



# Forward

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## Storey selected as Chamberlin Fellow



Dave Storey

With the economy on everyone's mind, Iowa State University's 2010 Chamberlin Lecture focused on two journalists who helped shape U.S. and business policy in the 20th and 21st centuries: the late Robert Bartley and his successor, Paul Gigot, editorial page editor for and vice president of The Wall Street Journal.

Iowa State President Gregory Geoffroy welcomed an audience of 500 in the Stephens Auditorium on Sept. 21, noting the importance of the Chamberlin Lecture, which alumni Gene and Margy Chamberlin founded to bring national-caliber journalists to Iowa State University to address news events that affect everyone.

Each year the Iowa Newspaper Foundation chooses a Chamberlin Fellow to work with students at the Iowa State Daily and at the Greenlee School. This year's Chamberlin Fellow is David Storey of the Dubuque Telegraph Herald.

The Chamberlin Lecture is co-sponsored by Margaret and the late Gene Chamberlin, the Iowa State Daily and the Iowa Newspaper Foundation.

## The Iowa Newspaper Association and Foundation are on Facebook and Twitter!

Social media has proven to be a great tool for customer service and the INA and INF want to bring that benefit to their members. These sites will provide updates on upcoming INA/INF events, share photos from INA/INF happenings and allow members to provide input and ask questions.

The INF is currently searching for speakers and topics for the 2011 seminar and webinar schedule; our Facebook and Twitter pages are the perfect place for you to share your suggestions. These social media accounts also allow the INA/INF to stay in touch with you and your newspaper or business. You are invited to 'Like' us on Facebook and follow us on Twitter. On Facebook, simply type Iowa Newspaper Association & Foundation into the search bar. On Twitter, follow us at [www.twitter.com/IowaNewspaper](http://www.twitter.com/IowaNewspaper).

## Healthy Conversations articles offer wellness tips, revenue opportunities

The Iowa Newspaper Foundation continues to offer Iowa newspapers a monthly health and wellness article and an opportunity to earn revenue. Healthy Conversations articles are available to all INA member newspapers. The articles are offered in PDF format with space available for sponsorship advertising. To download an article go to [www.INAnews.com](http://www.INAnews.com) and click on the green Iowa Newspaper Foundation tab. Look for the Healthy Conversations link on the left side of the navigation pane. All content is also available in text format for newspapers wishing to design their own layout.

The content for the articles is provided by Dr. Paul Karazija, Wellmark Medical Director. The current article features information about easy ways to improve your health and well being. Many Iowa newspapers are currently using the articles to earn sponsorship advertising. Possible advertising partners could include:

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

Now is perfect time to visit with potential advertisers about this opportunity. For more information, please contact Jana Shepherd at [jshpherd@innews.com](mailto:jshpherd@innews.com) or (515) 422-9070.

### a healthy conversation

#### Five easy ways to improve your health and well being

From Wellmark Blue Cross and Blue Shield



Dr. Paul Karazija

We are constantly bombarded with messages on how to live a healthier lifestyle. The airwaves are filled with offers to help us lose weight fast, shake our muscles into shape, and prevent chronic illness.

For the low price of \$49.95, we can get a six-month supply of fat-burning tablets or a new exercise companion. If we want to spend more, we can even invest in elective medical procedures that will make the damage we've already done to ourselves.

But living a healthier lifestyle is really much simpler than that. A lot simpler. In fact, we have the power to make changes at any time. Here are five easy (and free!) things you can start doing today:

**Eat 5-10 pounds.** "Nearly all of us could stand to lose a little weight, and even five or 10 pounds can make a significant difference in our health," says Paul Karazija, M.D., Wellmark Blue Cross and Blue Shield chief medical officer.

"Losing weight can improve blood pressure, lower cholesterol and blood sugar levels, and make it easier to exercise."

**Find simple ways to exercise.** Who was the last time you participated in the fun corner of the parking lot? Or took the stairs instead

of the elevator? It's these simple things, according to Karazija, that help promote a continually active lifestyle.

"Even with all the gyms, exercise equipment and youth sports, most women exercise less than their parents and grandparents," he says. "Taking a walk each night after dinner, or helping the kids rake autumn leaves will help you get up and moving, and also provide more family time to your hectic schedule."

**Eat one more serving of fruit, and one more serving of vegetables, each day.** Most women have a hard time digesting, and one of the main reasons is that they feel restricted in what they can eat—and can't eat. One way to ease into healthier food habits is simply to include more fruits and vegetables into your diet.

Fruits and vegetables generally have no fat, and are high in fiber, vitamins, and other nutrients. Karazija suggests adding a salad or including fresh or frozen vegetables with your dinner entrée. Fresh fruit can be incorporated into your diet as part of breakfast, or as snacks throughout the day.

**Keep track of your preventive exams.** Now that we're being warned

moving more and eating better, we can't forget about taking care of the rest of our bodies. Most women don't receive the preventive medical services they should, Karazija says, starting with an annual physical exam from their primary care provider.

Other services (depending on age) include screenings for breast, prostate and colon cancer, blood testing to monitor cholesterol and blood sugar levels, and getting an annual flu shot.

**Volunteer.** Volunteering won't necessarily help you lose weight, exercise more or eat right (unless you volunteer to run through the orchard picking apples, perhaps). What volunteering does do is contribute to your sense of purpose, which in turn can improve your relationships, your community and your overall outlook on life.

"Volunteering is easy, and the best part is that you always get back just as much as you give," Karazija says. "Contact your local school, hospital or church if you have some free time that isn't quite sure where to start. You won't regret it."

For more information on health and health insurance, call the Wellmark Blue Cross and Blue Shield Personal Health Assistant 247-744-6862/24-6222.

Brought to you by:

*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.*

**THANK YOU**  
for supporting the Iowa Newspaper Foundation!

## Several webinar programs still to come this year

As we make our way through the final quarter of its inaugural year, Online Media Campus has some exciting webinars coming up!

INA Executive Director Chris Mudge along with retired Executive Director Bill Monroe will be conducting a Public Notice webinar on Friday, October 22. During the webinar, they will walk through the current public notice advertising laws as well as discuss current rates and procedures. The cost of this webinar is \$35 and you can sign up online through the Iowa Newspaper Association website.

National advertising trainer Mike Blinder will be presenting "Generating New Revenue from New Advertising Categories" in November. He will reveal several recently deployed, highly successful multimedia sales programs (for various-sized markets) that generated significant new revenue for newspapers. Attendees will take away detailed information on how these programs

were developed, along with exact methods of pricing and packaging. This webinar will be held on November 18. More information can be found on the enclosed flyer.

In December a session will be held on the topic of search engine marketing and optimization with a presentation by Shane Petersen of Mohican Web Ware. Shane is an award-winning website developer who has been the mastermind behind development of several journals' websites. In this webinar, Shane will define how search engine optimization can help generate revenue, what search engines need to drive more traffic to your site and steps to market your website to search engines. The webinar will be held on December 8; more information will be coming soon.

If you have questions about any of the webinar programs, please contact Jana Shepherd at [jshepherd@inaneews.com](mailto:jshepherd@inaneews.com) or (515)422-9051. Registration for all programs can be completed online at [www.INAnews.com](http://www.INAnews.com).

## Planning for 2011 seminars and webinars is underway!

The 2010 INF seminar and webinar schedules are not yet complete, but plans are well underway for 2011. The INF intends to offer many of the same great seminars you have come to rely on over the years, including Advertising Sales, InDesign and Writing. We will also be continuing our webinar program into its second year with new programs and speakers.

If you have a training need, please contact the INF staff, who will work with the INF Board to create a training opportunity to meet your needs. Also, if you

know of an excellent presenter, please contact Jana Shepherd at [jshepherd@inaneews.com](mailto:jshepherd@inaneews.com). We are always looking for great programs to help you better serve your communities!



2010 INF seminars have included a session on Newspaper Redesign with national presenter Randy Stano (above) and Journalism Boot Camps in Ames and Dubuque (left).

## Make your Pages pledge today

The Pages for the 21st Century program provides critical funding to the Iowa Newspaper Foundation, which allows the INF to enhance its reputation for quality educational programs. Through our top-quality programming, we assist Iowa's newspapers and their employees in a variety of important areas, while engaging and inspiring the next generation of journalists.



- In 2010, the INF conducted more than 45 quality, affordable professional training workshops and webinars addressing all areas of the newspaper business for hundreds of Iowa newspaper employees;

- Ten students preparing for newspaper careers in Iowa were awarded scholarships totaling \$7,250;

- Through strategic partnerships, the Iowa Newspaper Foundation provides free Newspaper In Education programs to any INA member and their local schools;

- In September, the INF conducted the Midwest Newspaper Summit 3 in Kansas City, Missouri. The event drew attendees from across the Midwest and served as the next critical step in a journey to discover new business models and revenue streams for the news industry;

- The Iowa Newspaper Foundation continues to underwrite a portion of the cost of the Iowa Newspaper Association's Annual Convention to keep registration fees among the lowest in the nation.

No other organization exists solely to work for a better future for all of Iowa's newspapers; that is at the very heart of the Iowa Newspaper Foundation's mission. Each new day brings new challenges for our industry and we are better able to meet these challenges together than we can individually. Your newspaper's support of the Pages for the 21st Century program makes this possible.

Thank you to every newspaper that has committed to the Pages program in 2010. We look forward to your support and partnership in 2011.