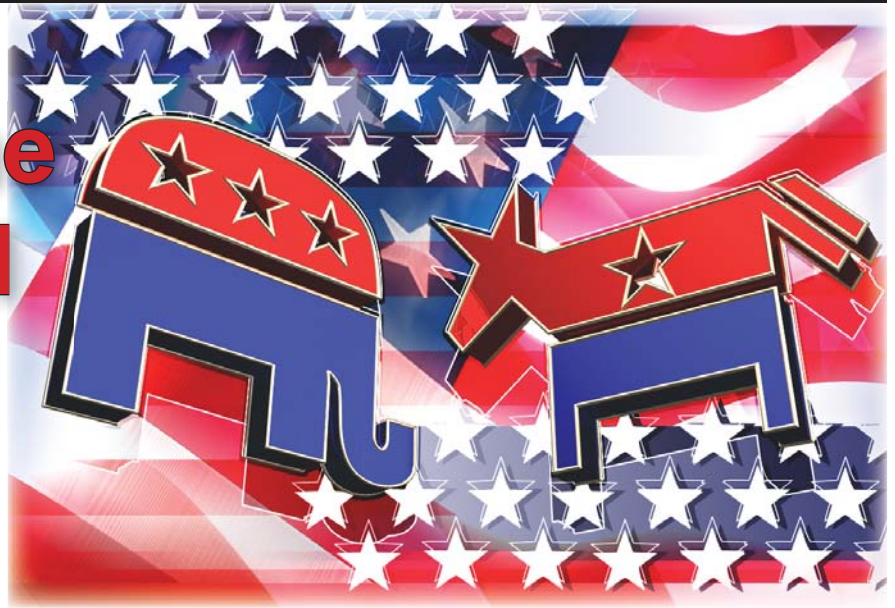




An Iowa Newspaper Foundation webinar...

Covering the Presidential Election

How and Why



Friday, June 22

1:00-2:00 p.m.

Registration deadline: Tuesday, June 19

(Registrations submitted after this date are subject to a \$10 late fee)



In this webinar...

The general election for president has taken shape, and now it's time to start planning how to cover it – at both weekly and small daily newspapers.

Why should smaller newspapers cover the presidential race? If dailies rely on AP, the coverage won't be localized. If weeklies just stick to local news, they will ignore a major topic of discussion among their readers – who, in the dozen or so swing states, can provide the margin of victory or defeat. Covering the race can help you build and maintain a newspaper's brand as the most authoritative local source of news and information.

What will be covered:

- How to identify federal issues that affect your community and where to get reliable information and candidates' positions
- How to localize the race with reporting on campaign contributions and political activity
- How to keep misleading ads from controlling the conversation
- How to exercise leadership on your editorial page

Registration fee: \$35

Group discounts are available. Visit www.onlinemediacampus.com for more information.

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The presenter...

Al Cross



Al Cross is director of the Institute for Rural Journalism and Community Issues, which helps rural news media define the public agenda in their communities and cover broader issues that have local impact but lack local sources.

Cross helped organize the Institute, which has academic partners at 28 universities in 18 states. He became its director of in 2004 after more than 26 years as a reporter at The Courier-Journal, the last 15½ as chief political writer. He still writes a political column twice a month for the Louisville newspaper and is a commentator on KET's election-night programs. He is the longest-running panelist on KET's weekly "Comment on Kentucky."

His awards include a share of the Pulitzer Prize won by The Courier-Journal's staff in 1989 for coverage of the nation's deadliest bus and drunk-driving crash.

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



Webinar Registration



IOWA
NEWSPAPER
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YES! Sign me up for the *Covering the Presidential Election* webinar Friday, June 22.

Registration fee: \$35

Discounts are available for groups of 10 or more from the same newspaper or company.

Find out more at onlinemediacampus.com or contact Jana Shepherd at 515-422-9051 or jshepherd@inanews.com.

Registration deadline: Tuesday, June 19

(Registrations submitted after this date will be subject to a \$10 late fee. *No discounts apply after the registration deadline.*)

Name _____ Newspaper _____

Corporate Affiliation *(for group discount tracking)* _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Payment enclosed Bill my newspaper

To pay by credit card, call Jana Shepherd at 515-422-9051

Please send a separate registration form for each registrant. This form may be photocopied as many times as necessary.

Send your completed registration form(s) and fee to:

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309, FAX to INF at 866-593-7406,
EMAIL to jshepherd@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

CANCELLATION POLICY:

Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

Upon registration you will be contacted with additional information for participating in the webinar.

RECEIPT OF REGISTRATION: To assure you that we have received this registration, we will send a confirmation email to you. If you do not receive this acknowledgement of receipt within five working days after you sent it, please contact Jana Shepherd at jshepherd@inanews.com.

This registration was received by the Iowa Newspaper Foundation on _____