



Forward

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Red Oak Express

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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.

Four nominees selected for INF board

The INF nominating committee has nominated four individuals as candidates for three-year terms on the Iowa Newspaper Foundation board of directors. They are Janine Kock, Michael Giudicessi, Mark Smidt and Joe McDermott. Smidt and McDermott are incumbents nominated to serve another term. The election will be held during the INF annual meeting at the INA Convention on Feb. 2.

Janine Kock is the editor and publisher of the Westside Observer which serves the western Iowa communities of Westside, Arcadia and Vail. She purchased her hometown newspaper in 2003 after teaching in the local Ar-We-Va school system for seven years. In her first year of competition in the INF's Better Newspaper Contest, The Observer won eight awards.

A graduate of Buena Vista College, Kock taught in the Grinnell school system from 1985 to 1988. She has also worked for newspapers in Storm Lake, Denison, Carroll and New Hampton as well as Columbia City, Ind.

Kock and her husband, Dave, have three children. Dave is a consultant for Allied Pork Producers and girls' basketball coach at Ar-We-Va high school.

While Mike Giudicessi is the first non-newspaper manager nominated to serve on the INF board, he is no stranger to Iowa newspapers. The Des Moines native received his journalism degree from the University of Missouri in Columbia and his law degree from the University of Iowa. Early in his career he held business and legal positions with the Des Moines Register & Tribune Company and



the Register & Tribune Syndicate, Inc.

Today Giudicessi is a partner in the Faegre & Benson LLP law firm, working in the Des Moines office, and regularly counsels and represents news organizations on business matters and on First Amendment and open meetings and open records issues. During his career he has represented or counseled many Iowa publishers and broadcasters.

Prior to joining Faegre & Benson, Giudicessi was vice president and general counsel of Palmer Communications, Inc.

Kock and Giudicessi will succeed Ann Wilson, Carroll Daily Times Herald, and Jan Castle Renander, Red Oak Express, who have completed two terms. Wilson is the immediate past president of the INF board.

A native of Shenandoah, Mark
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More items donated to INF Auction

The INF ad hoc auction committee anticipates a fun and profitable fund-raising event at the 2006 INA Convention on February 2-3. Committee members met on Dec. 6 via conference call to continue strategic planning and recruitment of auction items.

In addition to contributions previously reported, Gary Lindsey from the Leon Reporter-Journal has provided an overnight stay at Leon's Arbor Inn Bed & Breakfast. A diverse collection of popular newspaper cartoon prints including, Doonesbury, Ziggy, In the Bleachers and Cleats, all signed by the artists,

arrived from Kathie Jarmon Kerr of the Universal Press Syndicate in conjunction with the Iowa City Press-Citizen.

An auction website is being constructed and will be accessible through the INA website at www.inanews.com after Christmas. Online bids will be accepted.

The INF's popular silent auction will be held throughout the convention until bids close at 3:30 p.m. on Friday, Feb. 3. The live auction will be held at 6:30 p.m. on Thursday, Feb. 2, during the trade show reception.

Love and joy at Christmas

If I were given the opportunity to return to childhood for just one day, I would choose to return to a Christmas Eve of my youth.

It was my family's custom to open gifts on Christmas Eve. Our parents put a strong religious emphasis on the holiday. While Santa Claus was a part our holiday, we were not led to believe that the jolly old elf actually brought gifts to our house while we slept.

Though our Christmas Eves were fun, they were simple and the gifts were modest. Dad worked hard for his wages and Mom stretched a dollar to the limit but it took a lot to feed six kids. Gifts from our parents were usually of the shirt and belt variety. In a good year we would receive a game or toy.

Mom and Dad encouraged us kids to give gifts to one another. This resulted in some real ingenuity.

One Christmas brother Gerald collected bottle caps from the local co-op elevator pop machine and nailed them upside down to a piece of wood to create a backdoor mud-scraper for Dad's work shoes. Being a few years older and having had a chance to work and save a bit, I gave Dad a new nail clipper that year.

Younger brother Dave had difficulty saving money and didn't possess Gerald's resourcefulness, but he had a giving spirit. That year, I recall, he wrapped two dead dry cells in a newspaper page for Gerald. When Gerald opened the useless gift, Dave explained, "It's all I had."

Mom reprimanded me when I laughed at Dave's gift and Gerald accepted it without criticism.



Arvid Huisman
INF Executive Director

That, perhaps, was the greatest gift our parents gave us for Christmas -- the art of accepting whatever we received with gratitude. Even a pair of dead batteries. We learned that the real joy of Christmas was found in sharing.

When the Huisman clan celebrates Christmas these days we older siblings often gather around a table to tease and reminisce. We always agree that today's Christmases simply cannot compare with the joy-filled holidays of our youth. It is impossible, it seems, to recreate the pleasure we experienced as we watched our siblings and parents open the meager gifts we had purchased or created and wrapped clumsily with love.

We Huisman boys might have beaten the daylight out of each other throughout the year, but on Christmas Eve we came close to loving each other as the Author of Christmas would have us love each other.

May your Christmas be filled with that kind of love.

Kock, Giudicessi, Smidt, McDermott nominated to INF board

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Smidt is completing his first term on the INF board. He worked at the Ames Tribune, Dyersville Commercial and Fort Dodge Messenger before moving to Montana and then Nebraska. He returned to Iowa in 2001 to become publisher of the Daily Gate City in Keokuk.

Joe McDermott was appointed to the INF board earlier this year to fill the unexpired term of Rick Morain who had resigned. McDermott, an Eagle Grove native, was the publisher of the Newton Daily News and the Forest City Summit before retiring this year. Earlier in his career he was the advertising director of the Webster City Daily Freeman Journal. He has also worked for newspapers in Missouri, New York and Illinois.

This year's INF nominating committee included Tom Hawley, Ottumwa Courier; Mary Rueter, DeWitt Observer; Gary Spurgeon, Bloomfield Democrat; Brian Cooper, Dubuque Telegraph Herald; and Ann Wilson, Carroll Daily Times Herald.

INF adopts long range goals

After several long-range planning retreat sessions, the INF Board has approved the following long-range planning goals and the staff and board members assigned to each goal.

I. Help newspapers protect and expand their local newspaper franchises by addressing the information consumption habits of young people. (*Mike Beck, Jim Nelson and Arvid Huisman*)

A. Objective – Continue support of Communities for Literate Iowa Kids (CLIK) program with Iowa School Boards Foundation. Timeline: Ongoing; Resources: No need for unbudgeted funds anticipated.

B. Objective – Proactively assist Iowa newspapers with establishment and maintenance of successful Newspaper IN Education programs. Timeline: Begin in 2006; Resources: INF programming and grant.

C. Objective – Contract with a major Iowa university marketing department to have a marketing class conduct a research project to determine what 18-35 year-old consumers want to see in their local newspaper (what information or features would motivate them to read their local newspaper regularly.) Timeline: Begin in 2006; Resources: Seek grant.

II. Help newspapers attract, promote and retain the best and brightest employees to better serve customers. (*Mary Rueter, Brian Cooper and Arvid Huisman*)

A. Objective – Promote internships and scholarships. Timeline: Begin in 2006; Resources: INF programming

budget.

B. Objective – Train reporters without a journalism education. Timeline: begin in 2006; Resources: INF programming budget.

C. Objective – Review total compensation packages and commission plans by developing a statewide newspaper compensation survey. Timeline: Late 2005 into 2006; Resources: INA/INF staff, mailing, etc. No additional budget needed.

III. In order to protect the viability of Iowa's newspaper industry assist Iowa's publishers in learning about options for buying and selling newspapers. (*Mark Smidt, Marty Bunge and Arvid Huisman*)

A. Objective – Provide education, resources for owners on options to meet their needs in selling their company. Timeline: 2006; Resources: INF Programming budget.

B. Objective – Provide networking opportunities for publishers and potential buyers. Timeline: 2006; Resources: INF Programming budget

IV. Establish effective, ongoing endowment-building efforts to ensure long-term programming and support (*INF President, INF First Vice President and Arvid Huisman*)

A. Objective – Implement Fundraising Committee recommendations. Timeline: Ongoing; Resources: To be recommended by INF Fundraising Strategy Committee.

B. Objective – Provide ongoing training and networking for INF director by having Arvid continue his training. Timeline: 2006; Resources: Operation budget from INF management fee.

Memorials

The Iowa Newspaper Foundation has received the following memorial gift –

In memory of Bob Melvold from Mary Rueter, DeWitt.

We acknowledge this gift with gratitude.

Special memorial gift envelopes that make it easy to make a memorial contribution to the INF are available. For a supply of these envelopes, contact Arvid Huisman at 515-244-2145, ext. 132.

Unless otherwise designated, memorial gifts go to the INF's new Memorial Scholarship Endowment.