



IOWA NEWSPAPER FOUNDATION

# Forward

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## INF Officers

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Sigourney News Review

Paula Buenger  
Spencer Daily Reporter

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Wellman Advance

## Nominees selected for INF board

The INF Nominating Committee has nominated four individuals as candidates for three-year terms on the Iowa Newspaper Foundation board of directors:

- John Sorensen, president and CEO of the Iowa Bankers Association
- Kathleen Richardson, director of the Drake School of Journalism and Mass Communication
- Deb Weigel, publisher of the Oelwein Daily Register, Independence Bulletin Journal, Vinton Eagle, Vinton Cedar Valley Times, Waverly Democrat and Waverly Bremer County Independent
- Paula Buenger, publisher of the Spencer Daily Reporter.

Buenger is an incumbent nominated to serve a second term. The election will be held during the INF annual meeting at the INA Convention on February 2.



Kathleen Richardson



John Sorensen



Paula Buenger



Deb Weigel

## Don't miss 2012 auctions & raffle

The INF Auction Committee and INF staff have again put together a Silent and Live Auction sure to offer something great for everyone. New for this year, members will have a chance to purchase raffle tickets to win baskets full of goodies donated by board members. The auctions and raffle will all be held during the 2012 INA Convention and Trade Show, Feb. 2-3.

Attendees will be excited by the selection of auction items ranging from fantastic gift baskets and travel packages to signed comics, jewelry, books and sports memorabilia.

Silent Auction bidding is open all day Thursday, Feb. 2 and until 3:30 p.m. Friday, Feb. 3. The Live Auction will be held at 6:30 p.m. Thursday, during the Trade Show Reception.

The raffle drawings will be held Friday, Feb. 3, during the Awards Reception. Members of INA's three boards have created baskets full of goodies from their area, some valued up to \$500. Raffle tickets may be purchased during the Convention or at a discounted price in advance; see the enclosed flyer for more information.

Items sold at the INF auctions are donated by Iowa newspapers and friends of Iowa newspapers. All proceeds from the auction help the INF provide programming to member newspapers.

Check out the items ahead of time in the enclosed auction catalog or online at [www.INAnews.com](http://www.INAnews.com). For more information, contact Mary Beth Bell at [mbell@inanews.com](mailto:mbell@inanews.com).



*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.*

# A fresh new look at newspaper leadership institute...

*The INF is excited to announce the 2012 Leo Mores Newspaper Leadership Institute! This year will bring another top-notch program line-up ideal for any newspaper professional. Check out our new Facebook page (search for Leo Mores Newspaper Leadership Institute) and see the enclosed application with more details. 2011 graduate Greg Eckstrom from the Boone News Republican shares his experience with the Leadership Institute...*



**by Greg Eckstrom**  
**Editor,**  
**Boone News-Republican**

“Here comes a full day of icebreakers and hokey team-building activities aimed at making us ‘think outside the box.’”

It was an unavoidable thought I had as I drove to my first class for the Leo Mores Leadership Institute last year, and although I was excited to interact with other leaders in my profession, I had become a bit jaded of programs and retreats that touted a goal of “creating leaders.” Since I was young, I’ve attended countless leadership retreats, seminars, outings and classes, and while they’ve offered varying levels of success, they all seem to go through the same routines – several rounds of ice breakers, defining the word “leadership,” team-building exercises involving rope, etc. While I was excited, and honored, to be accepted into the Leo Mores Leadership Institute, a small portion of me was skeptical about what to expect. After all, I’ve seen this type of program before.

This skepticism was erased two hours into my first class, and the thought never returned for even an instant.

Where other leadership classes approach the difficult task of trying to improve an individual’s ability to lead on a broad level, the Leo Mores Leadership Institute narrowed it down to my profession and gave me the ability to listen and ask questions of some of the most talented newspaper men and women in the state. Gone were the leadership class staples such as goofy activities where you

held hands with people in a small circle and tried to untwist yourself to somehow learn group cohesion and the value of teamwork. Instead, we were given access to experts in their specific facets of the world of journalism. These speakers – numerous ones for each class – didn’t just tell us how things were to be done; they shared with us their expertise, opinions and observations, and then we collaborated on group discussions on the topics that made me think about facets of our industry in ways I never had before. I learned about technology and social media from speakers that were leading the nation in the field. I learned about circulation and newspaper accounting from experts that had valuable experience in these topics. I learned about community involvement from people that had planned successful events and knew the ins and outs of the topic.

In short, I was given unlimited access to the people that had gone through the trials and errors of each area of journalism and could give me a lifetime of experience – on several topics – in just a few hours.

Just as valuable as the experience I drew from these experts was the enthusiasm and ideas I left each class with. Listening to one speaker talk about how his newspaper worked with a public event group that was hired to create projects in his city, I drew an idea for our newspaper to farm ideas from our residents and put them into action. One week later, my newspaper launched the initiative to take ideas from residents on how to make our community better, whittle them down to a handful by public vote, and put together a volunteer organization to turn one idea into reality every two years. This



initiative has made our organization become a leader in community betterment, and it all spawned from an idea drawn from Leo Mores Leadership Institute.

There wasn’t a single class I left in which I didn’t have an entire notebook of ideas and the enthusiasm to go back to work and begin to implement them.

With the class now behind me, looking back at my jaded expectations for this leadership program, it’s laughable how off-base I was. This class doesn’t set out trying to make leaders by teaching them how to be leaders; it accomplishes the task of creating leaders by turning to leaders in our field and having them share the expertise they’ve accumulated in specific aspects of the field from countless years in the journalism profession.

This program doesn’t take the cylindrical approach to creating leaders by trying to teach people who exhibit signs of being a leader how to lead with the end goal of being a leader, which often seems like the counterproductive (and understandably confusing) goal of the majority of leadership programs. This program creates leaders by arming them with the information necessary in every aspect of the field, taught by experts who have learned through a lifetime of experience.

This is easily the most beneficial leadership program I have ever attended. If you’re cynical about leadership programs (as I’m sure most journalists are, as a healthy dose of cynicism can sometimes be beneficial in this field), believe me...this isn’t a program that focuses on ice breakers, goofy exercises and hokey motivational phrases to inspire you to lead. This class makes you a leader by giving you journalism-specific education, piece by piece, from people in our field who have already proven to be leaders.

You may be skeptical going to your first class, but I can guarantee you’ll leave every class wanting to change the world through our profession. In the future, after several more years of this class, I’m even more confident that several from it will do just that.



Members of the 2011 Leadership Institute interview Governor Terry Branstad.