



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.

Ten graduate from Mores Leadership Institute



Graduates of the 2014 Leo Mores Newspaper Leadership Institute are (from left): Chris Vrba, Chris Hall, Kristin Grabinoski, Kim Brooks, Dustin Kass, Sara Millhouse, Molly Angstman, Jeff Holschuh and Audrey Ingram. Not pictured: Diane Goodlow.

Individuals from ten Iowa newspapers graduated from the Iowa Newspaper Foundation's Leo Mores Newspaper Leadership Institute on Sept. 19. The Institute is a 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 Leadership Institute participants were selected through a competitive application process and include newspaper professionals from across the state with diverse professional backgrounds. Over the course of the program, the class met at various Iowa locations. Highly regarded speakers in the areas of business, finance, economic development, technology and journalism presented each month.

Graduates of the 2014 class are:

- Kristin Grabinoski, *Armstrong Journal*
- Audrey Ingram, *Carroll Daily Times Herald*
- Chris Hall, *Charles City Press*
- Dustin Kass, *Dubuque Telegraph Herald*
- Sara Millhouse, *Dyersville Commercial*
- Diane Goodlow, *Grinnell Poweshiek County CR*
- *Sadly, Goodlow unexpectedly passed away in October
- Molly Angstman, *Mid-America Publishing*
- Kim Brooks, *Monticello Express*
- Jeff Holschuh, *Newton Daily News*
- Chris Vrba, *Pocahontas Record-Democrat*

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.

For more information regarding the next Leo Mores Newspaper Institute class, please visit www.inanews.com.

Geof Fischer hired as Development Director



Geof Fischer has joined the Iowa Newspaper Foundation in the role of Development Director. He will lead all of the INF's fundraising efforts.

Most recently, Fischer served as director of development and donor relations for the Institute for Responsible Technology. In this role, he was responsible for all fundraising. Prior to his work with IRT, he was project coordinator for the Iowa Immigration Education Coalition. In this role, Fischer managed the day-to-day operation, organized fundraising activities, including events, grant writing and donor relations. He also designed and managed the website, social media and marketing of the organization.

Fischer has a BA in Political Science, International Affairs from UNI. Contact him at gfischer@inanews.com or 515-422-9070.

Renew your Pages for the 21st Century contribution now!

See page 2 for details.

INF Contests hit high numbers

Entry numbers for the 2015 Iowa Better Newspaper Contests were the highest they've been in more than five years. Each year, INA staff members check all entries to confirm they are prepared correctly. Newspapers are contacted to resolve any questions prior to the entries being judged, to ensure that all entries are judged fairly and properly.

This year, the most common problems encountered were multiple entries being combined into one entry upload, missing payments, full tearsheets not being submitted and entries that were missing parts of the required examples.

In addition, many newspapers submitted PDFs in file sizes much larger than the requested 5MB. While the online system will allow these to be uploaded, we want newspapers to remember that large file sizes take longer to download. This amounts to increased time for INA staff when processing entries and, more importantly, additional time -- and possible frustration -- for judges when they are downloading each entry. If you did not hear from INA staff regarding making corrections to your contest entries,

it means your entries were all prepared correctly ... congratulations and thank you!

The judging process by members of the Minnesota Newspaper Association has now begun. With the online contest system, judges have a two-week period in which to review the entries and make their winning selections ... all online. This allows judges to view the entries at times that work best in their schedules instead of requiring them to all meet in one place for a long day of judging, as has been the practice in the past.

INA members will be notified in early December if they had winning entries. Winners' placings will be announced at the Awards Banquet during the annual INA Convention and Trade Show Feb. 5-6, 2015, in Des Moines.

INA/INF staff are already working to fine-tune the process for upcoming years. If you have suggestions for improvements that would make the contest submission process go more smoothly on your end, please send them to Jana Shepherd, INF Program Director, at jshepherd@inanews.com.

Thank You!

For the Iowa Newspaper Foundation, the holiday season is a time of thanksgiving and celebration. In 2014, the INF continued its track record of success and is still considered the largest and most successful newspaper foundation in the nation. Through top-quality programming, the INF assisted Iowa's newspapers in a variety of critical areas while engaging and inspiring the next generation.

The Iowa Newspaper Foundation is committed to offering the latest and most relevant programs and initiatives to better prepare our industry for what lies ahead. We are able to do this and so much more because of the generous support we receive from our friends around the state. During this special time of year, we want to take a moment to offer our gratitude for the role you've played in helping to grow the Iowa Newspaper Foundation. This is an organization for which we all can be proud.

For more information about how to make the Iowa Newspaper Foundation part of your giving tradition, please contact Development Director Geof Fischer at (515)422-9070 or gfisher@inanews.com.

Pages contributions support the future of your newspapers and communities

Fall marks the return of the Iowa Newspaper Foundation's annual fund drive, Pages for the 21st Century. Newspapers contributing to the foundation through "Pages" agree to donate the equivalent of one page of advertising sold into their newspaper by the Iowa Newspaper Association's ad service, Customized Newspaper Advertising.

In 2013, over 97 percent of Iowa's newspapers received more advertising from CNA than the newspaper paid in dues. One hundred and fifty three newspapers agreed to donate one page of that advertising to the foundation to support the many things it does to help Iowa newspapers.

Through your newspaper's contribution to Pages for the 21st Century, it is supporting the foundation's efforts in three primary areas:

- Ensuring the future of the Iowa newspaper industry by developing its next generation audience and identifying



and training its future employees.

Among the ways the foundation does this are holding a high school journalism camp designed to inspire students in grades 9-12 to consider careers in journalism; providing training for hundreds of Iowa college students in conjunction with the Iowa College Media Association; providing selected Iowa newspapers with a paid intern and providing 10-12 scholarships annually to deserving young students.

- Training the industry's current professionals to apply new skills and knowledge, increase revenues and manage in an evolving industry. Online Media Campus, the foundation's premiere training program, provides quality, cost-effective online training for newspapers and the INF hosts the largest state newspaper association convention in the country, drawing roughly 700 professionals and students for two full days of educational programming.

- Fostering excellence in journalism

Upcoming Events

Webinar: User-Generated Content: More Readers, More Revenue
Thursday, December 4
 Presenter Allan Barnak

Webinar: Pay Day: Top 5 Sales Strategies to Create More Revenue
Thursday, December 11
 Presenter Steve Kloyda

INA Convention and Trade Show
Thursday-Friday, Feb. 5-6, 2015

through recognition. The INF recognizes hundreds of talented professionals annually through its Better Newspaper Contests.

Included with this issue of Forward is a pledge card for Pages for the 21st Century. If your newspaper is among those that have not participated in "Pages" in the past, please consider doing so by completing the pledge card. If your newspaper is currently a "Pages" supporter, thank you! We appreciate it and will be contacting you soon to renew.