

THE IOWA NEWSPAPER
FOUNDATION

— 2019 —

Newspaper Leadership



L E O M O R E S

I N S T I T U T E



NEWSPAPER LEADERSHIP INSTITUTE

THE MISSION

The Leo Mores Newspaper Leadership Institute is a five-month program created to enhance the leadership, organizational and performance skills of mid-to upper-level newspaper professionals. The program establishes a network of current and future newspaper leaders who understand and can respond to local, regional and national issues impacting the newspaper industry.

THE DESIGN

The program includes five one-day sessions centered on developing skills through creative instruction and active participation. The number of participants is limited to 8 newspaper professionals to maintain the effectiveness of small-group instruction.

THE CURRICULUM

The curriculum is practical, hard hitting and quality driven. Each session will explore an area of professional interest. Learning will focus on developing a solid understanding of the skills necessary for leadership, which participants can put into practice immediately.

TUITION

Tuition is \$200 for the series of programming. Your registration is a full-tuition commitment.

APPLICATION AND REGISTRATION

The enclosed application form must be received by March 25, 2019.
Mail to: Jana Shepherd, Iowa Newspaper Foundation, 319 E. Fifth Street, Des Moines, IA 50309.





SESSION ONE - MAY

How to Lead in a Changing Media Environment

This session will give participants the tools to motivate, innovate and collaborate in a changing media environment. You will learn strategies to connect to your community beyond the print product. The presenters will teach you the importance of engaging your community in a multitude of formats and give you practical answers on how to do it.



SESSION TWO - JUNE

Connecting with Your Community ... The Newspaper's Role

Gain a sense of the importance of newspapers to Iowa's communities. Newspaper leaders serve the roles of promoters, supporters and watchdogs of their towns and counties. You'll learn why your community needs you and how you can help build a stronger community.



SESSION THREE - JULY

Financial Strategies for Newspaper Leaders

Speakers will present applicable financial and investment strategies for newspaper operations and conduct profitability analysis for attendees.



SESSION FOUR - AUGUST

Fostering Growth through Community Leadership

Representatives from area and economic development groups will discuss the various aspects of economic and community development and the important role newspapers play locally.



SESSION FIVE - SEPTEMBER

Management vs. Leadership

This session will focus on management vs. leadership and team building. Speakers will help participants refine their managerial skills through topics such as executive decision making, diversity awareness, human resource management and other issues vital to running an effective community newspaper operation. Participants will be given the tools to communicate, motivate, innovate and inspire individuals and teams.





FOR MORE INFORMATION

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