



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.

Your participation is much more than a day of "play"

by Geof Fischer
INF Development Director

For the past seven years, the Iowa Newspaper Foundation has held its annual golf outing to help support the many programs the foundation provides. This year, on Friday, August 14, we are approaching the event from a slightly different angle. Understanding that the realities of the day often make it difficult to justify taking a Friday off of work to play golf, we would like to present you, instead, with an opportunity to

support a program that is among the most promising and direct methods for getting young journalists to work for Iowa's newspapers.

The INF's Internship Matching Funds Program began in 2014 and has offered \$1,000 matching grants to eight member newspapers, allowing each to employ a summer intern. Three internships were funded in the program's first year and this year we were able to provide five more journalism students with the opportunity to gain real-world work experience at our community newspapers.

Our goal is to provide as many paid internship opportunities as possible. However, it will be impossible to grow the program if we are unable to fund it. That is where this year's golf outing comes into play. If we can get our member newspapers to contribute teams and/or sponsor the event, we will be able to direct all the proceeds towards the program. If enough of you participate, we hope to be able to fund seven paid internships

Continued on page 2...



Geof Fischer
Development Director

Foundation develops plans for future

Though the summer is often seen as a time for vacation and relaxation, INF staff has been busy working on two projects that could have major implications for the future of Iowa's newspapers.

In 2014, sparked by the Board's Long-Range Planning Retreat, INF staff was tasked with several forward-thinking objectives that included the potential for a capital campaign to fund a mission where community needs intersect with those of the newspaper industry. In an effort to do this, the INF distributed a community impact survey to its member publishers.

Out of the survey came some fairly predictable results, with the top four being (in order): economic development, population issues (aging, youth), civic engagement, *Continued on page 2...*

Register Today!

THE 7TH ANNUAL CHARITY FUNDRAISER

Next Generation Golf Benefit

At Otter Creek Golf Course, Ankeny

18-HOLE SCRAMBLE INCLUDING A NEW 9-HOLE DUFFER'S BRACKET

• AUGUST 14, 2015 •

This event is a great way to enjoy a day of golf while raising funds for the INF's Internship Matching Funds Program, which annually provides paid internships to member newspapers. This year, a new "Duffer's" Bracket will provide a chance for those who aren't seasoned golfers to take part in the fun and gain some golf training at the same time.

A registration form and sponsorship information are available in this week's Bulletin or at www.INAnews.com.

SUPPORT THE CAUSE:
Be a Sponsor (\$300-\$5,000) • Enter a Team • Donate a Prize

PRESENTED BY  IOWA NEWSPAPER FOUNDATION  IOWA BROADCASTERS ASSOCIATION

Programming heats up this summer

As usual, the INF has put together a full slate of programming that is currently available for member newspapers.

The 2015 Leo Mores Leadership Institute is in full swing. Meetings have been held in Des Moines (hosted by the Business Record) and Carroll (hosted by the Carroll Daily Times Herald). Upcoming sessions will be held in Charles City (hosted by the Charles City Press), West Branch and Vinton. The class has taken part in sessions on leadership in a changing media environment and connecting with your community. This month the group will focus on best management and administration practices.

The INF Paid Internship Program is supporting the employment of five interns working at the Jesup Citizen Herald, Spencer Daily Reporter, Hampton Chronicle, Mount Vernon-Lisbon Sun and Dubuque Telegraph Herald.

The INF webinar program, Online Media Campus, has new webinars coming your way:

Community Faces Photography - July 23

Presented in partnership with GateHouse Media

Populating your websites and newspapers with plenty of photos of local residents, taken at community events, is a great way to build readership, connect with people in your coverage area and increase page views. But there's an art to the creation and promotion of these galleries — this presentation reveals all the tips and best practices.

Easily & Quickly Sort, Organize and Process Your Photos with Russell Viers - July 30

In this program you'll learn how to:

- View, sort and rank your photos quickly and easily.
- Add metadata to images for quick searches and to use in InDesign.
- Color adjust faster than you ever have before.
- Leave your photos "adjustable" for quick changes even after you've saved.
- Save images for multiple uses (print and online) in one easy step.
- And much more!

Increase Your ROI on Sales Calls with Tim Smith - July 31

This webinar will focus on how to prepare for a sales presentation while not relying on a script or winging it. Specific topics to be discussed include:

- Interviewing techniques.
- Uncovering customer needs.
- Creating customized marketing campaigns.
- The 8 steps to a successful sales presentation.
- Tips to implement each step of the presentation process.

Previously recorded webinars as well as two training packages are also available to download and view. The webinar packages allow you to view a series of courses that focus on a similar topic. Archived webinars offer unlimited access to the recording allowing you to watch at your leisure. Find out more about available programs and register today for the live or archived webinars at www.onlinemediacampus.com.

GOLF ...Continued from page 1 in 2016.

As for the golf outing, we've made a few changes here as well. In addition to the traditional "scramble" style tournament, we have added a "duffer's" bracket for those of us who are less experienced golfers, but who would still like to participate and support the INF. This bracket will include a golf pro-led training session and 9-hole tournament. Either way, it promises to be a great time.

This year, the festivities kick off with a lunch and beverages at the Otter Creek Golf

Course clubhouse in Ankeny at noon. The golfing will commence with a shotgun start at 1 p.m. and be followed by hors d'oeuvres and a cash bar back at the clubhouse.

As we move forward it is absolutely crucial that we make investments like this in the future of our industry. This year's golf outing is a fantastic opportunity to contribute to a cause which can benefit the entire industry. Please consider participating or sponsoring today. For additional information or to reserve your spot, please contact me at gfisher@inanews.com or (515) 422-9070.

INF crafting business plan

GIVING ...Continued from page 1 and community development.

As an industry, newspapers are involved in many, if not all facets, of their communities. However the task at hand was to identify where INF can have the greatest influence. Through discussions with the Fundraising Strategy Committee, the combined issues of civic engagement and community development rose to the surface. Now that the project has a general focus, the next task will be to identify potential statewide partners and funding sources that would support a collaborative effort spearheaded by Iowa's community newspapers to help address the common issues of civic engagement and community development.

We encourage your help with this process. Is your community in need of assistance in these areas? What is your newspaper currently doing to help address these issues? We'd love to hear from you.

Fund Development Plan

Another major project that the Foundation is working on is the creation of a strategic fund development plan—think of it as a business plan for the Foundation. As the Long-Range Planning discussions took place it became evident that facets of INF's fundraising programs and revenue sources needed to be either re-imagined or revised. INF staff has worked to form a cohesive fundraising plan that shines a light on each aspect of Foundation programming and has included proposals that address everything from the streamlining of annual, individual, and planned giving campaigns to the creation of an integrated communications strategy.

The objective of this project is to allow the Foundation to broaden its donor base, while streamlining the current giving structure to be as easy and coherent as possible for donors and potential donors. This plan, if adopted, will guide fundraising strategies in the short term, and eventually become a long-term tool for sustainable fundraising success.

This August, a draft of the plan will go before the Fundraising Strategy Committee and then be ready for review by the Board of Directors during its October board meeting. Please stay tuned for more details.

If you have questions about either of these projects, contact INF Development Director Geof Fischer at gfisher@inanews.com or (515) 422-9070.