



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.*

## Six graduate from Leadership Institute

Individuals from six Iowa newspapers graduated from the Iowa Newspaper Foundation's Leo Mores Newspaper Leadership Institute on Sept. 16. The Institute is a five-month program designed to expand the experiences of newspaper professionals in Iowa, and engage them in a rigorous professional and personal leadership curriculum.

The Leo Mores Newspaper Leadership Institute participants were selected through a competitive application process and include newspaper professionals from across the state with diverse professional backgrounds. Over the course of the program, the class met at various Iowa locations. Highly regarded speakers in the areas of business, finance, economic development, technology and journalism presented each month.

The Leo Mores Newspaper Institute is made possible by a generous endowment from the Mores family, owners of the newspapers in Harlan, Iowa, in the name of their father, Leo.

The next class of the Leo Mores Newspaper Institute will begin in February. For more information, visit [www.INAnews.com](http://www.INAnews.com).



Alan Mores, left, and Steve Mores, center, are shown above with the 2011 Leo Mores Newspaper Leadership Institute class. Members of the class are (from left): Greg Eckstrom, Boone News-Republican; Adam Wilson, Altoona Herald-Index; Kate Thompson, Shenandoah Valley News; Lisa Miller, Rock Rapids Lyon Co. Reporter; Chris Rhoades, Enterprise Publishing. Not pictured: Brian Plueger, Spencer Daily Reporter.

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

## INF Chamberlin Fellow inspires ISU Greenlee students and faculty

On September 14, the Iowa State University Greenlee School of Journalism and Communication conducted one of its signature events, the Chamberlin Lecture. This year's lecture featured Clarence Page, the 1989 Pulitzer Prize winner for commentary and nationally syndicated columnist.

Each year the Iowa Newspaper

Foundation chooses a Chamberlin Fellow to work with students at the Iowa State Daily and at the ISU Greenlee School. Jo Martin, Chief Operating Officer for Times Citizen Communications in Iowa Falls was chosen as the 2011 INF Chamberlin Fellow.

*The article below is reprinted*

*from the Iowa State University Greenlee School of Journalism and Communication website.*

With convergence impacting all forms of media and questions about the newspaper industry's viability with ever-changing technologies, this year's Chamberlin Fellow, Jo

*Continued on page 2...*

# 2011 INF Golf Tournament

August 25, 2011 • River Valley Golf Course, Adel

Thank you to all of our sponsors and golfers for another great event!



## Martin is 2011 Chamberlin Fellow

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Martin, presented Greenlee faculty and staff with her take on the industry: That it will maintain its presence among communities.

"I think that there's some misinformation that somehow newspapers are dying or dead or won't be here and I think it misses the point," Martin said. "The point of it is that we are not by and far printers, we are people who collect information and disseminate it. And whether that be through a website, through a blog, ... through magazines, through books we have to understand the value of what we do and we have to sell that to the next generation."

Martin is the chief operating officer of Times-Citizen Communications, Inc., a printing and publishing company located in Iowa Falls, and the first woman publisher in the state of Iowa. Martin's presentation provided her audience with insight to her rise as a professional in the industry through the personal heroes that inspired her throughout the way.

Her heroes included people like Thomas Edison, one of the first salesmen to embody one of her personal beliefs related to the industry – That the media needs to ask the customers what they want and then sell it to them. She also mentioned the first couple that she babysat for, who instilled in her the instinct not to leave anyone behind, and her son, who went against her wishes,

dropped out of college and became a cowboy. Something she never thought would work, but ended up giving him the life he wanted.

After sharing her inspiration and story with the audience, Martin discussed and dismissed the misconceptions that plague the newspaper industry in particular, which resonated with Greenlee School students.

"I really liked how Jo described the newspaper industry; she said that people in the industry gather information and that it doesn't matter how that information is delivered," said Madi Linkenmeyer, Greenlee School junior. "It gives hope to us, the people going into the industry."

To conclude her presentation, Martin offered advice to faculty and students alike. She encouraged faculty to have faith in people and their choices and to become heroes themselves and "Do for these students what [my heroes] did for me."

She also encouraged students to become a hero, and reassured them that each choice they make leads them forward.

Martin spent Tuesday morning and afternoon visiting with Greenlee students and going over their resumes, experiences and internships and offering advice from her professional perspective.

In the end, Martin was glad to have the opportunity to meet with students and to be named the Chamberlin Fellow.

"It is a very high honor, it's one of those things that I haven't had time in the past to do and it's kind of putting a nice bow on my career as I look at the possibility of retiring," Martin said.

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

## Promote INF scholarships in your community

The Iowa Newspaper Foundation recently sent scholarship information for 2012-2013 to all Iowa high schools, colleges and universities. Publishers and other newspaper staff are encouraged to promote these scholarships in their community. To download an application or review the available scholarships go to [www.inanews.com/inf/scholarships.php](http://www.inanews.com/inf/scholarships.php).

Another way Iowa newspapers can promote the INF scholarship program locally is by running a promotional advertisement. These advertisements are a great way to promote the scholarship program, while encouraging students to consider a career in journalism (see example below). Ads can be downloaded from the INF Scholarships page at [www.INAnews.com](http://www.INAnews.com).

INF scholarships help support students hoping to work in newspaper journalism. In 2011, the INF scholarship committee awarded 10 scholarships worth a total of \$7,000. The program is one of many sponsored by the INF to ensure the quality of journalism in Iowa. For more information on the scholarship program, contact Jennifer Asa at (515) 422-9070 or [jasa@inanews.com](mailto:jasa@inanews.com).

### Planning a career in newspapers? Apply for a scholarship today!

The Iowa Newspaper Foundation offers a limited number of college scholarships for students preparing for a newspaper career. To obtain an application, see your high school guidance counselor or download an application at <http://www.inanews.com/inf/scholarships.php>. Application deadline: February 10, 2012

To learn more about a career in newspapers or these scholarships, contact this newspaper or the Iowa Newspaper Foundation.

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