



Florida Newspaper Managers and Salespeople are cordially invited to attend the

**REGISTER NOW!** Only 25 Lines available

# 2011 Summer Learning Series Webinars

Wednesday August 3 • 9-10am



Dario is currently a SEO Specialist, providing technical SEO guidance, including copywriting, content advice and linking strategy.

## SEO Marketing

**Presented By**  
Dario Civinelli

He has Over 10 years experience in digital and print marketing communications, including Web development, SEO, PPC, CRM, research and analytics, and user-centered design. Dario has a Bachelor of Liberal Arts, Speech Communication, University of Illinois; currently pursuing a Masters degree in Human-Computer Interaction at DePaul University.

He is also an avid drummer of 20+ years; enjoys volleyball, running and spicy food.

Designed for both beginners and those with some SEO (Search Engine Optimization) experience, this course is divided into two parts. First, we will teach you the basic principles of SEO.

Then, we will go step-by-step through the key factors that search engines look at.

This course is taught by Dario Civinelli, 435 Digital's SEO Specialist for 435 Digital at Tribune Company in Chicago.

Wednesday August 10 • 9-10am

## Social Media

**Presented By**  
Meredith Zajac-Leedham



Meredith Zajac-Leedham is the Social Media Product Manager for The E.W. Scripps Company. She has been with the E.W. Scripps Company for 6 years and always focused on the emerging and

digital advertising space.

Meredith came to Scripps after earning her degree in advertising and marketing at Florida Atlantic University and then continued to earn her MBA from Palm Beach Atlantic University.

Meredith works throughout the US and has helped develop successful social media strategies for local based businesses in several states.

- What is a social media business plan or Road Map?
- Promoting your business via social media
  - Social Personalities
  - Social Users
- Finding your customer in the social space
  - Using Paid Ads
  - Using Grass roots
- Integrating social media into your current advertising strategy
  - Point of Research
  - Point of Sale
  - Point of Retention
- Measuring your return on influence
- Questions to ask yourself about social success

Deadline is July 25, 2011

**Complete this form and mail or fax to:**

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