



# Iowa Newspaper Association Bulletin

www.INAnews.com

## CALENDAR of EVENTS

### WEBINARS

Best Practices for Public  
Notice  
Friday, August 14

### MEETINGS

INA, INF & INA Services  
Board Meeting  
Thursday, October 22

## Report for America opens newsroom applications, expands opportunity to hire more journalists

**SAM KILLE, REPORT FOR AMERICA**

**R**eport for America announced yesterday that applications are now open for news organizations interested in hosting more than 300 emerging journalists in their newsrooms for up to three years, beginning next June.

Report for America is a national service program that places talented journalists into local newsrooms to report on under-covered issues and communities. The program recruits journalists and pays half the salary, up to \$25,000. The other half is split between the host news organization and local donors. Report for America is an initiative of The GroundTruth Project.

"Report for America provides a unique opportunity for newsrooms to bring journalists on staff at a time when the need for local, trusted news is more important than ever," said Norman Parish, director of recruitment for Report for America. "Through our support, news organizations are better positioned to cover the issues that matter most within their own communities."

The application deadline is September 30, 2020, and newsrooms will be publicly announced in December. Attentive to the budgeting and fundraising needs of some newsrooms, an early decision will be made for those who apply by Aug. 31. More information about how the program works can be found here.

All local news organizations—nonprofit or commercial—are eligible to apply. The application asks newsrooms to identify specific gaps in coverage in the community, drawing attention to under-covered communities or issues. It also requires applicants to craft a beat that would seek to address those gaps. Newsrooms are encouraged to consider sponsoring multiple journalists.

Currently, Report for America has 225 corps members at more than 160 local news organizations in 46 states, Washington, D.C., and Puerto Rico. These include daily and weekly newspapers, digital-only news outlets, radio and television stations. Next year, the initiative aims to place 350

**REPORT  
FOR AMERICA**

emerging journalists with local newsrooms in every state.

The reporters are chosen after a rigorous national competition. Some 1,800 applied this past year for a few hundred open slots.

Corps members already in the program are award-winning, multi-talented journalists who reflect the diverse communities they serve. Forty-two percent of the corps are journalists of color and 70 percent are women. They're tackling some of the most important issues facing Americans today, including the ongoing COVID-19 pandemic, health care, education, minority and immigration issues, economic development, elections and local government.

The effort is part of a larger goal of Report for America to reinvent local journalism by creating a sustainable system that provides Americans with the information they need to improve their communities, hold powerful institutions accountable, and rebuild trust in the media.

Reporters in the program have already had a big impact on communities, newsrooms say.

"If you're in the newsroom and you're looking around like I did and seeing empty desks where reporters used to sit, apply to be a host newsroom with Report for America," said Ken Ward Jr., co-founder of Mountain State Spotlight, a West Virginia start-up. "It's the best way to get boots on the ground to go out and report for your community."

Report for America plans to hold online information sessions with newsrooms and partner organizations

**REPORT FOR AMERICA** - cont. on page 6

# KICK-OFF OCTOBER 1, 2020

Iowa Newspaper Foundation

## ANNUAL WRITING WORKSHOP

Registration coming soon!



## meeting minutes

Iowa Newspaper Association | Ad Hoc Committee  
Body Camera Video | Public Records Access Project  
August 7, 2020



### Iowa Newspaper Association Ad Hoc Committee Minutes

The INA Ad Hoc Committee developing a statewide project regarding the accessibility of peace officer body camera videos met via Zoom at 11:00 a.m. with the following members present: Jared Strong, Carroll Times; Zack Kucharski, Cedar Rapids Gazette; Ron Gutierrez, Clinton Herald; Bill Steiden and Jason Clayworth, Des Moines Register; Sara Konrad Baranowski, Iowa Falls Times Citizen; Randy Evans, Iowa Freedom of Information Council; Trevis Mayfield, Maquoketa Sentinel; and Abigail Pelzer, Marshalltown Times Republican. Susan Patterson Plank, Iowa Newspaper Association was also present.

#### Action agreed upon:

- Clayworth agreed to reach out to the Iowa Law Enforcement Academy to learn what information is available regarding body camera usage in the state.
- The group will meet again via Zoom at 11:00 a.m. on August 28th.

#### Other items discussed:

- The group discussed various ways to approach a project that would include newspapers across the state requesting body camera video from local police departments and sheriff offices as open records.

There being no further business to come before the group, the meeting was adjourned at 11:50 a.m.

Respectfully submitted,  
Susan Patterson Plank

*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	JULY SALES	Difference	% Increase
\$254,023	\$301,825		-\$47,802	-16%
2020	2019	Year-to-Date Sales	Difference	% Increase
\$3,184,369	\$3,718,366		-\$533,997	-14%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$3,184,369	\$4,167,000		-\$982,631	-25%

**Sales Summary:** In July, CNA sold **\$101,472** in display advertising into Iowa Newspapers.

## CONTACT US



Phone 515-244-2145

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### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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#### Iowa Newspaper Foundation

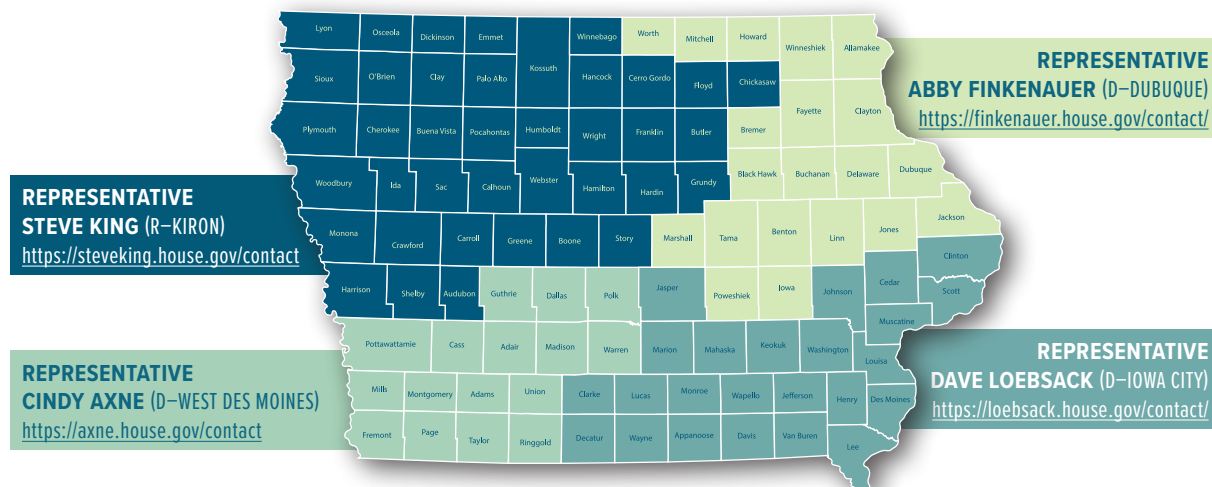
Mark Spensley, Monticello Express  
319-465-3555  
[advertising@monticelloexpress.com](mailto:advertising@monticelloexpress.com)

### U.S. MAIL

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

### INA LEGAL HOTLINE

515-283-3100 (paid service)



# Bipartisan bill to boost local news and small businesses needs your support

*Local newspapers can publish this editorial as is, rewrite the last paragraph to be specific or add a sidebar to provide readers with the name and contact info for their member(s) of Congress.*

## DENNIS HETZEL

**T** rue confession. I'm a former swamp-dweller. Not only did I work as a lobbyist, I represented the heathen news media during my eight years as executive director of the Ohio News Media Association before we moved full-time to Holden Beach, North Carolina, in 2019.

Now I'm here to urge you to at least tiptoe into that confusing and often-annoying political swamp by urging your local member of Congress to support a bipartisan bill, the Local Journalism Sustainability Act, that throws a much-needed lifeline to community journalism and local businesses.

As a lobbyist, a major part of my job was to help politicians understand that whatever gripes they had with the national media — many of which I share — that was noise and not what we were about. Unlike Don Lemon or Tucker Carlson, local journalists aren't driven by who's up or down in the polls or purposely framing stories to satisfy an agenda. They're just trying to report the news.

Local journalism is in a crisis. Its traditional business model has collapsed, turbocharged in recent months by the pandemic, and communities suffer as a result. The reasons are complicated, ranging from hedge-fund ghouls to the overwhelming influence Facebook and Google exercise over digital ad rates.

The impact isn't complicated, though. When you have fewer journalists, less stuff gets covered.

Several thousand American counties already have fallen into a previously unimaginable hole called a "news desert." That means there's no local media outlet providing a meaningful, credible quantity and quality of local news. There's research that shows the cost of government goes up in communities that lose newspapers and their watchdog roles.

As a lobbyist, I found it didn't matter whether I was visiting the most liberal Democrat or even an outspoken media critic and Tea Party firebrand like Jim Jordan of Ohio. Jordan recognized that his hometown paper, the Marysville Tribune, was important to his community. He knew that the New York Times, Fox News or CNN won't keep an eye on the school board and city council. He knew they won't cover all the triumphs, achievements and events in his district. Occasionally they'll parachute in — as the national media just did when Hurricane Isaias made landfall seven miles from my house — and then they're gone.

The Act, co-sponsored by Ann Kirkpatrick, a Democrat from Arizona, and Dan Newhouse, a Republican from Washington State, offers tax relief to small businesses, subscribers and the local papers over a five-year period as follows:

If you subscribe to a qualifying local paper (including its website), you can get a tax credit of up to \$250 per year.

Businesses with less than 1,000 employees can get a credit of up to \$5,000 in advertising costs the first year and up to \$2,500 in the next four years. This matters a lot for many small businesses as they reopen. I know from my years as a media executive that many local businesses woefully underbudget what they need to spend on marketing and promotion. Every Chamber of Commerce should back this bill.

For local news organizations like this one that you're

# Tell the stories behind the statistics

**JIM PUMARLO**

Everyday news reports are filled with statistics as COVID-19 continues to dominate headlines.

The number of individuals who have tested positive and those who have died of the coronavirus. Patients hospitalized and those in ICU. Confirmed cases broken down by gender, ethnicity and county of residence. The tally of businesses that have closed. The rising unemployment totals. Terms of financial assistance programs available at federal, state and local levels. Bankruptcy and foreclosure totals.

The pandemic is being analyzed at all angles with all sorts of statistics, but numbers are the tip of the story. Statistics ring hollow without providing interpretation and context. How does one community stack up against others? Is a community in better or worse shape than three months ago?

The final step is to tell the stories behind the statistics, to put a face behind the numbers. The pandemic offers numerous opportunities.

What is it like to be on the front lines? Interview a health care worker or first-responder.

How have individuals coped with being in quarantine or with not being able to see loved ones in long-term care facilities?

What is the next step for a business that faces no other choice than to permanently close its doors?

A brainstorming session is likely to generate more than enough stories for newsrooms to consider and pursue.

Beyond the pandemic, exploring stories behind statistics should be a regular exercise in newsrooms. Numerous examples can be found in everyday reporting.

The school board is pitching a referendum for a new school. Calculate the tax increase for a factory in the industrial park, a Main Street retail store, a cabin on the outskirts of town, a home in an established neighborhood and a residence in an upscale subdivision. Talk to representative owners and get their reactions to the proposal.

The daily police blotter reports numerous calls to break-ins and thefts in a neighborhood. The police announce a crackdown with extra patrols, and that's reported. But have you walked through the neighborhood yourself to take a pulse of the families?

The fall harvest will soon be here. How do local yields compare to statewide and national trends? What's the ripple effect on the local economy? Are local farm operations merging? Is a farmer forced to sell, ending three generations of family ownership? An auction signals the last chapter of a foreclosed property.

Annual reports are routinely presented at meetings of local government bodies – from a wrap-up of parent advisory council activities to building permits to public safety. Identify the most compelling statistics. Highlight

those in a story, accompanied by a sidebar with the overall facts and figures. The package may generate follow-up coverage.

You don't have to wait for official reports. Brainstorm other ways to bring statistics to life.

Do a feature package on neighborhood activities for National Night Out. Incorporate a sidebar and graphic highlighting appropriate public safety statistics pointing out where the community is doing well and not doing so good.

Does your community have a Habitat for Humanity program? The volunteers and host family are a natural story. In addition, flesh out statistics to beef up the package. What is the available housing stock locally and what is the average price? Is there a homeless problem, and can it be described in numbers? What is the menu of financing programs for first-time homebuyers?

Many communities honor a volunteer of the year. Is there an umbrella organization that compiles the total number of volunteer hours contributed by businesses and civic organizations in a year?

Round out your high school graduation story with accompanying statistics on a class's cumulative academic achievements – specifically, what's the grand total of post-secondary scholarships awarded to the graduates? Profile a handful of the more noteworthy recipients.

All of these scenarios present opportunity to report statistics, but a recitation of numbers without interpretation offers little substance for readers. Stories are more vivid and meaningful when names are attached to everyday news. It's a winning formula for your newspaper and your community.

*Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at [www.pumarlo.com](http://www.pumarlo.com) and welcomes comments and questions at [jim@pumarlo.com](mailto:jim@pumarlo.com).*



# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**GENERAL ASSIGNMENT INTERN.** Intern wanted who can be a general assignment reporter,, 30 to 40 hours per week. \$20 an hour. Contact Publisher Ron Slechta and News Editor James Jennings at The News, PO Box 430, Kalona IA 52247 or email publisher@thenews-ia.com or call 319-656-2273.

**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.

**SPORTS EDITOR/REPORTER.** Sports editor/reporter needed for weekly newspaper covering 4 school districts. Near Iowa City. Call Ron Slechta, Publisher, The News. 319-656-2273. Or send resumes to Ron Slechta at publisher@thenews-ia.com or PO Box 430, Kalona, IA 52247

## ▼ FOR SALE

**NEW LISTING! For sale:** Northwest 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](http://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@inaneus.com](mailto:cgordon@inaneus.com).*



## Iowa Newspaper Association Bulletin

www.INAnews.com

### IN THIS ISSUE...

- Best Practices for Public Notice

#### REPORT FOR AMERICA - cont. from page 1

throughout the application period. To begin the application process or to learn more information, news organizations can visit [www.reportforamerica.org](http://www.reportforamerica.org) or send an email to: [info@reportforamerica.org](mailto:info@reportforamerica.org).

*About Report for America: Report for America is a national service program that places talented emerging journalists in local newsrooms to report on under-covered topics and communities. Launched in 2017 and donor-financed, Report for America is creating a new, sustainable system that provides Americans with the information they need to improve their communities, hold powerful institutions accountable, and rebuild trust in the media. Report for America is an initiative of The GroundTruth Project, a registered 501(c)(3) nonprofit organization. GroundTruth is an award-winning nonprofit media organization with an established track record of training and supporting teams of emerging journalists around the world and in the U.S.*

*Sam Kille brings more than two decades of nonprofit communications and leadership experience to his role as Marketing and Public Relations Manager. He has secured media coverage with print and broadcast outlets around the world, and has appeared on several national programs, including CNN American Morning; Wake Up With Al; MSNBC Live; FOX News Live; Katie Couric; CBS Early Show; Celebrity Apprentice; Anderson Cooper Live; and Wall Street Journal Live.*

**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 Susan James at [sjames@inanews.com](mailto:sjames@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.

#### BOOST LOCAL NEWS - cont. from page 3

reading in print or online, the act offers payroll tax credits to employ and adequately compensate local journalists.

Leonard Woolsey, president of the Galveston, Texas, Daily News, and Southern Newspapers, put it this way in a recent column:

"We are a small business and privately held. No fancy towers in New York City. No, our modest world headquarters sits right off Interstate 45 as you cross onto the island. And our employees are as local as they get. You see us at the local grocery stores, farmers markets and places of worship.

"Our hope is that your support — reaching out to your congressional representatives — will allow us to continue and serve and play a role in our community for years to come."

According to America's Newspapers, there are now 37 cosponsors of HR 7640. I urge you to tell your local member of Congress to join this bipartisan effort.

*Dennis Hetzel is a consultant, freelance journalist and author of two political thrillers. In earlier lives, he was a reporter, editor, publisher, journalism professor and executive director of the Ohio News Media Association. His new novel, "The Vanished," will be published later in 2020 or 2021 by Headline Books. You can reach him through his website, [www.DennisHetzel.com](http://www.DennisHetzel.com).*

*This article was reprinted from America's Newspapers. Read the article online by visiting <http://newspapers.org/stories/hetzel,4156856>.*



*An Iowa Newspaper Foundation webinar...*

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## BEST PRACTICES FOR Public Notice

**Friday, August 14 · 1-2 p.m.**

**Registration fee: FREE · Deadline: August 11**

### IN THIS WEBINAR...

Public notices have an historically important role of informing the public. They've also become the most important single source of classified revenue for many newspapers. But there's no category of revenue that faces greater threats as newspapers fight literally dozens of legislative measures across the country every year to take notices out of print. There are specific, helpful things you can do to protect and even grow this revenue. It starts with treating your notice advertisers like the important customers they are. You can arm yourself with the "talking points" you need to have at your disposal when the topic comes up with advertisers, legislators and the general public.

Our presenters will show you specifically how to do that and more. They're two leading experts who have successfully fought for years to help newspapers keep notices in print where they belong: Richard Karpel of the Public Notice Resource Center and Dennis Hetzel, a former editor, publisher and executive director of the Ohio News Media Association.

### THE PRESENTERS...

#### **Dennis Hetzel & Richard Karpel**

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 University 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.

Richard Karpel is the owner of Karpel Public Affairs, an association management company based in Carson City, Nevada, that represents nonprofit organizations in the newspaper industry. He is also executive director of the Public Notice Resource Center and the Nevada Press Association, and was formerly executive director of the American Society of News Editors and the Association of Alternative Newsweeklies.

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