



IOWA NEWSPAPER FOUNDATION

Forward

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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.

Save the Date! 6th Annual Iowa Newspaper Foundation Golf Tournament

Thursday, August 22nd • Copper Creek Golf Club, Pleasant Hill
4-Person Best Shot

The date for the 6th Annual Iowa Newspaper Foundation Golf Tournament have been set. Round up a team and join your fellow newspaper professionals Thursday, August 22 for great food, prizes, networking and fun! This 4-player, best shot tournament will be returning to Copper Creek Golf Club in Pleasant Hill for the second year. Fees for the tournament are \$100 per person or \$375 per foursome.

Your participation will help the INF raise needed funds to further its mission to champion and improve the quality and future of Iowa's newspapers and the communities they serve.

A registration form with more details is available in this week's issue of the Bulletin. For more information, contact INF Director Jennifer Asa at jasa@inaneews.com or (515) 422-9070.



Summer media experience for high school students

The Iowa Newspaper Foundation is excited to announce the second year of a program 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 second 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 and has been designed to spark students' understanding of the media industry as a viable career opportunity in

Iowa.

The camp will be held July 21-25 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 be guaranteed a minimum of \$12,000 in Central College scholarship assistance. An option to earn college credit will also be available.

A \$75 discount is currently being offered for applications. At this special discounted rate, the week-long program is only \$275. If you are interested in getting involved with the program or know a student who would like to attend, please contact Jennifer Asa at jasa@inaneews.com or 515-422-9070.



Members of the 2012 class had fun while learning valuable skills.

INF seeks 2013 BH Advisors

What is an Advisor for the 2013 Business Horizons Media Track and what do they do, you might ask?

An advisor is an Iowa newspaper professional who provides direction and leadership

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First-ever Leadership Institute alumni retreat planned



Alumni of the Leo Mores Newspaper Leadership Institute will be participating in a summer retreat this year to experience the next level of leadership training.

The group will spend two days at the Pearson Lakes Art Center and Bridges Bay Resort on East Okoboji Lake hearing from speakers, participating in hands-on training and group discussion.

Participants are graduates of the 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 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.

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for the media track students (approximately 10-15 students) who attend Business Horizons.

In preparation for the camp, the INF staff will provide a training session a few weeks prior to the program. This session will be a crash course on the curriculum, final project, team-building activities and how to lead the media track. Business Horizons week is very busy, but will be some of the most fun and important hours of your year. During the program dates, a room at Central College (if you wish to stay on campus) and meals will be provided. Advisors will also receive a stipend from the INF in appreciation of their time and commitment.

So what's in it for me?

-Hear dynamic speakers who will provide insight and new ideas on how you look at yourself and your workplace.

-Gain a new appreciation for young people who will soon join the workforce and take pride in helping them develop the skills necessary to become successful workers and citizens.

-Become a better facilitator in group

Online Media Campus announces upcoming training options

INF's webinar program, Online Media Campus, has an exciting spring line-up of webinars coming your way!

Overcome Objections and Close More Sales!

Thursday, May 9

Presenter: Carol Richer Gammell, Sales Training Plus

In order to overcome objections effectively, you need to understand the value proposition between the newspaper and the advertiser. Advertisers view advertising as a risk — there is no guarantee they will get the results they are looking for. Reps who understand this dynamic can reassure clients that advertising in the newspaper is well worth their investment. Following the techniques introduced and discussed in this webinar will help you develop grace under pressure! Topics to be covered include:

- Viewing objections as buying signals
- Understanding the difference between a condition and a true objection
- Using your negotiation skills to minimize the power of the most difficult objections
- Learning specific techniques for overcoming the most common objections.

What You Could Be Missing in Photoshop

Friday, May 10

Presenter: Lisa Griffin, Boone Newspapers

Camera Raw is a common function on most digital cameras, yet few have delved into this simple tool for producing some of the fastest and sharpest photos for print or online. The Adobe Camera Raw plug-in has been available since Photoshop 7. This session will help take away the mystery and explore the benefits of this feature. You will learn how to quickly and easily correct pictures plagued by:

- over/under exposure
- noise
- color casts
- incorrect white balance
- poor contrast
- and much more as there is no shortage of bad photos!

Collaborating and Competing: Newspaper Success Models

Thursday, May 23

Presenter: Lyle Muller, Iowa Watch

You'd like to do that in-depth story but simply researching the background takes time, not to mention the interviewing and writing involved as well. Between the daily grind of a newsroom, how do you do it? This session will show how you CAN accomplish special projects without sacrificing quality of work. The idea of collaborating with other newsrooms may have sent up red flags in the past but it doesn't have to mean the loss of competitive edge for your organization. Several media companies are experiencing growing success with this new model of business.

This session will illustrate ways newspapers can collaborate while still maintaining originality. Examples will come from newspapers that have found success in this model and local and national news organizations, including the Investigative News Network.

Register for programs and find out more information at www.onlinemediacampus.com.

situations and learn many new teambuilding activities to take back to your workplace and share with your fellow employees.

-Become a better manager of diverse personalities. Students will challenge you and you will need to meet the challenge

immediately.

If you're interested in serving as a mentor for the 2013 Business Horizons media track program, fill out the enclosed application form and email it to Jana Shepherd at jshepherd@inanews.com.