



Forward

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Creating a better donor experience for you



Geof Fischer
Development Director

Each year, dozens of supporters of the Iowa Newspaper Foundation donate their hard-earned dollars toward our work through the “INF Membership” program. While the program has been a reliable source of essential funding over the years, the project has simply flown under the radar for many potential donors.

In an effort to create a better donor experience for our friends and supporters, the INF is unveiling a restructured giving program that better reflects our members’ expectations and needs, and places more emphasis on recognition and results.

A Change is Gonna Come

The INF Membership program has evolved into the annual Individual Giving program, which introduces three new levels of giving (below), and an expanded portfolio of recognition perks.

- **Builder level** – annual donation of \$25 or more
- **Sustainer level** – annual donation of \$100 or more
- **Guardian level** – annual donation of \$500 or more

Best of all, these contributions add up year after year to accumulate into our new Lifetime Giving program. While the Heritage Club was previously the only level of lifetime giving, the INF will now offer an expanded suite of giving levels that accrue with your donations over a lifetime.

• Friends of the Free Press (\$2,500 +)

Friends of the Free Press members are recognized at the INA convention awards banquet and receive a commemorative, engraved pen with display case.

• The Heritage Club (\$5,000 +)

In addition to the Friends of Free Press recognition, Heritage Club members will receive a plaque to proudly display at their home or office. A duplicate plaque is displayed in the INF Heritage Conference Room.

• The First Amendment Council (\$7,500 +)

In addition to the Heritage Club recognition, Council members are commemorated with a large brick to be displayed in front of the INA offices in the heart of Des Moines’ East village.

• The Diamond Club (\$10,000 +)

In addition to the First Amendment Council recognition, Diamond Club members receive a commemorative gold Iowa-shaped lapel pin with diamond indicating the geographic location of your newspaper. So, why give?

Simply put, the INF could not provide the myriad programs, professional resources, and special events to you, our members, without your financial support. We are dedicated to serving this

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Have you made your Pages for the 21st Century pledge?

Don’t miss your opportunity to contribute to the greatest source of support for INF programming. More than 150



newspapers in Iowa participate in the program every year. So this holiday season, take a moment to consider participating in this essential, and tax-deductible, fundraiser.

How does it work?

Pages makes it easy! Newspapers participating in Pages agree to donate the equivalent of one page of advertising sold into their newspaper by the Iowa Newspaper Association’s ad service, Customized Newspaper Advertising.

(Over 95 percent of Iowa’s newspapers annually receive more advertising from CNA than the newspaper paid in dues — this makes it an especially economical way to support the continuing work of the Foundation.)

All proceeds go directly toward Iowa Newspaper Foundation programs. The INF provides the best programming of any newspaper foundation in the country. However, we need your help to sustain these services.

It’s not too late to join. As you are well aware, our industry is at a turning point. Opportunity awaits those who invest in the innovation and expertise necessary to stay relevant in the 21st Century. There is no better time than now.

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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.

New crop of leaders graduates newspaper institute

Eight individuals from Iowa newspaper companies graduated from the Iowa Newspaper Foundation's Leo Mores Newspaper Leadership Institute on Sept. 18. The Institute is a five-month program designed to expand the experiences of newspaper professionals in Iowa, and engage them in a rigorous professional and personal leadership curriculum.

The Leo Mores Newspaper Leadership Institute participants were selected through a competitive application process and include newspaper professionals from across the state with diverse professional backgrounds. Over the course of the program, the class met at various Iowa locations. Highly regarded speakers in the areas of business, finance, economic development, technology and journalism presented each month.

Graduates of the 2015 class are shown at right.

The Leo Mores Newspaper Institute is made possible by a generous endowment from the Mores family, owners of the newspapers in Harlan, Iowa, in the name of their father, Leo.

For more information contact Program Director Jana Shepherd at jshepherd@inanews.com.



Graduates of the 2015 Leo Mores Newspaper Leadership Institute are: (back, l to r) Christy Ayer, The Burlington Hawk Eye; Geof Fischer, Iowa Newspaper Foundation; Wanda Moeller, Ottumwa Courier; Bob Fenske, New Hampton Tribune; (front, l to r) Abigail Pelzer, Newton Daily News; Whitney Sager, Boone News-Republican. Not pictured: Katie Mason, Coon Rapids Enterprise; Nick Pedley, Hampton Chronicle.

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Every little bit counts. One of our organization's greatest assets is its diversity. The communities we represent afford us a medley of voices, but we know everyone works with different resources and budgets. We understand that we can't all give the same amount, but we want you to know that every contribution truly counts. The fact is, if every one of our member newspapers participated in Pages, we could effectively double the services we can provide.

This means more training to future-proof your newspaper; more paid interns to invigorate and supplement your staff, and eventually follow in your footsteps; more scholarships to encourage young people to enter journalism as a profession; more school programs to get kids reading and thinking and becoming the next generation of newspaper readers and community leaders.

Included with this issue of Forward is a pledge card for Pages for the 21st Century. Please consider filling one out **today**. We appreciate your consideration and will be contacting you soon with more information. If you have any questions, please feel free to contact me at (515) 422-9070 or gfisher@inanews.com.

INF provides superior programming and works to protect the future of the industry

NEW GIVING PROGRAMS ...Continued from page 1
evolving industry—whether it is helping prepare current journalists for the challenges ahead, or providing the next generation of newspaper professionals with opportunities to enter the field—and your investment in our work is absolutely crucial.

Not only are we striving to put forth the best programming possible, we are also building our efforts to ensure the future of our industry by offering programs that are multifaceted and guided by industry leaders.

And the reasons don't stop there. In this changing environment, the INF is also dedicated to upholding the principles of the First Amendment. In many ways, newspaper journalism, as a trusted source of news, as a linchpin for our communities, as a cornerstone of democracy, is being challenged. Every year, our industry faces diminished access to government information and an increasingly disengaged public. Every day, ideals such as the freedom of the press

are tested and navigating the new rules of public discourse and new media become more and more difficult.

The INF will combat these trends by enhancing our efforts with community outreach and collaboration—newspapers are indispensable sources of local information wherever exists a strong sense of community—and we hope to assist our industry in bridging the widening perception gap with the very people we serve. By facilitating community engagement and development, and cultivating partnerships with like-minded organizations and businesses, we can expand our impact beyond our membership to the very communities we serve.

This giving season, please consider a gift to the Iowa Newspaper Foundation. If you have any questions about our Individual Giving program, or would like to speak with us regarding your estate plan or a legacy gift, please contact me at gfisher@inanews.com or (515) 422-9070.