



IOWA NEWSPAPER FOUNDATION

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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.

Media camp trains future journalists

For the second year, the Iowa Newspaper Foundation (INF) held a weeklong media camp for students interested in a career in the newspaper industry. The INF partnered with the Iowa Association of Business and Industry Foundation's Business Horizons (BH) program, a one-of-a-kind, hands-

on, action-oriented summer program for high school students who want to learn about the world of business and what the future holds for them.

The camp was held July 21-25 on the campus of Central College in Pella. Twelve students participated from schools across Iowa, including Dowling Catholic, Waukee, Ar-We-Va, North Butler, Pella, Ankeny, Des Moines East, Johnston, and Des Moines Roosevelt.

Over the course of the week, students heard from professional journalists in the areas of media basics, photography, social media, digital media, design, circulation and

professional expectations. The students also had the opportunity to visit the Des Moines Register and participate in a videography and photography



Students of the 2013 Business Horizons Media Camp work on assignments for their newspaper, The Business.

project at the Pappajohn Sculpture Park downtown Des Moines.

In addition, the students covered the activities of Ragbrai when it rolled through Central College on the final morning of camp.

At the beginning of the week, students developed a name and work assignments for their newspaper, The Business. Throughout the week, the media students covered Business Horizons activities through The Business' website, Facebook page and Twitter. The final project for the week was a print edition of the newspaper.

This issue of the Forward is devoted to the 2013 media track class and their accomplishments; on the following page you will find a sampling of articles written by the participants. Without the support of INA members, the INF wouldn't be able to conduct programs like these, so your support is appreciated!



Thank you to News Printing Company, Newton, Iowa, for donating printing for this publication.



Lyle Muller

Thank you to the 2013 INF Media Camp Advisors, Lyle Muller of the Iowa Center for Public Affairs Journalism and Sara Konrad Baranowski of the Iowa Falls Times-Citizen for their hard work and dedication throughout the week. Lyle and Sara oversaw the daily activities of the students and helped provide oversight for The Business' social media, print and online editions.



Sara Konrad Baranowski

**Check out additional articles by the Media Camp class at:
businesshorizonsmedia.com
Facebook: <https://www.facebook.com/TheBizBH>**



Students in the Media Track spent the week covering the activities of the other industries through print, online and social media platforms. Front row (left to right): Hannah VanZee, Tori Tramp, Alexandra Zahn, Nicole Miller, Theresa Lauritsen and Kaitlynn Chisholm; Back row (left to right): Katelyn Wittrock, Sarah Muller, Jeiliah Seely, Xondrai Green, Shelby Minnmann and Robert Donnelly.

Students of Industry H Create Unique Product

By Xondrai Green

Students in Industry H created a product at the Business Horizons Junk Games Sunday night that they hope would sell for \$500. The product's name was the High Craft. The students described it as a moped and hovercraft all in one, made of junk.

The students said they want to sell their product to everybody from 18 years old to seniors. They said they want this product to float, from the ground to 25 feet in the air.

Daniel Thompson, 16, of Pella said he wants to gain business experience and team building skills at Business Horizons.

He said he is here because his parents wanted him to come, to learn. When asked how did he felt, he said, he felt nervous about what he can provide his team.

Industry H team member Mallory Osen, 17, of Guthrie Center, said she wants to experience business and learn new things. She said she was here to see new businesses and to help to prepare for college. Izak Yow, 15, of Des Moines said he wanted to learn more about business statistics. He said he was at Business Horizons to widen his opportunities for his future. Sunday night, he said he felt excited and nervous.

Next generation of Iowa business leaders brimming with ideas

By Nicole Miller, Hannah Van Zee and Katelyn Wittrock

On July 21, students around the Midwest gathered in Pella, Iowa, for the Business Horizons gathering to learn more about future careers, existing businesses and present opportunities to learn and grow. At 6:55, the students took control of Central College's Campus. They began creating machines and doohickies that would be appealing to customers around the world, especially the growing populations of teenagers.

Business Horizons is a summer program to help teenagers take a leap into the real business world and experience the pressures of setting up a business plan, pitching ideas and selling a product. The camp had 114 students, coming from the state of Iowa and, in one case, China.

The first day of the gathering camp was all about meeting one another, team bonding and making connections. Students had to start creating a product that, by the end of the week, could be marketed.

"The infomercial is going good but finding the props and the time and place to do it has been a struggle," said Business Horizons participant Megan Reynolds, from Chariton and her industry's CMO. By the end of the week, the students also did business visits, went to Adventureland, listened to speakers tell about their businesses, learned how to manage money and tried to come together as teams to make a product.

"It is fun," Susan Tancos, of West Des Moines and a member of Industry D, said. "I am learning a lot, especially about the different aspects of businesses."

A Lifetime of Experiences

By Alex Zahn

Business Horizons is an experience that is unique and different from the rest. The kids who come to BH are prepared to learn skills that will last a lifetime.

Each and every student takes something different away from this camp. Andrew Mills from Johnston High School in Des Moines shared his view on what he learned and loved about this camp.

When Mills left for Business Horizons camp he thought it would be more like school, with classes and less interactive activities. But it turned out to be a whole different ball game for him after the first day of camp when they interacted with the junk game.

"It was fun," Mills said. "I was nervous about meeting new people but it turned out everyone was so bubbly and welcoming."

He has attended Boy Scout camps and mission trips, but never a business camp. His favorite things about Business Horizons were the night activities and working with his industry.

As the week has progressed, Andrew has noted that the speakers have dwindled, and more work time for their industry has increased. He has gotten used to the schedule and being places on time to get the most out of Business Horizons as he can.

The most important lesson Andrew learned this week is that saving your money has a big impact on your life.

He also has a better understanding about all the work that goes into a business. Mills is excited to see what his industry's final product will look like when it is complete.

Industry D Melds Into a Team During Business Horizons

By Jeiliah Seely

A group of strangers brought together by the task of creating a product that could actually sell. Through a stress filled week of industry meetings, business visits, and team building activities they soon became a group of friends. Unlike some other teams Industry D (the Deere industry) seemed to click. "The junk game really has brought us together," said industry leader Ralph Bright.

The Business Horizons program aims to teach you more about the business world, careers, opportunities in Iowa, and about yourself. It does that by bringing in many people from Iowa businesses, organizations and communities.

"I love the different simulations that we've been doing," said Mitch Phipps. The Deere industry decided to make an environmentally friendly birdhouse. They call themselves NexGen Avian Real Estate LLC. They named their product A Birds' Paradise. The groups' vision is to be the premier provider of avian real estate.

The students said everything the program had to offer the students learned a little bit of everything. "I like how they are showing us different aspects of business, it's not just marketing," said Susan Tancos. Overall they really seemed to get a lot from the program. "What were teaching them this week can actually be used," said Bright.



Business Horizons Media Track students tour the Des Moines Register's new location.