



Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

EVENTS

INA Legislative Reception
February 5, 2020
Peace Tree Brewing Co.

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

REMINDERS

Committee nominations
Due December 6, 2020

50 Year Club nominations
Due January 3, 2020

Five ways to feel empowered about trust in journalism

JOY MAYER
POYNTER.

Doing journalism in the current climate of mistrust and suspicion can feel like rowing a small boat in an increasingly choppy sea. We're rowing as hard as we can, just as we were taught, yet still getting tossed around and even overboard. While we row, we might be longing for the good old days of calmer waters, in which journalists (with fully staffed newsrooms) were seen as trusted, authoritative sources of nonpartisan information.

Trust in the news media has been dropping since the late 1970s, and we unfortunately can't be magically transported back a few decades. But at Trusting News, we're learning a lot about what we CAN do to calm the stormy sea that is our relationship with the public. We've worked with dozens of newsrooms on strategies for building trust, demonstrating credibility and getting credit for their work.

We don't have all the answers, but we do have a tall lighthouse with a strong beam. Our mission is to be a beacon for newsrooms willing to navigate this territory rather than just hoping the seas calm down on their own. It's journalists' responsibility to take ownership over this problem. (If not us, who?)

As a source of hope and empowerment, here are five things journalists can do to earn trust.

1. **Answer questions about your coverage** (even when they're phrased as accusations or misassumptions). Find out what your community doesn't understand about your work, and clear up their confusion. Jump into comments when possible (to moderate and participate), remembering that if you don't correct the record when false statements are made about your work, you're giving the last word to your detractors.
2. **Explain how you decide what stories to cover.** In a typical day, your newsroom probably has several (or even dozens) of potential stories editors could assign, with far fewer reporters available. The process of selecting coverage is routine for most of us but completely mysterious to the public. What makes something newsworthy?

How do our choices reflect what our organization thinks is important? Try putting a note at the top of a story, in a newsletter or in a social post explaining what made it worth covering. Add that information into comment threads. Host a Facebook Live conversation about how editors make those decisions.

3. **If you get something wrong, explain yourself.** Too many people do not think journalists care about accuracy, and they sure don't understand that credible journalists acknowledge and correct errors publicly. If you need to publish a correction, make the most of it by helping people understand that your willingness to draw attention to the error is a sign of your credibility. We want the public to trust news organizations that are willing to do it (which not all are). Help educate them about that. (And if you get something right and other news outlets are wrong, explain that too.)
4. **Keep opinion journalism and news separated and properly labeled.** News consumers are frustrated by blurred lines, and by news that feels like it includes journalists' opinions. Help solve that problem with clear distinctions and labeling, and by explaining who is writing your opinion content. (Here's how one of our newsroom partners explained their efforts recently.) And while you're at it, tell your community how you work to be fair in your news coverage. Don't assume they know.
5. **Make the most of face-to-face interactions.** We know from a recent Pew study that only 21% of Americans have ever spoken with a journalist. (And those interactions are less likely to have happened with younger, less affluent, less educated, non-white people.) That means each time we interact with someone in the community, it could be that person's very first time talking to a journalist. Go in prepared, with talking points for anticipated criticism. Create a handout about your newsroom, and point to your ethics policy and contact information.

TRUST IN JOURNALISM - cont. on page 2

We know, it's really hard to make time for things like this (as I wrote about recently). Finding extra hours to focus on learning is tough. But what is the point of journalism if we don't have a trusted relationship with the people we aim to serve? What good is the work we do if our community doesn't find it credible?

This is about our ability to survive and thrive. If you agree, let us help get you on a productive path. You and your colleagues can enroll now in our workshop at Poynter for the special low rate of \$39, thanks to support from the Knight Foundation. Some travel stipends are also available.

Trusting News, staffed by Joy Mayer and Lynn Walsh, is designed to demystify the issue of trust in journalism. We research how people decide what news is credible, then turn that knowledge into actionable strategies for journalists. We're funded by the Reynolds Journalism Institute, the American Press Institute, Democracy Fund and the Knight Foundation.

Joy Mayer is director and founder of Trusting News, an organization that aims to demystify trust in news and empower journalists to take responsibility for actively demonstrating credibility and earning trust. Follow her on Twitter at @mayerjoy.

This article was originally published by Poynter and can be read online by visiting <https://www.poynter.org/business-work/2019/five-ways-to-feel-empowered-about-trust-in-journalism/>.



Our popular "Wall of Wine" fundraiser will return for the 2020 INA Convention and Trade Show and **we need your help!** We need 300 bottles of wine, beer or liquor donated. If we meet our goal we can raise **up to \$3,000 for the Foundation!**

HOW TO DONATE:

- Donations will be accepted in the form of cash or bottles of wine, beer or liquor. All bottles must have a minimum retail value of \$10, and we need several higher value bottles (\$50, \$100 or even \$200 value).
- Contact Geof Fischer at gfischer@inanews.com or (515) 422-9070 if you would like to make a donation or have questions.
- Please make your pledge by **January 24, 2020.**

Your support helps the INF fulfill its mission to champion and improve the quality and future of Iowa's newspapers and the communities they serve.

CONTACT US



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INA LEGAL HOTLINE

515-283-3100 (paid service)

FREE MEMBER EXCHANGE

▼ HELP WANTED

ASSISTANT SPORTS EDITOR. The Clinton Herald, an award-winning newspaper that publishes five days a week, Tuesday through Saturday, is accepting applications for an assistant sports editor position.

This position develops sports content for both print and online publishing. The successful candidate will cover local games, write sports feature stories as assigned and take photos and videos to be completed on deadline for a daily news product. The qualified candidate must be a proficient writer, editor, typist, possess excellent people skills and be a self-starter who is able to develop enterprise work and will assist in management of digital sports content. The Clinton Herald is located in Clinton, Iowa on the banks of the Mississippi River. Our coverage area spans high schools in both Iowa and northwestern Illinois, and includes the Clinton LumberKings. 1204

OFFICE AND SALES ASSISTANT. Woodward Community Media in Central City, IA seeks an office and sales assistant for the Central City office with the Linn News-Letter. This position requires 30-32 hours per week. Must have ability to communicate well with the public, other departments and fellow employee owners. Must have good computer, clerical, organizational and telephone skills. Ability to quickly learn new systems/processes is needed as well. High school diploma required. Some college preferable, or at least two years of assistant experience. Knowledge of computers with Word, Excel and Internet ability needed. Apply online to wcinet.com/careers. 1113

SPORTS WRITER. Looking for a talented sports writer to join the Spencer Daily Reporter's award winning editorial team. We are located in northwest Iowa just 15 minutes south of Okoboji and the Iowa Great Lakes. Our longtime sports editor recently relocated to South Dakota leaving us with an opportunity for a talented writer who enjoys covering a diverse range of sports. The position requires strong writing, sports knowledge, photography and social media skills. If this is you, please email a cover letter, resume and any samples to Managing Editor Randy M. Cauthron at rcauthron@spencerdailyreporter.com. TBD

STAFF WRITER. The Clinton Herald, an award-winning newspaper that publishes Tuesday through Saturday, is seeking a staff writer. The successful candidate is responsible for covering local beats that include area city councils, school boards, businesses and timely features as assigned. This position, which focuses primarily on reporting under the direction of the editor, also requires photography skills. The qualified candidate must be a proficient writer, typist, possess excellent people skills and be a self-starter who is able to develop enterprise work. Must have ability to create multi-media packages and be proficient in various social networking platforms. The Clinton Herald is located in Clinton, Iowa, on the banks of the Mississippi River. 1204

▼ FOR SALE

NEW LISTING! Profitable weekly newspaper, Winfield Beacon/Wayland News, for sale, Winfield, IA. Covers 4 communities/3 school districts. If interested contact: robin.therme@gmail.com or 319.400.6363

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, 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.

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, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

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



And
Finally To ignore the facts does not
change the facts.

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association Bulletin

www.INAnews.com

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- 50 Year Club nomination form
- Committee nomination form

MEMBER EXCHANGE - cont. from page 5

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 resumé's 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.

REMINDER!

The Bulletin will not be published next week and the INA office will be closed **Thursday, November 28-Friday, November 29** in honor of the Thanksgiving holiday.

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

Questions?

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



Order your copy of "How-To News Writer: 25 Ways to Develop Reporting, Writing and Digital Skills" by Michael Bugeja on Amazon.com!

? question of the week

How can I help an advertiser that is interested in advertising in multiple publications across the state?

If you know of a national and/or regional advertiser that is interested in advertising in newspapers or digitally across a region of the state, the entire state or the country, let Customized Newspaper Advertising (the sales arm of the Iowa Newspaper Association) know. Your newspaper can earn a finder's fee! If you provide CNA with a lead and that advertiser places advertising, your newspaper will earn 25 percent of the net profit on the first order or campaign. And you don't have to do anything ... just let us know who the advertiser is. Or, if you would prefer to retain contact with the advertiser, CNA can work directly with you to get the advertising placed. If you have questions, contact CNA Sales and Marketing Director Samantha Fett at sfett@cnaads.com.