



Forward

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INF underwrites another outstanding Convention

Hundreds of newspaper staffers and students turned out to learn new ways to operate, expand digital offerings and maintain and build revenue. A total of 704 people registered for the convention, representing 63 weekly newspapers and 30 daily newspapers.

INA again partnered with the Iowa College Media Association to allow interaction between college students interested in journalism careers and journalism professionals. A total of 119 ICMA students and advisors took part in the activities. Students were invited to attend all INA Convention sessions and were able to meet and mingle with publishers, advertising and editorial professionals from across the state. A luncheon Thursday allowed students and professionals from a variety of journalism disciplines to “speed network” at Principal Park, home of the Iowa Cubs baseball team.

Thursday afternoon also offered convention-goers practical sessions full of useful, forward-thinking information:

- In a first-of-its-kind Con-

vention session, a couple dozen people gathered on Thursday afternoon to create plans around innovative ideas designed to move the newspaper industry forward. In four round-table discussions, the group tackled repurposing content, community engagement, identifying ways to include more names and voices on the pages of our newspapers and development of a reporter’s toolbox. The plans will be shared with those in attendance and we hope to continue to move the discussion forward.

• Management and leadership consultant Jim Elsberry shared tips for hiring talented salespeople and offered examples of sales staff compensation models.

• A panel of perennial winners in the marketing category of the Better Newspaper Contests shared



The scoreboard at Principal Park displayed the INF logo during Thursday’s Student/Professional Networking Lunch.

ideas on attracting new subscribers.

The Convention formally kicked-off on Friday morning with what has become a very popular motivational presentation. Iowa native and Luther College graduate Chris Norton gave a moving presentation of his 2011 football injury that left him with a less than a three percent chance to ever have movement below his neck. His remarkable story of overcoming impossible odds through hard work and faith so he could walk across the stage at his college graduation brought the audience to its feet. Norton continues to invest hours every day to his rehabilitation and has launched a foundation to help others with disabilities.

Those who attended the Past Presidents’ Awards Luncheon heard a motivating presentation by Terry Rich, CEO of the Iowa Lottery. Rich instructed audience members that they have the power to take charge of their dreams. He described examples of his life experiences and various opportunities that opened doors for him in his career, which is the focus of his book, “Dare to Dream, Dare to Act.”

Other Friday highlights included:

Networking events provide opportunity to recruit talented students

On February 23, the Iowa State University Greenlee School of Journalism and Communication held its spring Jump-Start internship and networking fair. More than 40 employers were on hand to meet with prospective interns and employees from the ISU journalism program. Several INA member newspapers attended this event along with the Iowa Newspaper Foundation.

As a service to INA members, the Iowa Newspaper Foundation is hoping to take advantage of networking opportunities such

as the internship fair as outreach efforts to help promote the INF Paid Internship Program. This program, launched in 2014, helps provide college students with real-world newspaper experience at Iowa newspapers. So far the program has proven to be a valuable service for our newspapers as they gain access to a talented pool of prospects and potential employees, as many interns translate the experience into full-time positions at our newspapers.

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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.

Leo Mores Newspaper Leadership Institute applications now being accepted

The Iowa Newspaper Foundation encourages publishers to identify applicants for the next class of the Leo Mores Newspaper Leadership Institute. The Institute is designed to enhance the leadership, organizational and performance skills of emerging leaders in Iowa journalism. It will establish a network of leaders who understand and can respond to local and national issues impacting the newspaper industry in Iowa and the nation.

The Institute is comprised of five one-day seminars held on one Friday of each month, beginning in May. The program is centered on developing skills through creative instruction and active participation. Each session will explore an area of professional interest.

Learning will focus on developing a solid understanding of the skills necessary for leadership, which participants can immediately put into practice. In order to maintain the effectiveness of small-group instruction, the number of participants is limited to eight newspaper professionals.

The Leo Mores Newspaper Leadership Institute has become a program recognized for building the talents and advancing the careers of Iowa's newspaper leaders. It is



an exciting opportunity for any newspaper employee seeking a leadership role at his or her newspaper and in his or her community. It will provide support and assistance to newspaper professionals at any size operation as they build newspaper operations relevant to their communities.

Here is what a previous Leadership student has said about the experience:

"I thought the Mores Institute program was outstanding. Along with networking with classmates, and learning about how newspapers large and small have similar challenges, the program also helped to define what leadership really is and how to become a leader in the industry and in your community. I really came to understand myself and my role much better. The time commitment is minimal compared with the knowledge you take from the program."

--Ken Brown, city editor, Dubuque Telegraph Herald

Applications can be found with this issue of The Forward and at www.inanews.com. The deadline is a postmark or delivery prior to March 25. Contact INF Program Director Jana Shepherd at 515-422-9051 or jshepherd@inanews.com with questions.

INF continues summer media experience for high school students

The Iowa Newspaper Foundation is excited for the continuation of a program specifically targeting the next generation of Iowa newspaper professionals. 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 (9-12 graders). 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 about the world of business and what the future holds for them. 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. High school students who participate in Business Horizons and then go on to attend Central College will receive a \$1,500 scholarship, renewable for four years. This scholarship is in addition to academic and talent-based scholarships already awarded by the college, not to exceed tuition.

An \$85 discount is currently being offered for applications postmarked by May 15. At this special discounted rate, the week-long program is only \$300. If you are interested in getting involved with the program or know a student who would like to attend, please contact Jana Shepherd at jshepherd@inanews.com or 515-422-9051.

CONVENTION... *Continued from page 1*

- Advertising, circulation and editorial roundtable sessions and the display of Better Newspaper Contest winners allowing newspapers to share winning ideas.

- Attendees learned how to increase their newspapers' digital presence and improve content by growing engagement from Jaci Smith.

- Sales and marketing expert Amie Stein presented tips on increasing revenue by using current and new tools.

- Photographer Elizabeth Jespersen provided tips on shooting better photos as well as how to play up your visual content to gain audience.

- Brian Steffen and Michael Morain offered basic journalism and storytelling advice to reporters of all skill levels.

The Wall of Wine & Beer was back for a second year of INF fundraising activities. The wall, which offered attendees the chance to win wine and craft beer after selecting numbered corks at random, brought in \$2,600, a 25 percent increase over 2015. Baskets featuring goods from local communities across the state contributed by board members were again raffled off raising funds to help support the Foundation's educational programs.

A total of 714 awards were presented throughout the day on Friday including the annual Better Newspaper Contest Awards, Newspaper of the Year, the prestigious Master Editor-Publisher award, Outstanding Young Journalist, Jay P. Wagner, Harrison Skip Weber and many others.

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To encourage newspapers to employ interns, the INF provides a matching grant of \$1,000 to selected newspapers each year—with the number of recipients growing each year. In 2014, the INF was able to provide three matching grants; five were provided in 2015. This year, matching grants will be provided to seven Iowa newspapers to help fund their internship programs.

The matching funds also help Iowa newspapers stay competitive by being able to offer interns a wage; interns are expected to work a minimum of 30 hours per week and receive a minimum of \$8 per hour in pay.

While program applications are now closed for 2016, please be thinking about your application for 2017. The application process for member newspapers will open again in the fall of 2016 and close in the spring of 2017.

For more information about the program, please visit our website at inanews.com/foundation/internships/.