



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

Mobile Photojournalism 201  
Thursday, December 6

### EVENTS

2019 INA Legislative  
Reception  
Wednesday, February 6

2019 INA Convention and  
Trade Show  
February 7-8

### MEETINGS

INA, INF & INA Services  
Co. Boards  
Wednesday, February 6

## Mugshot galleries might be a web-traffic magnet. Does that justify publishing them?

BY COREY HUTCHINS  
COLUMBIA JOURNALISM REVIEW

During a conference call with employees in the Lee Enterprises newspaper chain this summer, an editor at the Times of Northwest Indiana explained a secret behind her paper's online traffic boom. Mugshots, she shared in a presentation, had been a "game-changer" for the paper, which includes collections of booking photos below its crime stories and standalone galleries of recent arrestees.

For some local newsrooms, mugshots—which are often public records, and easy to obtain from local law enforcement—remain a staple, even as others turn away from them. North Carolina's Salisbury Post runs a "Mugshot Monday" feature, which it launched after the paper ceased publishing its Monday and Saturday editions, to provide web content that wouldn't fill the next day's print news hole. "It usually is the most popular thing on the website for that particular day," says Editor Elizabeth Cook. In Colorado Springs, the Pulitzer Prize-winning Gazette publishes a "Mugshot Monday" feature, too, limited to those people sought by law enforcement on federal warrants. In Waterloo, Iowa, The Courier runs a lengthy gallery scroll of mugshots, each one accompanied by a link to a short synopsis of the incident, under this disclaimer: "An arrest does not imply guilt or a conviction."

Mugshot galleries rarely divulge more than a subject's name, age, and suspected offense; their subjects rarely attract follow-up coverage, and so the outcomes of their criminal charges

are often not covered in detail. In such cases, mugshot subjects are preserved for readers as suspects. In others, follow-up coverage may come too slowly. A few years ago, a small-town newspaper in Colorado published 39 mugshots in a single print edition after local police announced what it characterized as a busted-up drug ring. The charges against many of those whose faces appeared in their local paper were later dropped amid allegations of a frame-up and a remarkable blunder by local law enforcement. Some of those accused said they lost jobs and housing or relocated because they couldn't find work. Though the paper followed up on the dismissals, its editor acknowledged it was slow to do so.

While it's not inherently unethical to publish mugshots, some media ethics specialists argue that newsrooms should contextualize such images for readers, articulate the public-service value of disseminating them, and pursue the stories of their subjects after the photos are taken.

"I'm not going to condemn someone" for publishing mugshots, says Ted Gest, a founding partner of John Jay College's Center on Media, Crime, and Justice. As a journalist, Gest says he favors information about the criminal justice system being available and publishable. However, he adds, "My question would be: Is it fair to people if you don't show the disposition of the case?"

Journalists should seek to minimize harm while telling the truth, says Bastiaan Vanacker, who directs the Center for Digital Ethics and Policy at Loyola University Chicago. "If the



benefit of publishing it is just, Well, it happened ... I don't think that's a good enough reason," he says.

"Best practice would be to follow up on every single case," says Kelly McBride, a media ethics specialist at the Poynter Institute. Though McBride wonders whether artificial intelligence might facilitate such efforts in the future, most newsrooms these days just don't have the human resources to do so, she says.

Cook, the Salisbury Post editor, says her paper will do follow-up stories if a criminal suspect later shows the newspaper they were found not guilty or charges were dropped. For its "Mugshot Monday" feature, the Post lists charges, not convictions—something Cook says her paper will make more clear to readers in the future. Plenty of newsrooms, however, seem unwilling to discuss their decision to publish mugshots. In 2016, Fusion looked at 74 newspapers, mostly owned by the McClatchy and Tribune Publishing chains, and found 40 percent of them published mugshot galleries online. Not many editors were

MUGSHOTS - cont. on page 4

# ? question of the week

## Does the Iowa Newspaper Association have any recommendations for low-cost legal advice specifically geared toward newspapers?

The INA Legal Hotline provides competent, timely, low-cost advice from Hotline attorneys who have knowledge of laws affecting all phases of the newspaper business. The Hotline has been in operation since 1986 and thousands of questions have been answered by the attorneys. INA members find the Hotline to be a cost-effective method of obtaining prompt and practical legal advice on a variety of issues.

The Hotline is under direct sponsorship and control of the INA. INA collects the fees, promotes the service, decides who the attorneys should be and coordinates operation of the Hotline with the attorneys. It is a break-even service of the INA.

Individual INA member newspapers may join the Legal Hotline, a subscription based service, at any time by calling the Hotline attorneys with their questions at 515-283-3100.

## REMINDER!

The INA office will be closed  
**Thursday, November 22-**  
**Friday, November 23** in honor  
of the Thanksgiving holiday.

## CONTEST TIMELINE

**November 2018** - Contest entries judged by Indiana Press Association members

**December 2018** - Winners notified by INF

**February 8, 2019** - Winners announced during Convention Awards Banquet

Entries must have been published between **Oct. 1, 2017** and **Sept. 30, 2018**, to be eligible.

### Questions?

Contact INA/INF at 515-244-2145 or [ina@inanews.com](mailto:ina@inanews.com).

## CONTACT US



**Phone** 515-244-2145

**Fax** 515-244-4855

**Website** [www.INAnews.com](http://www.INAnews.com)

### INA/CNA/INF

#### STAFF DEPARTMENT MANAGERS

##### Executive Director

Susan Patterson Plank

ext. 125 [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com)

##### Sales and Marketing Director

Samantha Fett

ext. 140 [sfett@cnaads.com](mailto:sfett@cnaads.com)

##### Communications Director

Cicely Gordon

ext. 133 [cgordon@inanews.com](mailto:cgordon@inanews.com)

##### Development Director

Geof Fischer

ext. 132 [gfischer@inanews.com](mailto:gfischer@inanews.com)

##### Media Director

Autumn Phillips

ext. 136 [aphillips@cnaads.com](mailto:aphillips@cnaads.com)

##### Network Sales Manager

Rachelle Kjellberg

ext. 126 [rkjellberg@cnaads.com](mailto:rkjellberg@cnaads.com)

##### Program Director

Jana Shepherd

ext. 159 [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

##### Technology & Digital Development Manager

Susan James

ext. 129 [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

#### Iowa Newspaper Association

Steve Fisher, Dubuque Telegraph Herald

563-588-5611

[steve.fisher@thmedia.com](mailto:steve.fisher@thmedia.com)

#### INA Services Company

Chris Edwards, Cedar Rapids Gazette

319-398-8222

[Chris.Edwards@gazcomm.com](mailto:Chris.Edwards@gazcomm.com)

#### Iowa Newspaper Foundation

Mary Ungs-Sogaard, Dyersville Commercial

563-875-7131

[mungs-sogaard@wcinet.com](mailto:mungs-sogaard@wcinet.com)

### U.S. MAIL

Iowa Newspaper Association

319 East 5th St.

Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (*paid service*)

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**DIRECTOR OF SALES.** Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue that growth. Find out more about our products and services at [enterpriseub.biz](http://enterpriseub.biz). Our Director of Sales will be responsible for team sales, planning, budgeting, community relations and be an integral part of our management team. Compensation includes base salary, bonus opportunities, health insurance, 401K retirement, vacation, personal days and more. This is a great opportunity to come and be part of our fun, adaptable, dedicated and positive team. Apply to Chris Rhoades, [crhoades@enterpriseub.com](mailto:crhoades@enterpriseub.com), Enterprise Media Group, Blair, NE 1212

**FULL-TIME REPORTER.** Missouri Valley Times-News is seeking a full-time reporter for its twice-weekly Missouri Valley Times-News and weekly The Dunlap Reporter newspapers. The successful candidate will be a self-starter who loves to write, talk to people, and take photographs. The coverage area for our two newspapers is Harrison County, southern Crawford County, and northern Pottawattamie County and includes five school districts. Since news never sleeps, this position will include some evenings and weekends. Missouri Valley Times-News and The Dunlap Reporter are part of a privately-owned media company with community newspapers in western Iowa and eastern and central Nebraska. Compensation package includes health insurance, 401k with match, and paid mileage. Candidates should possess good writing and photography skills, good typing skills, and be familiar basic computer operations. Send cover letter, resume, and writing and photography samples to Brad Swenson, Publisher, [mytimesnews@gmail.com](mailto:mytimesnews@gmail.com), Missouri Valley Times-News, P.O. Box 159, Missouri Valley, IA 51555. 1114

**FULL-TIME SALESPERSON.** The New Hampton Tribune and The Nashua Reporter seeks a community-oriented, results-driven professional to service an existing account list and to grow new business. The Tribune publishes twice a week; The Reporter is weekly. We also have a once a week shopper — The Advertiser. The successful candidate will be a self-starter who enjoys people and creating value for their clients. We are part of Enterprise Media, an established privately-held newspaper holding company based in Charles City. The compensation package includes health, dental and vision insurance, a competitive 401K plan, and mileage reimbursement. We will train the right candidate to grow into a sales manager roll here. Email short cover letter, resume and three references to Kevin Brown, Publisher, at [publisher@nhtrib.com](mailto:publisher@nhtrib.com), or mail to: New Hampton Tribune, 10 N. Chestnut Ave., New Hampton, IA 50659 or FAX to (641) 394-2113. 1205

**GENERAL ASSIGNMENT REPORTER.** The Daily Freeman-Journal is seeking a general assignment reporter. Must have strong interviewing and writing skills. The right candidate will be detail and deadline oriented with solid people skills. Knowledge and experience with social media platforms a must. Experience with both Mac and PC preferred, digital photography skills and knowledge of Quark Express helpful. Willing to train the right enthusiastic self-starter who is looking for entry into the world of journalism. Send a cover letter, resume and writing samples to: [ablankenship@freemanjournal.net](mailto:ablankenship@freemanjournal.net). 1212

**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](http://www.pellachronicle.com), and [www.journalexpress.net](http://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 Pat Finan at [pfinan@journalexpress.net](mailto:pfinan@journalexpress.net). 1212

## ▼ 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](mailto: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.

**IN NEED OF NEW LISTINGS.** This could be the right time to sell! \*Appraisals-Consultations-Brokerage services\* Your full service broker, News Brokerage of Iowa, [dtappnewsbrokerageofiowa@gmail.com](mailto:dtappnewsbrokerageofiowa@gmail.com), 319-350-2770.

**FOR SALE!** Fifteen outside newspaper stands (good for shoppers or free newspapers) for sale, \$20 each. Interested buyers contact Dave Tapp by email at [dtappnewsbrokerageofiowa@gmail.com](mailto:dtappnewsbrokerageofiowa@gmail.com) or by phone at 319-350-2770.

**Equipment for sale:** An extensive selection of printing equipment, including a five-unit Harris V-15A newspaper press, will be on sale online until Nov. 28, 2018, at [bclauktion.com](http://bclauktion.com). The press equipment must be sold during the liquidation of Printcraft Inc., a newspaper plant located in Lamoni, Iowa, which printed several publications in northern Missouri and southern Iowa. The BCL Auction website has a full description of the equipment. Click on current auctions with listing under Bethany Printing Company.

View and submit ads on the Internet at [www.INAnews.com](http://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 [cgordon@inanews.com](mailto:cgordon@inanews.com).



## Iowa Newspaper Association Bulletin

www.INAnews.com

### IN THIS ISSUE...

- Mobile Photojournalism 201
- Committee Nomination Form

## local & personal

**Cleone Podey**, a longtime editor/manager of **The Westside Observer**, passed away on November 10. In 1970 Cleone responded to a "Help Wanted" ad and applied to The Observer newspaper. It was just her, the desk, a typewriter, and the telephone in her office. She was a "busy little bee of a small town." Cleone loved attending any sort of activity, whether it was a ballgame, Breakfast in the Park, Pony Show Days, or dancing. In 2003 after 33 years at The Observer, Cleone retired but still kept attending social events with her friends and family.

### MUGSHOTS - cont. from page 1

willing to talk to Fusion about the practice.

There are ways to mitigate potential harm. "The newsrooms that do this well have programmed their sites to only keep the information for 60 to 90 days, so that it doesn't become punitive," says Poynter's McBride.

This summer, Advance Ohio President Chris Quinn announced that Cleveland.com would scrub its archives of mugshots and names of story subjects who committed minor crimes under certain circumstances, if those subjects ask. The plan also includes curtailing the use of mugshots in the future, limiting them only to those accused of serious crimes. While Quinn says some staffers likened the change to erasing published history, "I can't use tradition to wreck people's lives." Last month, Cleveland.com expanded the initiative, which is not companywide, to include embarrassing stories that might not even involve crimes. The publication set up a newsroom committee to evaluate personal requests to delete names from old stories on a case-by-case basis.

"Look, I chase traffic just as much as anyone else, but that's the wrong way to get traffic," Quinn tells CJR about the proliferation of mugshots on local newspaper sites. "You're really preying on human suffering

there, and I don't think that's what we should do."

Hunter Pauli, a freelance journalist in Montana, says he quit his job at a Lee Enterprises newspaper last year in part because he had to write so many stories about people accused of minor crimes. "As the sole crime reporter at a daily paper in Butte, Montana in charge of putting out the daily blotter, I found the process for deciding which poor residents of my city to shame completely arbitrary," he wrote last year in *The Guardian*:

There's almost never enough real crime worth covering, but if a couple nasty assaults occurred there might not be room to include some poor guy getting caught with a gram of meth. If nothing happened the next day, maybe that user would go in. The blotter was often all minor drug arrests. ...When I stopped including simple drug arrests in the blotter nobody noticed, not even my editors, which begs the question of why we consider minor drug crimes worthy of attention in the first place.

"You take the crime statistics, they're going down. You check any newspaper website, it looks like the end of the world," says Pauli. He adds, "I don't think journalists should be surprised that people hate the media in this country if that's what you're printing."

Asked to discuss the NWITimes mugshot

galleries, editor Marc Chase wrote in an email that his paper had "a number of strategies," namely aggressive local news coverage and regular updates to breaking stories, that have helped double its web traffic. "Couple that with a strong focus on investigative and project reporting, and those are the game-changers we see making the biggest differences," he wrote. He did not respond to a question about how the paper's online mugshot galleries fit into its increased web traffic.

In late August, the NWI Times posted a link to a mugshot gallery on its Facebook page. "I love it...keep them coming," one reader wrote. Another questioned the practice. "I don't see the purpose it serves," wrote the second reader, "other than for people to come here, and get a quick laugh from the mugshots."

*Corey Hutchins is CJR's correspondent based in Colorado, where he is also a journalist for The Colorado Independent. A former alt-weekly reporter in South Carolina, he was twice named journalist of the year in the weekly division by the SC Press Association. Hutchins recently worked on the State Integrity Investigation at the Center for Public Integrity and he has contributed to Slate, The Nation, The Washington Post, and others. Follow him on Twitter @coreyhutchins or email him at coreyhutchins@gmail.com.*



And  
Finally

A will is a dead giveaway.





# INA & INF Committee NOMINATION FORM

INA members are encouraged to nominate one or more people to serve on an INA or INF Committee in 2019. People nominated will be recruited to serve and will be told their name was placed into nomination by a member. Please complete and return this form to the INA by December 7, 2018. (Feel free to make extra copies for additional nominations if you wish.)

I nominate \_\_\_\_\_ of the \_\_\_\_\_ to serve on the following committee(s):  
(Name) (Newspaper)

\_\_\_\_\_ **Contest Committee** (INF) - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.

\_\_\_\_\_ **Continuing Education Committee** (INF) - plans all educational events other than the convention program. Meets approximately one time per year.

\_\_\_\_\_ **Convention Program Committee** (INF) - plans the annual convention, with committee members serving as moderators for convention sessions. Meets approximately one time per year.

\_\_\_\_\_ **Finance Committee** - reviews the INA financial statements and annual budget. Meets approximately one time per year.

\_\_\_\_\_ **Government Relations Committee** - monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.

\_\_\_\_\_ **Marketing Committee** - oversees activities of CNA. Committee's emphasis is on efforts to bring new advertising dollars to newspapers and identify research and promotional opportunities. Meets approximately two times per year.

\_\_\_\_\_ **Nominating Committee** - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.

\_\_\_\_\_ **Scholarship Committee** (INF) – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

Please fax completed form to 1-866-801-6702 or mail to INA, 319 E. Fifth St., Des Moines, IA 50309



An Iowa Newspaper Foundation webinar...



# MOBILE PHOTOJOURNALISM 201

Thursday, December 6 1-2 p.m.

Registration fee: \$35 · Deadline: December 3

## IN THIS WEBINAR...

In today's newsrooms everyone is a photographer, videographer and reporter. Most of us use an iPhone to take and send pictures and video from the field. In this session you will learn to tell better visual stories with just a few tips, apps, patience and practice.

*Group discounts are available. Visit our website for more information. Registrations submitted after the deadline will be subject to a \$10 late fee. Registrations are accepted up until the day of the webinar.*

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

## THE PRESENTER...

### Val Hoepfner



Val Hoepfner is a digital journalist, training and media strategist. She has worked in digital, mobile and multi-platform journalism for more than 15 years. As CEO of Val Hoepfner Media and Consulting, LLC, Hoepfner travels to newsrooms, universities and media conferences where she creates and leads training for journalist in engagement, change management and developing digital and mobile workflow. Hoepfner is a member of the Native American Journalist Association, Online News Association, Association Press Photo Managers, American Society of News Editors, the Recording Academy and Public Radio in Mid America.



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



# ONLINEMEDIACAMPUS



## Webinar Registration

YES! Sign me up for the *Mobile Photojournalism 201* webinar Thursday, December 6.

☐ I am a Wisconsin journalism advisor or student, please waive my registration fee (*online registration not available*)

### Registration fee: \$35 per webinar; free to SNPA members

Discounts are available for groups of 10 or more from the same newspaper or company.

Find out more at [www.onlinemediacampus.com](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inanews.com](mailto:ewipperling@inanews.com).

### Registration deadline: December 3

(Registrations submitted after the deadline will incur a \$10 late fee. *No discounts apply after the registration deadline*).

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Corporate Affiliation (*for group discount tracking*) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

☐ 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 \_\_\_\_\_

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](mailto:ewipperling@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://ONLINEMEDIACAMPUS.COM)

### RECEIPT OF REGISTRATION:

You will receive log-in instructions 48-hours prior to the webinar you've registered for. If you have questions, please contact Erica Wipperling at [ewipperling@inanews.com](mailto:ewipperling@inanews.com) or 515-422-9052.

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