



# 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.*

## Contributions advance the newspaper industry in '14

The Iowa Newspaper Foundation wrapped up a successful 2014 with total contributions of \$213,187. One hundred and thirty nine newspapers pledged \$126,120 to Pages for the 21st Century, INF's annual fundraiser. Other significant donations to the foundation in 2014 included:

- \$16,000 in contributions to support the INF's summer high school journalism camp, which "graduated" ten students with a new appreciation and passion for our industry. Generous contributors were the Cedar Rapids Gazette, Register Media, Des Moines; TH Media, Dubuque; and Mid-America Publishing.

- Almost \$10,000 from new Individual Heritage Club members who will be recognized at the February 6 Awards Banquet during the INA Annual Convention and Trade Show.

- A \$7,500 contribution from the Iowa Association of Business and Industry to develop the Elevate Your Future guides promoting advanced manufacturing in Iowa and using newspapers in the classroom. The INF distributed more than 25,000 guides to schools last fall.

- A \$5,000 contribution by Steve and Alan Mores of Harlan supporting the Leo Mores Leadership Institute.

These contributors and so

many more will be recognized in the INF's annual report, which will be mailed to newspapers and INF members in May.

These essential contributions support the foundation and advance the newspaper industry in many ways:

- Fostering relationships among newspapers, educators and students to ensure that career opportunities at Iowa newspapers attract top candidates. In 2014, INF launched its paid internship program, matching dollar for dollar the investment made by a newspaper to host a summer intern. In 2015 the INF will expand this opportunity from three to five

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## INF provides matching funds for internships

The Iowa Newspaper Foundation will expand the number of internships for which it will provide matching funds in 2015. Five Iowa newspapers will receive matching funds from the INF to host a paid intern for eight weeks during the summer of 2015.

Through the program interns will:

- work a minimum of 30 hours per week for eight weeks,
- receive a minimum pay of \$8 per hour and
- have the opportunity to experience the newspaper industry first-hand.

Participating newspapers will be chosen through an application process reviewed by an INF member committee. Host newspapers will have the opportunity to interview and select their own interns and INF will provide matching funds of up to \$1,000 to each newspaper. Selected newspapers will provide

the intern with an opportunity to learn many facets of the newspaper industry. Participating newspapers will submit a follow-up report to the INF summarizing the student's responsibilities and takeaways from the internship. The INF will provide for an exit interview to be conducted with the student.

Here is what a participating newspaper and intern had to say following a 2014 internship:

*"This year, because of the grant from the Iowa Newspaper Foundation program, we were able to double the amount of time we could have an intern. During the summer, she spent considerable time training on InDesign, photography, wrote a weekly column, produced a series of articles that were her idea, came up with story ideas, took stand-alone photos and handled other assignments throughout the 12 weeks. We truly appreciated*

*the grant and were lucky to find a talented soon-to-be-journalist who really made the most of the experience. Thank you so much for making that possible!"*

-Kate Thompson, Shenandoah Valley News Today

*"Working as an intern at The Valley News this summer was an amazing experience. I couldn't have asked for a better opportunity to cultivate my writing, interview and research skills. I was able to work with and learn from fantastic mentors and great people. I feel that I'm a better journalist for working for this great publication."*

- Molly Longman, student intern

Applications are available at [www.inanews.com](http://www.inanews.com). Please contact Jana Shepherd, Iowa Newspaper Foundation Program Director, at [jshepherd@inanews.com](mailto:jshepherd@inanews.com) or 515-422-9051 with questions.

## More than 2600 newspaper personnel nationwide view OMC webinars

In 2014, the INF produced and hosted 22 webinars serving over 2,600 newspaper personnel nationwide through Online Media Campus, an online training partnership with Southern Newspaper Publishers Association and many state press associations. An additional seven webinars were offered in partnership with the National Newspaper Association, PubAux Live! Each webinar took only an hour and required an investment of just \$35.

2015 brings more online training opportunities in the areas of revenue, editorial, digital, technology and management. Topics planning to be presented include:

**Thinking bigger than native advertising**

**Getting in the door when prospecting**

**Working with eDoc**

**How to get the information you need from a sensitive interview**

**Mobile video editing**

**Business operations and understanding financials**

**Ad design**

Also available are previously-recorded webinars available to download, including two training packages that allow you to view a series of courses focused on a similar topic. Archive webinars offer unlimited access to the recording allowing you to watch at your leisure. Find out more about programs available and sign up today for the recordings at [www.onlinemediacampus.com](http://www.onlinemediacampus.com).

## 2015 Convention and Trade Show just around the corner

**DIGIT|ALL**  
Print • Web • Mobile

The 2015 INA Annual Convention and Trade Show is chock-full of great educational opportunities, plenty of chances to network with your peers and students and many, many awards honoring the best in the Iowa newspaper industry.

While we call it the INA Convention, like all educational offerings, it is brought to you by the Iowa Newspaper Foundation. Without the generous commitment of foundation contributors and the financial support of our Trade Show exhibitors and Convention sponsors, we would be unable to bring these top-notch educational opportunities at the low cost of \$80 for the first registrant and \$20 for each additional registrant from a newspaper.

The 2015 Convention, February 5-6 at the Des Moines Marriott Hotel, embraces everything digital, while at the same time recognizing the rich tradition of the newspaper industry. If you come for no other reason, come to hear Morley Piper of the 29th Infantry Division share his stirring account of D-Day when, as a 19-year-old Second Lieutenant, he and other ordinary men were called upon to do extraordinary things.

For nine years running, the Iowa Newspaper Association convention has been the largest state press association convention in the country for two reasons. The quality of the programming is second-to-none because every session idea comes from the membership. And the registration fee is among the lowest in the country thanks to financial support from the Iowa Newspaper Foundation.

## INF Scholarship deadline Feb. 13

The Iowa Newspaper Foundation is accepting applications for scholarships for the 2015-2016 academic year. Students at any class level (college freshman through senior in the fall of 2015) are encouraged to apply. The application process is online again this year and can be completed by visiting the scholarship application link at [www.inanews.com/inf/scholarships.php](http://www.inanews.com/inf/scholarships.php).

Iowa newspapers can promote the INF scholarship program locally by running one of the scholarship promotional advertisements. These advertisements are a great way to encourage students to consider

a career in journalism. To download a promotional ad go to <http://www.inanews.com/inf/scholarships.php>.

INF scholarships help support students hoping to work in newspaper journalism. In 2014, the INF scholarship committee awarded eleven scholarships worth a total of \$6,000. The program is one of many sponsored by the INF to ensure the quality of journalism in Iowa. For more information on the scholarship program, contact Jana Shepherd at (515) 422-9051 or [jshepherd@inanews.com](mailto:jshepherd@inanews.com).

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qualifying newspapers. And 2014 marked the INF's third year offering a summer high school media camp.

- Preparing students for newspaper careers in Iowa through the INF Scholarship Program.

- Underwriting a portion of the cost of the Iowa Newspaper Association's Convention, keeping registration fees among the lowest in the nation.

- And so much more.

In 2014 the INF welcomed Geof Fischer

as its new Development Director. Also in 2014, the foundation board, along with the INA and INA Services Co. boards, held a long-range planning retreat. The foundation is laser-focused on attracting and educating the next generation of journalists and the readers and advertisers that will demand their quality news product.

Once again in 2014, the foundation produced and hosted 22 webinars, each for the low cost of \$35 and each accessible from your desk. It also hosted an additional seven webinars through its partnership

with the National Newspaper Association, PubAux Live!

The Iowa Newspaper Foundation's mission is to champion and improve the quality and future of Iowa newspaper enterprises and the communities they serve and to raise funds to fulfill this mission. The INF is the largest state press association foundation in the country thanks to the generous support of Iowa newspapers and the commitment of your board and staff.