



Nelson Media Company Announces Expansion into Mason City with Launch of The River Register

SAINT ANSGAR, Iowa — Nelson Media Company is proud to announce the rebranding of the Nora Springs Rockford Register as The River Register, marking a significant expansion of the newspaper's coverage into Mason City while continuing its longstanding commitment to Nora Springs, Rockford, Rudd, and Marble Rock.

This is far more than a name change. It represents a strategic investment in the future of local journalism across North Iowa and the beginning of a broader vision for expanding news coverage throughout the region.

Beginning in mid-August, just in time for the start of the school year and fall sports, readers will begin seeing expanded coverage of Mason City news, local government, business, community events, education, entertainment, and high school athletics. The newspaper will also continue its strong commitment to covering Nora Springs, Rockford, Rudd, and Marble Rock. Those communities remain at the heart of The River Register and will continue receiving the local coverage they deserve.

“We believe Mason City deserves more local journalism,” said Chris Nelson, owner and publisher of Nelson Media Company. “Our goal is simple: tell the stories that matter, hold local government accountable, celebrate our schools and businesses, and shine a spotlight on the people who make North Iowa a great place to live. We believe there’s tremendous opportunity to better serve the region, and we’re excited to get started.”

The company plans to significantly expand its coverage of Mason City and Cerro Gordo County, including city government, county government, business, community events, arts and entertainment, and high school athletics. Additional coverage will include Newman Catholic schools and athletics, NIACC, and partnerships with local schools, including opportunities to work alongside Mason City journalism students to help develop the next generation of local journalists.

This expansion also marks an important step in Nelson Media Company's long-term growth strategy. The company is currently in the process of selling its longtime building in St. Ansgar and is actively working toward establishing a physical office in Mason City. The new office will serve as a hub for expanded news coverage, advertising, video production, and future community partnerships throughout North Iowa.

“Our investment in Mason City is just beginning,” Nelson said. “This is one of several major initiatives we have planned as we continue building one of the strongest local media organizations in Iowa.”

The expansion is expected to create additional opportunities for readers, advertisers, schools, businesses, and community organizations while strengthening local journalism throughout North Iowa.

Additional announcements regarding Nelson Media Company's future plans for Mason City and the surrounding region are expected in the coming months.

The newly branded publication will officially operate as The River Register, serving Nora Springs, Rockford, Rudd, Marble Rock, and Mason City.

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