



Forward

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Iowa Newspaper Foundation 2015 Year in Review

The Iowa Newspaper Foundation wrapped up a successful 2015 with total contributions of \$171,180, including \$139,000 from the foundation's annual fund drive, Pages for the 21st Century. One hundred and fifty newspapers made pledges. Other significant donations to the foundation in 2015 included:

- \$15,000 in contributions to support the INF's summer high school journalism camp, which "graduated" ten students with a new appreciation and passion for our industry. Our generous contributors were the Cedar Rapids Gazette, Register Media, Des Moines, and TH Media, Dubuque.

- A \$5,000 contribution by Steve and Alan Mores of Harlan supporting the Leo Mores Leadership Institute.

- \$7,000 in pledges from the first end-of-year giving campaign for the foundation.

These contributors and so many more will be recognized in the INF's annual report, which will be mailed to newspapers and INF members in May.

These essential contributions support the foundation and advance the newspaper industry in many ways...

- Fostering relationships among newspapers, educators and students to ensure that career opportunities at Iowa newspapers attract top candidates. In 2015, INF renewed its paid internship program, matching dollar for dollar the investment made

by a newspaper to host a summer intern. In 2016 the INF will expand this opportunity from five to seven qualifying newspapers.

- 2015 marked the INF's fourth year offering a summer high school media camp.

- Preparing students for newspaper careers in Iowa through the INF Scholarship Program.

- Underwriting a portion of the cost of the Iowa Newspaper Association's Convention, keeping registration fees among the lowest in the nation.

The foundation's Strategic Planning Committee embarked on creating a development plan for the INF that would streamline giving opportunities, extend the foundation's reach beyond newspapers, present a cohesive communication message and introduce new programming to enhance an already robust effort to draw future journalists to the field.

The individual giving program was revamped with the result being three annual levels: Sustainer – individuals giving \$25-\$99 to the foundation annually; Builder – individuals contributing annual gifts of between \$100 and \$499; and Guardian – those contributing \$500 or more annually.



The foundation also entered into a partnership in 2015 with GateHouse Media to provide additional training webinars to newspaper representatives across the country. In 2015, over 2,800 people took part in INF-provided

webinars through its signature brand, Online Media Campus or through INF partnerships with GateHouse Media and the National Newspaper Association's PubAux Live!

Two new programs designed to attract more young people to our industry were identified in 2015 and will be implemented in 2016.

The first provides high school newspaper and journalism advisors with access to the Journalism Education Association's curriculum, valuable information that we believe will garner enthusiasm from administrators since the curriculum aligns with the national core curriculum.

And second, development of a program to provide student loan assistance to college graduates who work in community journalism in Iowa for a period of time. This program will help make newspaper employment a competitive alternative to corporate communication and other fields of endeavor, which offer a more attractive starting wage.

The Iowa Newspaper Foundation's mission is to champion and improve the quality and future of Iowa newspaper enterprises and the communities they serve and to raise funds to fulfill this mission. The INF is the largest state press association foundation in the country thanks to the generous support of Iowa newspapers and the commitment of your board and staff.

INF Scholarship Deadline Feb. 12

The INF is accepting applications for the 2016-2017 academic year. Students at any class level (college freshman through senior in the fall of 2016) with a plan to pursue journalism are encouraged to apply. The application process is online again this year and can be completed by visiting the scholarship application link at inaneews.com/foundation/scholarships.

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2016 Convention & Trade Show just three weeks away

The 2016 INA Annual Convention and Trade Show is chock full of great educational opportunities, plenty of chances to network with your peers and students and many, many awards honoring the best in the Iowa newspaper industry.

While we call it the INA Convention, like all educational offerings, it is brought to you by the Iowa Newspaper Foundation. Without the generous commitment of foundation contributors and the financial support of our Trade Show exhibitors and Convention sponsors, we would be unable to provide these top-notch educational opportunities at the low cost of \$80 for the first registrant and \$20 for each additional registrant from a newspaper.

The 2016 Convention, February 3-5 at the Des Moines Marriott Downtown, will for the first time, offer a mini workshop focused on creating innovative business plans for newspapers. We will also hear from speakers across the country on topics of print and digital advertising, how to start and enhance your digital presence, photography, marketing and many more.

For ten years running, the Iowa Newspaper Association convention has been one of the largest state press association conventions in the country for two reasons. The quality of the programming is second-to-none because every session idea comes from the membership. And the registration fee is among the lowest in the country thanks to financial support from the Iowa Newspaper Foundation.

Apply for matching internship funds

The INF is currently accepting applications from newspapers wishing to take advantage of matching funds to employ an intern this summer. Seven Iowa newspapers will receive matching funds from the INF to host a paid intern for an eight week period.

Selected host newspapers will have the opportunity to interview and select their own interns and INF will provide matching funds to the newspaper of up to \$1,000. Find out more about the Internship Matching Funds program and download an application at inanews.com/foundation/internships/.

(Fun)draising Wall of Wine and Board Basket Raffle are back!

Last year the Foundation unveiled its newest fundraiser, the Wall of Wine, at the 2015 Convention and Trade Show. In its first year, the Wall brought in \$2,000. The Wall is back for 2016 and our goals are bigger than ever! Our goal is to have 500 bottles donated in 2016, which could result in as much as \$5,000 toward INF programs!

Those trying their luck at the wall donate \$10, select a numbered cork at random and pull the bottle of wine or beer with the corresponding numbers. Your “lucky cork” could yield an outstanding local or international choice—some bottles are valued at more than \$100!

The INF will also be bringing back the popular Board Member Basket Raffle. INA, INF and INA Services Co. board members donate baskets and specialty items to showcase their communities or their interests. Some always-popular items included are hotel stays, admission to attractions or events, food, wine and more.



Tickets for the Board Member Basket Raffle can be purchased throughout the convention from select board members and INA staff. The drawings will be held during the Awards Reception on Friday, Feb. 5 at 5 p.m. Tickets are \$5 each, or you can purchase a bundle of five, ten or an arm's length at discounted prices.

All proceeds from the raffle and the Wall of Wine help the INF provide programming to member newspapers and the next generation of journalism professionals, including our paid internship program, high school media camp, student loan repayment program, and all of our top-notch trainings and webinars!

We are still looking for donations. If you'd like to donate wine or items for a raffle basket or if you have questions, contact Geof Fischer at (515) 422-9070 or gfischer@inanews.com. For many of you, it may be easier to make a cash donation toward the purchase of wine or a gift basket—we would be more than happy to do the work for you!

As a reminder, wine must have a retail value of at least \$10, but we'll need a few very nice bottles as well.

The Iowa Newspaper Foundation is a 501(c) 3 tax exempt organization, and your gift is tax deductible as allowed by law.

INF unveils webinar package pricing

The INF is excited to announce new webinar package pricing for 2016 that will enable members to receive a discount on Online Media Campus webinars.

The primary goal of Online Media Campus is to offer newspapers more training at an affordable rate. Offering discounted packages is one way we hope to allow for greater accessibility for continued training for newspapers.

Under this new program, a newspaper or newspaper company is able to purchase “blocks” of webinars. Each block of webinars may be used by anyone in the company (example: one employee could participate in ten webinars ... or ten employees could participate in one ... or any combination of the two).

The discounted rate is only available to Iowa employees of a newspaper company.

The discount tiers are as follows:

- Purchase of 10-19 webinars - \$300 (15% discount)
- Purchase of 20-29 webinars - \$490 (30% discount)
- Purchase of 30 or more webinars - \$525 (50% discount)

More than one block can be purchased at a time and the block of webinars is good for one year. For more information please contact Jana Shepherd, jshepherd@inanews.com or 515-422-9051.