



IOWA NEWSPAPER FOUNDATION

Forward

AUGUST
2010

VOLUME 21 ISSUE #8

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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.

Healthy Newz 4U is back for year two

The Iowa Newspaper Foundation is excited to announce the second year of the Healthy Newz 4U program with Wellmark Blue Cross Blue Shield of Iowa for the 2010-11 school year. Healthy Newz 4U is a program developed by the INF and Wellmark to help middle school students use the newspaper to enhance their understanding of health and wellness issues and foster healthy communities.

This comprehensive program will provide teacher guides, student materials and parent guides on a bi-monthly basis throughout the school year. The guides provide timely health information accompanied by newspaper based activities. Through the support of Wellmark, all materials are available free of charge to INF members. Newspapers preferring



a PDF to supplement their e-editions may download files from a Healthy Newz 4U website.

Interested publishers and newspaper staff can preview PDFs of the material at the Healthy Newz 4U website at www.healthynewz4u.com.

Each Iowa newspaper will be mailed sample copies of the guides and an order form in early September. If you participated in the program during the 2009-2010 school year, you do not have to sign up for the program again; your participation will automatically renew.

Now is a great time to talk to a school administrator or area educator about the program and implementation. The Healthy Newz 4U program is designed to assist

schools with the Iowa Department of Education's Healthy Kids Act. The Healthy Kids Act was signed into law in 2008 and establishes physical activity requirements for students and nutritional content standards for food and beverages sold on or provided on school grounds during the school day.

As part of this free program, the INF requests that a participating newspaper publish promotional advertisements letting the community know that the newspaper is supplying educators and students with the materials. Don't miss this opportunity to share excellent health and wellness resources with your community.

If you would like to order the Healthy Newz 4U materials for your community, an order form has been included in this week's Bulletin. For more information contact Jana Shepherd at jshepherd@inanews.com or (515) 422-9051.

Fall Preview: Online Media Campus



ONLINE MEDIA CAMPUS

Your source for
on-demand training

In the coming months, Online Media Campus will be holding several programs on website and mobile tips and tricks, resources and increasing traffic.

The web-focused classes began Aug. 18 with **Engaging the Community Through Your Blog**. Presenter Steve Buttry discussed important aspects of blogging, including developing a voice, growing connections, moderating comments, promotion and providing meaningful content. Buttry is the Director of Community Engagement for a new online

local news operation of Allbritton Communications, covering community news in the Washington metro area.

Buttry will also be presenting **Developing a Mobile First Business Strategy** on Sept. 2. In a world where use of smart phones is growing rapidly, it's not enough for an organization to adopt a web-first strategy. A mobile-first strategy changes how news, advertising, technology and marketing operates and how it is delivered to the consumer. Once these features are available to customers, the key is to

drive them to your website.

Chris Snider, Drake journalism instructor, will conduct **Improving Your Website to Increase Traffic** on Oct. 13. Snider has spent the past 10 years pushing for innovative and creative ways to tell present stories in print and online. In this session he will cover the best content to drive traffic to your site, free tools to add more content, how to use social media to reach new readers and how to drive more traffic through search engine optimization.

A session on **How-to Podcasts**

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Regional 2010 Journalism Boot Camp sessions announced

In its third year, the INF's Journalism Boot Camp Program is returning to the central and eastern part of the state this fall. These special one-day workshops offer an informal setting hosted by an Iowa newspaper. The classes are designed to be a refresher for seasoned reporters and provide essential skills for rising journalists.

The topics being covered in the 2010 session include better news writing, interviewing and storytelling skills; open records and FOI; crafting leads, headlines and cutlines and the basics of photography.

Participants will receive an *AP Stylebook*, *The Associated Press Guide to News Writing*, *The How-To News Writer*, *Iowa Open Meetings*, *Open Records Handbook* and *A Journalist's Pocket Guide to Openness in Iowa*.

The Dubuque Telegraph Herald will be hosting the eastern session this year on Sept. 24 at the Hotel Julien in Dubuque. The central session will be hosted by the Ames Tribune in late October.

The annual Journalism Boot Camp program is a partnership with the Iowa Associated Press Managing Editors. Registration information for the eastern session can be found at www.INAnews.com as well as in the enclosed flyer.

Please contact Jana Shepherd at jshepherd@inaneews.com or 515-422-9051 with any questions regarding the program or registration.



The Council Bluffs Daily Nonpareil hosted one of the 2009 regional Journalism Boot camp sessions.

"The speakers were very informative and the handouts very helpful. I use them as references often."

-- 2009 Boot Camp participant

Last chance to register for INF Golf Tournament



The time to register for the August 26th INF Golf Tournament at River Valley Golf Course in Adel is now!

This fun event offers a variety of networking opportunities for Iowa's newspaper professionals. Network with colleagues from across the state or take the opportunity to spend a day with local advertisers out on the links. Registration rates are \$95 per person or \$350 for a foursome of golfers. Fees include green fees, cart, lunch and prizes. A post-tournament dinner is available for only \$15. To register or for more information, contact Jennifer Asa at (515) 422-9070 or jasa@inaneews.com.



Fall webinar schedule

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will be held in November and rounding out the year in December will be **Search Engine Marketing and Optimization**. Registration for the August and September sessions are available online at www.onlinemediacampus.com. Miss a recent webinar? Visit the Online Media Campus website and sign up to view the webinar archive!

Online Media Campus is a partnership between the Iowa Newspaper Foundation, Southern Newspaper Publishers Association and press associations throughout the United States and Canada. Online Media Campus provides high-quality, low-cost online training programs to media professionals throughout the year covering topics such as writing and editorial techniques, print and online advertising sales, technology, social networking, management issues and much more. These cost-effective and time-efficient webinars are designed to offer fresh ideas to improve job skills, without the need for travel and time away from the office.

If you have any questions regarding the Online Media Campus programs please contact Jana Shepherd at jshepherd@inaneews.com or 515-422-9051.

THANK YOU
for supporting the
Iowa Newspaper Foundation!