



IOWA NEWSPAPER FOUNDATION

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 and to raise funds to fulfill this mission.

Free NIE programs available to INA members

The Iowa Newspaper Foundation (INF) is busy developing several Newspaper In Education (NIE) programs for the 2010-2011 school year. Summer is the perfect time to talk to your local school administrators and/or teachers about NIE programs that will be available during the upcoming school year. The following is a list of FREE programs being developed by the INF.

Healthy Newz 4 U

This program is developed in partnership with Wellmark Blue Cross Blue Shield of Iowa. The Healthy Newz 4 U program is packed with the latest health and wellness information for middle school students. The INF will distribute a bi-monthly student guide, parent guide and teacher guide.



Topics include:

- How to be a good sport
- The food pyramid—guidelines and fun games
- Healthy snack ideas
- Childhood obesity
- Healthy school lunch ideas
- Exercise/stretching activities
- And much more!

Let's Talk Money

This initiative is developed in partnership with Wells Fargo. The "Let's Talk Money" program is geared toward high school students and designed to assist in teaching the Iowa Department of Education's



21st Century Skills. The INF will distribute a student guide and teacher guide.

Topics Include:

- Identity Theft
- Wants and Needs
- Spending Plans
- Creating Wealth
- Earning Money
- Credit Cards and Credit Building
- Insurance

Science and Agriculture Program

This program is developed in partnership with Pioneer. The Science and Ag program is designed for upper elementary and middle school students and will include a student guide, parent guide and teacher guide.

The INF will provide order forms and additional information

as each program approaches. If your newspaper doesn't currently have an NIE program, now is a great time to consider starting one. Newspapers In Education programs are an effective strategy that encourages the use of newspapers as a virtual textbook for learning. According to research conducted by New York University, students who used newspapers as a classroom resource scored higher in specific subject areas than their matched counterparts who relied solely on textbooks. Newspapers are current, relevant and more personal than the average textbook.

For more information or to request samples of the INF's NIE programs, contact INF Program Director Jana Shepherd at (515) 422-9051 or jshepherd@inaneeds.com.

INF announces new member of Heritage Builders Club



The Iowa Newspaper Foundation is pleased to announce that Gary Spurgeon of the Bloomfield Democrat has joined the INF Heritage Builders Club.

Spurgeon said, "I joined the Heritage Builders Club because I wanted to make a meaningful contribution to the Iowa Newspaper Foundation to further the profession of newspapering in Iowa. Despite all our problems, our critics and those who predict our demise, Iowa and the nation need newspapers. I hope my small contribution can help Iowa produce better newspapers, through the foundation's efforts."

The Heritage Builders program allows donors to determine the amount they wish to contribute to the INF each year (minimum of \$500) and how frequently they wish to make the gift. The end result is the achievement of an Individual Heritage Club membership, a cumulative gift of \$5,000. For more information about how to join the INF Heritage Clubs, contact Jennifer Asa, INF Director at (515) 422-9070.

The Iowa Newspaper Foundation appreciates Gary's generous commitment to the INF's mission.

Become an INF member today!

It is a great time to be a part of the Iowa Newspaper Foundation. In 2009, the INF continued its tradition of excellence with its outstanding programming and membership services. The INF conducted 29 workshops and webinars with more than 500 newspaper professionals in attendance. Attendees gave the sessions a 3.63 on a 4-point scale for overall rating. The INF is fulfilling its mission in new and exciting ways and has become one of the nation's best newspaper foundations, both in terms of programming and fundraising.

There are a variety of ways supporters can play an active role in the Iowa Newspaper Foundation. The INF Membership Clubs provide an opportunity to annually contribute to the INF and make a significant impact on the quality and future of Iowa's newspapers.

INF Membership Clubs:

- Basic Member (\$25 annually)
- Headline Member (\$100 annually)
- First Amendment Level Member (\$250 annually)
- INF Heritage Builder (minimum \$500 annual donation)
- Individual Heritage Club Member (\$5,000 one-time gift)

Now, it is even easier to support the INF!

You can contribute online at www.INAnews.com. If you would like more information about the INF Membership Clubs, contact INF Director Jennifer Asa at 515-422-9070.

View archived webinars

Archives of all INF/Online Media Campus webinars are available for you to access when your schedule allows. The archived webinars are recordings of the live presentation so it's as if you were there for the real deal.

Access the archived webinars at www.onlinemediacampus.com; there is a registration fee of \$35 for each archive.

The following archived webinars are currently available:

- Photoshop Tips & Tricks
- Living, Learning and Leading in Turbulent Times
- Using Twitter to Rule in Breaking News
- Producing Video for the Web and Monetizing it
- Advertising Sales 201

Earn revenue with Healthy Conversations program

The Iowa Newspaper Foundation and Wellmark Blue Cross Blue Shield of Iowa have developed the "Healthy Conversations" program for Iowa's newspapers. This initiative allows newspapers to provide readers professionally-written health and wellness articles and presents the opportunity to earn revenue.

The program provides an article on a different health issue each month. Articles are available in PDF form on the INF web site. Newspapers wishing to secure a business to sponsor the articles can use this as a revenue-generating opportunity.

Possible advertising partners include:

- Hospitals
- Medical Centers
- Pharmacies
- Fitness Centers
- Insurance Providers

You are not required to have a sponsor for the monthly articles and may choose to run it in the manner best suited to your newspaper.

Articles are also available in text format for those newspapers wishing to design it to their layout.

Articles are now available on the Iowa Newspaper Foundation's website at www.INAnews.com and will be updated on a monthly basis. All information is available through the Iowa Newspaper Foundation free of charge.

Don't miss this opportunity for your newspaper to share excellent health and wellness information with your community while earning additional revenue. For more information, contact INF Program Director Jana Shepherd at (515) 422-9051 or jshepherd@inanews.com.



Sponsors sign on for 3rd Annual INF Golf Tournament



The INF is gearing up for the 3rd Annual Golf Tournament. Below are some of the sponsors that have been secured so far for the event.

- Gift Bag Sponsor:** Ryun, Given & Co.
- Golf Cart Sponsor:** Metro Iowa Plus
- Drink Sponsor:** Qwest
- Hole Sponsors:** Eastern Iowa DMA
Nyemaster Law Firm
Des Moines Marriott

The INF appreciates the support of these sponsors and looks forward to a great event on August 26.

There are currently 11 foursomes signed up to play in the tournament.

If you haven't signed-up to participate in the Golf Tournament, a registration form can be found at www.INAnews.com.

