

April 15, 2020



Volume 37
Issue 15

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

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What Makes Something
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A Global Journalism Emergency Relief Fund for local news

RICHARD GINGRAS, VP, NEWS
GOOGLE NEWS INITIATIVE

Local news is a vital resource for keeping people and communities connected in the best of times. Today, it plays an even greater function in reporting on local lockdowns or shelter at home orders, school and park closures, and data about how COVID-19 is affecting daily life.

But that role is being challenged as the news industry deals with job cuts, furloughs and cutbacks as a result of the economic downturn prompted by COVID-19. The Google News Initiative wants to help by launching a Journalism Emergency Relief Fund to deliver urgent aid to thousands of small, medium and local news publishers globally. The funding is open to news organizations producing original news for local communities during this time of crisis, and will range from the low thousands of dollars for small hyper-local newsrooms to low tens of thousands for larger newsrooms, with variations per region.

Starting today, publishers everywhere can apply for funds via a simple application form. We've made this as streamlined as possible to ensure we get help

to eligible publishers all over the world. Applications will close on Wednesday April 29, 2020 at 11:59 p.m. Pacific Time. At the end of the process, we'll announce who has received funding and how publishers are spending the money.

Additionally, we recognize that covering the coronavirus pandemic can take its toll on reporters on the front line. That's why Google.org is giving \$1 million collectively to the International Center for Journalists, which plans to provide immediate resources to support reporters globally, and the Columbia Journalism School's Dart Center for Journalism and Trauma which is helping journalists exposed to traumatic events experienced during the crisis.

Today's news builds on other efforts we've made to support the industry and connect people to quality information at this time of need. We believe it is important to do what we can to alleviate the financial pressures on newsrooms, and will continue to look at other ways to help with more to announce soon.

Visit <https://blog.google/outreach-initiatives/google-news-initiative/global-journalism-emergency-relief-fund-local-news> to read the article online.

Innovative matching grant idea your newspaper can use

Woodward Community Media has launched an innovative new advertising campaign intended to build their network while supporting their local community businesses. The best part is that it can be implemented at any newspaper! Below is a sample of the campaign. To learn more visit <https://www.woodwardcommunitymedia.com/grant/>.

Thank you to Mary Unga-Sogaard for sharing this with Iowa Newspaper Association members.

Today and tomorrow....we are standing with you!

Small businesses are the heart and soul of our country. As an employee-owned company, we understand that these are challenging times for all small businesses.

In a show of support, Woodward Community Media has established a one million dollar matching grant fund to assist locally-owned businesses during this most challenging time. We are committed to helping our locally-owned businesses reach their customers and relaunch their businesses in the weeks to come. We invite all to apply today for a matching grant.

WHAT YOU NEED TO KNOW

- We will provide up to \$1,000,000 of matching advertising dollars to locally-owned businesses. Grant funds can be used toward print or website advertising in your local Woodward Community Media publication.
- Dollar-for-dollar matching grants are available for a minimum of \$250 and a maximum of \$10,000 of matching funds each month.
- Grants will be awarded for use within the months of April, May and June.
- Advertisers are not able to use the grant program for contract fulfillment.
- Program does not apply to previously scheduled ads.

HOW TO APPLY

- Fill out the form online (<https://www.woodwardcommunitymedia.com/grant/>) with information about you and how additional advertising can help your business.
- Please indicate which Woodward Community Media publication would serve as your partner.
- Once you submit the application, your local publication partner will be in touch within 1-2 business days.
- If you have any questions, do not hesitate to reach out to your publication partner or its advertising department.

IOWA CAPITAL DISPATCH CONTENT SHARING

The Iowa Capital Dispatch is an independent news organization that focuses on state government and its impact on Iowans. Its content is available to all Iowa newspapers at no charge. Learn more about Iowa Capital Dispatch and sign up for its daily newsletter at: www.iowacapitaldispatch.com

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Iowa Newspaper Association
319 East 5th St.
Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (*paid service*)

Q&A from the Iowa Public Information Board

Did you know that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa? During the month of March 2020, 90 contacts were made with the Iowa Public Information Board office.

QUESTION: How am I able to view public records if the government body's office is closed to the public?

ANSWER: Normally, Iowa Code sections 22.2(1) and 22.3(1) require a government body to allow in-person access for a member of the public to view a public record. Iowa Code section 22.4 establishes the normal office hours for such access. However, on April 10, 2020, the Governor of the State of Iowa issued a proclamation that temporarily modified such access as follows:

IN-PERSON OPEN RECORDS EXAMINATION

SECTION FORTY. Pursuant to Iowa Code § 29C.6(6) and Iowa Code § 135.144(3), in conjunction with the Iowa Department of Public Health and at the request of the Iowa League of Cities on behalf of numerous local governmental bodies, I temporarily suspend the regulatory provisions of Iowa Code §§ 22.2(1) and 22.3(1) imposing a requirement for the in-person examination or copying of public records, to the extent those records can be examined and copies provided by mail or electronic means. Suspension of these provisions does not apply to searches of all indexes, general and specific, of the public records related or relating to documents, instruments and muniments of title, for the purpose of performing title searches, real property searches, or creating real property abstracts.

SECTION FORTY-ONE. Pursuant to Iowa Code § 29C.6(6) and Iowa Code § 135.144(3), in conjunction with the Iowa Department of Public Health and at the request of the Iowa League of Cities on behalf of numerous local governmental bodies, I temporarily suspend the regulatory provisions of Iowa Code § 22.4 to the extent those provisions require a lawful custodian of records to maintain office hours to receive in-person record requests, so long as the custodian has posted clear direction for making requests in writing, by telephone, or by electronic means in a prominent place that is easily accessible to the public.

Contact the government body by mail, telephone, or email to request copies of the records you seek. The record custodian may also have other ways to access the records you want. Some records may also be available on a website maintained by the government body. Once this suspension is lifted, in-person access and hours will resume.

WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE?

Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. In 2020, 225 identifiable people contacted the IPIB. Of these, 75 were private citizens, 112 were government officials or employees, and 38 were members of the media. In 2020, 73% of the incoming contacts were resolved the first day, 11% were resolved in one to five days, and 16% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website—www.ipib.iowa.gov.

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	MARCH TOTALS
12	1	0	6	58	13	90

Reports the monthly sales activity of Customized Newspaper Advertising. Figures compare each month to the year before and 2020 sales with budgeted projections.

2020	2019	MARCH SALES	Difference	% Increase
\$1,585,634	\$1,595,668		-\$10,034	-1%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$1,585,634	\$1,869,400		-\$283,766	-15%

Sales Summary: In March, CNA sold **\$121,506** in display advertising into Iowa Newspapers.



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 for 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

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

NEW LISTING! For sale: BNorthwest Iowa weekly newspaper with supplement and printing shop. County legal plus legal for four towns. Newly remodeled brick/block building, equipment, large inventory included. Selling because of age/health. Phone 712/230/1405 or e-mail rouse@nethtc.net

For sale: Brand new, never-out-of-the-box iMac, 3.1GHz 6-Core Processor with Turbo Boost up to 4.3GHz; 1 TD storage, Retina 5K display; 8GB 2666MHz DDR memory; Radeon Pro 575X with 4GB of GDDR5 memory, two Thunderbolt 3 ports, Retina 5K 5120-by-2880 P3 display; Lists \$1,999; Will Sell for \$1600. Call Charlie at 712-830-3646.

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.

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.

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.



Iowa Newspaper Association Bulletin

www.INAnews.com

► IN THIS ISSUE...

- Twitter: More Than Breaking News
- What Makes Something Newsworthy?

MEMBER EXCHANGE - cont. from page 5

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 to all newspapers: If you change the number of days per week that you print please let the INA know by notifying media@cnaads.com.

Please keep in mind that the Iowa Code section 618.3 provides for very specific guidelines for the definition of a newspaper for the purpose of public notifications. The first of which is that a newspaper of general circulation must have published at least once a week for at least 50 weeks per year within the area. The code does not address how many pages the newspaper must be. It does provide that at least 25% of the newspaper's total column space in more than one half of its issues during any 12-month period should be news versus advertising.

As a reminder, if you have agreed to upload your print editions to the NewzGroup site, you should be doing so regularly upon publication of each edition you print. Uploading your newspaper allows CNA to secure tearsheets more quickly and, in turn, pay you faster for advertising that runs in your newspaper. In addition, if you are uploading to NewzGroup, you only need to mail CNA two copies of each newspaper you publish, allowing you to save on postage.

If you're interested in getting more information on uploading your paper to NewzGroup, please contact Judy Mowery at jmowery@inanews.com.



An Iowa Newspaper Foundation webinar...

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

TWITTER: MORE THAN BREAKING NEWS

Thursday, April 23 · 1-2 p.m.

Registration fee: FREE · Deadline: April 20

IN THIS WEBINAR...

In this webinar, we will go over some strategies all types of media — newspapers, magazines, online, TV, others — are using to engage with their audience on Twitter. Though the platform is great for sending live updates and "breaking" situations, there are tons of opportunities for engagement with audiences locally and around the world. We'll cover some of Twitter's tools for deep engagement, look at examples of brands doing it well, and have time for discussion about the best ways for you to enhance your Twitter presence.

THE PRESENTER...

Tyson Bird



Tyson Bird is from Sandpoint, Idaho and studied journalism graphics and entrepreneurial management at Ball State University. Bird currently works for Texas Highway Magazine in Austin, Texas as a digital strategy manager. He creates digital experiences that get audiences excited about travel and tourism in the great state of Texas. Bird loves talking about the many intersections of design, product and our world.

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OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspaper and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *Twitter: More Than Breaking News* webinar Thursday, April 23.

Registration fee: free to Iowa Newspaper Association members

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

Registration deadline: April 20

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

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

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309

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.



An Iowa Newspaper Foundation webinar...

WHAT MAKES SOMETHING **NEWSWORTHY?**

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



Thursday, May 7 · 1-2 p.m.

Registration fee: FREE · Deadline: May 4

IN THIS WEBINAR...

Does your newsroom react on gut instinct to decide what to cover? Do you feel like you're doing the same stories everyone else is doing when you try to localize major regional and national stories? There's a better way to make stories meaningful and relevant for local readers. The elements of news are timeless, because human nature is timeless. In this webinar, you'll learn how to leverage the basic elements of news to make faster, better decisions about what to cover and how to do it. And we'll also show how journalists contribute to perceptions of bias and sensationalism when they misinterpret why something is newsworthy. For those who may have studied this in journalism school, it's a great refresher. For others, you'll discover new tools to make the most effective use of your resources.

THE PRESENTER...

Dennis Hetzel



Dennis Hetzel, has been an award-winning reporter, editor and publisher at newspapers in multiple states for Lee Enterprises, Gannett and other media companies. He also taught journalism at Penn State and Temple universities and retired in 2019 as executive director of the Ohio News Media Association where he gained a national reputation for his work on open government issues.

Follow us:



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers and Iowa Newspaper Foundation



ONLINEMEDIACAMPUS



Webinar Registration

YES! Sign me up for the *What Makes Something Newsworthy?* on Thursday, May 7

Registration fee: free to Iowa Newspaper Association members

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

Registration deadline: May 4

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name _____ Newspaper _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

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

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309

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.