

March 31, 2021



Volume 38
Issue 13

Iowa Newspaper Association Bulletin

www.INAnews.com

CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
Friday, April 23
@ 10 a.m. via Zoom

WEBINARS

Getting Beyond the
Buzzword to Engage Your
Community - Part 1
Thursday, April 15

Getting Beyond the
Buzzword to Engage Your
Community - Part 2
Thursday, April 29



The Northeast News in Kansas City, Mo., printed a blank front page for Wednesday's issue, meant to send a message to its community about the outlet's financial state and importance of hyperlocal journalism. **(Michael Bushnell)**

Kansas City newspaper sends a warning with a blank front page

MERYL KORNFIELD
WASHINGTON POST

Editors of Kansas City's Northeast News opted for an unusual choice for the front page of Wednesday's issue: They left it blank.

It was not a printing error, they assured confused readers who called and emailed their newsroom. Like many other local newsrooms, the News has lost advertising revenue at an unprecedented rate during

the coronavirus pandemic. So the six-member staff kept its front page empty, a warning sign to the community about what might come if it ceased publication.

"That's the message we wanted to send: What happens if we're gone?" publisher and co-owner Michael Bushnell said. "If we print a blank front page with no news, people are going to see what it's like if we're gone."

The 89-year-old weekly newspaper with a circulation of 8,500 was already struggling financially before the pandemic as advertising dollars waned. The

BLANK FRONT PAGE - cont. on page 3

Offer for INA Members

An innovative writers' retreat featuring prominent journalists as faculty will be offering a limited number of deeply discounted scholarships to INA member newspapers under a special arrangement between INA and Julie Gammack, organizer of the Okoboji Writers Retreat scheduled for Sept. 20-22, in Okoboji, IA.

The enrollment fee for the retreat is \$595. However, Gammack, through INA, is reserving up to eight places in the retreat for working journalists from INA members for only \$200 per spot. Lunches on the two days of the workshop are included. Lodging the evenings of September 19-21 is available at a deep discount of \$79 per night.

Three award-winning executive editors will work in small group settings with attendees to enhance their reporting and storytelling craft.

The retreat faculty will feature:

James O'Shea, author and long-time Chicago journalist, former executive editor of the Los Angeles Times and managing editor of the Chicago Tribune, reporter Chicago Tribune, and Des Moines Register. <https://okobojiwritersretreat.com/2021/03/23/james-oshea/>

Arnold Garson, who spent about one-third of his career as an investigative reporter, one-third as a supervisory editor, and one-third as a publisher. Former president and publisher of the Louisville Courier-Journal, president and publisher for Argus Leader Media, Sioux Falls, editor of the San Bernadino County Sun, and managing editor for the Des Moines Register.

Paige O. Windsor, currently executive editor for bhg.com, the digital side of Better Homes & Gardens, an award-winning journalist with depth in financial news, metro reporting, and investigative work, an expert in coaching, writing, and editing breaking news and longer-form narratives at news organizations. Her past roles include the Des Moines Register's news director, the Atlanta Journal-Constitution and the Nashville Tennessean. She was also the special projects editor for Patch.com, a hyper-local news organization.

Retreat organizer Gammack, herself a former Des Moines Register columnist, said "I first saw creating a writers' retreat as a way to gather a bunch of mostly old friends with the idea of inspiring amateur writers," said Gammack. "Inquiries began coming in from working reporters, and I decided to also offer a discount for Iowa journalists currently engaged as a way to support our Iowa newspaper community."

Other speakers include well-known Iowa journalists Pulitzer-Prize-winning editor/columnist Art Cullen, Rekha Basu, Lyz Lenz, and Ty Rushing.

For more information and to apply:

<https://okobojiwritersretreat.com/iowa-newspaper-association-members/>

<https://okobojiwritersretreat.com>



Julie Gammack

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INA LEGAL HOTLINE

515-283-3100 (paid service)

newspaper is free, and the website does not have a payroll. When the economy spiraled in 2020, two laundromats, a charter school and a grocery store pulled their ads, a monthly loss of about \$2,700, Bushnell said.

While the Kansas City Star and other larger local outlets cover the city's most significant news, the News is alone in exclusively covering Northeast Kansas City, focusing on the neighborhood's stories, such as an ironworking union rebuilding a cemetery's historic gate or a cleanup effort under a bridge where homeless people camp.

The closure of local news outlets has left communities without that consistent coverage. Another hyperlocal newspaper in the area, the Jackson County Advocate, which covered south Kansas City and Grandview for 68 years, printed its last issue in December. The pandemic has exacerbated the strain on already-cash-strapped newsrooms, leading to the closure of more than 60, according to the Poynter Institute, a journalism think tank.

In 15 years, one-fourth of newspapers nationwide were forced to close, according to a 2020 study by researchers at the University of North Carolina at Chapel Hill. At least 1,800 communities that had a local news outlet in 2004 were without one at the beginning of 2020, the UNC team found.

"This repeated almost weekly across the country, another community newspaper closes up and a community loses its voice," Bushnell said.

Abby Cambiano Hoover, the newspaper's managing editor, signaled that the News could be next, writing in Wednesday's issue: "Imagine a world where people only get their news from social media. Better yet, imagine a Northeast where residents and neighbors don't get the news."

"While many in the Zip codes the paper serves have the privilege of Internet at home, like many urban core areas in Kansas City and throughout the U.S., more than a few do not, and they rely on this print product for vital information," she added.

Hoover, 25, lived in the neighborhood when she was an infant and grew up in Kansas City. When she saw the job opening at the News, she said it was an easy choice to return.

She has seen firsthand stories in her community that would be left untold if it weren't for the News, she said in an interview.

"It's the smaller things that might not be newsworthy to those bigger outlets, like telling the story of the immigrant who's opening a new store and talking to the kids about getting a new soccer field," she said. "Stories like that are so special and important to the people who live where we do."

Regular readers also rely on the newspaper's election guides and politics coverage to inform their choices, Bushnell said.

"Who is going to research these candidates, host the candidate forums, take pictures of the Scouts getting on a bus going to camp?" Bushnell said. "If not our team at the News, who? Who is going to step up? That's what kills

me ... there is not going to be anybody here to do that."

Bushnell's questions were heard. After readers saw the blank page and read three articles in the edition about the newspaper's history, financial state and significance to the community, offers for help poured in.

The newspaper's fundraiser on its website raised about \$800 in a day, Bushnell said, and local businesses reached out to ask how they could lend support. Bushnell said he is considering a subscription model and working with a local banker who offered to assist with filing for a second loan issued under the federal Paycheck Protection Program after Bushnell was unable to get those funds from another bank.

To survive, the newspaper would need to find a regular stream of revenue within two months, he said.

Bushnell, his voice breaking as he described the heartwarming responses from people who saw the front page and local coverage about it, said he feels optimistic that the community will support its newspaper and the businesses that place ads. But the publisher also imagines what the end of the News would look like, from selling office furniture to donating the stockpile of print copies to a historical society.

"I think what would get me is walking out of the door for the last time," Bushnell said. "There's no more, there's no more to us, there's no more to Northeast News."

This article was originally published by the Washington Post. Visit https://www.washingtonpost.com/medial/2021/03/25/blank-front-page-local-newspaper/?utm_source=Pew%20Research%20Center&fbclid=IwAR3q20LhLBjcuT4I6E58V3zllLuKpuYoXtufDSz6vdlhfPtOCtX38fYG4CtDU to read the article online.

FREE MEMBER EXCHANGE

▼ HELP WANTED

ADVERTISING SALES OPPORTUNITIES. Eastern Iowa Media Group - Mount Vernon/Lisbon Sun in Mount Vernon, Iowa. Support your business community and your neighbors with local advertising in print and online. This position is full-time, ensures a competitive wage and is eligible for a truly comprehensive benefit package. Apply online and include your resume and a cover letter. The Mount Vernon/Lisbon Sun is a product of Woodward Community Media, a division of Woodward Communications, Inc.
Account Executive - Outside Sales - EIMG-S - Mt. Vernon
wcinet.com/careers 0224

ADVERTISING SALES OPPORTUNITIES. Eastern Iowa Media Group - Solon Economist in Solon, Iowa. Support your business community and your neighbors with local advertising in print and online. This position is full-time, ensures a competitive wage and is eligible for a truly comprehensive benefit package. Apply online and include your resume and a cover letter. The Solon Economist is a product of Woodward Community Media, a division of Woodward Communications, Inc.
Account Executive - Outside Sales - EIMG-S - Solon
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FEATURE/SPORTS REPORTER. Feature/Sports reporter needed for The News of Kalona Iowa. Must be able to cover meetings, do features and help with covering high school sports events. Full or part time position Must also be able to do some photography. Hourly pay depends on ability and experience. Contact Ron Slechta, The News 319-400-7072 or publisher@thenews-ia.co.m

MANAGING EDITOR. Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is seeking a managing editor for our community newspaper group based out of Seward, Neb. Duties will include managing an editorial staff, story assignments, reporting, photography and oversight of our online digital products. If you're an experienced journalist, with good management skills, this could be a great opportunity for you. We're looking for someone who has a love of community journalism, and can bring new ideas to the table to help us better serve our communities. At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations with 12 community newspapers in Nebraska and Iowa. We offer competitive pay, paid vacation, health insurance, retirement plan and other benefits. Let us tell you more about this great opportunity. Please send your resume and cover letter to Group Editorial Director Leeanna Ellis: editor@enterprisepub.com

NEWS REPORTER. The Le Mars Daily Sentinel, a four-day-a-week newspaper in northwest Iowa, seeks a motivated news reporter who can generate ideas, turn in accurate and well-organized stories, meet daily deadlines and work well with our newsroom. The ideal candidate must have experience using InDesign and be comfortable with digital photography. The Daily Sentinel also offers a competitive starting salary and solid benefits package. Please forward resume, cover letter and clips to Kim Fickett, senteditor@gmail.com, or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, IA, 51031.

MANAGING EDITOR. What's not to like? Great newspaper town, big coverage area, assistant editor, sports editor, experienced ad and design staff, publisher from the news side, insurance and benefits, family ownership that cares about the product in addition to the bottom line - how does it get better in this modern media age? So, are you interested in discussing being the next managing editor

of the Kossuth County Advance in Algona, where you will plan, write, shoot, design and impress the community with a great product? Are you ready to step in where our retiring ME is leaving off? Email your credentials, list of skill sets, accomplishments and resume to publisher@algona.com. This position requires relocation to the immediate area. All applications held in the highest confidence.

SPORTS EDITOR. The Tipton Conservative, a weekly newspaper in eastern Iowa, is seeking a sports editor. Strong writing, photo and layout (InDesign) skills required. Send cover letter and resume to Stuart Clark c/o The Tipton Conservative, Box 271, Tipton, Iowa 52772 or stuartC108@aol.com. 0414

▼ FOR SALE

Color Web Printers has the equipment, resources and experience to handle your newsprint needs. We provide full color printing, stitching, inserting and postal services. To discuss your print needs please contact: Joe Wise, 319-265-6826, Joe.wise@colorwebprinters.com

NEW LISTING! For sale: Bunn Tying machine for sale. Very little use. Excellent condition. \$300 or OBO. Call Jeff Wagner at The N'West Iowa REVIEW by phone at 712-348-3351 or email jwagner@iowainformation.com.

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.

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@inaneews.com.

PARTICIPATE IN OUR GROCERY SURVEY

If you have a Hy-Vee or Fareway in your town this survey is for you! Visit <https://www.surveymonkey.com/r/YMTJGM8> to take the survey by April 2nd. Results will be provided to participating newspapers.



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Bulletin

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▶ IN THIS ISSUE...

- Getting Beyond the Buzzword to Engage Your Community - Part 1
- Getting Beyond the Buzzword to Engage Your Community - Part 2

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GETTING BEYOND THE BUZZWORD TO ENGAGE YOUR COMMUNITY - PART 1

Thursday, April 15 · 1-2 p.m.

Registration fee: FREE · Deadline: April 12

IN THIS WEBINAR...

Engagement is on every editor's lips, it's the journalism buzzword with endless definitions. Engagement isn't just clicks and likes, sometimes it is relational, creating deeper relationships with readers, building trust between the community and the journalist. Engagement can mean community participation in news, community organizing or building loyalty with would-be subscribers or members.

In the first of our two sessions Val will break down the different types of engagement, help you focus your energies on the type of engagement most valuable to your newsroom.

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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GETTING BEYOND THE BUZZWORD TO ENGAGE YOUR COMMUNITY - PART 2

Thursday, April 29 · 1-2 p.m.

Registration fee: FREE · Deadline: April 26

IN THIS WEBINAR...

Engagement is on every editor's lips, it's the journalism buzzword with endless definitions. Engagement isn't just clicks and likes, sometimes it is relational, creating deeper relationships with readers, building trust between the community and the journalist. Engagement can mean community participation in news, community organizing or building loyalty with would-be subscribers or members.

Our second session will focus on 5-10 strategies and tools your newsroom can employ to cultivate the kinds of engagement you value most. These aren't pie in the sky theories, just practical solutions for refining your engagement strategy.

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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