



ONLINE MEDIA CAMPUS

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Reporting Politics & Government

Covering campaigns in the digital age

Friday, June 25

2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT

Registration deadline: Tuesday, June 22

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

Registration fee: \$35

Group discounts are available. Visit our website for more information.



In this webinar...

Candidates and newspapers are both traveling a steep learning curve in using new media - social networks, web video, Twitter and more - to tell their stories to voters. This timely webinar will go over some of the opportunities for journalists to provide new tools for voters, as well as some of the pitfalls presented by the 24-hour news cycle. The high cost of polling combined with tight budgets is another challenge for journalists. Webinar participants will brainstorm some low-cost ways to connect with voters and keep their interests at the forefront of your coverage. Topics covered will be applicable to any newspaper, anywhere.

The presenter...

Kathie Obradovich has been covering Iowa government and politics for more than two decades. Her experience runs the gamut from her first job covering the night-cop beat at the Davenport (Iowa) Quad-City Times to covering the last four presidential caucus campaigns and the Iowa Statehouse. She came to the Des Moines Register as political editor in 2003, just a few months before the 2004 Iowa caucuses. The Register's caucus coverage won national awards that year, and again in 2008. She's also been the lead editor for the award-winning Iowa Poll. In June, she took over as the Register's political columnist, one of only about five people to have held that title in the past 80 years. She's an Iowa native and brings that perspective to her columns.



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