



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.

Fourteen learn at Editor's Academy

On May 18, the INF presented its annual Editor's Academy at the Hilton Garden Inn in Urbandale.

The presentation was led by Jim Pumarlo, a newspaper consultant from Red Wing, Minn. Fourteen participants received valuable information on reporting sensitive issues in a small-town newspaper.

While referencing his book, *Bad News Good Judgment*, Pumarlo shared tools needed for making important decisions on how to handle everyday stories that present

challenging circumstances in an ethical and professional manner. Pumarlo's theory in preparing newsroom staff to make the right decisions involves a three-part process of developing policies, uncovering the facts, and defining newspaper policies for readers to understand.

To learn more about upcoming INF workshops visit www.INAnews.com.



Rob Poggenklass of the West Branch Times listens intently at the INF's Editor's Academy.

Kids who read become adults who read



Jenny Condon
INF Program Director

Finding new opportunities to cultivate newspaper usage among children continues to be a priority of the Iowa Newspaper Foundation.

In 2004, the Readership Institute, a division of the Media Management Center at Northwestern University, conducted a study to determine what the affects of exposing children to reading the newspaper would have on the probability that those same children would become newspaper customers as adults.

The New Readers study team sent a survey to 10,800 readers of local newspapers in 52 U.S. markets over a four month period in late 2003 and early 2004. The study determined that patterns of adult newspaper readership are "positively correlated" to these adults being exposed to newspapers as children. The pattern holds true across all ethnic and age groups.

Those who responded grew up in homes where the newspaper was read and discussed on a daily basis. This group showed much higher levels of Reading Behavior Scores (RBS) than those who reported being less frequently or never exposed to newspapers.

The Newspaper Association of America has conducted a similar study, coming up with comparable results. The results of these two studies lend credibility to the idea that newspapers should endorse and perhaps create opportunities for newsworthy discussions between adults and children.

Further evidence shows that children who are exposed to their hometown newspaper and who are routinely included in discussions about what's happening in their community and the world are more likely to read newspapers as adults.

The Iowa Newspaper Foundation is a strong advocate of the Newspaper In Education (NIE) program, a tool for newspapers

Scholarship thanks

"Thank you so much for awarding me with the \$1000 Iowa Journalism Institute Scholarship. I was truly honored to have received such a prestigious award and I look forward to gaining journalism knowledge at Iowa State University in the fall. Thanks again for your support and encouragement!"

- Kathryn C. Strother
2006 Graduate of BCLUW High School

to use in reaching young readers. INF is currently in the process of developing a plan to encourage, support and help cultivate this valuable program into more Iowa communities. A workshop is being planned to educate Iowa newspapers about NIE and to provide them with worthwhile tools needed to get the program started in their local community.

To find out more about the INF's efforts to reach young readers, contact me at 515-244-2145 ext. 155 or jcondon@inanews.com.

How do we reach young adult readers?

Many newspaper professionals strive to attract young adult readers. A study recently completed by The Star Tribune in Minneapolis, Minn., in conjunction with the Readership Institute at Northwestern University, found that these young adults are reachable, but reaching them requires some “reinventing” on the part of the newspaper.

The study was conducted in March 2005 with 340 under-30 young adult readers in the Twin Cities. The results proved that young readers are better served when newspapers use hard news and advertising as opposed to the more traditional ways of telling and selling news and advertising.

“If your younger customers’ readership is flat or declining, and if you do not create relevant, engaging content and powerful experiences for them on every platform, another competitor will,” according to Mary Nesbitt and John Lavine, Media Management Center researchers at Northwestern University Readership Institute.

What the study dubs “editing for experience” means choosing the effects you want to create in your audience, then picking and crafting content to get those results; it applies to both ads and news content.

While newspapers have always edited for effect, the criteria have come largely from the content creators at the newspaper, not the experiences that motivate consumers to engage with the newspaper. The “experiences” the Star Tribune identified to help them grab the attention of the young adult audience were: 1) Gives me something to talk about; 2) Looks out for my interests and 3) Turned on by surprise and humor.

The young readers in this study were light to moderate readers from various backgrounds. According to the survey, the young readers believed that in general, “newspapers are OK, but they don’t compel and engage.”

For the study, the Star Tribune created alternative versions of its front page and an inside page to test with members of the target group. Respondents saw three versions: the Original, the Improved Paper (containing the same news choices but with altered emphasis and treatment, meant to appeal to the target readers’ interests) and the Experience Paper (completely replacing some news stories

Your investment at work

In my short time at the Iowa Newspaper Foundation, I have been overwhelmed by the generosity of Iowa’s newspaper community. Once again this year, Iowa’s newspapers set a record for graciously pledging \$131,675 to the INF’s Pages for the 21st Century program.

Thanks to the dedicated participation in this program, the Iowa Newspaper Foundation is able to work aggressively to fulfill its mission to “champion and improve the quality and future of Iowa’s newspaper enterprises and the communities they serve.” The INF is the only organization that exists solely to fulfill this mission for Iowa’s newspapers and communities.

Your investment enables the Foundation to continue expanding the variety of exciting programs and services it provides to members. The following are just some



with ones that had greater appeal to the audience, with story choice driven by the three experiences).

The Experience Paper was preferred overall by two-thirds of the respondents, and scored much higher than the other two versions on almost every criterion. Said one respondent, “The topics on the front page piqued my interest. It was saying: read me, you will enjoy it!”

For more detail on these studies visit www.readership.org.



Jennifer Asa
INF Director

of the ways the INF is making a difference for the future of Iowa’s newspapers:

- Education and Training- INA members have access to dozens of experts in all fields of the newspaper business through the INA Convention and Tradeshow, workshops, and seminars sponsored by the INF.

These educational experiences are offered to members at a reduced cost thanks to funding from the Foundation.

- Scholarships- The INF administers several scholarships that provide financial assistance to Iowa students preparing for a newspaper career.

- Recruiting Qualified Journalists- The INF builds relationships between newspaper professionals and journalism educators, and works to lead graduates from the college campus to Iowa newspaper careers.

- Newspapers In Education- The INF works to cultivate the next generation of readers by coordinating Iowa’s statewide Newspapers In Education program.

- Freedom of Information- The INF supports the Freedom of Information initiatives and helped the Iowa Freedom of Information Council establish the Openness Defense Fund to encourage compliance with Iowa’s Open Meeting and Open Records laws.

- Literacy- The INF recently partnered with the Iowa Association of School Boards Foundation on CLIK (Communities for Literate Iowa Kids), an early childhood literacy program.

We appreciate your commitment to the future of Iowa newspapers and the Iowa Newspaper Foundation. I look forward to working with you as we develop new and exciting programs that will directly impact Iowa’s newspaper industry. Please feel free to contact me at (515) 244-2145 ext. 132 if you have any questions about the INF.

INF seeking buyer/seller resources

The INF is currently gathering information about the process of buying and selling newspapers. If you have bought or sold a newspaper in your lifetime, or if you have resources and/or experiences you are willing to share with others, the INF would like your help. The collection of materials being assembled will be shared with members who are interested in learning more about the process. To discuss, please contact Jenny Condon, INF Program Director at 244-2145, ext. 159, or jcondon@INAnews.com.