



GROWING READERS, AUDIENCE & SERVICE

Circulation Training for Today's Newspapers

During this interactive session hosted by the Missouri Press Foundation and Illinois Press Foundation, Steve Wagenlander will share industry leading best practices to increase circulation revenues, grow audience and improve overall customer satisfaction with your newspaper. In addition to ideas to grow volume or revenue, Steve will update the group on the latest in email marketing efforts and how this can translate into revenue and audience growth.

Friday, Feb. 24

10 a.m. to 3 p.m.

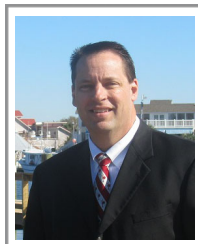
Sheraton Westport Chalet

191 Westport Plaza, St. Louis, Mo.

\$40 before Feb. 17 (Includes lunch)

Steve Wagenlander

is the corporate director of audience development for The Evening Post Publishing Company. Along with his corporate responsibilities, he serves as the director of audience



development at The Post and Courier in Charleston, S.C.

In his dual roles, Steve is responsible for all marketing, niche publications, circulation and audience development functions at the company.

Prior to his move to Charleston in 2001, Steve worked at The Indianapolis Star for seven years and at The Lexington Herald-Leader for seven years. Steve is a frequent industry speaker and

a faculty member for Inland Press Foundation Circulation Academy. In 2010, Steve was named Circulation Executive of the Year by the Newspaper Association of America and in 2004, Presstime Magazine selected him as one of the 20 under 40 in the newspaper industry.

Steve holds a master's degree in management from Indiana Wesleyan University and a bachelor's in business administration from Berea (KY) College.

GROWING READERS, AUDIENCE & SERVICE

Circulation Training for Today's Newspapers

REGISTRATION FORM

(Name of Newspaper)

(Mailing Address)

(City, State, ZIP)

(Telephone Number)

(Registrant Name)

(Email)

(Registrant Name)

(Email)

(Registrant Name)

(Email)

Early Registration:

Registrations received by Feb. 17 are **\$40** per person.

Late Registration:

Registrations received Feb. 18-23 are **\$50** per person.

TOTAL DUE: \$ _____

Cancellations after February 20 will not be eligible for a refund.

METHOD OF PAYMENT: Check Enclosed Visa M/C Discover

Card # _____ Exp. Date _____

Name on Card _____

MAIL registration to Missouri Press Foundation, 802 Locust, Columbia, MO 65201

FAX registration to (573)874-5894



Missouri Press Foundation
Dedicated to Freedom for Tomorrow's World



ILLINOIS PRESS
FOUNDATION
Serving newspapers since 1982