



# Forward

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## Mudge-Monroe family adds to legacy with \$25,000 pledge

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On the occasion of her retirement from her role as Executive Director of the Iowa Newspaper Association, Chris Mudge, with characteristic humility, quietly sent a message to board members and the INA management team to announce that she and her husband, Bill Monroe, would be pledging \$25,000 toward the work of the Iowa Newspaper Foundation.

With 60 years of combined service to the INA between them, Chris and Bill have consistently displayed exceptional leadership and uncanny foresight. This gift is no exception.

Bill, a native of Washington, Iowa, and graduate of Iowa State University, worked as a newspaper editor and publisher before serving as the Executive Director of the Iowa Newspaper Association from 1981 through 2009.

Chris, a native of Arlington Heights, Illinois, and a graduate of Drake University, spent her entire 34 year career with the INA, working up from Advertising Sales Representative to Marketing Director to Assistant Director, before serving as Executive Director from 2010 to 2016.

Together, they have dedicated their lives to furthering the causes of the newspaper industry.

During their tenure, the INA saw incredible innovation and growth—including the creation of the Iowa Newspaper Foundation and the expansion of Customized Newspaper Advertising (CNA) from a proposition with revenues measuring in the hundreds of thousands to a fully-realized advertising firm registering earnings



as high as \$15 million.

They have also been tireless advocates on behalf of Iowa newspapers—their efforts were instrumental in the creation of the Iowa Public Information Board—and have passionately worked to uphold the principles of the First Amendment.

The pledged funds will be put to use as part of the Chris Mudge Next Generation Fund, which was established in late 2015 to honor Chris's time with the INA. Donors contributed more than \$8,000 to the fund, which will be used to help create an endowment that will support INF's high school summer journalism camp for many years to come. The focus on ensuring that future journalists are educated about the newspaper industry and encouraged to join its ranks is no coincidence.

Chris and Bill have identified another area of great need for the industry and are once again leading the way with this tremendous

investment.

"This gift is a profound demonstration of trust and passion for the Iowa Newspaper Foundation," said Iowa Newspaper Association Executive Director Susan Patterson Plank. "We are truly humbled and grateful. Chris and Bill's inspiring generosity will benefit the industry for years to come."

Over the past few months, as Chris transitioned toward retirement, there has been ample occasion at INA events and other functions for Chris and Bill to greet their many well-wishers—newspaper industry cohorts, elected officials, current and former board members, INA staff, friends and family—and with each encounter the couple has expressed a heartfelt thank you to folks for their time, their service, and their friendship.

But now, as they move on to their next adventure—a lake home in the Northwoods of Minnesota—we are have the privilege of saying, "No, Chris and Bill, thank YOU."

*The mission of the Iowa Newspaper Foundation is to champion and improve the quality and future of Iowa's newspaper enterprises and the communities they serve and to raise funds to fulfill this mission.*

## With your support, we are able to keep our nose to the grindstone



Geof Fischer  
Development Director

While this time of year allows many of us a little downtime to enjoy the beach or pool and to participate in the festivals and parades that dot our summer community calendars, we know too well that the duty of the newspaper never stops.

At the INF, we've adopted a similar tone as we carry out our mission ... always working to improve the future of the newspaper industry in Iowa.

Earlier this year we kicked off the 2016 edition of the Leo Mores Leadership Institute. This year we add nine new members to a group that promises to be our next generation of leaders.

This month INF staff is hard at work prepping for our annual collaboration with the Iowa Association of Business and Industry's Business Horizons camp, which features a media track. The camp will be held again at Central College in Pella. Eleven high school students will learn the ins and outs of journalism during the weeklong camp.

Also this summer, our paid internship program has helped place young talent at seven newspapers across the state, equipping them with real-world newspaper experience while also providing Iowa newspapers access to the next generation of J-school graduates.

News media continues to evolve in new and profound ways, and the INF is dedicated to helping our members stay ahead of the curve. The industry also finds itself increasingly challenged by elected officials and candidates for public office, and faces increasingly negative public perception.

We are primed to fight back.

It is through your support that we've been able to carry on our crucial work, and it is through your continued support that we'll be able to continue and grow.

So for those of you who have given in the past year, THANK YOU. For those who haven't yet considered donating to the INF, please consider giving in 2016. A little goes a long way, and it is never too early or too late to start.

There are many ways to give—whether it is your newspaper's participation in our Pages for the 21st Century campaign or through a generous individual donation. Your support underwrites the important work that we do every day, and comprises a critical investment in the future of an industry that badly needs it.

For information about our programs or giving opportunities, please contact Development Director Geof Fischer at [gfisher@inaneews.com](mailto:gfisher@inaneews.com) or (515)422-9070.

## Summer programming includes webinars, Leadership Institute

The 2016 Leo Mores Leadership Institute program is in full swing! Meetings have been held in Des Moines (hosted by the Business Record) and Carroll (hosted by the Carroll Daily Times Herald). Upcoming sessions will be held in Iowa Falls (hosted by the Iowa Falls Times-Citizen), Amana and Storm Lake. The class has taken part in sessions on being a leader in a changing media environment and connecting with your community. This month the group will focus on financial and administration best practices.

The INF Paid Internship Program is underway with interns working at the Algona Upper Des Moines, Dyersville Commercial, Kalona News, Monticello Express, Davenport Quad-City Times, Sheldon N'West Iowa Review and West Branch Times. At the close of the program this fall interns will be sharing a summary on their experience and what they took away from the program.

The INF webinar program, Online Media Campus, has new webinars coming your way:

### Strategies to Increase Reader Engagement, July 28

Are you wondering how to make your coverage more successful in ways that will grow audience and engagement? In this session, Liz Worthington, content strategy program manager for the American Press Institute, will highlight research from 50+ publishers across the country that have made strategic decisions to cover content differently.

### Revamping Your High School Sports Coverage, presented in partnership with GateHouse Media, July 29

While game stories are important, adding new features and better coordination to your overall prep coverage plan can help maximize your resources. In this session, we'll discuss devising a weekly schedule and implementing alternate story formats. We'll also offer strategies on how to beef up sections with a limited staff.

Also continuously available are previously recorded webinars including two training packages which allow you to view a series of courses that focus on a similar topic. See available programs and sign-up today at [www.onlinemediacampus.com](http://www.onlinemediacampus.com).

## Summer Media Experience for High School Students Almost Here!

The INF has again partnered with the Iowa Association of Business and Industry Foundation's Business Horizons program to offer an in-depth media experience for Iowa high school students. The Business Horizons (BH) program is a one-of-a-kind, hands-on, action-oriented weeklong summer program for high school students who want to learn what the future holds for them in the business world. For the fourth year, Business Horizons will offer a media track for students interested in a career in the newspaper industry.

The goal of the media track is to develop the next generation of Iowa newspaper professionals. The program has been designed to spark students' understanding

of the media industry as a viable career opportunity in Iowa.

The camp will be held July 17-21 on the campus of Central College in Pella. Ann Visser, former Pella Community High journalism educator, is returning to advise the media students. Joining Ann will be Brian Steffen, Department Chair of Communication and Media Studies at Simpson College, and INF Board member.

Together with program sponsors Cedar Rapids Gazette and Register Media, the INF is excited to present another great line-up of speakers and opportunities to these high school students interested in a career in journalism.