

October 14, 2020



Volume 37
Issue 40

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

WEBINARS

Using Data to Improve
Your Journalism
Friday, October 23

Live Streaming Video and
Live Video
Thursday, October 29

MEETINGS

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

DEADLINES

Submit 2021 contest
entries
Friday, October 16



Don't let fatigue and friction keep you from covering the pandemic

AL CROSS, PRESIDENT
THE SOCIETY OF PROFESSIONAL JOURNALISTS

Just as some people are tiring of taking precautions against the novel coronavirus, helping it spread, I'm sure some newsrooms are tiring of covering it. And that helps it spread, too, by making it seem less of a threat, and discouraging precautions.

And I fear that some newsrooms aren't just tired of covering the pandemic, but have scaled back their coverage because of objections from people who think the pandemic is overblown or even a hoax.

Let me be quick to say that I haven't seen such a trend in the newspapers I read regularly, but I tend to read high-quality newspapers, so that's not probative evidence.

What I do know is that news organizations all over the country are getting pushback.

"No matter how carefully we report . . . for the first time, our readers are questioning the credibility of our reporting on the virus, and that's dismaying," said Les Zaitz, editor-publisher of the weekly *Malheur Enterprise* in eastern Oregon.

Zaitz made the comment on a panel during the Society of Professional Journalists conference this month, and I followed up with him via email.

"We consistently have people telling us they don't believe the numbers we report about total coronavirus infections, and the positive testing rate," he wrote. "They accuse us of being in league with government officials to overstate the cases. Some say this is to effect more government control over people. We cite our sources, link to those government sources, and regularly explain the data in plain terms.

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.

2021

CONTEST CORNER

The deadline to submit entries for the Better Newspaper Contests is Friday, October 16 at 4:30 p.m.!

Resources available for your last-minute questions!

We're getting down to the wire. The deadline to submit entries for the Better Newspaper Contests is Friday, October 16. All entries must be submitted and uploaded to the betternewspapercontest.com website by 4:30 p.m.; hard-copy examples must be postmarked on or before October 16. In past years, many entries were submitted in the 1-2 hours prior to the deadline, sometimes resulting in system slowness. To prevent any frustrations, which could be caused by internet speed, it is in your best interest to submit your entries as early as possible. If you would like to drop off your entries in person, please contact Jana Shepherd at jshepherd@inanews.com prior to Thursday, October 15.

To view an online tutorial that was created to assist INA members in preparing and selecting contest entries, go to INAnews.com. In the top right corner, hover over the "Convention" tab, select "Contest" and "Entry Information".

The contest entry guide contains detailed instructions on how to prepare and upload your entries. The call for entries contains all of the entry categories and specific details for each. Both of these can be found in the Contest section of INAnews.com.

If you have additional questions as you submit entries call the INA between the hours of 8 a.m.-5 p.m. at 515-244-2145 or email ina@inanews.com.

CONTEST TIMELINE

September 9 & 16, 2020 - Distribute 2021 Call for Entries in INA Bulletin

October 16, 2020 4:30pm - Contest entry deadline

November 2020 - Contest entries judged by MDCC Press Association members

December 2020 - Winners notified by INF

February 2021 - Winners announced during Convention Awards Banquet

Entries must have been published between **Oct. 1, 2019 and Sept. 30, 2020**, to be eligible.

Questions?

Contact INA/INF at 515-244-2145 or ina@inanews.com.

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IT'S CONTEST TIME!

Entries can now be submitted online at

<https://betternewspapercontest.com/iowa2021>



Zack Kucharski accepted the Bill Monroe Innovation award on behalf of the Cedar Rapids Gazette during the 2019 INA Convention and Trade Show Awards Banquet. (Photo by Michael Watson.)



Why we participate in contest...

Few of us get into journalism to win awards. Many more of us seek to learn every day, introduce and highlight interesting people and the work done in our towns or better the places we live through connecting people economically. So why participate in the INF Better Newspaper Contest? The awards program helps us do these things.

Participating in the INF Better Newspaper Contest helps us showcase the very best of Iowa journalism, share ideas and good reporting techniques, help us meet our up and coming journalists, and provide validation to our communities the work we do is high quality. This value far exceeds the entry fee.

But it doesn't stop there. It's a small nod of validation to the reporter questioning their career choice or the push our team needs to dig deeper when folks are at their limit and telling the story isn't easy.

The entry dues to the Better Newspaper Contest helps fund opportunities for programming and education that develop current and future journalists in our state. We all benefit from this.

The Gazette has been active participants in the annual awards because we want the Iowa journalism ecosystem to thrive. We want to grow in our craft and we want to strengthen our communities. We want to push ourselves harder and celebrate a job well done.

It's not about winning a single award (though we do covet best ad featuring miscellaneous)... but is about doing the work, doing it well and making us all better along the way. Join us.

- **Zack Kucharski**, Cedar Rapids Gazette

He added, "We also get pushback in reporting on when government imposes restrictions (limiting restaurants, for instance). We are accused of fearmongering and trying to panic people. Again, we clearly cite our sources."

I got similar reports from some editors of Landmark Community Newspapers, with the help of Editorial Director John Nelson, who surveyed them at my request.

"The most intense feedback has been on social media, specifically Facebook," wrote Editor Hugh Willett of the Roane County News in East Tennessee. "We are posting the regular updates on positive cases, deaths, etc., that come from the county mayor's office. These posts generate a large number of responses and quickly deteriorate into name calling over mask use, government overreach, etc."

"We have gotten a lot negative feedback on Facebook," wrote Editor Travis Jenkins of The News & Reporter in Chester, S.C. "Lots of folks calling it the 'plandemic' and so forth. Lots of people arguing masks don't work, it infringes on their rights, and such as that. Anytime we post anything about mask ordinances or covid, it goes berserk."

Ben Sheroan, who edits one of Landmark's two dailies, The News-Enterprise in Elizabethtown, Ky., wrote that the paper "sees a lot of rude remarks and argumentative interaction on posts about daily covid reports and other covid-related stories."

Sheroan said the paper has sometimes changed its coverage "by simply being responsive to questions raised. For example, adding the positivity rate in a subsequent daily report, or providing data about the number of people hospitalized in a neighboring county. We have found sources to do stories about people who have lost family members or suffered illness."

The stories of the sick are important, to impress upon skeptical readers that covid-19 is a real disease, and a tough one. Leads can come from social media. That's what the weekly Licking Valley Courier in West Liberty, Ky., did when a county official posted on Facebook, "For those who don't think covid-19 is real, it is. I tested positive."

Editor Miranda Cantrell put a note at the end of her story about the official's post, asking other victims to tell their stories, because locals wonder "whether the

effects are as severe as mainstream media outlets have reported."

Yes, they do, but they are more likely to trust a local news outlet than one based somewhere else, so local editors and reports have a responsibility to tell the story of the pandemic and not flinch from friction or fatigue.

"Our main obligation is to give information to the public that's authoritative, truthful and important," Rick Berke, executive editor of Stat, said during another SPJ session. He said it's "urgent" to write more stories "about how bad this is and how it affects people."

Berke, who covered politics for The New York Times, recalled that covering the topic after the 2001 terrorist attacks "was really hard because everyone was so nice to each other," so he was shocked to see the pandemic "become so politicized."

Another editor in the session, Steve Riley of the Houston Chronicle, said some readers are suspicious of national newspapers. He said anytime his paper publishes a front-page story from the Times or The Washington Post, both of which President Trump has attacked, it gets "emails that seem scripted from Fox News . . . It's our job to cut through the crap and provided unfettered, straight, reliable news, no matter where it falls."

Times science correspondent Donald McNeil Jr. said, "Every organ of government has been corrupted in this pandemic . . . Our role in this pandemic has been more important in many more crises in this country because there has been such an effort to suppress the truth, and we're fighting that."

Riley advised, "Be engaged with your critics." He said he tries to "explain in a calming way the role that we have. . . the folks will at least nod their head and appreciate the response."

Al Cross edited and managed rural newspapers before covering politics for the Louisville Courier Journal and serving as president of the Society of Professional Journalists. He is a journalism professor at the University of Kentucky and director of its Institute for Rural Journalism and Community Issues, which publishes The Rural Blog at <http://irjci.blogspot.com>.

*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	SEPTEMBER SALES	Difference	% Increase
\$674,015	\$360,495		\$313,520	87%
2020	2019	Year-to-Date Sales	Difference	% Increase
\$3,443,415	\$4,100,868		-\$657,453	-16%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$4,117,430	\$4,461,363		-\$343,933	-8%

Sales Summary: In September, CNA sold **\$296,112** in display advertising into Iowa newspapers.



FREE MEMBER EXCHANGE

▼ HELP WANTED

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

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.

If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.

Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.

Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.

Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.

For more information, contact Cicely Gordon at cgordon@inanews.com.



Iowa Newspaper Association

Bulletin

www.INAnews.com

IN THIS ISSUE...

- Using Data to Improve Your Journalism
- Live Streaming Video and Live Video



PPP Loans under \$50K Get Simplified Forgiveness Process

The US Department of Treasury and Small Business Administration have released a new form for Paycheck Protection Program borrowers for loan forgiveness if they received \$50,000 or less.

The process should help to streamline the process for small businesses that completed their covered period by June 30. For others that received June, July or August loans and opted for the 24-week covered period, the form will be available for use at the conclusion of their covered period or Dec. 31.

SBA has been criticized for not processing lenders' forgiveness applications, but now says it began forgiving loans on Oct. 2 and would proceed to process applications in an "expeditious manner."

The new form is located at: <https://home.treasury.gov/system/files/136/PPP-Loan-Forgiveness-Application-Form-3508S.pdf>



An Iowa Newspaper Foundation webinar...

Using Data to Inform and Improve Your Journalism

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



Friday, October 23 · 1-2 p.m.

Registration fee: FREE · Deadline: October 20

IN THIS WEBINAR...

All publishers want to become indispensable to their audiences. They want to know what drives engagement and subscriptions, how to make their work part of a reader's daily habit and how deeply to cover topics that matter. Those questions are not easily answered with conventional web analytics that were never intended for journalists. What people click on, spend time with, subscribe to and share can reveal why they rely on a publisher for their news and information. But data overload can become overwhelming, even paralyzing to decision making.

With insights from the American Press Institute's Metrics for News software and services, we will discuss which measures of engagement to focus on (hint: not just page views) and how to define success. Through a series of 11 lessons on using metrics for newsroom change (gathered from our work with 100+ newsroom partners), participants will learn how to prioritize which metrics to track and tips for leveraging the data-collection tool(s) they already use.

THE PRESENTER...

Katie Kutsko



Katie Kutsko is a graduate of the University of Kansas and the education & strategy manager for the American Press Institute's Metrics for News program. She empowers prospective and newly-signed partners to understand how MFN's suite of products can help them build a loyal and engaged audience over time. While at KU, she served as editor-in-chief at the University Daily Kansan, where she led a newsroom transformation from a print mindset to a digital-first operation. She has interned at the Chicago Tribune, Indianapolis Star and Lawrence (Kan.) Journal-World.

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



An Iowa Newspaper Foundation webinar...

LIVE STREAMING VIDEO AND SOCIAL VIDEO

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

Thursday, October 29 · 1-2 p.m.

Registration fee: FREE · Deadline: October 26

IN THIS WEBINAR...

Live streaming video is being used for breaking news, election programming, music and arts programming and more. Mobile apps like Facebook Live, IGTV, Periscope, Livestream and StreamYard make streaming live video easy and accessible. Learn to use the best apps, shoot the best video, get quality audio and how to interact with viewers during your broadcast.

THE PRESENTERS...

Val Hoepfner



Val Hoepfner is a digital journalist, training and media strategist. She has worked in digital, mobile and multi-platform journalism for more than 15 years. As CEO of Val Hoepfner Media and Consulting, LLC, Hoepfner travels to newsrooms, universities and media conferences where she creates and leads training for journalists in engagement, change management and developing digital and mobile workflow. Hoepfner is a member of the Native American Journalist Association, Online News Association, Association Press Photo Managers, American Society of News Editors, the Recording Academy and Public Radio in Mid America.

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Group discounts are available. Visit our website for more information.

Registrations submitted after the deadline will be subject to a \$10 late fee. Registrations are accepted up until the day of the webinar.

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

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