



Forward

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ALL IN with Pages



Geoff Fischer
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Each year staff at the Iowa Newspaper Foundation encourages INA member newspapers to support the work of the Foundation by participating in a program called *Pages for the 21st Century*. Currently, 150 of our 292 member newspapers—51.4 percent to be exact—participate in the program. This year alone, the program has brought in more than \$135,000. These donations account for well over half of all INF net revenue and underwrite a number of INF programs that directly benefit members and the future of Iowa newspapers, including the Next Generation Programming and the Annual INA Convention and Trade Show.

Support through the years has been fantastic, and simply put, we could not provide the programming we provide without these wonderful contributions. However, it is crucial for the sustainability of the Foundation that we continue to pursue opportunities for growth.

One such opportunity is to grow our *Pages for the 21st Century* program from 50 to 100 percent participation over the next three years. Our industry has seen and continues to see its share of challenges, but what has become more and more apparent over the years is that we are all in this together, and it's together that we'll flourish for generations to come.

So, how does it work?

Pages makes it easy. Newspapers participating in *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.

Over 95 percent of Iowa's newspapers receive more advertising from CNA than the newspaper pays in dues, which makes it an efficient and seamless way to support the continuing work of the Foundation.

What does your newspaper get out of it?

Beyond the absolutely essential investment in the future of the newspaper industry—impact can be felt 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 is 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; bolstering select Iowa newspapers with our Paid Internship Program and providing 10-12 scholarships annually to deserving young students.

- Training current industry 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.

- Fostering excellence in journalism through recognition. The INF recognizes hundreds of talented professionals annually through its Better Newspaper Contests.

If you are a current *Pages* participant: First of all, THANK



YOU! Second, please consider making your pledge a multi-year commitment if you haven't already. Sustainability is key if we are going to be able to provide the programming that is essential for the future of the newspaper industry in Iowa.

If you are currently not a *Pages* participant: First, WE UNDERSTAND. We know that there are myriad reasons why your newspaper has not been able to participate in the program. What we want to do is give you a little more information about the project.

1) All proceeds go directly toward Iowa Newspaper Foundation programs. The INF provides the best programming of any newspaper foundation in the country. However, we need your help to sustain these services.

2) It's not too late to join. As you are well aware, our industry is at a turning point. Opportunity awaits those who invest in the innovation and expertise necessary to stay relevant in the 21st Century. **There is no better time than now.**

3) Every little bit counts. One of our organization's greatest assets is our diversity. The communities we represent afford us a medley of voices, but we know everyone works with different resources and budgets. We understand that we can't all give the same amount,

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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.

Foundation's Next Gen programs are changing lives!

Business Horizons



WINNING THE MONEY GAME
By Hannah Horner
The strategy students had for the competition was to win as much as possible in a 20-20-20 round game. David Williams, a media track participant at Central College, was the winner of the game. He also won the award for Best Photo at the event. He was the founder of the Central College Business Horizons Foundation. He was the founder of the Central College Business Horizons Foundation. He was the founder of the Central College Business Horizons Foundation.

LEADERZIP!
David Williams speaking to the audience at the event. He was the founder of the Central College Business Horizons Foundation. He was the founder of the Central College Business Horizons Foundation. He was the founder of the Central College Business Horizons Foundation.

JUNK TEACHING BUSINESS CONCEPTS?
By Jennifer Schulte
The group of students was given a task to teach business concepts to a group of children. They were given a box of junk and had to create a product. They were given a box of junk and had to create a product. They were given a box of junk and had to create a product.



Eleven high school students from across Iowa participated in the weeklong Business Horizons media track June 28-July 2 at Central College in Pella. See the articles below and at right to get firsthand reports from two of the student participants as well as one of the class advisers. The newspaper produced by the class is shown at left.

“They hit the ground running”

by Ann Viser, Class Adviser

For the 11 Iowa high school students who chose to be members of the media track group at the 2015 Business Horizons held June 28-July 2 at Central College in Pella, their immersion into the world of journalism began immediately as they began covering the event.

It was amazing to watch the group come together. With just a bit of coaching from my co-adviser Bill Monroe and me, they quickly came up with a myriad of ideas for what they would cover during the week. They grasped the importance of covering all of the industry groups as well as noting the speakers and extras of BH. They realized media reaches its audiences in different ways and worked to make sure that they had a website presence, along with regular posts via Twitter and Facebook. And, they began work to ensure that a printed product from the week would be ready for distribution on Thursday, the final day of the workshop.

As a veteran adviser in the scholastic journalism world, it seemed almost impossible that a newspaper could be ready by Thursday. However, watching the students as they diligently covered their assigned areas was inspiring as they worked tirelessly to complete their work. Under the guidance of the group’s editor, Vivian Lee of Waukee High School, and with the help of Jodi Hulbert from the Iowa Newspaper Association, and printing donated by the Newton Daily News, the newspaper was, indeed, printed and distributed on time.

Along with learning while doing, the group also had the opportunity to learn from Iowa media professionals. Chris Mudge and Jana Shepherd, INA personnel, assisted with work sessions while presentations featured Iowa reporters, including Ben Jacobson and Cindi Olson (Dubuque Telegraph Herald), Erin Jordan, Zack Kucharski and Clare Murphy (Cedar Rapids Gazette). Additionally, the group toured the offices of the Des Moines Register with Nathan Groepper, and after a session conducted by Kelsey Kremer and Brian Smith, had the chance to practice their skills on the Cowles Commons area. They also communicated online with Sara Millhouse (Dyserville Commercial), Christy Ayer (Burlington Hawk Eye), Jeff Holschuh (Newton Daily News) and Brandon Hurley and Matt Heinrichs (Spirit Lake Dickinson Co. News).

The financial assistance of the primary sponsors of the media track – the Iowa Newspaper Foundation, TH Media, Register Media and the Iowa Source Media Group – ensured that this week was a memorable one for the media track students.

What an experience it was for these 11 students! They learned and absorbed so much in the four days they were a part of BH, and I know many plan to share these talents with their high school publications programs and beyond.

by Ben Schultz Dubuque Senior High School

I found the media track at Business Horizons to be surprisingly modern and innovative. Unlike an average journalism class, Business Horizons (BH) significantly assisted me in becoming a 21st century, diverse journalist.

BH emphasized the social media aspect of journalism, which I believed was quite creative and modern.

Learning to write stories and capture meaningful photos or videos is essential, but the harnessing of social media, in my regard, is the future of story sharing and journalism. BH and all the media members that visited us thought so too, which exemplified to me that this camp really was attempting to improve our skills and assist in sculpting us into the journalists of the future. That was the biggest lesson or idea I took away and quite an applicable one it was.

Foundation's Next Gen programs are changing lives!

by Vivian Le
Waukee High School

In my week at Business Horizon I was able to work under an immense amount of pressure, but was also surrounded by a lot of talented people. I also learned that I love the pressure of beating deadline and crafting together a newspaper. I've always loved challenges and Business Horizons provided that to its journalism students. As the business students work on their pseudo inventions, we were constructing something tangible that would go in the hands of every person at Business Horizons. I don't think I can express how accomplishing it felt to press the send button on our newspaper issue.

I was so grateful to be working amongst a diligent staff of talented writers and ambitious aspiring professionals. It motivated me to continue my work and pursuit of a career in journalism and marketing. Although I had a lot of experience coming into this program, I believe that Business Horizons was a great chance to polish up on my skills.

Business Horizon's Journalism track is a great benefit for students who are beginning their path towards a career in journalism. As for students with experience, it's a great opportunity to exercise those skills and become a leader. I am so grateful that The Des Moines Register sponsored me to be a part of this program.

...Continued from page 1

but we want you to know that truly every contribution counts. The fact is, if every one of our member newspapers participated in Pages, we could effectively double the services we can provide.

This means more training to future-proof your newspaper; more paid interns to invigorate and supplement your staff, and eventually follow in your footsteps; more scholarships to encourage young people to enter journalism as a profession; more school programs to get kids reading and thinking and becoming the next generation of newspaper readers and industry leaders.

Included with this issue of Forward is a pledge card for Pages for the 21st Century. Please consider filling one out today. We appreciate your consideration and will be contacting you soon with more information. If you have any questions, please feel free to contact me at (515) 422-9070 or gfischer@inaneews.com.

Internship Matching Funds Program

The Iowa Newspaper Foundation's Internship Matching Funds program was developed in 2014 to provide financial assistance to Iowa newspapers wishing to employ interns. The program enhances internship opportunities for INA member newspapers and provides interns with eight weeks of real-world experience in

the newspaper industry. This program is a key facet of the INF's next generation programming—cultivating the newspapers and journalists of tomorrow.

The Internship Matching Funds program helped pay for three interns in 2014 and for five interns in 2015.

Below, find comments from two participants in this year's program.

by Jake Krob,
Publisher, Mount Vernon-Lisbon Sun

Thank you for the stipend to host an intern at the Mount Vernon-Lisbon Sun this summer. Intern Nicholas Fisher summed up the experience:

"This experience interning with the Mount Vernon-Lisbon Sun was truly invaluable. Right from the start, I was able to practice and expand upon my skills writing stories — I ended up being assigned three or four per week. Jake pushed me to work in many areas, including proofing, layout and photography. For much of the final month, I worked on a large-scale capstone story to demonstrate what I had learned during my experience. I was able to incorporate the writing, layout and photography skills I had learned to complete that cumulative final project, and I leave a better journalist because of it."

We echo his comments – it was invaluable for us and our readers. Not only did Nick help lighten the workload for our team, he brought an energy that enhanced our coverage.

Nick was responsible for editing his own photos for all assignments. He learned the ins and outs of layouts through helping with weekly production (largely by making corrections and adding his own stories to the pages). All were put to the test for his final capstone project, a two-page spread about the music scene in Mount Vernon-Lisbon. With guidance and mentorship as his only help, he produced the entire package.

We put Nick on a new weekly feature called Community Connections, which highlights groups and volunteers in Mount Vernon-Lisbon, such as committees that put on town festivals and "Butt Brigade" volunteers who sweep up cigarette butts every Sunday morning. At first, we assigned him stories. Later, we asked him to generate his own ideas.

Nick's capstone project showed his ability to understand the community and how that relates to our coverage. He learned of the importance of the arts here, choosing his topic based on that. Nick first figured the piece would be about locals who create and perform original music. As he interviewed folks, he learned that wasn't as important to the community as was providing opportunities for all musicians to perform.

As Nick indicated, this was a great experience for him as he heads to UNI for his junior year. It was great for us, too – and we're grateful for the opportunity.

By Will Musgrove
Intern, Spencer Daily Reporter

When I first started working at the Spencer Daily Reporter, I didn't know what to expect. I was fearful I would be in the way and an inconvenience to the staff. I couldn't have been farther from the truth. Everyone in the newsroom treated me as I was one of their own. And with this guidance, I was able to learn what it means to be a journalist and the skills require to succeed at this vocation this summer.

When I took my first step into that small office in Spencer, Iowa, I remembered why I went into journalism to begin with: to discover the truth. This truth might only have been the rules to a pie contest or information on an act at the Clay County Fair, but it was something every journalist should strive for: informing the public in quickest and clearest way possible.

While writing stories on a consistent basis at the Daily Reporter, I sharpened my writing skills. I learned how to be more creative with my writing without the story becoming bloated with fluff. I also developed my editing skills. I strived to make my stories the cleanest I possibly could.

I went into the internship wanting to become a better-rounded journalist. I did just that. I was able to take photos, something I had never done before. I was taught about the web side of the industry. Additionally, I was able to branch out from just sports writing and wet my feet in news writing.

Contest Season is here!

The Iowa Newspaper Association is excited to roll out the Call for Entries for its 2016 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 16, 2015 at 4:30 p.m.

For the 2016 contests, entries will again be submitted electronically using the online entry submission tool at www.BetterNewspaperContest.com. The 2016 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.

Returning this year! Watch your Bulletin for the "Contest Corner," containing tips on selecting your entries, what judges are looking for and a tutorial from contest veterans on how to have a great contest experience.



Golfers raise thousands for internship program

A great group of golfers and INF supporters gathered August 14 at Ankeny's Otter Creek Golf Course to enjoy a delicious buffet spread and a beautiful day on the links in support of the Iowa Newspaper Foundation's Paid Internship Program. Through sponsorships and participation, we were able to raise nearly \$6,000! This means that INF will be able to provide at least 6 \$1,000 matching grants to INF member newspapers who are interested in hosting a summer intern in 2016. This program would not be sustainable without the support of our donors—THANK YOU to all who supported this great event!

The INF Paid Internship Program has been an extremely popular program with our members and has created a pipeline for many of the program's participants to recruit new employees to work at their newspapers, while also providing the next generation of workers with invaluable real-world experience. As Nick Fisher, a sophomore at UNI, sums up:

"This experience interning with the Mount Vernon-Lisbon Sun was truly invaluable. Right from the start, I was able to

practice and expand upon my skills writing stories — I ended up being assigned three or four per week. Jake pushed me to work in many areas, including proofing, layout and photography ... and I leave a better journalist because of it."

Jake Krob, publisher of the Mount Vernon-Lisbon Sun added:

"We echo his comments — it was invaluable for us and our readers. Not only did Nick help lighten the workload for our team, he brought an energy that enhanced our coverage." *Read more of Krob's comments on page 3.*

The Paid Internship Program is proving to be an especially effective program in cultivating the next generation of newspaper employees. If you are interested in learning more about the program, or are interested in supporting the program with a financial contribution. Please contact Geof Fischer, INF Development Director, at (515) 422-9070 or gfischer@inanews.com.



A special thanks to the following sponsors:

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