



Iowa Newspaper Association Bulletin

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CALENDAR of EVENTS

MEETINGS

INA, INF, INA Services
Company Board Meetings
November 11, 2022

WEBINARS

Winning the Talent War
November 17, 2022

SAVE THE DATE

INA Convention
February 2, 2023

This newsroom covers the homeless crisis. Here's the guide it built for reporters.

People-first language is good. 'People-first reporting is even more important.'

BY KRISTIN HARE

POYNTER

Will Schick spent a day with one of the people who sells the Street Sense Media newspaper in Washington, D.C. When that vendor had to step away for a moment, Schick waited with her copies.

"And then someone came up to me and asked me if I was an addict," said Schick, who, in fact, is Street Sense Media's editor-in-chief and a Marine Corps veteran.

The man assumed Schick was the newspaper's vendor, and since that weekly paper covers the homeless crisis and some of the vendors selling it are homeless, Schick must himself be part of that population. The question, about addiction, came next.

"It's incredible how entrenched that is."

I know Schick because he was a 2021-2022 Poynter-Koch fellow, a program I run for Poynter, and he has two fellows in our current class. At the end of his fellowship, he pitched an idea that the journalism industry needs — a guide to covering homelessness.

Now, it's out in its first iteration, and it aims to challenge assumptions (including that everyone experiencing homelessness is an addict), offer guidance on language and help journalists think through how to better cover a story that exists in almost every community.

Since 2016, Street Sense has led a 24-hour collaborative reporting project on homelessness in Washington, D.C. This year, that project is expanding to one week. The guide, also available as a PDF, came out of years of answering questions for local newsrooms and, even more specifically, 30 interviews around the country with journalists, advocates, lawyers, service providers and homeless people.

A lot of journalists haven't yet covered people who live in extreme poverty, Schick said. He heard from one reporter, for instance, ahead of a story on food stamps. The reporter hoped to find someone using them.

Schick's response: I hope you're not planning on asking them what it's like to use food stamps.

"That would be an awful question," he said. "That's like asking somebody 'what's it like to be poor?'"

Journalists should start with research and be respectful of their sources' time, regardless of their financial situation.

"Don't have them explain to you the very basic stuff."

With the food stamp story, for instance, what would someone using them do to make the program better? Start there.

Schick envisions the guide as someday becoming a hub for anyone covering homelessness. How do you interpret data? How do you deal with ethical issues? What should you do if a source asks to be paid for their time?

And what about language? Homeless? Unhoused? People experiencing homelessness?

"Not everyone agrees on what the language should be," he said. He's heard, "What's wrong with just calling me Bob? What's this fixation on having to describe me in a specific way? I could care less. My experience is just my experience."

AP Stylebook's guidance is "Homeless is generally acceptable as an adjective to describe people without a fixed residence. Avoid the dehumanizing collective noun the homeless, instead using constructions like homeless people, people without housing or people without homes. Mention that a person is homeless only when relevant."

Street Sense's guide cautions: "While these terms can be helpful and sufficient to describe homelessness in general, consider that they are usually insufficient for fully describing a person's living situation. Homelessness is a spectrum and can assume many forms. For instance, the experience of a person sleeping in a tent on the sidewalk is vastly different than that of someone who couch surfs. We advise journalists to be as specific as possible when reporting on homelessness."

People-first language is good, Schick said, "people-

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meeting minutes

Iowa Newspaper Association Government Relations Committee | October 28, 2022

The Iowa Newspaper Association Government Relations Committee met via Zoom at 10:00 a.m. with the following members present: Brad Hicks, Algona - Kossuth County Advance; Sara Konrad Baranowski, Cedar Rapids Gazette; Zack Kucharski, Cedar Rapids Gazette; Rox Laird, Des Moines; Carol Hunter, Des Moines Register; Amy Gilligan, Dubuque Telegraph Herald; Randy Evans, Iowa Freedom of Information Council; Rick Morain, Jefferson; and Trevis Mayfield, Maquoketa Sentinel-Press. Also, in attendance were Brad Epperly and Casey Nickel of Nyemaster; and Susan Patterson Plank, Iowa Newspaper Association.

Votes taken:

- A. On a motion by Hunter, seconded by Hicks, the Committee approved the minutes of the May 19, 2022, meeting.
- B. On a motion by Hunter, seconded by Konrad Baranowski, the Committee approved the minutes of the September 7, 2022 meeting.
- C. On a motion by Hunter, seconded Hicks, the Committee made a recommendation to the INA board to approve the proposed language to update 618.3 if the opportunity presents itself during the 2023 session. SEE BELOW.
- D. On a motion by Mayfield, seconded by Laird, the Committee recommended to the INA board that it approve the following INA legislative priorities for the 2023 legislative session:
 1. To support transparency in government through strong open meetings and open records laws and to resist any effort to weaken these laws.
 2. To preserve publication of public notice advertising in newspapers where it is seen by the greatest number of Iowans.
 3. To support and assist the National Newspaper Association in its efforts to work with the postal service to provide efficient and timely mail delivery of newspapers and to protect newspapers from further expense and regulation by the USPS.
 4. To support the funding request of the Iowa Public Information Board.
 5. To encourage and support legislation to establish a reasonable and consistent fees structure statewide for examining and copying public records.
 6. To encourage and support legislation providing consistency, transparency and public accountability regarding public release of law enforcement body camera videos.
 7. To support legislation to provide broadband access to all Iowans.

Action agreed upon:

- A. The Committee directed staff to develop a proposal to address a hierarchy of options when there is no newspaper of record in a county focusing on print options as its priority.
- B. The Committee discussed possible legislation for 2023 and decided to stay focused on public notices legislation.
- C. The Committee discussed SF 2311 from last year's legislative session. This is a DNR bill with a specific public notice. The Committee brainstormed ideas and directed the lobby team to reach out to the DNR prior to session.

Other items discussed:

- A. The Committee discussed the current outreach to legislators regarding public notices.

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Des Moines, IA 50309

INA LEGAL HOTLINE

515-283-3100 (*paid service*)



Now accepting board and committee nominations!

If you or someone you know is interested in serving as a board member, please email the name of the publisher, newspaper and the nominator's name and newspaper to spattersonplank@inanews.com with the subject title "board nomination" by December 2, 2022 for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

If you or someone you know is interested in serving as a committee member, please email the name of the nominee, newspaper and committee (committee descriptions below) to spattersonplank@inanews.com with the subject title "committee nomination" by December 2, 2022. People nominated will be recruited to serve and will be told their name was placed into nomination by a member.

- **Contest Committee (INF)** - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.
- **Convention & Programming Committee (INF)** - plans all educational programming including the annual convention, with committee members serving as moderators. Meets approximately one time per year.
- **Government Relations Committee (INA)** - monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.
- **Nominating Committee (INA & INF)** - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.
- **Scholarship Committee (INF)** – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.

2022 IOWA MARKET STUDY - CODA RESEARCH

In 2022, CNA commissioned a market research study in Iowa. Results show that local readership is up! 2.2 million adults (84% of Iowans) read a print or digital newspaper. 83% percent of readers say that newspaper advertising is valued, trusted and important. That's good news!

We created statewide sales sheets with information gathered from this market research study. Visit <https://inanews.com/advertising/#research> to download these sales tools.

Categories include: buying habits; political; financial services; healthcare; travel.



Webinar Spotlight: Learn the results of our Iowa market study & how to turn the data into dollars

IN THIS WEBINAR:

Audience data, category-specific data ... data drives just about every advertising sales conversation these days.

Join us at 1:00 p.m. Thursday, Dec. 1 for a free webinar. In this session, the Coda team will take you through the overall results of the Iowa statewide study commissioned by INA to show how the data can be used by your newspaper to have successful sales conversations. You'll also learn how your newspaper can get customer data based on your circulation areas.

ABOUT THE PRESENTERS:

Marianne Grogran is president and co-founder of Coda Ventures. Her primary focus is working with the Coda team and clients to deliver high-quality, innovation audience and ad effectiveness research to help companies sustain and grow revenue. Previously, she was co-founder of Affinity LLC which developed new and innovative audience and ad effectiveness metrics for the magazine industry. She has also held positions as President of Audits & Surveys, President of the IntelliQuest Media Group and SVP of Kantar/CMS' Print Division.

Dave Storey is the senior vice president of key accounts at Coda. In this role, he collaborates with newspaper companies to assist in their sales and marketing efforts. He knows that in today's fragmented media environment, it is imperative to have current data to reinforce your media's dominant digital and print footprint. Prior to working with Coda Ventures, he had a 36-year career in the newspaper industry.

Kris Maggard is the sales and marketing director for Customized Newspaper Advertising, where she oversees the Wisconsin Newspaper Association's print and digital ad networks. Prior to joining CNA in 2021, she worked in community relations and publisher roles and served as an association executive. She also was previously the communications director for the Iowa Newspaper Association, parent company of Customized Newspaper Advertising.

Visit <https://secure.inanews.com/eventReg.jsp?event=1245> to register online today!

FREE MEMBER EXCHANGE

▼ HELP WANTED

NEWS EDITOR. The Mount Ayr Record News and Diagonal Progress is looking for our next News Editor. This high-profile position includes:

- Coverage of local meetings as well as other events of interest to the community
- Feature writing in addition to hard news stories
- Layout and design of news pages using Adobe InDesign
- Ability to take quality photographs
- Positively represent the company in the community
- Ability to meet deadlines and other tasks as assigned

If you would like to learn more, please send resumes to staff@mtayrnews.com or contact:

Tom Hawley
Publisher, Mount Ayr Record News
PO Box 346, Mount Ayr, IA 50854
641-464-2440

NEWS WRITER. Strategic Relations and Communications, the central communications unit at Iowa State University, seeks qualified candidates for a Communications Specialist II. The professional in this position will:

- Serve as assistant editor of the weekly faculty-staff online publication, Inside Iowa State, including a lead role on producing the publication's companion email, Inside Update.
- Write and edit for internal and external communications and news websites.
- Collaborate with administrative and academic units on campus to share information and tell the university's stories. Candidates should have excellent story enterprising, news writing and editing skills, and be able to meet deadlines while handling multiple projects.

See Professional and Scientific job posting R9848 on the university's Jobs website. 10.10

RADIO AND WEB NEWS DIRECTOR/REPORTER. Job Summary: The Radio and Web News Director/Reporter will work with local media including the Times Citizen newspaper, KIFG Radio and on the Web to create a quality local news product that is compelling, fresh, and relevant. Must have expert news judgement and is a decisive and assertive journalist.

Supervisory Responsibilities:

- None.

Duties/Responsibilities:

- Prepare daily newscast for KIFG Radio in approximately three-minute segments.
- Gathers information and facts; develops stories; writes articles for daily newscast on KIFG and Times Citizen newspaper
- Report on current local community events; courts and crimes; and help cover local government and/or school board meetings.
- Post articles to website.
- Edit staff news articles for radio use, adding in news actualities when appropriate.
- Develop a strong sense of ownership/accountability.
- Write 2-3 stories per week for print in the Times Citizen.
- Have basic camera skills, some videography and be comfortable with on-the-spot live interviews.
- Fill in as Morning Show host on KIFG and have general knowledge of station responsibilities while Station Director is away.

Required Skills/Abilities:

- Provide strong organizational skills and experience in coordinating many different reporter's contributions.
- Effectively manage multiple tasks/priorities.
- Work independently with minimal supervision while collaborating with the editor.
- Excellent writing and editing skills.

- Excellent verbal and written communication skills.
- Proficient with Microsoft Office Suite, Adobe Creative Suite, or similar software.
- Proficient with desktop publishing software.

Education and Experience:

- At least three years of job experience and a degree from an accredited college or university preferred. Will train the right candidate.

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at a time.
- Must be able to traverse various terrains to cover stories and conduct interviews.

Please send resumes to: jpeters@iafalls.com or call 1-800-798-2691 Ext. 333 for more information. 1010

SPORTS EDITOR. Stuck in a bad sports town? Consider joining the award-winning North Scott Press in beautiful Eldridge, located in eastern Iowa, as our Regional Sports Editor. Join a dedicated and experienced team of professionals as we continue to grow our products and online platforms. Bring fresh ideas as you coordinate our sports coverage of the sports teams in North Scott, Wilton-Durant and West Liberty. Cover state championship-caliber teams each year, every season! Most recently our football team won the state championship. We're excited to hear from you! Competitive salary and benefits package includes matching 401K plan, health insurance, flexible schedule, paid time off and sick leave. Send resume and cover letter, or simply call if this peaks your interest – 563-285-8111. All inquiries to Editor Scott Campbell, scampbell@northscottpress.com, or Publisher Josh Byers, josh@harlanonline.com. 1117

▼ FOR SALE

FOR SALE: Western Iowa weekly. Grosses \$300K+. Legals from multiple counties, cities and schools. Owner motivated to sell. Make an offer. Contact Blake at 712-870-9807.

FOR SALE: WESTERN IOWA WEEKLY NEWSPAPER NEAR SIOUX CITY. Legals for two counties, five schools and eight towns. Strong community support. Phone 712-870-9807

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@inanews.com.



Iowa Newspaper Association

Bulletin

www.INAnews.com

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- Winning the Talent War

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first reporting is even more important.”

Street Sense’s guide will keep growing, including an interviewing guide and a glossary of terms. It isn’t meant to be prescriptive, Schick said, but instead to get journalists to think with nuance, and humanity, about telling these stories.

“I’ve interviewed a lot of folks who don’t consider themselves homeless but don’t have a place to live,” he said. “People want to be understood for who they are and how they ended up where they are.”

Visit <https://homelesscrisis.press/guide> to view the full guide.

Kristen Hare teaches local journalists the critical skills they need to serve and cover their communities as Poynter’s local news faculty member.

This article was originally published by Poynter. Visit <https://www.poynter.org/educators-students/writelane/reporting/2022/this-newsroom-covers-the-homeless-crisis-heres-the-guide-it-built-for-reporters/> to read the article online.

GOVERNMENT RELATIONS - cont. from page 2

- B. The Committee heard an update from Evans regarding the Iowa FOI Council including a discussion regarding records as it relates to cybersecurity and ransomware situations.
- C. The Committee heard an update from Patterson Plank regarding the status of the IPIB.
- D. The Committee heard an update from Patterson Plank regarding national legislation including the Journalism Competition & Preservation Act (JCPA) and the Local Journalism Sustainability Act (LJSA).
- E.

There being no further business, the meeting was adjourned at 11:52 a.m.

Respectfully submitted,
Susan Patterson Plank

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.