

April 24, 2019



Volume 36  
Issue 16

# Iowa Newspaper Association Bulletin

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## CALENDAR of EVENTS

### WEBINARS

Selling Response  
Thursday, May 9

### MEETINGS

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

## *Judging the Pulitzers:* **READING IN AWE**

BY ART CULLEN  
STORM LAKE TIMES

**F**acing strong headwinds, American newspapers published great journalism last year as reflected in the 2019 Pulitzer Prizes.

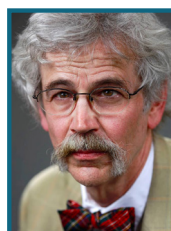
The awards in the arts and letters were announced Monday at Columbia University in New York.

I was honored to judge the Public Service category, one of 22 in journalism, drama, criticism, poetry, fiction, non-fiction and music. We were a jury of seven professional journalists including editors of the New Yorker, the Dallas Morning News, the Arizona Republic, ESPN investigations, the Miami Herald, the Los Angeles Times and The Storm Lake Times.

The others gathered at Columbia. I was stuck at the Omaha airport, where my flight eventually was cancelled following a blizzard. The Super 8 was lovely. I drove home over ice past Odebolt and joined my peers over the phone to discuss our findings.

We each had been tasked with reading roughly a third of the 65 entries in the category ahead of the judging. Immediately I landed on a series from the South Bend Tribune in my batch about police abuse. The newspaper obtained a video of police beating a black man in an interrogation room at Elkhart, Ind., witnessed by the chief. The result was a series that documented abuse and cronyism, and exposed wrongful convictions of three men on phony murder raps. The series cleaned out the police chief, the mayor, and the police supervisory staff while rousting the police commission. One officer involved committed suicide. Dolores commented that I was invoking the name of the Lord every 15 minutes while reading the entry.

So many other entries were just as good and



Art Cullen

gripping. I hadn't read them all. When the jury gathered, a computer ranking system was used. As jurors ranked the stories they read, that called attention of other jurors to read them. The field quickly got knocked down over a day to a dozen or so entries that could be digested by everyone.

We were tasked with trimming the field to three. As I read more of the entries, The Washington Post's jumped out at me. It was an all-out news and editorial campaign seeking justice for the murder of Post opinion journalist Jamal Khashoggi inside the Saudi Embassy in Turkey. Khashoggi entered the embassy for documents related to his imminent marriage. His fiancée never saw him again. Inside, a Saudi hit team sent by the crown prince awaited him. The journalist was cut up into pieces and burned in an oven for the crime of reporting on the Saudi royal family. The Post called out lobbyists who took Saudi money. It shamed the Trump Administration for cozying up to the corrupt regime over arms sales. It found out from US and Turkish intelligence agencies how the patriot was murdered. To this day, The Post's moral outrage continues for justice, and for the truth about our bankrupt relationship with the Saudis.

ProPublica rose to the top for obtaining a tape of agents holding refugee children at a border detention facility and making fun of them. It provoked a national outrage of the cruelty of the border policy and its inhumane detention system that separated infants from their mothers. Children remain separated whose parents cannot be identified.

The South Florida Sun-Sentinel won the

READING IN AWE - cont. on page 3

# 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.

## Who can file a Fair Housing complaint and/or lawsuit?

Complaints may be filed by the following: 1. Individuals who believe they have been discriminated against; 2. HUD and other local, state and federal agencies; 3. Fair Housing organizations. Anyone who can show that they have been injured by a discriminatory housing practice can file civil charges. The Act has expanded the number of protected classes as well as strengthened provisions for relief for claimants and penalties against defendants. Injured parties have up to a year to file a claim with the Department of Housing and Urban Development (HUD). An aggrieved person is anyone who claims to have been injured by a discriminatory housing practice or who believes that such an injury is likely to occur. Injured parties include individuals for whom housing was made unavailable because of discrimination; however, fair housing organizations can also sue, charging interference with their efforts to promote equal housing opportunity. Suits are sometimes brought by testers, persons hired to check for discrimination by pretending to be bona fide renters or buyers. Fines, damages and attorney fees may be awarded as the result of a successful conclusion of a complaint. Fines may begin at \$10,000 and increase to as much as \$50,000. Fines may be assessed against corporations, individuals and owners.

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Circulation	Rate	2 <sup>nd</sup> Newspaper.....	20%
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Weekly Papers			
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2,001-4,000.....	\$415		
4,000 and up.....	\$575		



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Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (paid service)

Public Service award for its exhaustive coverage of how the sheriff's office failed to respond to the Parkland High School shooting. The Sun-Sentinel took on the local judicial system, school system and other officials over public records demands that would document how deputies retreated from an active shooter rather than attacking, and how school systems broke down or just didn't respond in an emergency. The Sun-Sentinel put together a graphic timeline based on dispatcher calls, interviews with eye-witnesses, police accounts and other records that itself deserved some sort of Pulitzer. It showed where the shooter moved and how the responding deputies retreated or hid by the minute.

Other newspapers that were in the discussion were the Philadelphia Inquirer for exposing how inner-city schools were loaded with friable asbestos, lead pipes and other dangers to children. The Minneapolis StarTribune produced a stunning effort on how rape cases did not get prosecuted because of systemic problems, including emotional interviews with many victims. The New York Times' reporting on Yemen and on climate change was extraordinary, especially for its photo play.

It is hard to describe how good so many of the entries were. When it came down to the final three, it's splitting hairs. But it certainly was fun debating over the phone with David Remnick of The New Yorker, who is a very funny guy, and catching up about the home turf with Cedar Rapids native Ben Welsh of the LA Times. The other jurors and Pulitzer Prize staff were extremely accommodating to me as I opined from afar.

The state of journalism is challenged to its boots by sweeping economic changes to the news industry, and by direct threats from government. So it was heartening to see that everything great about American journalism was reflected again this year.

The entries I read were from newspapers sticking up for the people against indifferent, malicious or corrupt government. Newspapers are not the enemy of children in Yemen — US bombs dropped by Saudis are. Because of The New York Times and The Washington Post, Congress voted to stop funding that war. The Elkhart City Hall got cleaned up thanks to the South Bend Tribune. Women got their say in Minnesota because of the StarTribune. The people of Parkland got answers from the Sun-Sentinel. And Jamal Khashoggi didn't get justice, but at least he got the truth from his friends at The Washington Post.

*Art Cullen is a Pulitzer Prize-winning journalist, editor of The Storm Lake Times (a family-run weekly newspaper in small-town Iowa), and author of the new book, Storm Lake: A Chronicle of Change, Resilience, and Hope from a Heartland Newspaper. Follow him on Twitter at @cullen\_art.*

*This column was originally published in the Storm Lake Times. Read the column online by visiting <http://www.stormlake.com/articles/2019/04/17/judging-pulitzers-reading-awe>.*

# NEW INA MEMBER BENEFIT!

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And  
**Finally**

Which is the largest room in the world? The room for improvement.



Business Horizons Media Track students visited the Des Moines Register Production Facility on Tuesday, July 17, 2018. Photo by Jana Shepherd.

## Iowa Newspaper Foundation summer media camp offers perfect chance to plan your newspaper's future

**T**he 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](mailto:jshepherd@inanews.com).

## Prepare upcoming contest entries now

**W**ith the 2019 Convention in our rearview mirrors and the thrill of victory and agony of defeat having worn off, there's no time like the present to start planning for next year's contests.

Create an electronic folder on your desktop or server and name it Contest Entries 2020. As you put together each issue of your newspaper, pay attention to the thoughtful investigative reporting, the unique ad

design or the video that people are still talking about. Put all of these into the folder and label them for easy identification in October.

This fall when you receive the Better Newspaper Contests Call for Entries, your newspaper will be well ahead of the game. Entering the contests will be easy and, better yet, you won't overlook that first place winning entry because you forgot about it or couldn't find it.



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**ACCOUNT EXECUTIVE.** The Newton Daily News located in Newton, IA has a sales opening in the Advertising Department. This is an exciting opportunity for those that like to get out and meet people! **About This Opportunity:** This position is responsible for selling advertising in a variety of print and online products, including but not limited to newspapers, magazines, websites and much more in an established territory. Some sales experience is desired, but we look for a person with personality, drive, and ambition more than just past sales experience. We are always willing to train a person with a great attitude and shows the desire to grow and learn. If you are looking for a career change or new to the workforce and want to join an established but growing company, then we'd like to meet you! The successful candidate must have and maintain a valid drivers license, dependable transportation, and proof of insurance. This position is Monday - Friday and offers base pay along with a generous commission program, making this an excellent opportunity! 0626

**ADVERTISING SALES REPRESENTATIVE.** The Diocese of Sioux City is seeking an experienced advertising sales representative for its weekly newspaper, The Catholic Globe. High-energy individual responsible for identifying new marketing opportunities and further expansions of existing clients. Duties include writing ad copy and designing layout of ads. Successful candidate must have strong communication skills with 2-4 years previous experience in ad sales and graphic arts, preferably with a newspaper or magazine publisher. Experience with QuarkXpress, Word & Excel preferred, with an understanding of current issues within the church. Benefits package including 401(k) and half-paid Catholic school tuition. Position open until filled. Please send resume, cover letter with salary requirements, and three professional references to: Margaret Fuentes, Director of Human Resources, Diocese of Sioux City, PO Box 3379, Sioux City, IA 51102-3379 Or E-mail: margaretf@scdiocese.org 0522

**COMMUNITY JOURNALIST.** The Newton Daily News is seeking a community journalist to join its award-winning news staff. This reporter will be responsible for coverage of public safety in Newton and the surrounding area, including the Newton Police Department, Jasper County Sheriff's office and Iowa Department of Corrections. We're looking for a creative writer, comfortable covering crime and courts as well breaking down wider trends in criminal justice impacting Newton. This reporter will split their time between the daily paper and our two weekly newspapers - The Jasper County Tribune and PCM Explorer - and will have the opportunity for general assignment reporting as needed. **About This Opportunity:** This position is ideal for an entry-level reporter wanting to cover a growing market not far from the Des Moines metro area and is passionate about community journalism. Must be disciplined with meeting short and long-term deadlines, proficient in AP Style, able to shoot their own photos and video. Experience with Adobe InDesign and Photoshop is a plus. The position requires occasional night and weekend assignments. The preferred candidate will have a bachelor's degree in journalism or related field and at least 1 year of deadline-driven reporting experience in a daily newsroom. Must possess and maintain a valid drivers license, dependable transportation and proof of insurance. 0626

**EDITOR.** The Fort Dodge Messenger, a 7 day a week, morning newspaper in a thriving northcentral Iowa community of 25,000+ is looking for an editor to lead our award-winning newsroom staff. The ideal candidate will be a positive, detailed, hands-on leader who will be involved in communities throughout our region. The successful candidate will have superior news judgment and be deadline oriented. Knowledge of municipal, state, federal workings is necessary. The successful applicant will have superior editing and writing skills, excellent page design skills with knowledge of Quark, InDesign, Excel, Word all crucial. Digitally savvy, including all online platforms, is a must. First Amendment, FOIA and libel knowledge is a plus. Full benefits package including matching 401k. Contact Terry Christensen by phone at 515-573-2141 ext. 211 or by email at tchristensen@messengernews.net . 0529

**NEWS REPORTER.** Plymouth County's official newspaper, The Le Mars Daily Sentinel, is in search of a news reporter to join our news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well-organized stories, and work well with our newsroom staff. Responsibilities include: covering everything from hard news, business and government, to personality features. The ideal candidate should be comfortable with digital photography. Page design abilities and experience with InDesign and Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefits package. Please forward resumé, cover letter and clips to Kim Fickett, Editor at senteditor@gmail.com or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, Iowa 51031. No phone calls please. 0821

MEMBER EXCHANGE - cont. on page 6

*View and submit ads on the Internet at [www.INAnews.com](http://www.INAnews.com). Students and professionals may also submit their resúmes 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](mailto:cgordon@inaneews.com).*



## Iowa Newspaper Association Bulletin

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### IN THIS ISSUE...

- Selling Response

# FREE MEMBER EXCHANGE

MEMBER EXCHANGE - cont. from page 5

## ▼ 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.

**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.

**Two Weekly Newspapers:** Great opportunity for first-time owner or company seeking to expand to West Central Iowa. Can be purchased individually or as a pair. Great community support; city, county, school legals. Contact WCIA, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

## meeting minutes

### Iowa Newspaper Association Board of Directors | Executive Committee April 16, 2019 Minutes



### INA Executive Committee Minutes

The INA Board of Directors Executive Committee conducted an electronic meeting April 16, 2019 with the following members: Kristin Grabinoski, Armstrong Journal; Karen Spurgeon, Bloomfield Democrat; Steve Fisher, Dubuque Telegraph Herald; Terry Christensen, Fort Dodge Messenger; and Trevis Mayfield, Maquoketa Sentinel-Press. Also present was Susan Patterson Plank, INA

#### Votes Taken:

- On a motion by Fisher, seconded by Christensen, the Executive Committee voted to have the Iowa Newspaper Association support an amicus brief in the Iowa Supreme Court case between Marcus News, Inc. vs. The O'Brien County Board of Supervisors and Iowa Information, Inc. and that the costs of the amicus brief be considered as a 2019 budget amendment.

Respectively submitted,  
Susan Patterson Plank



An Iowa Newspaper Foundation webinar...

# SELLING RESPONSE

Iowa New Member  
Benefit: **FREE!**  
Use Discount  
Code: **IAwebinars**

**Thursday, May 9 1-2 p.m. CDT**

**Registration fee: FREE · Deadline: May 6**

## IN THIS WEBINAR...

Don't have the highest circulation in your market or the lowest rates? Are your prospects claiming they have no money and that your print and digital publications no longer work? Are they turning to "free" social media instead?

Don't let that prevent you or your ad staff from bringing in serious ad revenue. You just need to make the shift to selling response.

This webinar will explain how your department can make that shift including:

- The philosophy of selling response
- The differences between it and traditional approaches
- How the approach overcomes most media-related objections
- Why so many newspapers think they're doing it already when they're not
- The architecture of a response-oriented sales process
- Examples of selling response in action
- And much more!

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## THE PRESENTER...

### Bob McInnis



Bob McInnis is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group.

He eventually served as ad director there and at a larger group of 10 community newspapers before being hired by 750,000 circulation Newsday/New York Newsday as major accounts supervisor and training manager.

In 1993, he launched a consulting practice and has spent the years since working with community newspapers and newspaper associations throughout the world. While the variety of products have evolved over the years to include digital, the motivations behind why local businesses buy advertising has not, making the integration of paid digital—and even selling against social media—seamless.



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# Webinar Registration

YES! Sign me up for the *Selling Response* webinar Thursday, May 9.

**Registration fee: free to Iowa Newspaper Association members**

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:** May 6

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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.