

October 23, 2019



Volume 36
Issue 37

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF & INA Services
Co. Boards
Thursday, October 24
Des Moines

EVENTS

Iowa Newspaper
Association Convention &
Trade Show
February 5-7, 2020
Des Moines



INF offers new grant program for local journalism projects

The Iowa Newspaper Foundation has created a new project to bolster community journalism in Iowa. The Strong Newspapers Strong Communities fund will provide financial support for local journalism projects such as investigative journalism, professional development, or efforts to promote transparency in government. The Foundation is now accepting applications.

WHAT IS THE PURPOSE OF THIS PROGRAM?

To advance the cause for local journalism in Iowa, by providing financial support for specific journalism initiatives that a) are of high value to stakeholders [INA members, general public] and b) address areas of particular need or could not otherwise be accomplished without the support.

WHAT CAN THE FUNDS BE USED FOR? BY WHOM?

Grant requests covering a variety of purposes will be considered; all requests must align with the statement of purpose. Proposals must be for a specific project—general or operational funding proposals will not be considered. The Grant Review Committee has discretion over the approval of grant funds. INA members, non-profit organizations, institutions of higher education, K-12 schools, and individuals associated with these organizations

are encouraged to apply.

Examples of projects include:

- an investigative reporting project
- costs associated with staff professional development training
- support for a project by a like-minded non-profit organization

WHO WILL COMPRISE THE GRANT REVIEW COMMITTEE?

All requests are considered by the Grant Review Committee. The committee is to be comprised of the five members of the INF Executive Committee. Additional committee members may be nominated by the INF President with assistance from INF staff—emphasizing non-INA members and candidates from fields such as economic development, higher education, and non-profit organizations.

HOW CAN I APPLY?

Visit INAnews.com and click the "The Strong Newspapers Strong Communities Fund" banner to complete the application online. The deadline to apply is **December 20, 2019**. Recipients will be announced at the INA Convention in February.

The 11 Suggestions: An antique mirror on journalism's craft and values

ROY PETER CLARK

POYNTER.

The cool thing about the Ten Commandments is that there were 10 of them. That means they could fit on two tablets. Handy if you have to carry them down a mountain.

I've argued that old codes of ethics were too negative. They lingered too long on what not to do instead of what professionals should do to fulfill their mission and purpose. The old codes were filled with flashing red lights: Don't do this. Don't do that.

I prefer green light ethics. "Love thy neighbor" — as exemplified in the parable of the Good Samaritan — does not require the reminder "Thou shalt not kill."

I recently discovered in an old journalism textbook a list of 11 suggestions to young journalists on how they might live upright, professional lives. The list amazed me. I could not recall any similar list where journalism values were expressed so well, so succinctly and with such enduring relevance.

The list appears as the last words in the book "Newspaper Writing and Editing," written by Willard G. Bleyer, perhaps the outstanding journalism educator of his day, and published in 1913.

Here then, for all to share, are, not the Ten Commandments, but the Eleven Suggestions:

1. Remember that whatever you write is read by thousands.
2. Don't forget that your story or headline helps to influence public opinion.
3. Realize that every mistake you make hurts someone.
4. Don't embroider facts with fancy; "truth is stranger than fiction."
5. Don't try to make cleverness a substitute for truth.
6. Remember that faking is lying.
7. Refer all requests to "keep it out of the paper" to those higher in authority.
8. Stand firmly for what your conscience tells you is right.
9. Sacrifice your position, if need be, rather than your principles.
10. See the bright side of life: don't be pessimistic or cynical.
11. Seek to know the truth and endeavor to make the truth prevail.

I took a photo of the list and published it on Twitter. I was surprised and delighted at how many of my Twitter followers found this list interesting and valuable, and in some cases, prescient. That is, the Eleven Suggestions seemed relevant to the education and socialization of journalists more than a century after they were compiled.

There is much to be learned from this list, its maker and the crises of journalism that inspired its formulation. Before I get to what I have learned about Bleyer himself, I want to attend to my own reactions to the Eleven Suggestions, that is, why I find them extraordinary.

If you distill from the list its dominant themes, they reveal most of journalism's key concerns:

Not writing and reporting to please yourself or advance your career, but with a keen sense of service to an audience.

An understanding that the audience turns to you for information that will enrich them as citizens in the process of self-government.

That accuracy is a practical virtue and that the failure to achieve it can

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This rendering shows a mural planned for Cedar Falls that was inspired by a photo in the Fortepan Iowa archive. (Image: Isaac Campbell, Fortepan Iowa) Find this photo and other content sponsored by the Iowa Department of Cultural Affairs by visiting <https://inanews.com/foundation/giving/iowa-department-of/>.

INF offers free content from Iowa Department of Cultural Affairs

New articles available today! The October series of articles are available today for download from the INA website, and cover the follow topics:

- **Family photos** - A growing archive of Iowans' family photos connects Iowans to the broader sweep of history. The photos are available for free to the public for research and artwork, including temporary murals slated for Anamosa, Cedar Falls, Ottumwa, Sumner and Webster City.

- **20 artists, 20 parks** - Twenty Iowa artists explored 20 state parks this summer to create artwork to celebrate the state parks' centennial, coming up in 2020. Their artwork will displayed in a traveling show bound for Sioux City, Dubuque, Clarinda and Ames.

Visit <https://inanews.com/foundation/giving/iowa-department-of/> to download this month's series and to view the archive of articles from previous months.



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NEW INA MEMBER BENEFIT!

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

Access to all Online Media Campus webinars, free of charge!

Nearly 150 archived webinars!

Questions? Contact jshepherd@inanews.com



have negative consequences.

Truth seeking and truth telling are at the heart of the discipline.

Your ultimate loyalty cannot be either to special interests or even to your employer. It must be to the public interest.

Cynicism corrodes the soul of the journalist and erodes the trust of the public in institutions that sustain civic life.

WHO WAS THIS GUY?

Willard G. Bleyer was born in 1873 into a newspaper family that became prominent in Milwaukee and the state of Wisconsin. His grandfather, his father and his uncles worked all aspects of the newspaper business, and it's fair to say that young Willard grew up in the newsroom. It's also fair to say that his scholarly instincts inspired him to explore the intellectual underpinnings of the family trade, especially one so closely associated with democracy and civic life.

He would earn a doctorate in English at the University of Wisconsin and became a pre-eminent academic in the emerging profession of journalism and mass communications, his theories always grounded in the habits and protocols of the publishing business. A clumsy and dull teacher — some high school students drove him out of that venue by playing tricks on him, such as stealing his galoshes — he was gifted in the art of newsroom gab and in debates about journalism practice and news judgment. Childless in his family life, he was known as “Daddy” to his Wisconsin students, who referred to themselves as his “children.”

His association with the University of Wisconsin and with the journalism practiced in that state would last until his death in 1935 at the age of 62. By then, Bleyer was the among the most revered champions of responsible journalism on the planet. Lawrence Murphy, a student of Bleyer's at UW who became director of the journalism program at Illinois, eulogized that Daddy was “the greatest single influence in journalism that the world has known.”

As a teacher and scholar, Bleyer expressed the most altruistic notions about the role of journalism in a self-governing democracy. However, his efforts to elevate journalism met resistance on two fronts: newsroom hacks spit on any talk of “responsibility” coming from academia; and the pointy-heads in the university looked down on uppity reporters and editors who might venture to join their ranks.

Perhaps because Bleyer had the vantage point of an educator — rather than that of an influential owner such as Joseph Pulitzer or an author and public intellectual such as Walter Lippmann — his influence, while monumental in his time, is less enduring. (In that respect, perhaps Bleyer deserves a spot in the Hall of Fame next to Nelson Poynter.)

A 1998 monograph on Bleyer's life and influence, written by Carolyn Bronstein and Stephen Vaughn, make a point that feels even truer in 2019 than it did in the last years of the 20th century. In a foreshadowing of our current conversations, Bleyer saw the journalism of his day — especially the business of newspapering — as in an existential crisis. It was not just journalism that was at stake, it was the system of democracy itself.

The culprits of 1913 have a familiar ring to them: publishers who put profit above purpose; sensational stories that were a staple of the yellow press; competition for audience created by the advancing technologies of photography, newsreels, motion pictures and radio; an underpaid class of reporters and editors who were not up to the task of working in these disruptive environments; a political and business class antagonistic to even the best efforts of the working press.

Bleyer even worried about the muckrakers. Yes, it was crucial for journalists to shine a light on corruption, but not in such a lurid manner that it turns citizens into cynics, giving up all hope of achieving real reform. In his day, Bleyer was playing ball with a team of intellectuals, political figures and journalists who thought of themselves as part of a Progressive movement. He was a strong advocate, even in 1913, for women's suffrage, for opening doors for women into the newsroom, for some forms of unionization of journalists, creating for them better working conditions and higher wages.

My New York friends might call him a mensch.

I could argue that the list is necessary but not sufficient to fulfill the journalistic mission in the 21st century. I might be tempted, immodestly, to add a couple more points in the spirit of transparency and diversity.

12. As much as you can, be transparent in your methods, revealing what you know, how you know it, and what you still need to learn.
13. Remember the limitations of your own experience and point of view. Gather the perspectives of others, especially those too often excluded from public life. *OK, 13 is unlucky. Let's add two more.*
14. Be aware of the dangers of false balance in news coverage. Strive for proportionality, submitting key claims to the discipline of fact-checking.
15. Understand that while a particular story may be true and useful — coverage of a crime — the cumulative effect of such repeated coverage may give a distorted view of the world we live in.

There you have them, the Eleven Suggestions, or the Fifteen Suggestions, or add a few of your own.

Roy Peter Clark is senior faculty at Poynter. He can be reached at roypc@poynter.org or on Twitter @roypeterclark. This article was originally published by Poynter. Read the full article by visiting <https://www.poynter.org/reporting-editing/2019/the-11-suggestions-an-antique-mirror-on-journalisms-craft-and-values/>.



And
Finally

The word “girl” was not initially used to refer to a specific gender. It used to mean “child” or “young person” regardless of the gender.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ADVERTISING DIRECTOR. The Times-Republican, a seven-day daily newspaper located in central Iowa, is looking for a results-driven advertising director to lead our team of sales professionals.

Applicants should have previous experience in newspaper advertising sales management for print and digital platforms. Good presentation skills, written and verbal communication skills and team motivation ability will be a deciding factor for the successful candidate. Knowledge of Microsoft Office and other software programs will be helpful.

Our newspaper is part of a family-owned newspaper group with 47 daily newspapers and more than 100 weekly newspapers in 17 states. We offer a competitive salary and fringe benefit package as well as excellent opportunities for advancement within the company. Please send a letter of application, resume and references by email to apelzer@timesrepublican.com. 1106

ASSISTANT EDITOR. Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is looking for someone with news writing and photography experience, as well as online and social media skills, to help spearhead our online movement and to also handle traditional newspaper duties. Candidates must have previous newspaper experience and have a desire to think outside the box. Duties would include assisting the managing editor for a twice-weekly newspaper and two weekly newspapers, as well as serve as our online editor for several regional publications. If you have the desire to bring new ideas to the table, and are tired of the same old newsroom, we'd love to hear from you! Please email your resume and cover letter to Associate Publisher Chris Rhoades at crhoades@enterprisepub.com. 1106

REPORTER. The Marshalltown Times-Republican has an immediate opening for a news reporter to join its community newspaper staff. The ideal candidate will thrive in a fast-paced newsroom and be disciplined with meeting short and long-term deadlines. Strong photography skills, solid knowledge of AP Style and the ability to write clear, concise copy is required. The reporter will be expected to cover stories on government, education, breaking news and other community news and events. The position requires the reporter to generate their own story ideas, field assignments from editors and turn out stories on a daily basis.

This is a full-time, hourly position, Monday-Friday with some weekend work. It offers health benefits and a 401(k). To apply, send a cover letter and resume to Publisher Abigail Pelzer at apelzer@timesrepublican.com. 1106

STAFF WRITER. RARE OPENING - The Spencer Daily Reporter, located at the entry to the Iowa Great Lakes, is looking for an energetic staff writer to join our award winning editorial department. The ideal individual will have strong writing and story telling skills, a nose for news, bring considerable people skills, have some photography experience and be willing to be part of fun and dedicated news and feature team. Social media and video skills a plus. Looking to fill immediately. Experience preferred but willing to consider the right candidate with a desire to grow in the job. Benefits include health and dental insurance, paid days off, holiday pay, 401K, flexible spending account. Please send cover letter, resume and any writing or photography samples to Randy Cauthron, Spencer Daily Reporter, PO Box 197, Spencer, IA 51301 or email: rcauthron@spencerdailyreporter.com. TBD

STAFF WRITER. The Daily lowegian is searching for a full-time news writer to join its award-winning staff.

Our next reporter must be a self-starter with a passion to learn and report important stories to our community. The Daily lowegian offers great opportunity for reporters to grow in a variety of subjects and mediums.

This reporter will go from reporting feature stories on local people to producing important watchdog packages that either hold governments accountable or further educate readers on trends and happenings in their community. Our newsroom gives the freedom to be able to pursue projects you're interested in that go beyond the day-to-day responsibilities.

The lowegian has a marked history in creating important, award-winning journalism despite its status as a small southern Iowa newspaper. We are a 21st century newsroom that seeks to break news that matters to our community. Our journalism has won awards on a state and national stage, even competing against the likes of the Boston Globe and ESPN in the past year.

A college-degree is not required. On-the-job experience is preferred but we'll train the person who is eager to learn and succeed in the field.

Interested candidates should email their resume and writing samples to Daily lowegian editor Kyle Ocker by email at kocker@dailyiowegian.com. 1106

▼ 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.

The Red Oak Express is searching for a working Kirk Rudy KR211-215 labeling machine with a KR211 labeling head and a KR215 labeling base. Please contact Tess at tessnelson@redoakexpress.com or 712-623-2566 if you have one to sell in good condition.

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, dtappnewsbrokerageofioa@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.

County seat weeklies with top line revenues at \$1.4M. Over \$200k in cash flow. This listing won't last long. Please call today--Edward Anderson, Broker--National Media Associates--417-338-6397 or email: brokered1@gmail.com

Client looking to purchase a small weekly Iowa newspaper. Sellers contact Dave Tapp of News Brokerage of Iowa, dtappnewsbrokerageofioa@gmail.com, 319-350-2770.

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association Bulletin

www.INAnews.com

▶ IN THIS ISSUE...

- 50 Year Club nomination form

MEMBER EXCHANGE - cont. from page 5

Three great properties now available! Small but mighty! Perennial award-winning eastern Iowa community weekly is now available. Aside from newspaper, the business has a strong social media and on-line presence. Book of digital printing business also available for extra cost. Perfect opportunity for an add-on to existing business or hands-on, stand alone business. **Just listed:** Profitable northwest Iowa weekly newspaper available for sale with or without real estate. **Just listed:** Owner looking to retire making this highly profitable, privately held group of Iowa weekly newspapers available for the first time in decades. The group features a strong staff with a centralized graphics department. Perfect add-on for a current group, or great opportunity for a hands-on owner. All inquiries are strictly confidential. While a cash purchase is preferred, contract terms are available under the right circumstances. For more information on these properties, or to list yours contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenictrailmediabrokers@gmail.com

Former editor/reporter (now retired) seeks part-time work involving reporting, editing, or proofreading (or combination thereof) for your fine publication. I have extensive experience covering city council, school boards, sports of all types, county board, and/or any type of hard news. I can also write features on any subject. I would work from home via my cell phone, internet and computer and I've had many years of experience doing my job this way. I would be an independent contractor and I would be very flexible. I would be able to work nights and weekends since some contacts wouldn't be available during day-time hours. Advertising sales: I also have extensive experience in advertising sales for newspapers, shoppers, TMC products, and websites. I actually enjoy a combination of writing and sales. Full-time possible: My wife also has experience in sales and writing. If you wanted the equivalent of full-time (remote) we could become a full-time team for you. The Best Movie of all time was His Girl Friday, a great comedy about the newspaper business. And the best business of all time (in my prejudiced view) is the newspaper business. Please call Glenn Schreiber, 515-570-5709 (cell) or e-mail me at schreiberglenn@gmail.com.

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.

? question of the week

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

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

CONTEST TIMELINE

November 2019 - Contest entries judged by Virginia Press Association members

December 2019 - Winners notified by INF

February 7, 2020 - Winners announced during Convention Awards Banquet

Entries must have been published between **Oct. 1, 2018 and Sept. 30, 2019**, to be eligible.

Questions?

Contact INA/INF at 515-244-2145 or ina@inanews.com.

50 *Year Club* **Nomination Form**

*“I submit the name of the following person,
certifying that to the best of my knowledge
he or she has completed 50 years of service
to the newspaper industry.”*

Name: *(Please print)*

Entered Newspaper Service At: *(Location)*

Now Living At:

This Nomination Submitted By:

Newspaper:

Please complete and return to
Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309 or
fax to 1-866-593-7406 by Jan. 3, 2020



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