



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.

Seminar schedule off to strong start

Through mid-April a total of 78 Iowa newspaper professionals have taken advantage of Iowa Newspaper Foundation educational opportunities.



Nick Britton of the ISU athletic department led sportswriters on a tour of the new Bergstrom Practice Facility when Iowa sportswriters met on the ISU campus on March 31 for the annual INF Sportswriters Clinic.

The 2005 seminar schedule began on March 24 when Steve Gall of the Duluth News Tribune presented the first of two Advertising Sales Academies scheduled for the year. Gall's workshop focused on developing effective reader-friendly advertising. The 25 registrants gave the workshop a 3.76 rating (on a 4.0 scale.) Gall returns for another Advertising Sales Academy workshop on July 14. The July workshop will focus on "Taking your sales skills to a higher level -- the difference between being a successful advertising professional and an order taker!"

On March 31 the INF's annual Sportswriter's Clinic was held at the Jacobson Athletic Building on the campus of Iowa State University in Ames. David Bulla, a former sportswriter and now a journalism professor at ISU, presented the morning workshop on "Fresh Ways of Telling the Story — getting beyond lengthy play-by-play reporting." After lunch and a tour of ISU's new Bergstrom Practice Facility, the sportswriters participated in their

popular roundtable discussion and idea exchange. The 18 registrants rated the workshop at 3.28.

The INF Photographer's Academy on April 7 focused on digital cameras and digital photography. Steve Gibbons, a freelance commercial photographer who shoots sports photos for the Ankeny Press Citizen and teaches photography at Des Moines Area Community College, led the daylong workshop. Eighteen persons were registered. They gave the seminar a 3.6 evaluation.

April 14 and 15 were INF Tech Days with back-to-back workshops led by Tina Berg-Boldt and Lynn Warner, trainers for Graphic Arts Training Consultants (GATC.) Fifteen persons attended the April 14 workshop on Mac's OS X and the Adobe Creative Suite. The next day 20 persons attended a workshop on prepress workflow. The students gave the sessions evaluations of 3.62 and 3.75, respectively.

The next seminar on the INF schedule is the Mauck/Stoufer Professional Improvement Workshop for newspaper writers, to be held April 29 at Iowa City.

CLIK moves ahead

Officials at the Iowa Association of School Boards (IASB) report strong interest in the Communities for Literate Iowa Kids (CLIK) program. CLIK is an early childhood literacy program co-sponsored by the IASB and the Iowa Newspaper Foundation.

"We've received numerous phone calls and e-mails from folks representing diverse constituencies around the state who are interested in the project," said Lou Ann DeMarie, CLIK project director. "We've heard directly from superintendents, school board members, principals, and curriculum directors. We also have information that newspaper publishers, Empowerment board members and even an insurance agent have spoken with their local schools about participation in CLIK! The word is getting out and interest and excitement is growing!"

Five pilot communities will be selected for the CLIK program. In each community, a wide range of organizations will work together to improve childhood literacy.

The application deadline is April 30 and a site selection committee will meet on May 31 to select the five pilot communities for the project.

A 2003 strategic planning process identified literacy as the Iowa Newspaper Foundation's highest priority.

Ag seminar moved to October

The popular Ag for Reporters workshop, co-sponsored by the Iowa Newspaper Foundation and the Iowa Farm Bureau, has been rescheduled from its longtime early summer date to autumn. A scheduling conflict in the Farm Bureau organization makes an early summer workshop impractical.

Later in the summer many

newsrooms are busy with county fair coverage, so the Ag for Reporters workshop has been scheduled for Thursday, Oct. 6.

The location has not been determined. The Iowa Farm Bureau staff strives to find a location where seminar participants can tour a unique farm or agri-business as a part of the workshop program.

Encouragement

There are a couple of Sunday school teachers from the '50s and early '60s who will be shocked to learn that the chubby smart aleck who made them question the value of their efforts really did learn something.

Though I tried to be too cool to show it, I did enjoy the lessons about the people of the Bible. Perhaps I found comfort in the fact that the people God chose to carry out His work probably wouldn't have been stellar Sunday school students either.

One of my favorite Bible characters is Barnabas. His real name was Joseph, but everyone called him Barnabas, which means "Son of Encouragement."

Barnabas was a behind-the-scenes guy who didn't get nearly as much recognition as Peter and Paul and some of the other guys. Barnabas' role as an encourager, however, played a critically important role in the growth of the young church. He encouraged the heavy hitters but he also encouraged young people, like his cousin John Mark who got off to a rocky start and later became an effective leader.

Perhaps I have come to appreciate Barnabas because I have benefited from encouragers in my life. A number of adults took time to encourage me as a young person. In fact, three teachers made a profound impact on my life by encouraging me to reach beyond what I thought I was able.

I believe that we are blessed to be a blessing, so I have tried to encourage others over the years.

My friend, Tom, and I were advisers for a Junior Achievement company in Sioux City many years ago. While some of the young people involved were there only to socialize, one young man stood out. Tom and I, only in our 20s ourselves, found it easy to work with and encourage him.

After this bright young man left for college, he occasionally stopped by our offices during Christmas break and summer vacation. It was always good to see him.

One day the student, by now a tall, well groomed adult, poked his head in my office and said, "Arvid, I stopped by to say thanks." When I asked, "For what?" he explained that the encouragement Tom and I gave him during his time in Junior Achievement had given him the motivation he needed to get through college and grad school. He had just earned his Ph.D. and was on the faculty at Stanford University.

"I just wanted to say thanks for your

encouragement," he said.

Did you know it's difficult to smile when you have a lump in your throat?

While visiting a member newspaper a couple of years ago I was introduced to a young woman who was new in advertising sales and was really struggling. I sat down with her and offered her some tips and encouragement.

Frankly, I had forgotten the incident until I saw her recently and she reminded me of the visit. "You're the reason I'm still in the business,"

she said. "The fact that you took time to visit with me and share some ideas gave me the encouragement I needed to stick with it."

Did you know it's difficult to smile when you have a lump in your throat?

While our mission statement doesn't say so in so many words, one of the most important things the Iowa Newspaper Foundation does is encourage people.

On an evaluation form from one of our Chuck Nau advertising workshops last year, a student wrote, "Chuck saved my life (until the next crisis). I lay awake at night thinking I had to get out this business. Now I know I don't need to..."

The next month a seminar student sent me an e-mail. "The Advertising Seminar last week in Ames was TERRIFIC!" she wrote. "I really learned a lot and I want to thank you for helping to bring these seminars and work shops... to the advertising personnel throughout Iowa. The two I have been to so far this year have made vast improvements with me."

When the INF Scholarship Committee selected eight scholarship recipients earlier this month, committee members realized the \$500 to \$1,000 awards will not begin to pay a year's tuition. But the awards do encourage the young people who are preparing for newspaper careers. I can sense that strongly in their "thank you" notes.

The INF's support of the Iowa College Media Association encourages students training for media careers. Our work with the Iowa High School Press Association encourages young people to explore their talents and consider a career in the newspaper industry.

Our support of Freedom of Information issues encourages the reporters and editors who face challenges in their efforts to report fully.

The INF's relationship with the Iowa Association of School Boards and our "Communities for Literate Iowa Kids"



Arvid Huisman
INF Executive Director

INF Seminar Calendar

May 5: Editor's Academy, presented by Don Heinzman. Hilton Garden Inn, Urbandale.

May 12: InDesign for beginners, presented by Lynn Warner, GATC.DMACC in Ankeny. (Limited enrollment.)

June 9: Stress and Time Management for Newspaper Managers, presented by Gerry Burke, Shaw Institute for Excellence. Hilton Garden Inn, Urbandale.

June 16: Monitor Doctor. 90-minute one-on-one consultations with the Monitor Doctor, Tina Berg-Boldt of GATC, to discuss color calibration issues. INA/INF Building, Des Moines.

July 14: Advertising Sales Academy II, presented by Steve Gall, Duluth, Minn. Hilton Garden Inn, Urbandale. "Taking Your Sales Skills to a Higher Level."

July 21: InDesign intermediate, presented by Lynn Warner, GATC.DMACC in Ankeny. (Limited enrollment.)

Watch the INA Bulletin for informational flyers and registration forms, or e-mail inf@inanews.com for more information. Seminar information can be found on the INA website at www.inanews.com.

INF investments perform well

The Iowa Newspaper Foundation's endowment fund performed slightly better than its goal in 2004. With a target of 7 percent, the Carter Pitts Endowment Fund earned 7.65 percent.

Wells Fargo Charitable Management Services, managers of the INF's investments, reported that the INF's fixed income accounts generated 2.42 percent in earnings. Equities, however, earned 15.99 percent, well ahead of the S&P 500's 10.87 percent.

project will encourage communities to help young children learn to read well and that will encourage children to learn even more.

There are countless ways that each of us can be an encourager to others whose paths we cross. You can do that personally, of course, and you can do so with a gift to the Iowa Newspaper Foundation to help us continue encouraging hundreds of people through our programming.

In fact, I encourage you to do that right now!