



Iowa Newspaper Association Bulletin

www.INAnews.com

COVERING HOMICIDE

CALENDAR of EVENTS

WEBINARS

Public Notice Webinar
Friday, September 14

SEMINARS

Mauck Stoufer
Professional Improvement
Workshop
Thursday, October 4

EVENTS

Celebrating a Free Press &
Open Government
Thursday, September 27

A DART CENTER TIP SHEET

When covering homicide, a reporter must approach the incident with caution, sensitivity and tact.

Reporting on homicide is difficult no matter what stage you are at in your journalistic career. A homicide may result from a mass shooting, a murder, intimate partner violence that led to a death or an accident that led to a death.

Family, friends, and colleagues of victims of homicide will be in a fragile state so it's important to handle the news gathering process professionally and sensitively. Covering homicide also requires significant knowledge of the case at hand, and of crime and legal terms.

Newspaper editors should have a protocol or plan in place for mobilizing staff in the event that a homicide occurs. If you don't have a plan in place now, create one. Identify how your staff will gather information, what should be covered, and how to encourage self-care practices and coping mechanisms throughout the process. Journalists will be better prepared for how to report on these situations if they follow the tips outlined below.

NEWSGATHERING AND REPORTING STAGE

Remember this is about a person. When covering a homicide, remember the event is not simply another crime statistic; it's about a human being – someone who was a friend, a daughter or son, a mother, or a colleague to someone. It's important to tell the story from a human perspective.

Get details on the case. Check police records and find out as much as you can about the situation from police. Has the crime been classified a homicide or something else? Keep in mind that police records may not always be accurate. **Misinformation is possible and common.** Always corroborate your information with other sources. Don't rush to publish, especially in a breaking news moment, unless you have fully vetted the information.

Be familiar with terminology. With any crime, there are several important terms to be aware of. Every state will have different laws and terms related to crime. Be sure you know the meaning of the terms you are using in your story before you publish.

For sources – go beyond the typical. Contact

HOMICIDE - cont. on page 4

ITC Made the Right Call in Reversing Newsprint Tariffs

BY DAVID CHAVERN

PRESIDENT & CEO, NEWS MEDIA ALLIANCE

We applaud the International Trade Commission (ITC) for reaching a final, unanimous negative determination that Canadian imports of uncoated groundwood paper, which includes newsprint used by newspapers, do not cause material harm to the U.S. paper industry on Wednesday.

The Department of Commerce recently upheld the tariffs and, though they revised them to slightly lower levels (but still as high as 20 percent), the tariffs would have been unsustainable for newspapers, other printers and publishers and printers.

Fortunately, our voice was heard at the ITC hearing last month, and they made the right call today in reversing these harmful tariffs.

Over the last several months, while the Department of

Commerce and the ITC conducted their investigations into the trade case (brought by one paper mill, NORPAC), we have emphasized that the decades-long shift of news and information from print to digital platforms – not imports from Canada – is the cause of the decline in demand for newsprint.

Local papers provide essential coverage of local governments and community news and events. In many communities, the local paper is the only source of community news. Unfortunately, the damage to newspapers from preliminary tariffs imposed by the Department of Commerce since January has already been done. The tariffs have disrupted the newsprint market, increasing newsprint costs by nearly 30 percent and forcing many newspapers to reduce their print distribution and cut staff.

We hope today's reversal of these newsprint tariffs will restore stability to the market and that publishers will see a full and quick recovery. Our democracy depends on it.

?question of the week

If a two-newspaper company consolidates its operations from preparing two separate papers in two towns to preparing the same two separate papers in one location (and mailing each in the two separate towns), would its legal notice status be put in jeopardy for city, school or county notices if it did not maintain a physical location in one of the two towns?

INA Legal Hotline Attorney Joe Quinn says the place of publication is not where the paper is put together but where it enters the mail. As long as the paper will have a sufficient presence to keep its postal permit at both post offices it should qualify as a newspaper for public notice publication.

Google News Initiative & LMA Announce 50 Scholarships for Media Transformation 2018

Understanding the need for greater diversity in the local media industry, LMA and Google News Initiative have teamed up to offer 50 scholarships to Media Transformation 2018. The conference takes place September 25-27 in Kansas City and focuses on innovation, transformation and new business models that will sustain local journalism.

The 50 scholarships will be awarded to a diverse mix of under-represented candidates based on race, ethnicity, gender, age, disability, sexual orientation, etc. as well as those who work at smaller media companies.

Candidates must work for a media company and be nominated by their supervisor. The first 50 to apply will be granted the scholarship (a \$795 value to attend the conference). Ten will be chosen to have their travel costs covered based on financial need. We are encouraging women, employees 35 years old and younger and other under-represented categories to apply. We will also make at least 15 scholarships available for people who work for small media companies or in markets outside of the top 25, regardless of their age, gender, race, etc.

"We are excited to offer scholarships for the first time in our history," said Nancy Lane, President, LMA, "We can't thank the Google News Initiative enough for this generous sponsorship that will provide an outstanding professional development experience to 50 people working in local media. Diversity and inclusion are one of the top priorities in the new LMA strategic plan that will be announced later this year. Initiatives like this one will go a long way in helping our industry become more diverse."

Media Transformation features three in-depth workshops for attendees to choose from: digital subscriptions, solving our human capital problems and empowering successful sales managers. All of the five-hour workshops feature faculty members that are on the cutting-edge of these topics. The conference also features keynote addresses from executives at Google and TEGNA, a Women in Local Media Summit on day one and a robust exhibit hall featuring the industry's most innovative R&D partners.

For more information about the conference visit <https://www.localmedia.org/event/media-transformation-2018/>. **Local Media Association is offering discounted conference rates to INA members.** To receive the LMA member's rate to attend the conference email Lindsey Estes at Lindsey.Estes@localmedia.org.

Contact Us



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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

Mauck Stoufer Professional Improvement Workshop for Newspaper Writers Returns!

This year's Mauck/Stoufer Workshop includes a more interactive format designed to provide participants with multiple contacts with their professional coaches.

- The program will build your interviewing, writing and story development skills!
- We continue the Mauck/Stoufer Workshop tradition of one-on-one conferences with a writing coach!
- It is your chance to build relationships with experienced professionals and journalists facing similar challenges!

Registration fee: \$125

Deadline: Thursday, September 27

WHO IS HARRY MAUCK JR.?

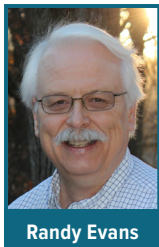
The Mauck/Stoufer Workshop is named for the late Harry Mauck, Jr., and his wife, Genevieve Mauck Stoufer. A native of Hubbard, Iowa, Harry Mauck, Jr., was the longtime editor of the Council Bluffs Daily Nonpareil.

Harry mentored many young journalists during his long and distinguished career. After his death in 1973, his widow contributed \$10,000 to establish the Harry Mauck, Jr., Professional Improvement program to provide ongoing training opportunities for journalists.

The program is administered by the Iowa Newspaper Foundation in cooperation with Iowa's three journalism schools and with Harry and Genevieve's daughter, Fredrika "Ricky" Herrick, of Grand Rapids, Michigan.

Decades after his passing, Harry Mauck's influence on Iowa journalists continues.

MEET THE PRESENTERS



Randy Evans

Randy Evans took over the role as executive director of the Iowa Freedom of Information Council in October 2015 after a 40-year career with The Des Moines Register. He joined the Register in 1974 as a news reporter after working for two years as the editor of the Albia Union-Republican and Monroe County

News, weekly newspapers in Albia, Ia. During his time with the Register, Evans served in a variety of editing roles, including state editor, city editor, news editor and assistant managing editor, supervising at one time or another every department in the newsroom except for sports. He spent his final four years as the editor of the

Register's opinion pages.

Kurt Helland is the copy editor for Business Publications Corp. in Des Moines, which produces the Business Record, dsm magazine and several other niche and custom publications. He was an editor at The Des Moines Register for almost 30



Kurt Helland

years, with most of that time spent on the copy desk. He was the keeper of the Register's own stylebook and kept the newsroom informed of Register and AP style rules with periodic staff messages. He can get rather defensive about style, grammar and the English language.



Rox Laird

Prior to his retirement in 2015, Rox Laird had been an editorial writer at the Des Moines Register for more than 30 years. He specialized in writing about law and courts, the First Amendment, government, architecture and historic preservation. Laird began his career at the Des Moines Tribune in 1972, and worked a range of beats, although most of his reporting focused on government in Des Moines and the suburbs. After the Tribune closed, he moved to the Register and joined the editorial page staff. Since then, he wrote editorials and served several tours of duty as editor of the letters to the editor. Laird is a native of Kearney, Neb., and earned a bachelor's degree in journalism at Iowa State University.



Rick Morain

A 4th generation Greene County resident, Rick Morain attended Graceland University (A.A. 1961), University of Iowa (B.A. 1963), and Yale University (M.A. 1965 and Ph.D. 1970), graduating with degrees in American Studies.

Morain returned to Jefferson in 1967 and joined father Fred Morain at the Bee and Herald newspapers as news editor and assistant publisher - when he retired in 1976. He then became editor-publisher until he sold the Bee and Herald Publishing Co. to Ann Wilson, Doug Burns and Tom Burns of the Carroll Daily Times Herald in 2012 and retired, but continues to write a weekly column for the Jefferson Herald.

An INA Master Editor-Publisher and recipient of the INA Distinguished Service Award, Morain is a former INA President, and longtime member and former co-chair of the INA Government Relations Committee, on which he continues to serve.



Jared Strong

Jared Strong is a crime and courts reporter for the Daily Times Herald in Carroll and a trustee of the Iowa Freedom of Information Council. He is a 2005 Iowa State University graduate who started his career at the Des Moines Register and has been working in Carroll since 2010.

Strong's investigative work has earned him state and national awards. He was sued for libel last year by a former police officer but prevailed. He lives on an acreage down by the river with his wife and three

MAUCK/STOUFER - cont. on page 6

counselors, support groups, advocacy groups, and legal experts. They can provide different perspectives or dimensions on the homicide.

Add context/history. Look at the context of this homicide in relation to others that have occurred in the community. Have homicides been increasing or decreasing? Have local programs helped or hindered prevention efforts? Identify local statistics that places the event in better context for the reader.

Be careful when you approach your sources – be transparent, calm and soft-spoken. Identify who you are, what organization you represent, what will happen with the information you collect from the interview, how it might be used in the story and when it will appear in publication. Tell them why you want to talk with them. If they are open to an interview, then proceed. If not, then leave your contact information with them and ask them to contact you anytime if they would like to talk. If they are not interested in talking, or willing to speak on the record, there will be another opportunity to find a different source.

Let your subjects have some control. People who have undergone a traumatic situation often seek ways to regain control in their lives after they have lost control. One way to assist with this is to provide them an opportunity to make some decisions in the interview process – for example, where they would like to sit, what photos or images they would prefer you use, when they would like to stop or take a break, etc. These small accommodations can go a long way.

The story will be complex. Keep in mind that victims and survivors often may have complicated past experiences; regardless they should never be blamed for what happened.

WRITING THE STORY

Watch what you write. Sources may have biased views on a situation or person. Be careful not to perpetuate biases or replicate biased tones into your story. Instead, supplant the information from your source with context about the bigger picture. For example:

Instead of simply quoting a friend of an alleged abuser saying “He is so gentle and mellow. I do not think he is capable of hurting anyone,” begin with:

“As is often the case when domestic violence strikes a community, people close to [name of abuser] could not believe that the person they knew so well was capable of committing a crime. ‘He is so gentle and mellow. I do not think he is capable of hurting anyone,’ said [abuser’s friend.] However, it is not unusual for men who offend at home to show a different, kinder face to the public, says domestic violence expert [name.]”

Instead of just quoting a family member of an abuser who killed both his wife and children as saying: “He took them with him because he loved them so very much.”

Put the quote in context by adding that abusive

relationships are often romanticized by victims, family and close friends; and that friends and family may see early warning signs as indicators of a close and loving relationship.

Be careful about who you identify in your story.

Remember that it is never OK to share information that can reveal the location or identity of a victim unless authorized by the victim.

Remember your audience. Remember who will be reading your story. If you are publishing in a campus publication and your audience is students, faculty and staff, keep this in mind as you write. The makeup of your audience will always inform your approach to an extent and help shape the story.

If you have experienced trauma yourself, acknowledge your own trauma history; don’t ignore it.

If you are covering a homicide and it triggers memories of a personal trauma, some difficult emotions may surface. Don’t ignore them. Find an outlet such as a friend or advisor to talk to or a journal to write in to help with coping.

Provide resources. Are there warning signs that the general public can be aware of to prevent something like this from occurring again? For those directly/indirectly impacted by the event, what kind of help could they seek?

Be sure to offer helpful information in a sidebar or bulleted list. This information might include hotlines, warning signs, names of support groups or other entities that can provide help, etc. See the list of resources at the bottom of this page that might be helpful to you both in your reporting and in a sidebar for your story.

Prepare sources for publication of story. When you find out when your story will be published, inform your sources so they can be emotionally prepared when it comes out. You don’t want them to be taken by surprise.

Be ready for feedback. Consider the online feedback you may receive after the story is published and the possible backlash that can occur. If you are using an online commenting system, have a procedure in place for how you and your editor will handle comments that may expose the victim(s).

Talk with your friends, family, advisor or editor.

Don’t bottle up your emotions. Don’t forget that covering traumatic events can have an impact on you, the reporter, as well. It is important to find ways to talk about the experience with your friends, family, advisor or editor. They may have gone through something similar and/or can just be a listening ear of comfort. You should not bottle up your feelings but instead share your experience as a way of coping with covering such a difficult event.

The Dart Center for Journalism and Trauma is a resource center and global network of journalists, journalism educators and health professionals dedicated to improving media coverage of trauma, conflict and tragedy. It is a project of Columbia University Graduate School of Journalism in New York City, with international satellite offices in London and Melbourne. Read the full article and download additional resources online by visiting <https://dartcenter.org/content/covering-homicide>.



And
Finally

The very first instance of a newspaper was commissioned by Julius Caesar in 59BC, and it was a daily list of announcements that was carved into metal or stone and displayed publicly.

FREE MEMBER EXCHANGE

▼ HELP WANTED

CONSUMER MARKETING DIRECTOR. The Times-Republican, a seven-day 7,000 circulation newspaper in Marshalltown, Iowa, has an opportunity for a business professional to join our management team. We are searching for someone who excels in a fast-paced environment and who has a strong background in all aspects of newspaper circulation - innovative marketing ideas, excellent customer service and strong organization. The candidate must be a leader with great communications skills, work effectively across department lines and build on our print and online growing trend. Qualified candidates should submit a cover letter and resume to Times-Republican Publisher Abigail Pelzer. apelzer@timesrepublican.com
Times-Republican
Attn: Abigail Pelzer
P.O. Box 1300
Marshalltown, Iowa 50158 0912

EDITOR. The Independence Bulletin Journal is looking for an editor for their twice weekly paper. Candidate will be responsible for news collection, layout and photography. Small but fun office to work in. Good benefits and salary negotiable with experience. Send resume and writing samples to Deb Weigel, c/o The Oelwein Daily Register, Box 511, Oelwein, Iowa 50662. 0905

GOVERNMENT, GROWTH AND DEVELOPMENT REPORTER. The Iowa City Press-Citizen is seeking a reporter to produce enterprise and watchdog work focusing on government and growth in the Iowa City area, a growing community in Eastern Iowa and home to the University of Iowa. This reporter will cover local and county government in addition to having a keen focus on business news and new development, producing enterprise stories that provide context and meaning on city and county issues that affect our community. The reporter will identify, produce and post stories, photos and video quickly and accurately across platforms: mobile, desktop and social media. This reporter will use live chats, social media, video and other tools to replace or supplement traditional story forms. They will use metrics to understand what's resonating with readers and will shape coverage to increase audience. Duties include writing compelling headlines and employing SEO best practices to draw in readers. Database skills are a plus. Source development is critical to the beat. This reporter will cultivate relationships with city and county officials, business leaders and community stakeholders to break stories. Responsibilities also include tracking legislation and public policy that impact local cities and taxpayers. This reporter also provides general coverage of other trends and topics as necessary and handles occasional general assignments and breaking news. Candidates should have a college degree and prior professional journalism experience or significant internship experience. Please submit clips. 0829

NEWS REPORTER. Do you want to put your journalism skills to work and still earn a reliable paycheck? Are you passionate about investigative reporting, but get just as excited about pursuing feel-good features? Work for us as a reporter. Enterprise Media Group in Blair, Neb., is in search of a fun, dedicated, adaptable team player with a positive attitude to help us create amazing content for our readers through stories, video and photography story packages.

At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations. We own 12 community papers in Nebraska and Iowa. We offer competitive pay, paid vacation and benefits. Tell us why you should work for us. Contact Managing Editor Leeanna Ellis with your resume and a link to your portfolio or several published clips attached as PDFs to editor@enterprisepub.com. No calls, please. EOE. 0829

REPORTER. The Pella Chronicle and the Knoxville Journal Express seek a reporter to help produce thorough community coverage in print and online. This position is a shared reporter for both locations. Our reporter must be passionate about local news and demonstrate strong reporting and writing skills. The reporter is a key member of our news team and requires clear communication to work collaboratively with two editors. The Pella Chronicle and the Knoxville Journal Express are both weekly publications and seven-day website, www.pellachronicle.com, and www.journalexpress.net. Interested candidates should email their resume, work examples and a cover letter explaining why they believe they are qualified for the reporter's position to: Editor Nicole Presley at: editor@pellachronicle.com or to: Editor Pat Finan at: editor@journalexpress.net. 0829

▼ FOR SALE

Considering a sale of your newspaper but not sure where to start? Iowa's newest media broker, Scenic Trail Media Brokers, LLC, is here to help you. Scenic Trail Media Brokers will work with you in every step of the process to properly market your newspaper to help you attract the right buyer for your property. We'll work with you until the final closing to make sure you get top dollar. Call Ryan Harvey today at 515-689-1151 or reach him by email at scenictrailmediabrokers@gmail.com for more information.

Iowa weekly newspaper for sale; excellent community; city, school, county legals, gross around \$200K. 40 year owner seeking to slow down. Contact Northeast Iowa, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa 50309. Contact: Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Two weekly newspapers, including one in county seat community. Progressive communities. City, county, school legals. Located in southwest Iowa. Contact: Weekly Newspapers, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

Profitable group of three small weekly newspapers for sale in South Dakota, two in Black Hills. If interested write to: S.D. Newspapers c/o Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309.

News Brokerage of Iowa has a client interested in purchasing a weekly newspaper that grosses \$100K-300K a year. Contact Dave at 319-350-2770. County seat newspaper for sale; strong reader and advertising base; cozy office and friendly, progressive community. \$10,000 down, the rest on contract. SE Iowa weekly shopper, \$75k, has lot of potential, will sell on contract, call for details. We have buyers for all price ranges.

NEW LISTINGS NEEDED. This could be the right time to sell! *Appraisals-Consultations-Brokerage services* Your full service broker, News Brokerage of Iowa, dtappnews-brokerageofiowa@gmail.com, 319-350-2770. Looking for part or full-time salespeople. Paid by commission or salary. Also, 30-year news editor looking for job in eastern Iowa. Experienced graphic designer looking for freelance projects. Give us a call today!

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumes for online viewing.

There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.

If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.

Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.

Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.

Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.

For more information, contact Cicely Gordon at cggordon@inanews.com.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Public Notice Webinar
- Mauck Stoufer Professional Improvement Workshop Registration
- Celebrating a Free Press & Open Government Registration

local & personal

William Chine "Bill" Stodola, 91, a lifelong Cedar Rapids resident, passed away in the evening of Aug. 17, 2018, at Mercy Hospital in Des Moines, Iowa, following a brief illness.

Bill was a longtime **Cedar Rapids Gazette** employee, with a career spanning more than 44 years. He retired from his position as manager of the pressroom in 1992.

Patricia Whitmer, 89, of Eldora, passed away Sunday, Aug. 19, 2018 at Valley View in Eldora, under the care of Care Initiatives Hospice.

In February of 1969, Pat started what would be a 26-year career as the Lifestyle Page Editor at the **Herald Index** newspaper in Eldora.

Tory Brecht, a **University of Iowa** graduate and 25-year veteran of journalism and communications roles, has been named the next editor of the **Iowa City Press-Citizen**.

MAUCK/STOUFER - cont. from page 3

young children.

2018 FOLLOW-UP DATES

October 4 – First session to be held in Des Moines. Students and coaches both attend. This kick-off session includes breakouts and time for the coaches to get to know their students.

By Friday, October 12 – Students send 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

Week of October 15 – Coaches hold sessions with their students (either remotely via Skype, google hangouts, etc. or in person)

By Friday, October 26 - Students send second batch of 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.

Week of October 29 - Coaches hold second sessions with their students (either remotely via Skype, google hangouts, etc. or in person)

Program is completed by November 5. Participants to be awarded certificate of completion and recognized in the INA Bulletin.

Look for the registration form in this Bulletin or register online at <https://www.regonline.com/registration/login.aspx?eventID=2533960&MethodId=0&EventsessionId=&Email Address=&membershipID=>.

RETURNING FOR 2018...

Mauck/Stoufer

PROFESSIONAL IMPROVEMENT WORKSHOP

for Newspaper Writers



WHO IS HARRY MAUCK JR.?



A professional journalist, and a great guy

The Mauck/Stoufer Workshop is named for the late Harry Mauck, Jr., and his wife, Genevieve Mauck Stoufer. A native of Hubbard, Iowa, Harry Mauck, Jr., was the longtime editor of the Council Bluffs Daily Nonpareil.

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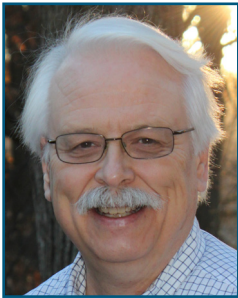
- The program will build your interviewing, writing and story development skills!
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Registration fee: \$125

Deadline: Thursday, September 27



MEET YOUR MAUCK/STOUFER PRESENTERS...



RANDY EVANS

Randy Evans took over the role as executive director of the Iowa Freedom of Information Council in October 2015 after a 40-year career with The Des Moines Register. He joined the Register in 1974 as a news reporter after working for two years as the editor of the Albia Union-Republican and Monroe County News, weekly newspapers in Albia, Ia. During his time with the Register, Evans served in a variety of editing roles, including state editor, city editor, news editor and assistant managing editor, supervising at one time or another every department in the newsroom except for sports. He spent his final four years as the editor of the Register’s opinion pages.



RICK MORAIN

A 4th generation Greene County resident, Rick Morain attended Graceland University (A.A. 1961), University of Iowa (B.A. 1963), and Yale University (M.A. 1965 and Ph.D. 1970), graduating with degrees in American Studies. Morain returned to Jefferson in 1967 and joined father Fred Morain at the Bee and Herald newspapers as news editor and assistant publisher - when he retired in 1976. He then became editor-publisher until he sold the Bee and Herald Publishing Co. to Ann Wilson, Doug Burns and Tom Burns of the Carroll Daily Times Herald in 2012 and retired, but continues to write a weekly column for the Jefferson Herald. An INA Master Editor-Publisher and recipient of the INA Distinguished Service Award, Morain is a former INA President, and longtime member and former co-chair of the INA Government Relations Committee, on which he continues to serve.



JARED STRONG

Jared Strong is a crime and courts reporter for the Daily Times Herald in Carroll and a trustee of the Iowa Freedom of Information Council. He is a 2005 Iowa State University graduate who started his career at the Des Moines Register and has been working in Carroll since 2010. Strong’s investigative work has earned him state and national awards. He was sued for libel last year by a former police officer but prevailed. He lives on an acreage down by the river with his wife and three young children.



KURT HELLAND

Kurt Helland is the copy editor for Business Publications Corp. in Des Moines, which produces the Business Record, dsm magazine and several other niche and custom publications. He was an editor at The Des Moines Register for almost 30 years, with most of that time spent on the copy desk. He was the keeper of the Register’s own stylebook and kept the newsroom informed of Register and AP style rules with periodic staff messages. He can get rather defensive about style, grammar and the English language.



ROX LAIRD

Prior to his retirement in 2015, Rox Laird had been an editorial writer at the Des Moines Register for more than 30 years. He specialized in writing about law and courts, the First Amendment, government, architecture and historic preservation. Laird began his career at the Des Moines Tribune in 1972, and worked a range of beats, although most of his reporting focused on government in Des Moines and the suburbs. After the Tribune closed, he moved to the Register and joined the editorial page staff. Since then, he wrote editorials and served several tours of duty as editor of the letters to the editor. Laird is a native of Kearney, Neb., and earned a bachelor’s degree in journalism at Iowa State University.

2018 KICK-OFF DAY PROGRAM

- 9:30 a.m. **Welcome and introductions**
- 9:45 a.m. **Remembering to KISS when you write**
(KISS, as in Keep it Simple Stupid)
Presented by Randy Evans
Too many writers make their writing too complicated. Their sentences are too complicated. Their stories, rather than being straight forward, have too many twists and turns.
- 10:45 a.m. **Break**
- 11:00 a.m. **Accessing open records and utilizing EDMS**
Presented by Rox Laird and Jared Strong
The Electronic Document Management System is one of the nation’s first court systems to provide complete online access to court records at the district level. More than 6.5 million documents are filed online through EDMS and is a valuable tool to journalists.
- Noon **Lunch and Challenges of covering your community**
Presented by Rick Morain
Being a journalist means writing stories that occasionally step on toes of people you know and meet in your community. How do you maintain good relationships with those you cover? What’s the secret? Being fair? Being available to listen to their complaints/ criticism after the story appears? We’ll discuss these ideas over lunch.
- 12:45 p.m. **AP Stylebook: It's not just for once-a-year publication anymore**
Presented by Kurt Helland, Des Moines Business Record
What are the latest changes to the AP Stylebook? The online version provides a quick, easy way to check your work and is filled with additional helpful tools.
- 1:45 p.m. **Break**
- 2:00 p.m. **Meet with coaches to discuss next steps**

2018 FOLLOW-UP DATES

- October 4** – First session to be held in Des Moines. Students and coaches both attend. This kick-off session includes breakouts and time for the coaches to get to know their students.
- By Friday, October 12** – Students send 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.
- Week of October 15** – Coaches hold sessions with their students (either remotely via Skype, google hangouts, etc. or in person)
- By Friday, October 26** - Students send second batch of 2-3 writing samples to their coach and coaches schedule sessions with their students for the following week.
- Week of October 29** - Coaches hold second sessions with their students (either remotely via Skype, google hangouts, etc. or in person)
- Program is completed by November 5.** Participants to be awarded certificate of completion and recognized in the INA Bulletin.

2 EASY WAYS TO REGISTER

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Complete the
registration form at right

Mail completed registration
form and fee to:

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FOUNDATION
319 E. 5th St.,
Des Moines, IA 50309

Or email completed
registration form to
ewipperling@inanews.com.

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To assure you that we have received
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REGISTRATION

Mauck/Stoufer Professional Improvement
Workshop for Newspaper Writers

KICK-OFF THURSDAY, OCTOBER 4
9:30 a.m. to 2:30 p.m. • INF offices, Des Moines

Newspaper _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

Please list the name(s) of attendee(s) below:

Name _____ E-mail _____

Name _____ E-mail _____

Registration deadline: Thursday, September 27

Registration fee: \$125

Total registration fee: \$_____

☐ Payment enclosed ☐ Bill my newspaper

☐ Charge my credit card (see below)

Credit card # _____ Exp. ____/____
VISA/Mastercard only

Address _____ Zip _____
must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

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



An Iowa Newspaper Foundation webinar...

PUBLIC NOTICE WEBINAR

UNDERSTANDING THE RATES, RULES AND REGULATIONS



Friday, September 14
1:00-2:00 p.m.

Registration Deadline: September 11
Registration Fee: \$35

In this webinar...

Public Notice Advertising is critically important to your newspaper and to your readers who benefit from the openness it provides. While public notice advertising laws can seem complex, the process is not that difficult to understand and implement. Your presenter has many years of experience working with and answering Iowa newspapers' questions about public notice advertising issues. In this interactive workshop, she will walk you through the procedures and rates and answer your public notice questions. Each registrant will receive a copy of the INA Guide to Public Notice Advertising. The rates are low so each person on your staff who works with public notice ads can participate. It will be an excellent investment!

The presenter...

Susan Patterson Plank



Susan Patterson Plank joined the INA/CNA staff in 2012 and became executive director in 2016. She oversees all operations of the Iowa Newspaper Association and its two related entities, the Iowa

Newspaper Foundation and Customized Newspaper Advertising. Patterson Plank is responsible for financial oversight of the three corporations and works closely with staff to implement the INA Annual Convention and dozens of training seminars throughout the year. She also works closely with the Sales and Marketing Director in oversight of CNA and provides a strong voice on behalf of newspapers when dealing with legislative issues.

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REGISTER ONLINE TODAY AT WWW.INANEWS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation

Public Notice Webinar **Registration**

Friday, September 14 • 1:00 p.m. - 2:00 p.m.

Newspaper _____ Address _____

City _____ Zip _____ Phone _____

Please list the name(s) of attendee(s) below:

Name _____ E-mail _____ Name _____ E-mail _____

Name _____ E-mail _____ Name _____ E-mail _____

Registration deadline: Tuesday, September 11 | Registration fee: \$35 per registrant

Total registration fee: \$ _____

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Credit card # _____ Exp. ____ / ____ <small>VISA/Mastercard only</small>
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Amount to be charged \$ _____ Date _____
Authorized signature _____

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 ewipperling@inanews.com

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To assure you that we have received this registration, we will send a confirmation e-mail to you. If you do not receive this acknowledgment of receipt within five working days after you sent it, please contact Erica Wipperling at ewipperling@inanews.com

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CELEBRATING A **FREE PRESS** AND **OPEN** **GOVERNMENT**

THURSDAY, SEPTEMBER 27 • DES MOINES

The sixth annual celebration of democracy, bringing together Iowa's leading advocates for open government and the rights of a free press.

Featuring a banquet presentation:

Steve Berry, Pulitzer Prize-winning journalist, author and IowaWatch co-founder



IOWA WATCH **BANQUET**

5:30 p.m. - 8:30 p.m.

Des Moines Marriott Downtown
700 Grand Ave., Des Moines, IA

Presenting Sponsors: Iowa Newspaper Foundation
and the Iowa Freedom of Information Council

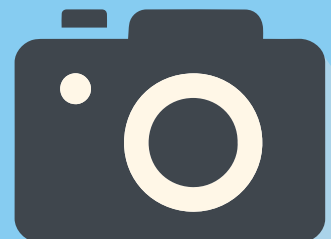
Program Sponsor: Associated Press

Join the Iowa Center for Public Affairs Journalism as it brings attention to the importance of open government and a news media free of government restriction in a thriving democracy.

Registration is required for evening banquet. To register for any of the day's events please visit www.inanews.com

Banquet: **\$55 per plate** • Register by **Thursday, September 20**

- Reception at 5:30 p.m. with dinner at 6:00 p.m.
- IFOIC presents annual Harrison "Skip" Weber Friend of the First Amendment
- IowaWatch presents Steve Berry Free Press Champion
- IowaWatch presents Randy Brubaker Free Press Champion
- Guest Speaker Steve Berry, Pulitzer Prize-winning journalist, author and IowaWatch co-founder



PRESENTING **SPONSORS**





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inf@inanews.com

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Parking is available in the 9th and Locust Garage
and the Greater Des Moines Partnership Garage.

Valet Parking is also available at the Marriott.

Registration is required for evening banquet.

To register for any of the day's events please visit
www.inanews.com

Banquet: \$55 per plate

Please register by Thursday, September 20

REGISTRATION

CELEBRATING A **FREE PRESS** AND **OPEN GOVERNMENT**

THURSDAY, SEPTEMBER 27 • DES MOINES

Newspaper _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

Please list the name(s) of attendee(s) below:

Name _____ E-mail _____

☐ Roundtable (free)

☐ Banquet (\$55)

Name _____ E-mail _____

☐ Roundtable (free)

☐ Banquet (\$55)

Name _____ E-mail _____

☐ Roundtable (free)

☐ Banquet (\$55)

Registration deadline: Thursday, September 20

Total amount enclosed: \$ _____

___ Payment enclosed ___ Bill my newspaper ___ Pay with credit card

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