

August 19, 2020



Volume 37  
Issue 32

## CALENDAR of EVENTS

### MEETINGS

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

# Iowa Newspaper Association Bulletin

www.INAnews.com

## Don't miss out on National Newspaper Week 2020

### SUSAN PATTERSON PLANK

EXECUTIVE DIRECTOR, IOWA NEWSPAPER ASSOCIATION  
NATIONAL NEWSPAPER WEEK CHAIR

**T**his year's observance of National Newspaper Week will be held Oct. 4-10.

This 80th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.



Susan Patterson Plank

The content kit online currently contains promotional ads; all available for download at no charge to daily and non-daily newspapers across North America. We will continue to update the kit with additional materials including editorials and editorial cartoons as the week approaches.

Additional materials for use by newspapers promoting NNW will be posted below as they become available.

"America Needs Journalists" is this year's theme. We want to thank the Iowa City Daily Iowan for helping with the concept of the campaign. Visit <https://www.americanneedsjournalists.com/> to learn more about the work they are doing to support student journalists.

**PLAN TO CELEBRATE** National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

## Download the 2020 National Newspaper Week ad campaign

Newspapers are encouraged to use one or all of the ads from this year's campaign in their newspaper. Feel free to start running the ads during National Newspaper Week and continue them in the days and weeks that follow.

Visit [nationalnewspaperweek.com](http://nationalnewspaperweek.com) to access a Dropbox folder with five different ads in seven sizes. Pick the size that is right for your newspaper.

Newspapers are also encouraged to replace the "National Newspaper Week" line in the ad with their own flags or logos.

## AMERICA NEEDS JOURNALISTS

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

**MAKE IT LOCAL** by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource.

We want to thank our members for supporting National Newspaper Week. You already know there is power in association. And the same principle holds when associations like ours band together to provide even greater impact — both directly to newspaper members locally and collectively to the overall industry nationwide.

*For more information contact Committee Chair Susan Patterson Plank, executive director of the Iowa Newspaper Association at [spattersonplank@innews.com](mailto:spattersonplank@innews.com).*



### Empowering the informed.

Journalists shed light on vital issues that may otherwise be left in the dark. They expose problems and give citizens the tools they need to make informed decisions about issues that impact everyday life in their community.

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10

*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.*

**KICK-OFF OCTOBER 1, 2020 • ONLINE PROGRAM**

Iowa Newspaper Foundation

# ANNUAL WRITING WORKSHOP

Registration coming soon!



**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.

## CONTACT US



**Phone** 515-244-2145

**Website** [www.INAnews.com](http://www.INAnews.com)

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

#### Executive Director

Susan Patterson Plank  
ext. 125 [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com)

#### Sales and Marketing Director

Samantha Fett  
ext. 140 [sfett@cnaads.com](mailto:sfett@cnaads.com)

#### Communications Director

Cicely Gordon  
ext. 133 [cgordon@inanews.com](mailto:cgordon@inanews.com)

#### Media Director

Autumn Phillips  
ext. 136 [aphillips@cnaads.com](mailto:aphillips@cnaads.com)

#### Program Director

Jana Shepherd  
ext. 159 [jshepherd@inanews.com](mailto:jshepherd@inanews.com)

#### Technology & Digital Development Manager

Susan James  
ext. 129 [sjames@cnaads.com](mailto:sjames@cnaads.com)

### BOARD PRESIDENTS

#### Iowa Newspaper Association

Karen Spurgeon, Bloomfield Democrat  
641-664-2334  
[karen@bdemo.com](mailto:karen@bdemo.com)

#### INA Services Company

Becky Maxwell, Albion-Monroe County News  
641-932-7121  
[becky@albianews.com](mailto:becky@albianews.com)

#### 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*)



# How to serve up a tasty 'truth sandwich?'

*The secret sauce is emphatic word order.*

**ROY PETER CLARK**  
POYNTER

I want to lend my support to an experiment on how to solve a serious reporting problem. Important people tell lies. Journalists seek to expose those lies and the bad intentions behind them. The exposure of a lie can spread the lie. Do I ignore the lie and hope it does not become poison in the body politic? Do I report it, check it against the facts, and leave it to the public to render judgment?

Or is there another way?

I am late to the game, but my tardiness has now let me examine the opinion of journalists, scholars and critics, represented in a Twitter sequence that cites New York University professor Jay Rosen, PBS reporter Yamiche Alcindor, retired UC Berkeley professor of linguistics George Lakoff, CNN chief media correspondent Brian Stelter, and Washington Post media columnist Margaret Sullivan.

The proposed antidote to political lying even has a name now, which I first heard during a conversation on "Reliable Sources," Stelter's CNN show. Call it the "truth sandwich."

It derives from the work of Lakoff, an expert on strategic language and the framing of civic arguments. His proposed formula, summarized on Twitter, goes like this:

## TRUTH SANDWICH:

1. Start with the truth. The first frame gets the advantage.
2. Indicate the lie. Avoid amplifying the specific language if possible.
3. Return to the truth. Always repeat truths more than lies.

Rosen, a north star among academic critics of the news media, tweets: "Some lies and acts of disinformation are too important to be ignored. But repeating them in news accounts only helps them spread. What to do? Position the troublesome claim between true statements, like a sandwich."

Rosen offered an Aug. 13 example from Alcindor: "It's been a few days since VP nominee Kamala Harris joined Joe Biden's ticket & birtherism attacks have begun....a Trump campaign advisor is openly questioning whether Harris is eligible to be on the ticket. Harris was born in the U.S. & is clearly eligible."

Rosen's reading of this tweet: "First state what is true. Then introduce the truthless or misleading statement. Then repeat what is true, so that the falsehood is neither the first impression nor the takeaway."

My modest contribution to this idea will come from the world of practical rhetoric, used in journalism and

TRUTH SANDWICH - cont. on page 4



literature. But before I get there, I can't resist tweaking the name of the strategy. Critics of Lakoff are way ahead of me. An Aug. 5 column in The Wall Street Journal by Crispin Sartwell argues that Lakoff's solution to manipulating the people is to find a different way to manipulate the people. The headline: "'Truth Sandwich'? Baloney!"

Let's think about the phrase "truth sandwich" for a minute. By turning a report into a sandwich, I have turned the reporter into a short-order cook. This appeals to me in a New York City tabloid, working-stiff kind of way. The reader is hungry. I serve up something tasty.

*What I am saying here is that journalists understand positioning as a form of emphasis — even news judgment. The most common editorial gesture is to take something down in the story and move it up, giving it greater attention. The second most common editorial gesture is to take something less important and move it down in the story.*

What kind of sandwich do you want? Ham and cheese? Tuna? BLT? Whatever the reader orders, the stuff that defines the sandwich will go in the MIDDLE. So, in a sense, Yamiche Alcindor has not served up a "truth" sandwich, but a "lie" sandwich. The lie is in the middle. The bread provides the pieces of truth to contain the lie. Tweaking the Journal: Truth on the outside. Baloney in the middle.

In a rhetorical sense, we can refer to this as "emphatic word order." This strategy is so important in all of public writing that I list it as No. 2 among my 55 top writing tools: "Order words for emphasis. Place emphatic words in a sentence at the beginning and the end."

My favorite example comes from the tragedy "Macbeth." There is a scream offstage. A messenger enters and announces to the ambitious Thane of Cawdor: "The Queen, my lord, is dead."

As my students and colleagues know, I never tire of parsing these six words. I would have written it "The Queen is dead, my lord." But Shakespeare is up to something in his version. He uses two commas, which invites the actor to slow his delivery for dramatic effect. The Queen is so important she comes first, the subject of the sentence. The courtly etiquette, "my lord," not essential to our basic meaning, is tucked in the middle. The news, the nut, the tragic epiphany — "is dead" — comes last, where it resonates.

The shape of that — very important, not so important, even more important — bears the structural elements of our proposed sandwich.

In the necrology of the news craft — the language of death — traditionalists might accuse Shakespeare of "burying the lead." Of course, to place the most important element first would make the actor sound like Yoda: "Dead the Queen is, my lord."

In spite of the top-heaviness of news stories and

the narrative arteriosclerosis of the inverted pyramid, journalists have their way of honoring a good ending, usually in the form of a "kicker" — a clever sendoff.

What I am saying here is that journalists understand *positioning as a form of emphasis* — even news judgment. The most common editorial gesture is to take something down in the story and move it up, giving it greater attention. The second most common editorial gesture is to take something less important and move it down in the story.

The position of least emphasis turns out to be the middle. As the great Jacqui Banaszynski once confessed: "I have been praised for my leads. I have been praised for my endings. But I have not once been praised for my middles."

In a larger context, the sagging middle is a problem in news writing and reading. Without a reward for the reader in the middle — an anecdote, a sparkling quote — the reader heads for the exit. In the compressed formats of social media, this is less of a problem.

Of course, a writer can choose to emphasize something by placing it in the middle. Shakespeare offered dramatic high points in Act 3 of a five-act play.

Or consider the first sentence of Sylvia Plath in her autobiographical novel "The Bell Jar": "It was a queer, sultry summer, the summer they electrocuted the Rosenbergs, and I didn't know what I was doing in New York." That jolt in the middle — about electrocution — will recur and build to the moment when the main character is given shock therapy after a suicide attempt.

So, yes, the writer can place emphasis in the middle. But the result can look bulgy, distorted, a big snake trying to digest a turtle.

We think that forms of news telling have existed forever. The truth is that they were all created — the inverted pyramid, the human-interest story, and now the tweet — to solve new problems and take advantage of new opportunities.

We have a new problem to solve. A big one. Let's get cooking.

*Roy Peter Clark teaches writing at Poynter. He can be reached via email at [roypc@poynter.org](mailto:roypc@poynter.org) or on Twitter at [@RoyPeterClark](https://twitter.com/RoyPeterClark).*

*This article was originally published by Poynter. Visit <https://www.poynter.org/reporting-editing/2020/how-to-serve-up-a-tasty-truth-sandwich/> to read this article online.*

# 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.

**NEWS EDITOR.** Immediate opening for News Editor for weekly near Iowa City. Contact Ron Slechta publisher@thenews-ia.com or 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.** The Spencer Daily Reporter, located at the entry to the Iowa Great Lakes, is looking for an energetic Sports Editor to join our award winning editorial department. The ideal individual will have strong writing and story telling skills, a nose for sports features, people skills, photography experience and be willing to be part of fun, dedicated team. Social media and video skills a plus. Individual will be writing previews, covering two local high school teams and one college team. Experience preferred but willing to consider the right candidate with a desire to grow in the job. Benefits include health and dental insurance, paid days off, holiday pay, 401K, flexible spending account. Please send cover letter, resume and any writing or photography samples to Randy Cauthron, Spencer Daily Reporter, PO Box 197, Spencer, IA 51301 or email: rcauthron@spencerdailyreporter.com.

## ▼ 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

FREE MEMBER EXCHANGE - cont. on page 6



## Iowa Newspaper Association Bulletin

[www.INAnews.com](http://www.INAnews.com)

### IN THIS ISSUE...

#### FREE MEMBER EXCHANGE - cont. from page 5

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](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 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](mailto:cgordon@inanews.com).*