



SEPTEMBER
2005

VOLUME 16 ISSUE #9

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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.

Remodeling project approaches completion

The remodeling of the front entry of the INA/INF building is nearing completion. The installation of floor tile in the front entry in mid-September leaves only one project on the "to-do" list.

The final phase of the remodeling project is the installation of a wrought iron banister on the front stairway. The banister is being constructed at this time; an installation date has not been set. Most INA/INF offices are on the second floor of the building and the new banister is an extension of the new look of the front entry.

The remodeling was designed to coincide with the East Village motif prevalent in our revitalized neighborhood.

The front (East 5th Street) entry remodeling was recommended by

the INF's Explore Building Options committee after several meetings in 2004. The committee examined a number of options for the INA/INF home and, in the end, found the organizations' longtime home totally adequate but in the need of some updating.

In addition to the floor tile and banister, the project has included an 8-foot

widening of the front entry, a lighting "cloud" in lieu of a finished ceiling, a kiosk-style interior building directory sign and an exterior sign and lighting.



FLOORED -- Independent contractor Marc Briggs prepares to add another row of tile to the floor of the INA/INF building front entry. The remodeling project is nearing completion.

Plans near completion for '06 workshops

Professional improvement workshops are the hallmark outreach of the Iowa Newspaper Foundation and our annual workshop calendar is one of the most dynamic among the nation's state newspaper foundations. The INF's 2006 workshop calendar will maintain that tradition and reach beyond.

The Foundation's Seminar Committee met on May 27 to initiate the planning process. The planning is nearing completion and awaits final approval by the INF board when it meets on Oct. 28.

So what can you expect in 2006? More of the basics, of course, including workshops for advertising, editorial, circulation and production.

Plans are for the INF's popular Advertising Sales Academy series to offer three one-day workshops — basic sales skills, increasing classified

sales and sales management skills. This year's Circulation Academy focused on the needs of community newspapers. In 2006 this workshop will focus on circulation issues at daily newspapers.

New workshops proposed for 2006 include —

- Preflight, a prepress workshop for newspaper printers and printing customers.
- Maximizing Your Outlook, a workshop to show you how to get the most out of the Outlook software already installed on many computers.
- Journalism 101, one-day workshops designed for reporters who have not had the benefit of a formal journalism education.

The 2006 INF workshop calendar should be available by mid-December.

INF Seminar Calendar

Sept. 29: Public Notice Workshop, presented by Bill Monroe, INA executive director. Hilton Garden Inn, Urbandale.

Oct. 6: Ag for Reporters, co-sponsored by the Iowa Farm Bureau. Coon Rapids.

Oct. 13: Publishers Academy, "Newspaper Franchise Check-Up," presented by Ken Bronson, Kansas Press Foundation director. Four Points Sheraton Airport, Des Moines.

Dec. 9: NIE Workshop, Hilton Garden Inn, Urbandale.

Watch the INA Bulletin for informational flyers and registration forms, or e-mail dmueggenberg@inanews.com for more information. Registration forms can be downloaded from the INA website at www.INAnews.com.

Taking advantage of change

One thing newspaper editors and reporters have in common is some degree of proficiency at a typewriter or computer keyboard. Success in the business is limited if you can't type with some degree of competence.

I taught myself what resembled the touch-type method when I was 14 years old only to have to be retrained in typing class when I was 16. At that time "high tech" was the pair of IBM Selectric typewriters in the typing classroom.

As a young reporter, I churned out news stories on a Royal manual typewriter that operated smoothly and effortlessly. When I changed jobs and the editor offered me a new IBM Selectric, I politely asked for an old manual typewriter instead.

Max Maxon, longtime editor of the Daily Freeman-Journal in Webster City, pounded out his stories and columns on an old black manual typewriter that was a relic. The tiny bolt that originally connected the carriage return lever to the carriage was missing; in its place was a twisted paperclip. Only Max could operate this machine efficiently (and only Max wanted to.)

I eventually grew to appreciate electric and then electronic typewriters. When finally introduced to the world of computers, I quickly became a fan of word processing. No more typing erasers.... no more correction

fluid... no more correction paper... no more correction ribbons.



Arvid Huisman
INF Executive Director

In my lifetime I've seen newspapers go from Linotypes to cold type to pagination. I've seen ad mattes, clip books and electronic art files. And I've seen manual typewriters, electric typewriters, electronic typewriters and word processors.

The one constant in our business is change. And that's why the Iowa

Newspaper Foundation is so important. In fulfilling our mission to champion and improve the future and quality of Iowa's newspaper enterprises and the communities we serve, we try to help Iowa's newspapers take advantage of the changes that seem to be coming at us more rapidly.

When research showed that Iowa was lagging behind the national average in the number of newspapers with websites, the INF underwrote the start-up of INA Internet Services Company which helped scores of Iowa newspapers start their own websites, and profitably at that!

When eastern Iowa newspapers faced new direct mail competitors, the INF set up a workshop that offered newspapers advice on how to compete against direct mail and a connection with a national printer that gave newspapers an efficient way to compete.

For a few years there was little demand

for software training. Ad and page designers at most papers were proficient and happy with QuarkXpress, Pagemaker and Creator. Then Adobe introduced InDesign and the Creative Suite. This year the INF has provided a workshop on Adobe's Creative Suite as well as hands-on InDesign training at the basic, intermediate and advanced levels.

As our industry evolves, the INF will be there to provide the training our newspapers need to take advantage of the changes.

When you support the Iowa Newspaper Foundation, you are helping us meet those needs and many others. You are truly helping us to champion and improve the quality and future of Iowa's newspaper enterprises.

CLIK gaining hometown recognition

Early community response to the CLIK (Communities for Literate Iowa Kids) program is positive. Thea Engleson, Clinton's site coordinator, reported strong community response after a story about her hiring appeared in the Clinton Herald.

"When I went to the bank, the tellers were asking me about the project," Engleson reported. She told of others in the community who asked about the CLIK program as a result of the Clinton Herald story.

Site coordinators have been hired for all three of the initial CLIK pilot communities. In Greenfield the site coordinator for the Nodaway Valley program is Deb Hall. The CLIK coordinator in Grinnell is Nicole Brua-Behrens.

Two more sites will be selected before December with one being an urban district. First round applicants are still considered "live" but other interested communities are encouraged to apply.

CLIK is an early childhood literacy project co-sponsored by the Iowa School Boards Foundation and the Iowa Newspaper Foundation. CLIK's site coordinators will work with local community leaders, literacy educators and families to maximize the community's resources to provide quality and consistent literacy training to the communities' children. In each CLIK community the local newspaper publisher has pledged support for the program.

The program is a response to concerns about the lack of reading proficiency among children. In Iowa about 25 percent, or 75,000, fourth graders are not proficient readers as measured by the Iowa Test of Basic Skills.

Putting the spotlight on the INF

The Iowa Newspaper Foundation is one of the better kept secrets in the state. Because the INF has focused so much of its attention on our own industry over the past 20 years, many Iowans have never heard of the INF.

This is changing, of course, with the INF's scholarship program, participation in the Communities for Literate

Iowa Kids (CLIK) and other programs. As the INF seeks to broaden its funding base making the organization better known to individuals outside our industry becomes imperative.

To that end, INF director Arvid Huisman has created a PowerPoint presentation that newspaper managers can use in their markets when asked to provide a program for Rotary, Kiwanis and other service clubs and organizations.

The "Heritage and Future" presentation provides a history of Iowa's newspapers against a timeline of Iowa history. It seamlessly moves into a review of the INA and then the INF and wraps up with a gentle encouragement for financial support. The presentation is approximately 19 minutes long.

The presentation is available to Iowa newspapers as a PowerPoint presentation on a CD. The CD also includes a slide-by-slide narration script.

The presentation has also been produced in DVD and VHS formats complete with recorded audio narration. A presentation in these formats requires only a TV and a DVD player or VCR player.

To order a copy of the presentation in any format, contact Arvid Huisman at the INF.

