



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.

Plan to attend INF golf tournament!

New this year: Native Advertising workshop, Bloody Mary Bar, more prizes!

The INF is looking forward -- and hopes you are too -- to the upcoming golf tournament scheduled for Thursday, September 11th! For the first time, this year's event will include an educational opportunity covering native advertising from 10:00-noon, with lunch, golf and dinner following.



Paul Camp

Speaker Paul Camp will be presenting **7 Reasons to Embrace Native Advertising Now**. Camp will focus

on how to effectively use sponsored content and whether this model is right for your newspaper. He will also discuss the projected longevity of this revenue-generating model.

Camp has spent his career helping local media companies use content to be more

attractive and more competitive. He has launched a community newspaper, owned a weekly, edited a city magazine and toiled in various capacities for two business magazine publishers. He was restaurant critic for the Chicago Tribune and later became the paper's features editor. His articles have appeared in various newspapers and national magazines like The New York Times and Esquire Magazine. He established the syndication business for Thomson Newspapers, which led to the creation of his company, Content

That Works.

Following the morning educational session there will be time for networking, a Bloody Mary bar and lunch. Golfers will hit the course at 1:00 and try their chances at several prizes including straightest drive, closest to the pin, longest putt, the opportunity to challenge a high school golf player and many more! A banquet with a sports-themed silent auction to benefit the INF will wrap-up the evening. Items included in the auction are an ISU basketball

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“Women’s event” to alter focus ... appeal to decision makers

Put October 9th on your calendar and plan to attend **Financial Success for your Newspaper through Strategic Staffing**. In partnership with Connie Wimer and Des Moines Business Publications, the INF will host this event aimed at educating newspaper managers and leaders (men and women) on the economic value women bring to businesses through their leadership roles. Recently, Warren Buffet was featured on CNN Money and in Fortune Magazine. An excerpt of his comments is below.

So, my fellow males, what's in this for us? Why should we care whether the remaining barriers facing women are dismantled and the fun-house mirrors junked? Never mind that I believe the ethical case in itself is compelling. Let's look instead to your self-interest.

No manager operates his or her plants at 80% efficiency when steps could be taken that would increase output. And no CEO wants male employees to be underutilized when improved training or working conditions would boost productivity. So take it one step further: If obvious benefits flow from helping the male component of the workforce achieve its potential, why in the world wouldn't you want to include its counterpart?

Fellow males, get onboard. The closer that America comes to fully employing the talents of all its citizens,

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Join hundreds of your peers and other Iowa newspapers on the INF Legacy Walk

If you walk down East 5th Street in Des Moines' historic East Village, you can trace the history of the Iowa newspaper industry. The Iowa Newspaper Foundation's Legacy Walk, in front of the INA offices, is a lasting tribute to the industry in Iowa and the people who have contributed to its success.

The foundation is embarking on its third installation to the Legacy Walk this fall. You can recognize your newspaper, honor an industry mentor or remember a lost colleague by purchasing an engraved commemorative brick or granite paver. There are three sizes available and, for your convenience, payments may be made over three years. Access an order form on the INA website at INAnews.com/inf/brickproject.php.

The new installation to the INF's Legacy

Walk will be done in September, so now is the time to be thinking about the individual or newspaper you would like to honor with this special tribute.

The contributions generated by the INF's Legacy Walk are used to improve the quality and future of Iowa's newspapers and the communities they serve. Specifically, the INF provides top-notch, low-cost educational opportunities for newspaper personnel, offers matching funds for a paid intern to several newspapers each year, honors exceptional



students interested in a career in our industry with scholarships annually, holds a summer

journalism camp for high school students and much more.

If you have any questions, please contact INA Executive Director Chris Mudge at 515-422-9050 or cmudge@inanews.com.

Don't miss this opportunity to mark your place in history! The deadline for orders is August 31st.

INF to again offer summer media experience for high schoolers

The Iowa Newspaper Foundation (INF) 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 third year, INF will offer a media track for students interested in a career in the media 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 INF thanks sponsors Register Media, TH Media and The Gazette Company for making this program possible.

The camp will be held July 20-24 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.

Decision makers...*Continued from page 1*
the greater its output of goods and services will be. We've seen what can be accomplished when we use 50% of our human capacity. If you visualize what 100% can do, you'll join me as an unbridled optimist about America's future.

The keynote speaker for the event will be Geneva Overholser, former Des Moines Register editor currently working with the Women's Media Center, focusing her attention on gender and racial disparity in the media. Additional information and registration will be available soon.

Upcoming Events

Webinar: Mobile Gadget Lab: Creating Great Video
Thursday, July 31
Presenter Chris Snider,
Drake University

Webinar: PubAux Live
Thursday, August 7
Presenters Jeff Mayo and Carrie Carberry, Sequoyah County Times

Webinar: InDesign 301: Working with Images and Graphics
Thursday, August 21
Presenter Russell Viers,
Atomic News Tools

Webinar: Salesperson vs. Professional Visitor
Friday, August 29
Presenter Tim Smith

Golf tournament...*continued from page 1*
signed by Coach Hoiberg; an I-Cubs skybox for next season; four tickets to the Iowa/Nebraska home football game and tickets and a parking pass to a non-conference Iowa basketball game. Mark your calendars and plan to attend for a great time of networking, education and fun!

Registration information can be found online at INAnews.com.