

March 13, 2019



Volume 36
Issue 10

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Money Beyond Money
Thursday, March 28

Media Generational
Strategies: What Drives
Your Consumers?
Thursday, April 18

MEETINGS

INA, INF & INA Services
Co. Boards
Friday, April 26

A LEGACY OF HARD WORK, FORESIGHT AND HUMILITY

INA MOURNS THE PASSING OF FORMER EXECUTIVE DIRECTOR

Chris (Mudge) Monroe, former Iowa Newspaper Association Executive Director passed away March 7 following an inspiring battle with metastatic breast cancer.

Chris spent her entire 34-year career with the Iowa Newspaper Association, working to help Iowa newspapers make a difference in their communities. She was employed at the Iowa Newspaper Association in Des Moines from 1982 until her retirement in 2016 rising through the ranks from an advertising sales representative to become executive director. During her tenure, the INA saw incredible innovation and growth—including the creation of the Iowa Newspaper Foundation and the expansion of Customized Newspaper Advertising. She was also a tireless advocate on behalf of Iowa newspapers and passionately worked to uphold the principles of the First Amendment.

At the Iowa Newspaper Association, Chris left a legacy of hard work, foresight and humility that still resonates today and her courageous battle with cancer continues to inspire all of us.

Upon her retirement from her role as Executive Director of the Iowa Newspaper Association, Chris and her husband, Bill Monroe pledged \$25,000 toward the work of the Iowa Newspaper Foundation. With 60 years of combined service



to the INA between them, Chris and Bill have consistently displayed exceptional leadership and uncanny foresight. The Chris Mudge Next Generation Fund, which was established in 2015 to honor Chris, will be used to create an endowment to support the Iowa Newspaper Foundation's high school summer journalism camp for many years to come. The focus on ensuring that future journalists are educated about the newspaper industry and encouraged to join its ranks is no coincidence.

"Chris was an amazing leader, mentor and colleague. She left her mark on all she interacted with professionally and personally," said Iowa Newspaper Association Executive Director Susan Patterson Plank. "She was a dear friend, I know many will miss her, I will, too."

Services were held Tuesday, March 12 at the Log Church in Crosslake, Minnesota, at 11 a.m. A Celebration of Life will be held in Des Moines on Friday, May 10 at 11:00 a.m. at the Central Presbyterian Church located at 3829 Grand Avenue.

The family requests that memorials in Chris's honor be directed to the Iowa Newspaper Foundation and earmarked for the Chris Mudge Next Generation Fund.

RJI Fellow working on solution to 'future proof' data-driven news applications

BY JENNIFER NELSON
SENIOR INFORMATION SPECIALIST
REYNOLDS JOURNALISM INSTITUTE

ProPublica's Dollars for Docs is an elaborate data-driven news application that allows readers to interact and engage with it as they learn about the money doctors receive from pharmaceutical companies.

In 50 years, Dollars for Docs may be gone entirely if nothing is done to archive it, says Meredith Broussard, assistant professor at the Arthur L. Carter Journalism Institute

at New York University and author of "Artificial Unintelligence: How Computers Misunderstand the World."

Broussard is on a mission to preserve Dollars for Docs and other data journalism projects like it. As a computer scientist turned data journalist, Broussard says she's uniquely positioned to address the issue of what University of Minnesota faculty members Kathleen Hansen and Nora Paul call "future-proofing the news."

Read the full post: <https://www.rjionline.org/stories/rji-fellow-working-on-solution-to-future-proof-data-driven-news-application>

The skies are changing: The FAA does a bunch of things to make the drone business grow up

BY JUDD SLIVKA
DIRECTOR OF AERIAL JOURNALISM
REYNOLDS JOURNALISM INSTITUTE

The Federal Aviation Administration has been busy these last few weeks, promulgating a bunch of different rules that have some consequences — short-term and long-term — for us as drone journalists.

Each of these changes taken alone is something small. Taken together, we're seeing the ongoing codification of how drones interact with the National Airspace System. And that's probably not a bad thing as the demands on that airspace increase.

Read the full post: <https://www.rjionline.org/stories/the-skies-are-changing-the-faa-does-a-bunch-of-things-to-make-the-drone-bus>

? question of the week

Can a reporter be sent to jail for refusing a judge's order to reveal the identity of his or her news source?

While both the First Amendment and so-called "shield laws" do provide some protection to reporters working with confidential sources and information, such protection is rarely absolute. Unfortunately, where a court decides that the law does not protect a journalist, he or she may be ordered to cooperate. Where they refuse, they may be subject to penalty, including jail time. A growing number of reporters, as a matter of principle and journalistic ethics, have gone to jail to honor their promise to a confidential source and to protect the public's right to know.

CONTACT US



Phone 515-244-2145

Fax 515-244-4855

Website www.INAnews.com

INA/CNA/INF STAFF DEPARTMENT MANAGERS

Executive Director

Susan Patterson Plank
ext. 125 spattersonplank@inanews.com

Sales and Marketing Director

Samantha Fett
ext. 140 sfett@cnaads.com

Communications Director

Cicely Gordon
ext. 133 cgordon@inanews.com

Development Director

Geof Fischer
ext. 132 gfischer@inanews.com

Media Director

Autumn Phillips
ext. 136 aphillips@cnaads.com

Network Sales Manager

Rachelle Kjellberg
ext. 126 rkjellberg@cnaads.com

Program Director

Jana Shepherd
ext. 159 jshepherd@inanews.com

Technology & Digital Development Manager

Susan James
ext. 129 sjames@cnaads.com

BOARD PRESIDENTS

Iowa Newspaper Association

Kristin Grabinoski, Armstrong Journal
712-868-3460
krisg@amstrongjournal.com

INA Services Company

Becky Maxwell, Centerville Daily Iowegian
641-856-6336
bmaxwell@dailyiowegian.com

Iowa Newspaper Foundation

Mark Rhoades, Missouri Valley Times-News
712-642-2791
mrhoades@enterprisepub.com

U.S. MAIL

Iowa Newspaper Association
319 East 5th St.
Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

Iowa needs sunshine — on police videos

BY RANDY EVANS

EXECUTIVE DIRECTOR

IOWA FREEDOM OF INFORMATION COUNCIL

Sunshine Week will be observed across the nation this week.

The week shines a spotlight on the important role open government and citizen accountability play in our democracy. Open meetings and open records are the tools that enable the public to know what their government is doing, or not doing, in the name of the people.

In Iowa, the sunshine next week will be obscured by clouds --- at least when it comes to citizen access to videos recorded by law officers on their squad car cameras and body cameras during incidents in which police shoot someone or when officers are fired upon.

It should trouble Iowans that they have no right of access to these recordings, because our state increasingly is out of step with many other states when it comes to making these available so people can evaluate for themselves the actions of their police.

As a society, we place great responsibility on the shoulders of our officers. We give them guns and expect them to keep us safe, to apprehend lawbreakers and to use sound judgment in doing so.

In all but the rarest of circumstances, officers carry out their duties in a commendable manner. But when officers' actions are called into question, government officials in Iowa too often invoke secrecy, rather than inviting this important public accountability process.

In my role as executive director of the Iowa Freedom of Information Council, I have carried a simple message to officials across Iowa --- to Attorney General Tom Miller, to members of the Iowa Legislature, to leaders of state and local law enforcement agencies. That message is this: You erode public confidence and invite skepticism, rather than building trust, when you throw a blanket of secrecy over videos that record these officer-involved incidents.

A case in point: On the morning of Jan. 6, 2015, Burlington police Officer Jesse Hill fatally wounded Autumn Steele, 35, outside her home there.

In the four years since that snowy morning, lawyers for the City of Burlington and the Iowa Department of Public Safety have insisted the recordings of the 911 calls and police body camera and dash camera videos should not be released to the public because they are forever part of the confidential investigation into the unarmed mother's death.

Hill was called to the home to break up an argument between Steele and her husband. But she was accidentally shot when Hill slipped on the snowy ground and fell while trying to shoot the couple's German shepherd as it ran at him.

Hill's two bullets both struck Steele, one in the chest and the other passing through her arm, grazing the dog.



Randy Evans

The Des Moines County attorney decided that Hill broke no laws that morning because his actions, under the circumstances, were reasonable.

His actions clearly were reckless --- trying to shoot the dog with the Steeles and their young son just feet away. As evidence of that disregard for their safety, look at the \$2 million wrongful-death settlement the city reached with Autumn Steele's family.

Without question, the public is entitled to scrutinize not just the officer's actions, but also the county attorney's decision to clear Hill of any wrongdoing and the police chief's decision to allow Hill to keep his job.

But the public has been blocked at nearly every turn.

Two weeks ago, the Iowa Public Information Board voted 6-2 to ignore an administrative law judge's recommendation that the board find Burlington and the Iowa Department of Public Safety violated the public records law by refusing to release the 911 recording and police videos as part of the factual report of the shooting.

The board concluded it could not substitute its judgment for the judgment of the law enforcement officials who decided to keep the records secret. The administrative law judge had recommended the board find that confidentiality of such police records is not absolute and must be balanced against factors favoring public disclosure.

A few days earlier, a legislative subcommittee declined to advance a bill that would have made clear once and for all that police videos are available for public examination in cases involving police shootings.

Lawmakers clearly heard the police officers and lobbyists and their message that they do not want such second-guessing of officers' actions.

That's not how "sunshine" and government accountability should work.

The Legislature needs to take another crack at this important issue and do better at balancing the need for confidentiality for certain investigative documents prepared by law officers and the legitimate need for public scrutiny of audio and video recordings that are a factual account of what transpired in these life-and-death incidents.

That's how government transparency ought to work.

Download this column to run in your local newspaper by visiting: <https://inaneews.com/news-room-resources/iowa-needs-sunshine-on-police-videos/>

Randy Evans is executive director of the Iowa Freedom of Information Council. He can be reached at IowaFOICouncil@gmail.com.



Download this article to run in your local newspaper by visiting <https://inaneews.com/news-room-resources/iowa-needs-sunshine-on-police-videos/>

Help Promote Business Horizons Summer Media Camp



Download the ads
at <https://inanews.com/foundation/bh-media/>

The Iowa Newspaper Association has provided new ads for newspapers to run in their publications. The ads promote Business Horizons Summer Media Camp.

The Iowa Newspaper Foundation, in partnership with the Iowa Association of Business and Industry, is in its eighth year of offering an in-depth media experience for Iowa high school students, specifically targeting the next generation of Iowa media professionals.

The Business Horizons (BH) program is a one-of-a-kind, hands-on, weeklong summer program for high school students who want to learn about the world of business and what the future holds for them. The Media Track is targeted at students interested in a career in the media industry.

Do you have a high school son or daughter interested in taking over the family newspaper some day? Or, is there a bright high school student in town that you could

imagine working for your newspaper someday?

The goal of the media track is to develop and cultivate the next generation of Iowa media professionals. The program has been designed to spark students' understanding of the media industry as a viable career opportunity in Iowa. Students will also come away with an understanding of the impact community journalism has on individuals, communities and the state.

This year's camp will be held July 14-18 on the campus of Central College in Pella. Participants will have the opportunity to work with Iowa media professionals from across the state.

If you know of a student that would be a good fit and you'd like to impact the next generation of Iowa media professionals, please consider sponsoring a student. The investment is only \$200. For more information or to register a student, contact INF Program Director Jana Shepherd at jshepherd@inanews.com.

Reports the monthly sales activity of Customized Newspaper Advertising. Figures compare each month to the year before and 2019 sales with budgeted projections.



2019	2018	FEBRUARY SALES	Difference	% Increase
\$552,392	\$795,615		-\$243,223	-30%
2019	2018	Year-to-Date Sales	Difference	% Increase
\$939,987	\$1,434,550		-\$494,563	-34%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$939,987	\$930,839		\$9,148	1%

Sales Summary: In the month of **February**, CNA sold **\$207,493** in display advertising into Iowa newspapers.

IPSWA announces 2019 girls basketball all-state teams

IPSWA
Iowa Print Sports Writers Association

Visit <http://iowasportswriters.com/>
to download the press release.



And
Finally

A horse walks into a bar. The bartender asks, "why the long face?"

These newspapers added a print section on good news

BY KRISTEN HARE

POYNTER.

The Philadelphia Inquirer got an idea from the (Minneapolis) Star Tribune – focus on the good stuff, too. In April, the Inquirer will launch a new Sunday print section (yes, you read that correctly) that focuses on the solutions, stories and people making the region better.

It's called The UpSide, and it was Inspired by Strib's Inspired, which launched last year. The Strib's standalone print section comes out on Saturdays and had two sponsors in its first year. Digital stories from the section bring in a total of between 100,000 and 200,000 pageviews a month. And the beat tends to "be strongest with engaging local readers, retaining local subscribers and engaging online readers," said Suki Dardarian, the Star Tribune's managing editor and vice president, in an email.

Neither project, however, is an attempt to manufacture good news and ignore reality.

"We've been under siege for so long that we've had to focus on the stuff that we really can't trust will go well without us," said Ronnie Polaneczky, a columnist at the Inquirer who will lead the new section in Philly. "But I think what we're learning is, jeez, that other stuff is just as important."

MINNEAPOLIS

Last summer, Star Tribune columnist Gail Rosenblum started a new job leading the good news section. It's something readers were begging for, she said.

"We are just inundated with troubling and divisive news day in and day out," she said. "I think it was just a way to offer a little antidote to the realities of the day."

The local and national stories she highlights in both print and online are ones that often go uncovered in newsrooms, but they're about things that are happening every day, too. "The response has been unlike anything I've ever experienced in my almost 40-year career," Rosenblum said. "...There's just this hunger, and we're feeding it."

In addition to being drivers for engagement and sponsors, Inspired stories have a longer tail, Dardarian said, because Facebook is often the biggest referrer.

Inspired is currently a four-page standalone section that runs Saturdays. The Strib started a weekly newsletter featuring the work online. They're working on finding new sponsors and attracting more readers online. And this year, the newsroom is launching an Inspired speakers series of events.

The work takes on tough topics, including justice, health, education and poverty, but with a solutions journalism approach.

PHILADELPHIA

Philly took Minneapolis' success with its good news section and decided to try its own, but this isn't the first time Philly and Minneapolis have worked together. Top



editors got to know one another through the Knight-Lenfest Newsroom Initiative, also known as Table Stakes. (Disclosure: My coverage of local news is funded in part by Knight, and Lenfest is a Poynter funder.)

In 2018, the two newsrooms worked together to cover the Super Bowl.

"One of the great aspects of Table Stakes is the lasting spirit of peer-to-peer collaboration," the Inquirer's executive editor Stan Wischnowski said in an email. "Minneapolis and Philly continue to share information about every aspect of the business."

In Philly, the cost of the Sunday newspaper is going up, and adding The UpSide is one attempt to add some value for subscribers, Polaneczky said.

The Inquirer is also launching a monthly event series for subscribers, Inquiring Minds, and the UpSide will be part of that series.

Neither The UpSide or Inspired are among the first to try to capture good news for readers. The Washington Post has The Optimist newsletter. The Today Show has Good News, as do MSN and Huffington Post.

Like in Minneapolis, the stories will come from across the newsroom, and in a lot of cases, they're already out there, they just need a place to live.

"I'm nearing completion of entering 2018 Inquirer stories in journalism contests, and what I realized when we started talking about the UpSide is how many good-news, uplifting stories we already do," said Michelle Bjork, deputy managing editor of operations and projects, in an email. "The challenge for readers, though, is that those stories are intermingled with all the negative. It's almost like readers can't see the forest for the trees. By devoting an entire print section and digital vertical to only 'good news,' it will spotlight those stories, making it easier for readers."

Kristen Hare covers local news for Poynter. Follow her on Twitter at @kristenhare.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Money Beyond Money
- Media Generational Strategies: What Drives Your Consumers?

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 cgordon@inaneews.com.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ADVERTISING MANAGER. The Marshall Independent, a Monday-Saturday publication, is hiring an advertising manager. This position is responsible for management of the advertising department while serving as a member of the leadership team.

Duties include:

- Training, managing sales representatives;
- Establishing sales goals and ensuring sure they are met;
- Assisting reps in developing, selling print and digital campaigns;
- Direct selling to accounts;
- Working with the publisher to develop new revenue ideas;
- Completing administrative tasks and reports as required.

This position includes a generous salary as well as commission, along with a full benefits package. To apply, send a resume and cover letter to gorear@marshallindependent.com. 0327

EDUCATION & BUSINESS REPORTER. The Ottumwa Courier is seeking a reporter to cover education and business, fast-paced beats that generate award-winning stories. The full-time position reports to the managing editor. We're looking for someone who is enthusiastic and would rather be out working a story than working a desk. Two to three years' experience is preferred, but ambitious new reporters will be considered. The successful applicant will be willing to dive in headfirst, work well in a close-knit newsroom, and have a clean driving record. Send a resume and writing samples to Managing Editor Matt Milner at mmilner@ottumwacourier.com. 0327

MARKETING REPRESENTATIVE. Mid-America Publishing, publisher of the Eagle Grove Eagle and Wright County monitor and 22 other weekly newspapers in Iowa is now hiring a marketing representative to sell advertising solutions and custom print products in Wright County, Iowa. The ideal candidate will be personable, able to communicate effectively both in person and by phone and have above average presentation skills. Responsibilities will include developing ad campaigns and promotional materials to service existing clients, prospecting for new clients in person and by phone, maintaining client and

prospect databases and promoting sales of the company's custom print products. Prior sales experience a plus but will train motivated candidate. Driver license and own vehicle required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Complete orientation and ongoing one on one training plus group coaching and self-study webinars. Compensation based on an hourly wage plus commission. How to apply: Please submit a resume to pam@midamericapub.com, or call Pam at 641-456-2585 ext. 119 for more details today! 0327

▼ 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.

NEW! Profitable weekly newspaper for sale in Winfield, IA. Covers 4 communities/3 school districts. If interested contact: robin.therme@gmail.com.

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, 319-350-2770.