



IOWA NEWSPAPER FOUNDATION

Forward

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Media camp is changing students' futures



Ten high school students from across Iowa participated in the weeklong Business Horizons media track July 20-24 at Central College in Pella. See the articles below and at right to get first-hand reports from one of the student participants as well as the class advisor.

“A piece of cake”

By Bill Monroe

Many months ago, when Chris Mudge and Jana Shepherd asked me to serve as the advisor for the Media Track of Business Horizons held July 20-24 at Central College in Pella, I was flattered and said yes. (Just try to say no to these two). But as the dates of the event approached and as the details of what was expected became clear, a sense of panic set in.

All Jana and I were expected to do was to take ten high school kids who had never met one another, and who had little or no high school newspaper experience, introduce them to one another on a Sunday night and put out a newspaper by Wednesday at 2 p.m. Along the way, we were also to launch a website that was to go live the first day (Monday) and continue to update it throughout the week. The daily schedule started with meetings at 7:30 a.m. and usually ended around 8 p.m.

A piece of cake, right?

Turns out it was ... thanks to incredible planning by Jana, generous newspaper company sponsorships and the ten amazing kids we were blessed to work with. What these kids lacked in experience, they made up for in their willingness to learn and their absolute lack of fear of trying new things. At times I swear it was a near-religious experience for me.

Business Horizons (BH) is a program of the Iowa Association of Business and Industry Foundation that recruits high school students from around the state to work with advisors, many of whom come from Iowa industries. The INF is one of the sponsors of the event and it, in turn, recruits sponsors. This year's sponsors were the Cedar Rapids Gazette, Register Media and T-H Media.

During the week, the students are divided into teams. Each team

Continued on page 2...

Attending Business Horizons 2014 Media Track was an experience that I will never forget. I have had so many opportunities to further my knowledge of journalism. From getting to tour the Des Moines Register to getting to cover a real live event to hearing speeches from renowned experts, the week was crazily filled with worthwhile activities.



Schmidt

Coming into this week I knew that writing was a passion of mine, and I've had a lot of experience working on my school newspaper. But this week showed me that journalism is a path that I will definitely be considering for my future. I really enjoyed getting to cover and interview people in a real life situation.

It was also really exciting to get to hear from actual reporters and people who work in a newspaper every day, hearing about their first-hand experiences showed how exciting a career in journalism can be.

Finally, in a world that is quickly turning to technology, it was reassuring to find that newspapers are still very alive and thriving. The media industry is changing to keep up with the new times, and getting to work in all type of elements keeps things spontaneous.

I would like to give a huge thank you to Register Media, The Gazette, and the TH Media, who were our sponsors for this week and allowed us to gain such a wonderful experience.

--Julia Schmidt
Senior, Dubuque

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.

Support INF ... and the future of newspapers ... through Pages

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, 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 by 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 in-

tern 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 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.



...Continued from page 1

develops a new product and a business plan to market the product. At the end of the week, they actually show a prototype of the product, a video to promote the product and make a pitch to seek funding to produce it. The role of the Media Track is to cover all this plus the speakers who address the group on topics ranging from creativity to why the students should consider staying in Iowa once they graduate.

Jana and I knew we had a special group when we came to work Monday morning. When we dismissed the group Sunday night, they were to attend a speaker's presentation, a barbecue and then play a "junk game." We assigned them all the task of writing stories and taking pictures of all three events ... even though only three of them had ever written a news story before. The next morning they came in on time, went straight to their workstations and quietly started writing. By 10 a.m. we were posting their stories on our website.

Jana had lined up a stellar cast of guest speakers for the Media Track. Our students had the opportunity to meet and learn from some of the best journalists in Iowa including: Jason Clayworth, Des Moines Register; Erin Jordan, Cedar Rapids Gazette; Jeff Montgomery, Dubuque Telegraph Herald; Brian Smith, Des Moines Register; Greg Hennigan, Cedar Rapids Gazette; Zach Kucharski, Cedar Rapids Gazette; Max Freund, Cedar Rapids Gazette and Jared Strong, Carroll Daily Times Herald.

The highlight of the week came on Tuesday when we boarded a bus and drove to Des Moines for a tour of the Des Moines Register. The Register staff treated the students like royalty. They not only let them observe the daily editor's planning meeting, they let them sit in the editors' chairs while the editors stood behind them. And as the editors discussed what stories they were working on, Amalie Nash, Editor and Vice President for Audience Engagement, explained the background of each story to give the students the context they needed to understand the conversation.

Later in the tour, we met Publisher Rick Green who gave the students a pep talk about the newspaper profession and welcomed them to the Register.

Finally, as we were leaving, we saw Amalie addressing the full news staff to announce that the Register had just settled a lawsuit to get access to documents regarding a taser death accident. When the newsroom

Continued on page 4...

INF brings newspapers native advertising opportunities

The buzz in advertising these days is "native advertising" or sponsored content. In days gone by we called it advertorial. Whatever the name and whatever the platform... print, digital, mobile... it's valuable, educational content sponsored by businesses that want to get their message in front of potential customers in a more subtle way ... and they are willing to pay your newspaper to do it.

The INF has partnered with AIB College of Business and Wellmark to provide Iowa newspapers with native print advertising, monthly education-focused articles with space for your newspaper to seek a sponsor and earn extra revenue.

The articles from AIB, under the theme Cool, calm and college-bound, are written by Pulitzer Prize winning journalist Jane Schorer Meisner. Topics include the explod-

ing growth of online classes, information on how to navigate college finances and reduce student loan debt and more.

The articles from Wellmark, under the theme Healthy Conversations, are written by a professional writer with expertise in health issues. Topics include information on the Affordable Care Act, how to take control of your health and information on specific health issues.

The INF provides each article to your newspaper in PDF format with available space for a sponsor's ad. Notice of each article's availability comes to you via email and you are directed to a unique URL to retrieve the articles.

For more information, contact INF Program Director Jana Shepherd at jshepherd@inaneews.com or INA Executive Director Chris Mudge at cmudge@inaneews.com.

Event stresses value of female leadership

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, 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. Find information at INAnews.com.

**FINANCIAL SUCCESS
FOR YOUR NEWSPAPER
THROUGH
STRATEGIC STAFFING**

THURSDAY, OCTOBER 9, 2014
8:30 AM - 2:45 PM

DES MOINES EMBASSY CLUB
666 GRAND AVENUE - 34TH FLOOR
DES MOINES, IOWA

Cool temps don't chill spirits at annual golf tournament

Thirty-five golfers donned jackets, khakis and gloves for a 55-degree day of golfing September 11 at the annual INF golf tournament.

Participants enjoyed 18 holes at the new site, Otter Creek Golf Course in Ankeny. Also new this year were an educational session covering native advertising which was held prior to the golfing, more contests and prizes for participants, a Bloody Mary bar during lunch, a sports-themed silent auction and the opportunity to win a new car by sinking a hole-in-one. Unfortunately, there were no lucky winners of a new car, but several golfers left with prizes including hotel stays, retail gift cards and golf items.

The silent auction raised nearly \$1800 with items such as an Iowa Cubs skybox, Iowa vs. Nebraska football tickets and a Fred Hoiberg-signed basketball.

The Iowa Newspaper Foundation would like to recognize the sponsors of the event:

Lunch Sponsor - Iowa Pork Producers

Dinner Sponsor - Iowa Beef Industry Council/
Iowa Cattleman's Association

Welcome Bag Sponsor -
Customized Newspaper Advertising

Gift sponsor - Ryun, Givens & Company

Golf Cart Sponsor - Wells Fargo

Hole Sponsors:

Creston News Advertiser

Holmes Murphy

Hotel Pattee

Iowa Bankers Association

Nyemaster Goode

Sioux City Journal

Indianola Record Herald & Tribune and

Marengo Publishing Co.



Before setting out on the course, golfers enjoyed a barbecue lunch sponsored by the Iowa Pork Producers



Contest season is here!

The Iowa Newspaper Association is excited to roll out the Call for Entries for its 2015 Better Newspaper Contests! If your newspaper hasn't begun selecting the items you want to submit, now is the time to start. The deadline for entries is Friday, October 17, 2014 at 4:30 p.m.

For the 2015 contests, entries will again be submitted electronically using the online entry submission tool at www.BetterNewspaperContest.com. The 2015 Call for Entries and Entry Guides are now available at www.INAnews.com. Please be sure to review

the rules and entry guide as there have been some changes this year.

New this year! Check out the 'Contest Corner' in your weekly Bulletin which contains tips on selecting your entries and what judges are looking for and a tutorial from contest veterans on how to have a great contest experience.

Elevate Your Future educational materials coming soon

The Iowa Newspaper Foundation (INF) and Iowa Association of Business and Industry are pleased to introduce Elevate Your Future, a new program to assist teachers and encourage students to use newspapers in the classroom.

This initiative expands on the Elevate Iowa program, designed to elevate knowledge of advanced manufacturing in Iowa, to help elementary through high school students use the newspaper to enhance their understanding of manufacturing. The Elevate Iowa program includes a teacher's curriculum guide and a student magazine and will be distributed to hundreds of schools across the state this month.

These materials are available free of charge to any INA member. The Elevate Iowa curriculum includes timely topics and newspaper activities that tie into Iowa's 21st Century Skills, which all Iowa teachers are required to teach as part of the core curriculum.

The Iowa Newspaper Foundation

encourages your newspaper to spread the news about this program that promotes young people reading the newspaper and learning about advanced manufacturing through robotics, wind energy and so much more. Now is the perfect time to discuss the Elevate Iowa program with area school administrators and educators. For your convenience, an order form is included.

As part of this free program, the INF requests that participating newspapers publish educational and promotional advertisements letting the community know the newspaper is supplying educators and students with the Elevate Iowa program. These advertisements and guides are available in PDF format on the program website www.ElevateYourFuture.org.

To order copies of these guides, simply complete the enclosed order form and mail it to the INF or fax it to the number shown. If you have questions or need additional input on using these materials, feel free to contact Chris Mudge at cmudge@inaneews.com or

ELEVATE YOUR FUTURE

Gear up for manufacturing!

Manufacturing is the process of making products or goods. Manufacturers, or the companies that make products, sell their products to people and companies. The United States of America is a world leader in manufacturing, designing and producing some of the world's greatest products such as computers and other electronics, appliances, food, apparel, and machinery. Technological advances and changes to the industry have transformed the way in which manufacturing work is performed and have created a demand for more middle-skilled workers.

If you enjoy science, technology, and math, are curious about how things are made, and like making things with your hands, solving problems, and working in teams, then you might love a career in manufacturing!

Everyday Inventor

An inventor is someone who makes or produces something useful for the first time by using his or her imagination and creativity. Have you ever thought about how people come up with new ideas for things to make or build? Have you ever come up with a new idea or design? Find something that was created by people to solve a problem or to make a task easier. Write down 2-3 objects or products you found. Then, briefly explain the problem that each solves and/or the task that it made easier.

Problem	Problem Solved
1) _____	_____
2) _____	_____
3) _____	_____

(515) 422-9050.

Don't miss this opportunity to bring your newspaper into the classroom and encourage students to read it!

...Continued from page 2

THE BUSINESS CENTRAL
BUSINESS HORIZONS | CENTRAL COLLEGE | JULY 24, 2014 | WWW.BUSINESSHORIZONS.MEDIA.COM

Business Horizons 2014

Slippery floors and taps on our feet

Students enjoy first meal together

A new form of Monday Night Madness

broke out in applause it was the perfect ending to a wondrous tour.

The students took some video of the tour which we edited back on campus and posted on our website, marking the first time that any BH Media Track had ever posted a video to its website.

As we were getting close to deadline for the newspaper, one student came to me and said "I have a story but I'm not sure you will want to print it because it wasn't assigned." It was a story about how a BH student made \$40 by taking extra pizza provided on a BH trip to Adventureland and sold it to another group of high schoolers on the Central campus. "That's called enterprise reporting," I explained and we ran the story in a box.

That's just how the whole week went. These kids were hard working, respectful, talented, creative and great to be around.

The INF asked Amy Duncan of the Indianola Record-Herald and Tribune and Maureen Miller from the Pella Chronicle to come to Pella prior to the BH graduation ceremonies to judge the work of the Media Track students. They awarded them excellence in online coverage and quality of writing.

The sponsors lend their support to the event in hopes that it will interest young people in newspaper careers. From what I saw, it's money well invested.

Upcoming Events

Webinar: Public Notices
Thursday, September 25
Presenter Chris Mudge,
Iowa Newspaper Association

Webinar: Premium Editions: Reaching higher revenues
Friday, September 26
Zach Ahrens, Log Cabin Media

Celebrating a Free Press and Open Government
Thursday, October 2

Financial Success for Your Newspaper Through Strategic Staffing
Thursday, October 9

Webinar: The Art of the Interview
Thursday, October 16
Presenter Laura Widmer,
Iowa State Daily

Better Newspaper Contests Entry Deadline
Friday, October 17
Find rules and entry information at www.inaneews.com