

June 3, 2020



Volume 37  
Issue 22

# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

Self-Care for Journalists  
Thursday, June 11

Let's Talk Recruitment  
Marketing  
Thursday, June 18



## As protests continue in dozens of American cities, what should the media do?

*"We have to add in the necessary context about how we got here, why this has happened, why violence has erupted and how we can do something about it."*

**TOM JONES**  
POYNTER

If you've turned on your TV over the past five days, you've seen protests from dozens of cities across the country. It can be hard to watch, but it's critically important, too.

Covering these protests aren't as simple as turning on a camera. The point of the protests, of course, is to give voice to those protesting — whether those voices are talking about the death of George Floyd, police brutality, racial inequality or other injustices. But there's another aspect to

the protests, and that includes confrontations, violence, fires and looting.

So I asked my Poynter colleague Al Tompkins — a journalist and teacher with more than 30 years experience — what's the media's role in this? How should we be covering it?

"When we are at our best, journalists document and report truth," Tompkins told me. "That means we report the grievances and demands of protesters, we report their peaceful demonstrations and we report the violent overreactions, too. We report the honest and professional response of police and political leaders and we report the overreaction and lawless cruelty when it happens, too."

Tompkins told me he has seen remarkable examples of coverage showing peaceful marches, protesters stopping others from looting and productive conversations between citizens and police officers. But the scenes that often get

PROTESTS - cont. on page 2

**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](mailto:jmowery@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](mailto: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.

#### PROTESTS - cont. from page 1

the most attention are burning buildings and looting.

"I am waiting for the public cry, that always happens after a few days of civil disturbance, that will sound like, 'If you would quit covering them they would quit protesting,'" Tompkins said. "And, of course, if we did not show violence or disobedience, there would be the rightful accusation that not covering looks an awful lot like endorsing such actions."

On CNN's "Reliable Sources" Sunday, Errin Haines, editor-at-large of The 19th\*, said, "I think that is part of the risk. I certainly can understand that cameras are drawn to things like fires and destruction of property. Those are very dramatic images. But showing those images without centering the peaceful protesters, reminding people that that is the majority of the reason that protests are happening — that any incidents of rioting or looting are a distraction."

Haines said that it's important to return to the central questions, like why are black people getting killed by police?

Jane Coaston, senior politics reporter for Vox, told "Reliable Sources" that the media's primary role is to explain how we got to this point.

"This isn't a sport," Coaston said. "This isn't something that we can just observe and then comment on later. We have to add in the necessary context about how we got here, why this has happened, why violence has erupted and how we can do something about it."

*Tom Jones is Poynter's senior media writer. For the latest media news and analysis, delivered free to your inbox each and every weekday morning, sign up for his Poynter Report newsletter.*

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# 3 Things to Avoid in COVID-19 Advertising

ADAM GODDARD  
MEDIAPOST

There is no doubt that after nearly two months of lockdown, we are spending more and more time in front of our screens — an average of three hours watching TV (up by 10 minutes a day, as Sean Hargrave noted in his recent article), reading news online, or checking social media. This, in turn, means we are exposed to more and more advertising.

Of course, brands have needed to adjust their messaging, exercising empathy and sensitivity more than ever at this time. But that has led to two things.

First, ads related to COVID-19 can be increasingly hard to differentiate, following a similar formula of sentimentality and sincerity.

And second, and more worrisome, ads can hit the wrong notes -- actively turning people off brands and products because the tone or imagery doesn't resonate with an audience that has endured a lot over the past two months.

There are clear elements that the public really don't want to see on their screens right now.

Below are the three things to be avoided in your COVID-19 advertising, whatever your product or offering.

## 1. CROWDED SCENES

Although two months isn't long compared to a lifetime of crowds being the norm -- we're already being made uncomfortable (or envious) by the sight of large gatherings.

As the latest government update over the weekend confirmed, even if it's partial, the lockdown isn't going away any time soon.

Even our national game is likely to be played without the backdrop of cheering crowds and social gatherings and parties won't be part of our lives for a while. It looks like the public would like the content on our screens to reflect that reality.

Research shows that one in four (25%) people would be offended by new advertising that included crowded scenes, and a further 31% said they would find it inappropriate.

## 2. ATHLETES

Many athletes have raised money for those in need during the pandemic. For example, in early April,

Premier League players came together to launch the #PlayersTogether initiative, which aims to distribute money where it's needed during these challenging times.

However, despite these acts of goodwill, the public (29%) think it's inappropriate to see footballers on their screens (unless it's to play football).

With news reports of non-playing staff from some clubs being furloughed while high-profile stars continue to be paid, it seems the public are not in the mood for the celebrity sport star excess of a pre-COVID-19 world.

## 3. PEOPLE FLAUNTING NEW PURCHASES

With shops closed and nowhere to go, consumer spending has fallen massively since lockdown measures began.

Furthermore, the economic effects of the pandemic mean that people have less disposable income with a large portion of individuals reporting that they have lost their job or source of income as a result of the pandemic or are seeing a decrease in money available.

It comes as no surprise, then, that just over one in five people (21%) would be offended by people flaunting new purchases during advertisements and 32% would find it inappropriate. Far from inspiring us or even cheering us up, it seems we don't want to be reminded of what we can't currently enjoy.

## WHAT DO THEY WANT TO SEE?

On the other hand, rather than becoming cynical in lockdown, the public enjoys seeing happy families at home.

From Zoom chats with grandparents to cosy movie nights to families enjoying lockdown barbecues, scenes echoing what they are experiencing -- or would like to be experiencing -- are popular. A fifth (21%) say they would strongly welcome it, and a further 17% said they would be glad to see these scenes. This was by far the public's favorite to see.

While messaging will be different for every brand, it's clear that different images provoke very different emotions. In this new world, even seemingly innocuous themes could be perceived as strange at best and downright offensive at worst.

It is crucial that brands remain continuously aware of the nation's constantly shifting tone, and adjusts its advertising content accordingly.





# 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](http://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](mailto:kris@nwdanchor.com).

**SPORTS/NEWS EDITOR.** The New Hampton Tribune and Nashua Reporter, two weekly papers in Chickasaw County, are seeking a sports editor/news reporter. The successful candidate will need to be a self-starter, work well without direction and versed in software like InDesign, Adobe Photoshop and other publishing programs. You'll write stories, prepare photos and layout pages. You'll also, with the help of our editor, direct the coverage of three high schools and write various features. We offer a competitive salary and excellent benefits in a job that will allow you to grow as a journalist. If you think you would be a good fit send your resume to Bob Fenske to [editor@nhtrib.com](mailto:editor@nhtrib.com). 0620

## ▼ 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](mailto: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](mailto: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](mailto: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](mailto:brokered1@gmail.com)

**Client looking to purchase a small weekly Iowa newspaper.** Sellers contact Dave Tapp of News Brokerage of Iowa, [dtappnewsbrokerageofiowa@gmail.com](mailto: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



Iowa Newspaper Association

# Bulletin

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## IN THIS ISSUE...

- Self-Care for Journalists
- Let's Talk Recruitment Marketing

### MEMBER EXCHANGE - cont. from page 5

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](mailto:scenictrailmediabrokers@gmail.com)

*View and submit ads on the Internet at [www.INAnews.com](http://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](mailto:cgordon@inanews.com).*





*An Iowa Newspaper Foundation webinar...*



Iowa New Member  
Benefit: **FREE!**  
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**IAwebinars**

# SELF-CARE FOR JOURNALISTS

**Thursday, June 11 · 1-2 p.m.**

**Registration fee: FREE · Deadline: June 8**

## IN THIS WEBINAR...

Creating balance and maintaining your emotional and physical wellness is as important as ever for journalists. We will discuss some ideas on how to create that balance to best take care of yourself. We'll also discuss how to create a healthy work environment for employees.

## THE PRESENTER...

### Tim Schmitt



Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda News in New York, where he led an award-winning editorial page. He has worked as an editor, staffer and longtime contributor with the Arizona Daily Sun, the Mesa Tribune, the Arizona Republic, the Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.

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# LET'S TALK RECRUITMENT MARKETING

Thursday, June 18 · 1-2 p.m.

Registration fee: FREE · Deadline: June 15

## IN THIS WEBINAR...

From building a more effective job profile and job posting, learn how to reach your ideal candidates. Learn how to write descriptions to entice potential new hires and drum up excitement for the position. Creating a strong social media image is also essential which includes online profiles to your website.

## THE PRESENTER...

### Laurie Kahn



Laurie Kahn is creator and president of Media Staffing Network, Inc. Kahn has more than 25 years of experience in media including local and national sales promotions in both large and small markets, turn around expertise with new formats and local and national management positions. Kahn is currently involved with various industry associations and participates at career fairs, colleges and webinars to educate individuals about career opportunities. Kahn conducts seminars targeting all aspects of talent acquisition, job search and how to grow your career.

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