



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.

Earn revenue with Healthy Conversations

The Iowa Newspaper Foundation and Wellmark Blue Cross Blue Shield of Iowa continue to offer 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. 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 available at www.INAnews.com and are updated on a monthly basis. Articles are provided in PDF format for those wanting camera-ready copy, or in text format for those newspapers wishing to design it to their layout. All information is available through the INF 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.

Spend an afternoon on the links and benefit INF

The Iowa Newspaper Foundation is gearing up for its fourth annual Summer Swing Golf Tournament on Thursday, August 25, 2011. This 4-player, best-ball tournament will be held at the beautiful River Valley Golf Course in Adel. This is a special opportunity to network with other INA members, advertisers and vendors in a fun and relaxed atmosphere.

Now is the time to start assembling your foursome for the tournament. There are a number of ways you can participate: bring your best customers for a fun day of golf, treat your employees as a reward for a job well done, or re-connect with a group of friends for an end of summer get-together. Fees for the tournament are \$95 per person or



\$340 per foursome. There are also several sponsorship opportunities available.

Your participation in this great event will help the INF raise needed funds to further its mission to champion and improve the quality and future of Iowa's newspapers and the communities they serve.

Watch for additional information in upcoming issues of the INA Bulletin and INF Forward. You can also find us on Facebook at Iowa Newspaper Association & Foundation or follow us on Twitter @IowaNewspaper. We look forward to seeing everyone August 25 in Adel!



Scholarship winner goes right to work at community paper



Whitney Sager

Whitney Sager is an INF scholarship "success story." After receiving an INF scholarship in 2010, Sager went on to graduate from college with a journalism degree and serve as news editor of an Iowa

community newspaper. Sager began her role at the Eagle Grove Eagle in May.

Sager is a 2007 graduate of Atlantic High School and 2011 graduate of Iowa State University's Greenlee School of Journalism and Communication. She worked as a

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Dear Fellow Publishers:

Today, I'm issuing you a challenge.

But first, consider this. The Iowa Newspaper Foundation is one of our industry's treasures. Without the foundation, who would provide us training at inexpensive prices? If you look at the cost of other in-person, on-site, or webinar training, the pricing is far above what the INF charges. Without the foundation, who would provide scholarships to Iowans seeking to enter our field? Without the foundation, who would align with the high school and college journalism instructors to encourage careers of all types in our field? Without the foundation, who would gather vendors from all parts of the country and give us the chance to meet them at a convention in our own back yards? Without the foundation, who would encourage great products through an annual awards competition?

I could go on, but I need to get to the point.

It costs \$25 a year to be an individual member of the foundation. For our company, that's \$1 per payroll per employee. I have asked if any of Mid-America Publishing's employees are interested in being members of the foundation. So far, of our 45 full-timers, 26 have signed up this year.

Can you beat that?

For \$2 per month, our little company, with no newspaper greater than 2,650 in distribution, will forward nearly \$900 this year to the foundation, all from our employees who benefit from the INF.

Can you beat that?

I encourage you to try. Iowa newspapers have been built on a strong foundation. For the future, let's strengthen that Foundation.

For your convenience, an INF membership sign-up form is included in this issue of the Bulletin.

Sincerely,

Brad Hicks

President and CEO, Mid-America Publishing Corporation

Past President, Iowa Newspaper Foundation



List of content integration providers is online

In September 2010, the INF conducted the Midwest Newspaper Summit 3 in Kansas City, Mo. The third installment of the Midwest Newspaper Summit series offered newspapers of all sizes and at all stages of innovation an opportunity to participate in an Innovation Project. Under the guidance of a facilitator, teams worked together throughout the day to hone their ideas and discuss implementation of their Innovation Project.

One team focused on a project that would offer newspapers an electronic system that allows an individual to write a story for the printed newspaper and then, without any format modifications, upload it to a website, to a mobile app or to a social networking site. This allows newspapers to prepare their print and digital content using just one platform, making it easy and cost-effective to be online and in digital formats.

The team working on this Innovation Project concluded that these content integration systems exist and that a listing of systems and features should be developed, so newspapers can access this information. The Iowa Newspaper Foundation has added a page to its website that includes a listing of these content integration systems and their functionalities, <http://www.inanews.com/inf/files/ContentIntegrationProviders.pdf>.

If you wish to add a company to the list, please contact Mary Beth Bell at mbell@inanews.com.

Correction Notice

In the May issue of the INF Forward, the article regarding 2011 scholarship winners contained an error. Nicholas Pedley, winner of a \$1,000 E. K. Shaw Scholarship, is a 2009 graduate of Sibley-Ocheyedan High School currently attending the University of Iowa. We apologize for the error.

Sager finds home at community weekly

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reporter and photographer at the Iowa State Daily for 3 years and interned at the Harlan Newspapers before finding a home at the Eagle Grove Eagle.

As a young person getting started in the industry, Sager is inspired by the experience that surrounds her. "It is up to my generation to take the industry to the next level by converting the newspaper into online formats or increasing and maintaining readership. It is our job to keep the newspapers in small towns alive and well," Sager said.

Although Sager admits to at times feeling overwhelmed with managing the workflow of a newsroom, she finds it's all worthwhile when community members send emails and comments about her stories.

Sager has made a goal to encourage people to continue turning to their local newspaper for news and information. She believes that small-town newspapers will have a presence for years to come. "Local newspapers contain information that cannot be found in a big city newspaper or on the local television news. Community members rely on them for the latest local news and events, as well as feature stories about their neighbors down the street."

The Iowa Newspaper Foundation offers annual scholarships for Iowa college students preparing for a career in the newspaper industry. Scholarships are provided through contributions from Iowa newspapers and the Pages for the 21st Century program.

THANK YOU
for supporting the Iowa Newspaper Foundation!