

March 11, 2020



Volume 37
Issue 10

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

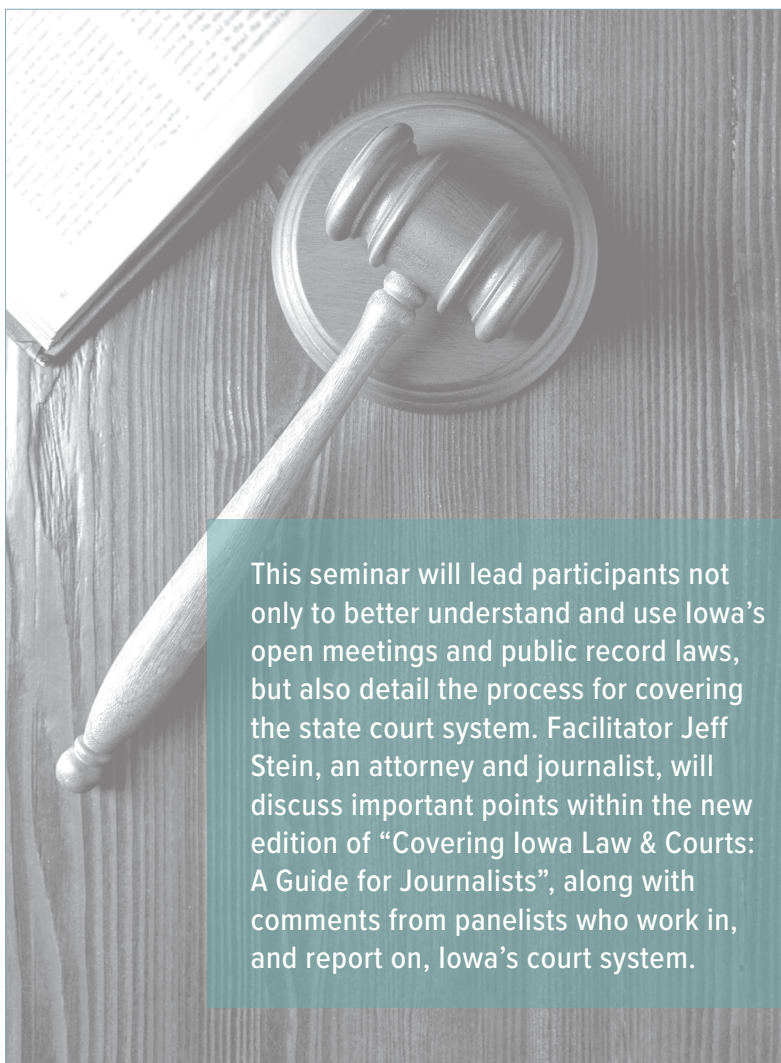
WEBINARS

Around the Newspaper
Legal World in 60 Minutes
Thursday, April 9

MEETINGS

INA, INF & INA Services
Co. Boards
Thursday, April 23

COVERING IOWA LAW & COURTS: A WORKSHOP FOR JOURNALISTS



This seminar will lead participants not only to better understand and use Iowa's open meetings and public record laws, but also detail the process for covering the state court system. Facilitator Jeff Stein, an attorney and journalist, will discuss important points within the new edition of "Covering Iowa Law & Courts: A Guide for Journalists", along with comments from panelists who work in, and report on, Iowa's court system.

**SAME PROGRAM,
THREE DIFFERENT LOCATIONS
FOR YOUR CHOOSING!**
9:00 a.m. till 4:00 p.m.

THURSDAY, APRIL 16
The Iowa State Bar Association
Des Moines, Iowa

DATE TO COME
Buena Vista University
Storm Lake, Iowa

DATE TO COME
Cedar Rapids, Iowa

**PROGRAM REGISTRATION
INFORMATION TO COME!**

SPONSORED BY:



IOWA NEWSPAPER
FOUNDATION



The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.

Newsrooms are rethinking their use of mugshots in crime reporting

KERI BLAKINGER

STAFF WRITER, THE MARSHALL PROJECT

This article was published in partnership with The Marshall Project, a nonprofit news organization covering the U.S. criminal justice system. Sign up for their newsletter, or follow The Marshall Project on Facebook or Twitter.

Some are red-eyed from crying, others visibly drunk. Some sport black eyes or jarring face tattoos. Occasionally, one offers an addled grin.

Online mugshot galleries, where news organizations post rows of people who were arrested, once seemed like an easy moneymaker for struggling newsrooms: Each reader click to the next image translated to more page views and an opportunity for more advertising dollars.

But faced with questions about the lasting impact of putting these photos on the internet, where they live forever, media outlets are increasingly doing away with the galleries of people on the worst days of their lives.

Last month, the Houston Chronicle became the latest major paper to take that plunge. At an all-hands staff meeting, the paper's editors announced their decision to stop posting slideshows of people who have been arrested but not convicted — and who are still presumed innocent under law.

"Mugshot slideshows whose primary purpose is to generate page views will no longer appear on our websites," Mark Lorando, a managing editor at the Chronicle, later explained in an email to The Marshall Project. "We're better than that."

The news quickly made it onto Twitter, garnering praise from readers, defense lawyers and even law enforcement.

"Thank you, @HoustonChron for doing the right thing," tweeted Jason Spencer, spokesman for the Harris County Sheriff's Office. "I'm hopeful that other media outlets and law enforcement agencies will follow your lead and rethink the practice of publicly shaming arrested people who haven't been convicted of a crime."

Some news organizations — including The Marshall Project — avoid mugshots altogether. The New Haven Independent, a nonprofit news site in Connecticut, doesn't typically use images or even names of people who've been arrested. In 2018, the Biloxi Sun Herald took down its daily mugshot galleries and stopped reporting on many low-level arrests, worried that the overabundance of crime coverage created a false impression of southern Mississippi.

A 2016 survey of 74 papers by Univision's Fusion channel found that 40 percent published mugshot galleries. There's no comprehensive tracking of such media practices so it's not clear how much that figure has changed.

Publishing mugshots can disproportionately impact people of color by feeding into negative stereotypes and undermining the presumption of innocence, said Johnny Perez, a formerly incarcerated New Yorker who is currently director of U.S. prison programs for the National Religious Campaign Against Torture.

"It reaffirms existing biases and creates biases where none exist," he said. "People of color are already more likely to be found guilty than their white counterparts."

"It creates this situation where you're criminalizing folks before they're convicted of any crime," he said, noting that the existence of mugshots on the internet, where they're easily searchable, can make it hard for people to get jobs.

Last year, Cleveland.com/Advance Ohio announced sweeping changes to their crime coverage. Editor Chris Quinn said the decision was prompted by a community leader who asked him if he'd ever considered the racial

MUGSHOTS - cont. on page 4

CONTACT US



Phone 515-244-2145

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

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

Karen Spurgeon, Bloomfield Democrat

641-664-2334

karen@bdemo.com

INA Services Company

Becky Maxwell, Centerville Daily Iowegian

641-856-6336

bmaxwell@dailyiowegian.com

Iowa Newspaper Foundation

Mark Spensley, Monticello Express

319-465-3555

advertising@monticelloexpress.com

U.S. MAIL

Iowa Newspaper Association

319 East 5th St.

Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (paid service)

FREE MEMBER EXCHANGE

▼ HELP WANTED

COMMUNITY EDITOR. You're more than an editor. You are the Globe Gazette's "face" in Osage, Iowa. The Globe Gazette seeks an experienced reporter who's ready to be a community leader. This position will be based out of our Mason City office and will cover Mitchell County and its largest community, Osage – including local government, education, public safety and whatever interesting news comes your way.

The successful candidate thrives on independence – they just want to be turned loose on the community to meet new people and find out what's important to our audience there. They'll be skilled at developing sources, sussing out the news from government documents and writing amusing features about people of interest. If you're a journalist who needs institutional reporting to find your stories, this isn't the job for you.

Big, big plus to the person who has done lots of Facebook Lives and has shot their own photos on occasion.

Send a resume and five of the clips that best represent what you love to write.

The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit www.lee.net.

Drug free and Equal Opportunity Employer

MANAGING EDITOR. The Albia Newspaper (along with Chariton Newspaper) and its parent company is beginning a search to replace retiring Publisher Dave Paxton by mid-summer of 2020

The person we hire needs to have a solid news background and a willingness to learn web printing, management skills and advertising.

The Albia Union-Republican, founded in 1862, is the oldest continuous business in Monroe County and the combined Albia Union-Republican and Monroe County News has faithfully served the community for all of those 158 years. The person hired needs to be sold out to serving the community, through news, feature and sports coverage, personal connection to the community and by offering a high quality advertising product for individuals and businesses.

The person we hire will be a leader in our company and ultimately a leader in the community. We offer competitive salary and benefits in a highly desirable workplace. Contact: Michael Schuver at mschuver@lminews.com or call Dave Paxton, 641-932-7121 or email dave@albianews.com.

PART-TIME ADVERTISING SALES REPRESENTATIVE. The Northwood Anchor and Manly Junction Signal, newspapers in Worth County, are seeking a part time advertising sales representative, with potential for other opportunities. We offer a job with a flexible schedule, working with a small team to support several local communities, their businesses and their newspapers. Questions or resumes may be emailed to kris@nwdanchor.com.

▼ 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 locals. 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 locals. 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.

If you are considering a purchase, look no further! I have strong, profitable properties available across the state just waiting for owner operators or corporations. **Just listed:** Looking to be your own boss? Look no further! This small, profitable southern Iowa weekly is just waiting for you. Aggressively priced to move. **Just listed:** Rare opportunity to buy this profitable eastern Iowa weekly as current long-time owner ready to slow down. Located in a progressive community near larger communities. Perfect opportunity for an add-on to existing business or as a hands-on, stand alone business. **Motivated seller:** 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 as a hands-on, stand alone business. **Retirement awaits:** Profitable northwest Iowa weekly newspaper available for sale with or without real estate. **Weekly newspaper group:** 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 to any property are strictly confidential. For more information contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenictrailmediabrokers@gmail.com

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@inanews.com.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Around the Newspaper Legal World in 60 Minutes

local & personal

Congratulations to **Sarah Watson** for being selected as editor-in-chief of **The Daily Iowan** for the 2020-21 academic year.

MUGSHOTS - cont. from page 2

dimension of mugshots.

It took a few years, but ultimately Quinn decided to cut back the use of mugshots, stop naming people accused of minor crimes and create a committee to evaluate requests from people looking to have their low-level brushes with notoriety removed from the internet.

"We finally decided we're causing suffering here," he told me.

Matt Waite, a journalism professor at the University of Nebraska-Lincoln, likened mugshots to "a digital scarlet letter."

A decade ago, when Waite was a reporter at the Tampa Bay Times in Florida, he helped create software to scrape booking information and images from local government websites and display them in a traffic-boosting web gallery. As soon as he and his colleagues started sending the weirdest photos to each other, he said, they realized the project was going to be problematic.

"Legally, it's public record — but legal is not always right," he said. "Fortunately, I worked at an organization that was willing to listen."

The paper built the site to eliminate the photos after 60 days, and blocked Google from indexing the page so it wouldn't be the first thing to pop up in search results. Still, Waite said he harbors complicated feelings about the final product.

I've been on both sides of this. In 2010, I was arrested with heroin and still sitting in jail when my own "faces of meth"-style mugshot began spreading across the internet, from the Huffington Post to Gawker to the Ithaca Journal.

I didn't like it; I was struggling with drug addiction and the entire internet seemed to be making fun of my appearance. But I didn't fault the news organizations. I knew I'd screwed up, and mugshots seemed like an unchangeable part of the media landscape.

After prison, I went into journalism, starting at a small local paper and later spending a year at a national tabloid, where I put together hundreds of crime stories and slide shows. To me, it seemed like the cost of being a reporter: If I wanted to write about criminal justice, I would also have to cover crime and everything that entailed.

But over time, more organizations started shifting away from mugshots and I started pestering management at the Houston Chronicle, where I worked at the time, to do the same.

Last year, a woman asked me about removing a friend's old mugshot from a story. He'd been arrested for burglary in 2008 but only convicted of misdemeanor trespassing. She said he'd cleaned up his life, and a quick records search showed he'd at least avoided further arrest.

But when I Googled him, a mugshot from the paper's decade-old story — with photo — was the first thing to come up.

Her friend wasn't trying to get his name removed from the story; she only wanted the mugshot deleted. Years ago, he'd begun using another name to avoid any connection to the one piece of newspaper coverage about him. Now, it was just his face connecting him to his youthful mistake.

It's not clear that the Chronicle's new policy would help someone like him. The paper will still use booking photos when they have news value. Lorando said the paper does not generally remove or edit stories that were accurate when they were published.

"If we get documentation of unreported later developments that alter the context of the original story, we'll consider updating the post," he said. "The goal, as always, is accuracy and fairness."

Keri Blakinger is a staff writer at The Marshall Project focusing on prisons and prosecutors. Reach her at kblakinger@themarshallproject.org or on Twitter at @keribla.



And
Finally

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



An Iowa Newspaper Foundation webinar...



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

AROUND THE NEWSPAPER LEGAL WORLD IN 60 MINUTES

Thursday, April 9 · 1-2 p.m.

Registration fee: \$35 · Deadline: April 6

IN THIS WEBINAR...

In this webinar, Michael Zinser will cover the following 3 topics:

- Newsroom Union Organizing – Newsrooms have been organized at many newspapers, large and small, including The Missoula (Montana) Independent, Casper (Wyoming) Star-Tribune, The Columbian (Vancouver, WA), Chicago Tribune, Omaha World Herald, and others. Michael will examine the causes of these unionizing efforts and how management should address an organizing attempt.
- State Unemployment Agency Audit Attempts – All across the country, state unemployment departments are attempting to reclassify independent contractors as employees in order to assess thousands of dollars in unemployment taxes. Zinser will discuss how best to handle these audits and how to handle any resulting litigation.
- Premium Editions – Many publishers are bundling “Premium Editions” with daily newspaper subscriptions. Several class-action lawsuits have been filed claiming that publishers have run afoul of unfair business practice statutes at the state level. Michael will discuss legal issues that arise with Premium Editions.

THE PRESENTER...

Michael Zinser



Michael Zinser is President of The Zinser Law Firm, P.C., in Nashville, Tennessee. His Firm represents over 250 daily newspapers, stretching geographically from Hawaii to Iowa to New York. We asked Michael to speak because of his particular experience with the independent contractor issue, Wage and Hour laws, and the National Labor Relations Act. During Michael's career, he has defended independent contractor status for newspapers in 40 of the 50 states. Zinser is General Counsel to seven circulation trade associations, assisted numerous press associations with newspaper industry legislation and assisted the New York News Publishers Association with legislation to make it easy to preserve independent contractor status. In 2014, Zinser was inducted into the National Circulation Director Hall of Fame. He is the first non-Circulation Director recipient of this honor.

Follow us:



Online Media Campus



OnlineMediaCamp



Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline will be subject to a \$10 late fee. Registrations are accepted up until the day of the webinar.

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *Around the Newspaper Legal World in 60 Minutes* webinar Thursday, April 9.

☐ I am a Wisconsin journalism advisor or student, please waive my registration fee (*online registration not available*)

Registration fee: \$35 per webinar; free to SNPA members

Discounts are available for groups of 10 or more from the same newspaper or company.

Find out more at www.onlinemediacampus.com or contact Erica Wipperling at 515-422-9052 or ewipperling@inanews.com.

Registration deadline: April 6

(Registrations submitted after the deadline will incur a \$10 late fee. *No discounts apply after the registration deadline*).

Name _____ Newspaper _____

Corporate Affiliation (*for group discount tracking*) _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

☐ Payment enclosed ☐ Bill my newspaper ☐ Charge my credit card (see below)

Credit card # _____ Exp. ____/____

VISA/Mastercard only

Address _____ Zip _____

must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

Authorized signature _____

Please send a separate registration form for each registrant. This form may be photocopied as many times as necessary.

SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309, FAX to INF at 866-593-7406,
EMAIL to ewipperling@inanews.com or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

RECEIPT OF REGISTRATION:

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 or 515-422-9052.

CANCELLATION POLICY:

Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

WEBINAR

MARCH 13 | 10:30-11:30 a.m. CDT, 11:30 a.m.-12:30 p.m. EDT

Coronavirus FAQs & Legal Update: Employer Challenges in Preparing for a Potential Pandemic

PRESENTED BY:
ATTORNEYS FROM SEYFARTH SHAW LLC

Free for State Press Association Members



Presented by attorneys from Seyfarth Shaw LLC

During this webinar, three partners from Seyfarth Shaw LLC will update industry executives and managers on the latest information about the new coronavirus (COVID-19), including preparing for outbreaks and a potential pandemic.

The attorneys presenting this webinar are:

- Brent I. Clark, co-chair of Seyfarth Shaw's Workplace Safety & Environmental group.
- James L. Curtis, who assists clients dealing with all types of occupational safety and health issues.
- Ellen McLaughlin, who is engaged in a broad-based employment law practice.

Participants will be given an overview of the challenges faced by employers in light of the development and spread of the virus. Finally, the webinar will provide practical recommendations and actions to be taken as the virus spreads.

[Learn More and Register FREE](#)