

April 3, 2019



Volume 36
Issue 13

Iowa Newspaper Association Bulletin

www.INAnews.com

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Your Consumers?
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INA, INF & INA Services
Co. Boards
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Previewing a new edition of the AP Stylebook

BY LAUREN EASTON

DIRECTOR OF MEDIA RELATIONS, ASSOCIATED PRESS

During a panel at the ACES: The Society for Editing national conference in Providence, Rhode Island, on Friday, it was announced that the 2019 AP Stylebook will include new and expanded guidance on race-related terms.

The guidance is immediately available to AP Stylebook Online subscribers and will be included in the new print edition of the Stylebook when it is published on May 29.

The additions include:

- A new entry covering the terms “racist/ racism.” (*story on page 5*)
- Guidance not to use “racially charged” or similar terms as euphemisms for “racist” or “racism” when the latter terms are applicable.
- Guidance not to use the term “black” or “white” in the singular as a noun, and to limit the use of the terms “blacks” and “whites” as plurals.
- The shorthand “Indian” should not be used for “American Indians” or “Native Americans.”
- Guidance about the gender-neutral term “Latinx.”

Previewing the new edition at the ACES conference, Stylebook Editor Paula Froke highlighted a few changes, including that the % sign is acceptable when paired with a numeral in most cases, and accent marks can be used with names of people who request them or are widely known to use them, or if quoting directly in a language that uses them. Those changes take effect next week.

The 2019 AP Stylebook will include more than 200 new and modified entries, some of which have already been released to AP Stylebook Online subscribers. **Some of the entries presented at the meeting include:**

casualties — Avoid using the word, which is vague and can refer to either injuries or deaths. Instead, be specific about what is meant. If authorities use the term, press for specifics. If specifics aren't available, say so: Officer Riya Kumar said the crash resulted in casualties, but she did not know whether those were injuries or deaths.

data — The word typically takes singular verbs and pronouns when writing for general audiences and in data journalism contexts: *The data is sound. In scientific and academic writing, plural verbs and pronouns are preferred. Use databank and database, but data processing (n. and adj.) and data center.*

cocktail — Do not use cocktail in reference to a mixture of drugs. Instead: drug combination or simply drugs or medications: HIV drugs.

The AP Stylebook is the definitive resource for journalists and a must-have reference for writers, editors, students and professionals. It provides fundamental guidelines for spelling, language, punctuation, usage and journalistic style.

Find AP Stylebook on Twitter, Facebook and online at <https://apstylebook.com/>.

This article was originally published by the Associated Press. Read the full article online at https://blog.ap.org/products-and-services/previewing-a-new-edition-of-the-ap-stylebook?utm_source=Facebook&utm_medium=AP_Stylebook&utm_campaign=SocialFlow&fbclid=IwAR3EJz5VjXnsEhBTXfWqgxp1z_nn-LNqUgGClol1R8PF0GXyHEyVW8q5zg.

Lauren Easton is director of media relations for the Associated Press. Follow her on Twitter at @LaurenEastonAP.

Question of the week

The INA Bulletin over the next several weeks will feature a Question of the Week series on Federal Fair Housing laws in advertising and how to protect your newspaper from any litigation resulting from these laws. At least one newspaper in Iowa has been sued over violations of the laws. The INA encourages your newspaper to consider subscribing to the INA Legal Hotline. While the INA does not employ any attorneys, it does contract with the Des Moines law firm of Nyemaster Goode to provide experienced media attorneys to answer newspapers' legal questions. Subscribers pay a small annual fee based on circulation. The investments for this invaluable service are listed below.

What are the provisions of the Fair Housing Act and what are the protected classes or groups of people specifically protected under federal law?

The Fair Housing Act of 1968 begins: It is the policy of the United States to provide, within constitutional limitations, for fair housing throughout the United States. All subsequent provisions of the Act and its administrative rules are based on the premise that obtaining fair housing must be a choice free of practices or influences that would limit such choice because of race, color, religion, sex, national origin, handicap or familial status. Blockbusting and steering are two discriminatory practices that are specifically mentioned in the Act. Blockbusting includes engaging in conduct which conveys the impression that a neighborhood is about to undergo certain changes and, thus, panic owners into selling their properties. Steering involves guiding an individual seeking housing toward or away from particular property for discriminatory reasons. Suits can be brought against the persons who wrote and placed the ad, as well as against the persons who accepted the ad, the owner and management company of the property advertised, plus the newspaper management, publisher and owner. The Fair Housing Act covers all dwelling units or single units of residence for a family of one or more persons. The definition includes condominiums, cooperative and mobile homes. A dwelling unit can be all or part of any building or structure that is occupied or intended as a residence by a person or family. The only legal discriminatory housing transaction is one between private parties when there is no use of advertising, a real estate broker, an appraiser, or commercial financing. Use of any of these causes the Fair Housing Act provisions to be applicable. It is permissible to discriminate by sex for a roommate when living areas are shared.

See Legal Hotline rates below:

LEGAL HOTLINE ANNUAL RATES

Daily Papers		Weekly Papers	
Circulation	Rate	Circulation	Rate
0-5,000	\$575	0-2,000	\$275
5,001-10,500	\$975	2,001-4,000	\$415
10,501-20,000	\$1,500	4,000 and up	\$575
20,001 and up	\$2,000		
		Discount	
		2 nd Newspaper	20%
		3 rd Newspaper	30%

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INA LEGAL HOTLINE
515-283-3100 (paid service)

Michael Bugeja releases newest book

Michael Bugeja, professor in the Greenlee School of Journalism and Communication, released his latest book, "How-To News Writer: 25 Ways to Develop Reporting, Writing and Digital Skills".

This book, available on Amazon, is described as a step-by-step guide on how to create content across platforms with a focus on the community newspaper newsroom.

"Michael Bugeja's 'How-To News Writer' is a hands-on guide with tips every reporter can use—whether early in their career or looking to enhance their skills using new techniques or technologies," said Susan Patterson Plank, executive director of the Iowa Newspaper Association, the book's publisher.

Bugeja released the first portion of this book in the 1980's while he was a professor at Oklahoma State University through Oklahoma Press Association.

Once he relocated to Iowa State, the OPA gave Bugeja the rights, and he wrote a second edition with his new publisher, The Iowa Newspaper Association (INA) in 2004. A third edition was published in 2012 making the newest book is the fourth edition.

"We keep updating editions because the technology changes [like] blogs, social media, videography," Bugeja said. "The basics of journalism never change—fact accuracy, press freedoms, good writing, etc.; but when the platforms go digital (and



Michael Bugeja

then to the cloud), revisions need to be made."

According to the book's description on Amazon, the current edition features new chapters on: How to produce content on demand, how to cover a beat, how to shoot digital photos, how to plan and create videography, how to blog and micro-blog and how to crowdsource. In addition to the new chapters, remaining chapters on news writing, ethics and First Amendment rights are also updated.

Half of the proceeds of "How-To News Writer: 25 Ways to Develop Reporting, Writing and Digital Skills" go to the Iowa Newspaper Foundation while half go to the Bugeja Kappa Tau Alpha Fund.

"How-To News Writer: 25 Ways to Develop Reporting, Writing and Digital Skills" can be purchased on Amazon by visiting https://www.amazon.com/How-News-Writer-Develop-Reporting/dp/173352360X/ref=sr_1_1?ie=UTF8&qid=1549554695&sr=8-1&keywords=how-to+news+writer.



Bugeja's book "How-To News Writer: 25 Ways to Develop Reporting, Writing and Digital Skills" can be purchased on Amazon.

NEW INA MEMBER BENEFIT!

www.onlinemediacampus.com use code **IAwebinars** to register

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Questions? Contact jshepherd@inanews.com



Leo Mores Newspaper Leadership Institute Deadline Extended!

The Iowa Newspaper Foundation encourages publishers to identify applicants for the Leo Mores Newspaper Leadership Institute. The Institute is designed to enhance the leadership, organizational and performance skills of emerging leaders in Iowa journalism. It will establish a network of leaders who understand and can respond to local and national issues impacting the newspaper industry in Iowa and the nation.

The Institute is comprised of five one-day seminars held on one Friday of each month. The first session will be in May. The program is centered on developing skills through creative instruction and active participation. Each session will explore an area of professional interest.

Learning will focus on developing a solid understanding of the skills necessary for leadership, which participants can immediately put into practice. The number of participants is limited to 8 newspaper professionals to maintain the effectiveness of small-group instruction.

The Leo Mores Newspaper Leadership Institute has become a program recognized for building the talents and advancing the careers of Iowa's newspaper leaders. It is an exciting opportunity for any newspaper employee seeking a leadership role at their newspaper and in their community. It will provide support and assistance to newspaper professionals at any size operation as they build newspaper operations relevant to their communities.

Applications can be found at www.inanews.com. **The deadline has been extended to Friday, April 8, 2019.** Contact Jana Shepherd at Iowa Newspaper Foundation by calling 515-422-9051 or emailing jshepherd@inanews.com if you have any questions.



Here is what previous Leadership students are saying about the experience!

"I thought the Mores Institute program was outstanding. Along with networking with classmates, and learning about how newspapers large and small have similar challenges, the program also helped to define what leadership really is and how to become a leader in the industry and in your community. I really came to understand myself and my role much better. The time commitment is minimal compared with the knowledge you take from the program."

- Ken Brown

City Editor

Dubuque Telegraph Herald

"It's easy to seal ourselves off in our own little portion of the media world. We think of our neighboring newspapers as the competition and believe the way we are doing things is the right way; the ONLY way. This class allowed me to venture outside my comfort zone and realize my interest in the industry ran much deeper than the sports page I edited at the time. We didn't solve all the problems the newspaper industry faces, but opportunities to discuss those issues are too few in our business. The Leo Mores Leadership Institute was one of the most productive experiences of my journalism career."

- Tony Baranowski

Director of Local Media

Times Citizen Communications, Iowa Falls



HUG A NEWSPERSON DAY!

April 4 is National Hug a Newsperson Day. Each year this day gives everyone the opportunity to say thank you, and if possible, give a hug to their local newspaper.

AP Stylebook update: It's OK to call something racist when it's racist

BY DORIS TRUONG

DIRECTOR OF TRAINING & DIVERSITY, POYNTER

American journalists look to the Associated Press as the arbiter of language. Most newsrooms don't have the resources to develop their own style manuals, so the influence of AP's guidance stretches far beyond its own staff.

Friday's updated entries on race-related issues are an acknowledgment of the topic's growing prominence in American journalism. This new guidance offers journalists clarity and precision as they frame the news for their audiences.

Two things jumped out at me: AP finally agrees that "hyphenated Americans" are a relic. And, when an incident is racist, journalists should say so.

It's seemingly small but significant that AP is eliminating the hyphenated American. The entry for dual heritage says to drop the hyphen in such terms as African American and Asian American. The hyphen dates to the 19th century as a way to distinguish immigrants as "other" and has been a common microaggression for more than a century.

When a subject's heritage is relevant, it's important to respect the source's preference. Someone who is Asian American might be more accurately described as Chinese American. Someone who is black might want to be identified as Haitian Canadian.

Race is central to many recent headlines: Jussie Smollett's case, immigration, the viral video of a teenager and a Native American elder.

However we are in an era of dog-whistle politics — if you know what to listen for, you get the message. Some newsrooms have soft-pedaled describing actions as racist. Instead, they have hedged with language such as "racially motivated." Now AP has drawn a bright line in its entry on racism:

The terms racism and racist can be used in broad references or in quotations to describe the hatred of a race, or assertion of the superiority of one race over others.

The entry goes on to say that journalists should start by assessing the facts of the situation and discourages the euphemism "racially charged."

A key portion of the entry on race-related coverage says:

Identifying people by race and reporting on actions that have to do with race often go beyond simple

style questions, challenging journalists to think broadly about racial issues before having to make decisions on specific situations and stories.

AP has long given journalists latitude to use news judgment in determining how pertinent it is to include race in news coverage. But this year's updates note that race is often "an irrelevant factor" and cautions journalists to be clear about the role of race before they include racial identifiers.

That's a key component in mindful reporting: As journalists, we determine what is relevant to share with our audience. Everyone has their own innate set of assumptions, and race as a descriptor is one way in which we can add nuance or — perhaps unwittingly — reinforce stereotypes.

The stylebook also has a new entry cautioning against calling someone "a black" or "a white"; this is similar guidance to an entry updated in 2017 advising against referring to someone as "a gay."

In full disclosure, I was asked to weigh in on AP's race entries as a representative of the Asian American Journalists Association.

A few resources I recommend for people looking for more in-depth guidance on race issues:

- **Diversity Style Guide**
<https://www.diversitystyleguide.com/>
- **Conscious Style Guide**
<https://consciousstyleguide.com/>
- **Guide to Covering Asian America**
<https://www.aaja.org/aajahandbook>
- **National Association of Black Journalists Style Guide**
<https://www.nabj.org/page/styleguide>
- **Native American Journalists Association Style Guide**
<https://www.naja.com/resources/naja-ap-style-guide/>
- **Global Press Style Guide**
<https://globalpressjournal.com/style-guide/>

Journalism relies on the power of language. And the precision of that language is more critical than ever when it comes to how we cover race.

Doris Truong is director of training and diversity for Poynter. Follow her on Twitter at @DorisTruong.

This article was originally published by Poynter. Read the full article online at <https://www.poynter.org/reporting-editing/2019/ap-stylebook-update-its-ok-to-call-something-racist-when-its-racist/>.



"As journalists, we determine what is relevant to share with our audience. Everyone has their own innate set of assumptions, and race as a descriptor is one way in which we can add nuance or — perhaps unwittingly — reinforce stereotypes."



And
Finally

I tried to catch some fog. I mist.



Iowa Newspaper Association Bulletin

www.INAnews.com

IN THIS ISSUE...

- Media Generational Strategies: What Drives Your Consumers?
- Journalism From Your Phone
- Selling Response

View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumés 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.

FREE MEMBER EXCHANGE

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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. 0403

NEWS EDITOR. Mid-America Publishing and Printing a leader in community newspapers and custom printing in Iowa is seeking a full-time news editor for The Pioneer Enterprise based in Rockwell and the Sheffield Press located in Sheffield. The successful candidate will work on both papers, possess creative writing skills, be able to shoot photos and video and be able to manage social media platforms. Should have an affinity for feature stories and ability to interview plus investigate news of all types in and around Cerro Gordo and Franklin Counties. Column writing proficiency a huge plus. Above average communication skills, the ability to meet deadlines and flexibility in scheduling also required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/match; collaborative working environment with family owned company. Great opportunity to network with professionals from 23 similar publications as well. Call Pam DeVries at 641-486-2585 Ext 118 for more details today! 0410

▼ 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.

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	MARCH SALES	Difference	% Increase
\$666,345	\$726,437		-\$60,092	-8%
2019	2018	Year-to-Date Sales	Difference	% Increase
\$1,606,332	\$2,160,987		-\$554,655	-26%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$1,606,332	\$1,496,855		\$109,477	7%

Sales Summary: In the month of **March**, CNA sold **\$333,186** in display advertising into Iowa newspapers.