

November 18, 2020



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Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

SAVE THE DATE

2021 Tri-State Newspaper
Convention
February 4-5, 2021



How journalists can ward off burnout

Start by understanding trauma and practicing digital wellness

SAMANTHA RAGLAND
POYNTER.

This is a hard time for all journalists. It's a time when we are more journalist than any other role we hold. It's a time when our attempts at escaping this work, this role, are halted by even the slightest news consumers in our lives. Still, this is not a time that we should forget that, yes, we are more than journalists.

We are people — mothers and fathers, sons, daughters, friends and coaches and caregivers. We have families and lives outside this work and beyond these screens.

So when it comes to us — to you caring for you — start with knowing that the work of being a journalist is

an occupational hazard. As I teach in Poynter's trauma and resilience course, it is impossible to see what you've seen, share the stories you've shared and not pick up a residue of stress and trauma.

The two manifest in all of us differently. (If you haven't already, read Hannah Storm's PTSD story to see what I mean.) But what I've seen through delivering this training to newsrooms is that often we discount or downgrade how we're feeling. Sometimes, it's because, well, we're journalists. We've got thick skin, no tears and a mission. And sometimes, this is because we're not on the frontlines of the election story or the pandemic story or the racial equity story or ... the list goes on.

Indirect trauma can be just as detrimental to our

BURNOUT - cont. on page 3

meeting minutes

INA Services Company | Boar of Directors November 12, 2020 Minutes

The INA Services Co. Board met via Zoom at 12:08 p.m. with the following members present: Sarah Lefebber, Ames Iowa State Daily; Becky Maxwell, Albia Union-Republican; Karen Spurgeon; Bloomfield Democrat; Ron Gutierrez, Clinton Herald; Deb Anslem, Davenport Quad-City Times; Terry Christiansen, Fort Dodge Messenger; Tony Baranowski, Iowa Falls Times-Citizen and Matt Bryant, Southeast Iowa Union. Also present were Samantha Fett, INA Services Co; Jana Shepard, INF; Susan Patterson Plank, INA.

Votes taken:

- On a motion by Bryant, seconded by Baranowski, the minutes of the July 17, 2020 board meeting was approved.
- On a motion by Baranowski, seconded by Gutierrez, the board approved the 2021 consolidated budget as presented.
- On a motion by Baranowski seconded by Bryant, the board approved the Deposit Resolution—Banking and Treasury Management Authorization Certificate.

Other items discussed:

- The board heard a sale update from Fett.
- The board received a board attendance report.

There being no further business the meeting was adjourned at 12:30 p.m.

Respectfully submitted,
Samantha Fett

NOVEMBER 11, 2020 - CORRECTION

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	OCTOBER SALES	Difference	% Increase
\$1,427,463	\$360,495		\$1,066,968	87%
2020	2019	Year-to-Date Sales	Difference	% Increase
\$5,544,893	\$4,788,390		\$756,503	-16%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$5,544,893	\$6,048,000		-\$503,107	-8%

Sales Summary: In October, CNA sold \$998,124 in display advertising into Iowa Newspapers.

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work, our bodies and our relationships as direct trauma can be.

You may be noticing headaches, constant fatigue, excessive fear or catastrophizing, forgetfulness, clinginess or loss of purpose — all impacts of trauma. And they're likely compounded by the invisible labor you cannot escape because you are as much a part of the story as you are the storyteller or story distributor.

Please don't dismiss what your body, mind and emotions are telling you. As any trauma therapist will say, "The body keeps the score."

And for Black and Brown bodies, especially, this score is not just from your own game. We learn through trauma therapist Resmaa Menakem that it can be traced to the games of the generations that came before us.

So what are some ways to manage the impacts of the trauma and stress you're experiencing this week — and this year?

1. Set realistic expectations.
2. Foster boredom.
3. Create good sleep hygiene.

But what about the fact that you're more connected and more online than ever before? As journalists covering the most intense news year of our lifetimes, if anyone is going to burn out, it'll be us — the ones who have likely embraced, not refused, this always-on culture that has defined our recent years. This is why self-care has to go beyond your body and mind and into your digital spaces.

A study from Virginia Tech found that the presence of a cell phone (even if it's turned off) can decrease your focus. Even having a phone (on or off) within sight or reach reduces your ability to perform tasks, it said.

The challenge is doing the work of a journalist without a phone. This is a tall order while you're on the clock, but challenge yourself to exist off the clock without your phone in sight or reach. If this is too much to ask — too much to risk — start small with phone-free meals. Start today.

Coming to grips with the connection (ahem, dependency) we have with our phones and intentionally parting ways, large or small, is the first step to a more positive state of digital wellness. Another way? Doing digital laundry.

I know we journalists crack jokes about how many browser tabs we have open, and for the most part, we've

gotten over the embarrassment of showing our cluttered desktops (digital and physical). Working from home during a global pandemic, a historic election and a racial reckoning will do that to a person. But doing a brief but focused load of digital laundry tonight can mean a smoother, less anxiety-filled day tomorrow.

The digital clutter has to go. Before you close down, check your computer's desktop. How many files are there? How many will you truly need when you clock back in?

Step 1: Declutter this space by creating a new folder, call it "Nov2020" or "Fall2020" and move everything from your desktop into that folder.

Step 2: At a later date, preferably still this month or season, go into this folder and organize it in subfolders, deleting what's no longer needed.

Step 3: Repeat steps 1 and 2 at regular intervals (monthly, seasonally or quarterly).

Do something similar with your phone by updating your home screen, removing badge notifications from apps or setting up your do not disturb. Or challenge yourself to go the weekend without your wearable tech. Start small, and again, start today.

Listen, journalists, you have been going non-stop for months, and if you're feeling tired or easily annoyed or quickly distracted, you aren't alone. In fact, this response is completely normal. Surge capacity is real — and you will eventually run empty.

Today, I hope you consider refilling yourself. I hope you start small.

Maybe that's with the realization that you don't have to be on the frontlines of 2020 to experience trauma, stress and burnout. Maybe you start with taking back some of your time, as former CEO of LinkedIn Jeff Weiner shares in his article "The importance of scheduling nothing." There's no shame in setting a meeting for yourself to take a walk or answer email or just breathe. Maybe you delete all those unread emails from months past — or archive them, at least. A quick load of digital laundry can do your brain some good.

Whatever you decide, decide now and start today.

Samantha Ragland writes for Poynter. Follow her on Twitter @sammyragland. Visit <https://www.poynter.org/business-work/2020/how-journalists-can-ward-off-burnout/> to read this article online.

CONTEST TIMELINE

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.

RATE INFORMATION FORMS DUE NOVEMBER 25, 2020

It's that time of year to update rates on file!

Customized Newspaper Advertising (CNA) is the sales and marketing affiliate of the Iowa Newspaper Association, which includes more than 250 newspapers. CNA is an extension of your newspaper's local sales staff and has a mission to drive new revenue to your newspaper!

The CNA staff is your partner in making newspapers and their print and digital solutions an even more attractive and easy advertising option for advertisers. Information for updating your Rate Information Forms was distributed November 10, 2020. If you have not yet submitted your rate changes/updates, please do so by November 25, 2020. All rates should be updated online for CNA placement purposes.

Please provide updated rates, deadlines, and production details. CNA then uses this information for the next year to quickly develop proposals and estimates for current and potential clients. Rates provided will be valid January 1-December 31, 2021. If new rates are not received, CNA will use rates on file from 2020.

For questions regarding the Rate Information Form access, or if you did not receive your email access for updating, please contact the CNA Media Department 515-244-2145 ext. 152, media@cnaads.com.

Relevance Project now offers a growing Revenue Resource

The Relevance Project, an initiative of the Newspaper Association Managers, now offers on www.relevanceproject.net a growing Revenue Resource section to boost your sales efforts, an insightful blog that highlights trends and smart advice, and a series of promotions to uplift community newspapers. All are regularly updated.

The Revenue Resource includes 15 powerful "Calls To Action" that prove newspaper ads work and a special offer where a newspaper can obtain market data on projected household spending for five ad categories -- along with teaser and spec ads. For additional details, read more here.

Note: You can use everything on www.relevanceproject.com at no charge, thanks to your association's support of The Relevance Project.

Download this ad and other resources by visiting <https://relevanceprojectnet.wordpress.com/revenue-resource-2020/>



NEWSPAPER ADS WORK.

7 out of **10** newspaper readers who read an **apparel ad** took action after seeing the ad.*

THE TOP ACTIONS ARE >>>

- >>> Gather more information regarding the product
- >>> More favorable opinion of the advertiser
- >>> Visit advertiser's website

ALL TOGETHER NOW As our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than we do.

Nobody delivers a more engaged audience than we do. Our growth online, combined with print, is impressive as more readers turn to us for local news.

Newspapers are your best investment.
We care about local.



NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.

Design by Metro Creative Graphics, Inc.
*Source: Coda Ventures Newspaper Ad Effectiveness Service

FREE MEMBER EXCHANGE

▼ HELP WANTED

EDITORS, REPORTERS, GRAPHICS/COMPOSITION, SALES REPS, SALES MANAGERS AND PRESS OPERATORS.

Enterprise Media in Charles City, Iowa is expanding. I know, that sounds funny in this day and age, but we are in need of editors; reporters; graphics/composition folks; sales reps; sales managers; and press operators (preferably Goss, but will accommodate). We're looking for professionals who are interested in a career rather than just a job. We've got a plan and need dedicated team members. We publish 4 newspapers, 3 shoppers, several magazines, do web design, do web printing on a 7 unit Goss with 2 4 high stacks. The Charles City Press recently reduced to publishing twice weekly, but we wish to return to daily. We're privately owned, offer top salaries to the right individuals with health, life insurance and other incentives. This is a solid community and we offer a great working environment. If you are serious about your career in media, we could be the perfect landing spot for you. We want you as part of our team to help us grow. Now is the time! To explore your next career contact: Christopher Hall via email at christopherhall@charlescitypress.com equal opportunity employer.

NEWS REPORTER. The Oskaloosa Herald is searching for a full-time news writer to join its award-winning staff. Our next reporter must be a self-starter with a passion for reporting important stories to our community. The Oskaloosa Herald offers a great opportunity for reporters to grow in a variety of subjects and mediums. This reporter will primarily report on Mahaska County and the city of Oskaloosa, writing about local government, business, education and people. Experience and degree preferred, but not required: We'll train the right person. To apply, send a cover letter describing qualifications for the position, a resume, and 3-4 writing samples to Kyle Ocker, Group Editor of the Oskaloosa Herald and Ottumwa Courier, by email at kocker@oskyherald.com.

NEWS REPORTER/WRITER. The Avoca Journal-Herald is searching for a news writer/reporter to join its staff. We are seeking someone who is a self-starter that is passionate about reporting on important stories to our community. This individual will report on feature stories on local people and to further educate readers on trends and happenings in their community. In this role you will have the freedom to pursue stories that interest you as well. This is a great opportunity for a reporter to gain experience in the field of journalism. The reporter will attend various events such as city council meetings, high school sporting and fine arts events, school board meetings, local events and celebrations, and any other newsworthy happenings that may be of interest to the local community. This position does not require a degree or extensive experience. The successful candidate will possess creative writing skills, as well as be able to shoot photos. We're looking for a self-starter that is organized, able to meet deadlines, and able to juggle multiple stories at the same time. The Avoca Journal-Herald publishes a weekly print edition every Thursday. The Journal-Herald reports on news in Avoca, IA, and the surrounding communities. Based in Avoca, Iowa, the newspaper is located a short drive from Council Bluffs, IA and Omaha, NE. While this position will require after hours events attendance, the regular hours and scheduling are flexible. To apply, please send resume and any related credentials to: nielsonjh@windstream.net. 1202

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.

MEMBER EXCHANGE - cont. on page 5



Iowa Newspaper Association

Bulletin

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MEMBER EXCHANGE - cont. from page 4

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 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@inaneews.com.

TRI-STATE NEWSPAPER CONVENTION INA • MNA • WNA



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