



NAA FOUNDATION 2009 ANNUAL REPORT

The Foundation had two separate three-year strategic plans for 2009-2011: one for young-reader programs and one for diversity programs. The Foundation staff merged both plans into one that was presented to and approved by the Board of Trustees at the September meeting.

Vice President Jeanne Fox-Alston, Director Sandy Woodcock and Manager Marina Hendricks continued to integrate young-reader and diversity programs as outlined by the strategic plan. Throughout 2009, the Foundation made progress with strategic objectives, particularly with respect to communicating and increasing the use of digital methods to share information with constituent groups.

A major project in that effort was the redesign of the Foundation's Web site. It now offers sections for curriculum, research, training, resources and grants, and enables the Foundation to showcase best practices in a variety of ways.

Results of the Foundation's "Teens Know What They Want From Online News: Do You?" research study were presented at the NAA Annual Convention, the Young Reader Symposium and the World Association of Newspapers' (WAN) 8th Young Reader Conference. The study explored and tested better ways of matching the online preferences of teens. Results have been used as a resource in Web site redesign at several McClatchy newspapers.

The Young Reader Symposium emphasized technology awareness. A one-day event, it featured presentations by winners of the Young Reader Awards. This annual contest recognizes new and noteworthy best practices in Newspaper in Education (NIE) and Youth Editorial Alliance (YEA) programs in seven circulation-based categories.

Fifteen college students participated in the first Foundation News Challenge at the University of Nevada, Reno. The weeklong program served as a cutting-edge training session for young people interested in working in digital media and gave them a sense of multimedia opportunities at newspaper companies.

The Foundation awarded a grant to Ball State University to host the Emerging Media Workshop, a program that attracted 21 high school teachers from nine states. During the

three-day workshop, teachers learned how to expand their print publications digitally by developing and launching Web sites for their programs.

The Youth Services Committee, comprised of representatives from the three young-reader program areas – NIE, YEA and student journalism – met in February and August. Newspaper professionals with an interest in diversity initiatives attended a December meeting in anticipation of forming a Diversity Advisory Committee.

YOUNG-READER PROGRAMS

Research: “Teens Know What They Want From Online News: Do You?” was released in April. The study was conducted in partnership with the Media Management Center (MMC) at Northwestern University.

“Teens Know” is based on input from 96 teens, ages 13-18, in six U.S. cities: Denver, Fresno, Calif.; Springfield, Ill.; Philadelphia; Fort Lauderdale; and Orangeburg, S.C. In online pre-work and in 90-minute focus groups, teens were shown and asked to comment on a series of prototype Web pages that were developed to address key problems identified in two previous MMC studies.

An executive summary was mailed to publishers/number-one contacts, NIE professionals, youth editors, state/regional press associations and scholastic journalism advocates. The full report was posted on the Foundation’s Web site.

McClatchy’s use of study results was a rapid application of Foundation research. Staff will continue to identify and share such usage.

The Foundation contracted with Arizona State University’s New Media Innovation Lab on a research project in late fall. A nationwide survey will be conducted of 1,500 young people ages 13 to 20 on how they use smartphones for accessing news and information. The study will be released in spring 2010 at NAA’s mediaXchange conference.

Young Reader Symposium and Awards: The 2009 Young Reader Symposium was held May 15 in Arlington, Va. Travel restrictions kept attendance low and as a result the meeting was scaled back to a one-day event. The 2010 conference will be held in early May, most likely as a virtual event with several webinars. Programming will focus on technology and educational policy.

The 2009 Young Reader Award winners presented at the symposium; their PowerPoints were posted on the Foundation Web site. Two of them, the South Florida Sun-Sentinel and The Denver Post, received jury commendations in the World Young Reader Prize competition. Winners were:

- State/Regional/National Press Association NIE – Pennsylvania Newspaper Association Foundation; Janet Bevan, manager of outreach and partnerships, and Chris Yatchyshyn, NIE committee chair

- Newspaper NIE, Circulation up to 60,000 – The Lima (Ohio) News; Anne Coburn-Griffis, director of educational services
- Newspaper NIE, Circulation 60,001 to 150,000 – The Record, Hackensack, N.J.; Cynthia L. Forster, business development manager/education
- Newspaper NIE, Circulation 150,001 and Above – South Florida Sun-Sentinel, Fort Lauderdale; Debbie Rahamin, educational services manager
- Youth Editorial, Circulation 60,001 and Above – The Post-Standard, Syracuse; Chris Iven, youth editor
- Collaboration: Joint Efforts/Projects – Denver Newspaper Agency; Dana Plewka, educational services manager

Multiplatform Delivery Systems: As noted, the redesigned Foundation Web site launched in June. The top download to date is the 2009 NIE Week Teacher’s Guide (781).

The Foundation offered five webinars in 2009: “Navigating the ABCs of ABC”; “Besting the Bad News”; “What Teens Want From Online News Sites” (co-presented with MMC); “Building Your Reinvention Toolkit”; and “Launching Your Reinvention Toolkit.” Webinars will continue in 2010 on subjects such as NIE fundraising and the latest Foundation research.

A news release on the Foundation’s collaboration with Poynter’s NewsU on a new online course, “Understanding Media: The Five Principles,” was distributed on Sept. 8, International Literacy Day. Course content draws from the media literacy unit of High Five, the Foundation’s integrated language arts and journalism curriculum. This self-paced course will serve as a “train-the-trainer” program for middle-school, secondary and college-level instructors. It will launch by the end of January on NewsU’s redesigned Web site.

The Foundation’s other NewsU courses, “Coaching Tomorrow’s Journalists” and “Targeting New Audiences: Finding Your Niche,” continued to draw participants. The courses have drawn more than 2,000 registered users.

A fourth Foundation-NewsU course on managing change will debut in mid-2010.

The *NAA Foundation Update* e-newsletter launched in September, with a template created to match the new Web site. Periodic e-mail blasts have been sent since January. The Foundation continued to use the NAA Community e-forums and blog digest to communicate with NIE and YEA constituents.

Grant Programs: The Foundation received 31 applications for the 2009-2010 Student/Newspaper Partnership Grants. From that group, six high schools were selected for participation. Recipients were:

- Stanhope Elmore High School, Millbrook, Ala., and the Montgomery (Ala.) Advertiser
- Williamson High School, Mobile, Ala., and the Press-Register, Mobile, Ala.

- Lakewood High School, St. Petersburg, and the St. Petersburg Times
- Barnesville (Minn.) High School and the Record-Review, Barnesville, Minn.
- Monroe City (Mo.) High School and The Lake Gazette, Monroe City, Mo.
- Illinois Valley High School, Cave Junction, Ore., and The Daily Courier, Grants Pass, Ore.

Four middle schools were selected from that group and funded as High Five grants:

- Chasco Middle School, Port Richey, Fla., and the St. Petersburg Times
- Belmont (N.H.) Middle School and The Citizen, Laconia, N.H.
- Manhattan Academy of Technology and Downtown Express, New York City
- Hawfields Middle School, Mebane, N.C., and The Times-News, Burlington, N.C.

The Foundation will continue to fund the Journalism Education Association's (JEA) mentoring program. This is the second year of a two-year commitment to support mentoring of advisers of color or advisers at minority-majority schools. Advisers from 2008-2009 grant schools in Washington state and Wisconsin will continue to be mentored as part of this program.

As mentioned earlier, the Emerging Media Workshop in June at Ball State University was funded by a Foundation grant. Information about the workshop and links to Web sites created there were posted on the Foundation Web site. In an effort to broaden the reach of this training opportunity, the 2010 workshop will be held at The Poynter Institute.

Outreach: The Foundation hosted JEA's "Advising in the 21st Century" workshop in June. Attendees received instruction in teaching, writing, design, the Maestro Concept, law and ethics. Sandy Woodcock assisted with instruction. She also attended the Association of Educators in Journalism and Mass Communications (AEJMC) conference in Boston in August, where the Foundation's "High School Journalism Matters" and "Teens Know" research results were presented as part of a panel on teen readership.

Sandy Woodcock and Marina Hendricks met with North Carolina NIE professionals in September in Raleigh and attended the National Middle Schools Association (NMSA) conference in November in Indianapolis as exhibitors. The Foundation and Schurz Communications sponsored the student reporting program at NMSA. Sandy Woodcock and Marina Hendricks also attended and presented at the fall JEA/National Scholastic Press Association (NSPA) meeting in November in Washington, D.C.

Communications: NAA's Communications Department distributed six news releases for the Foundation in 2009:

- April 1: NAA Foundation Presents Young Reader Awards
- April 6: New NAA Foundation Research Sheds Light on What Teens Want from Online News Sites
- May 15: NAA Foundation Honors Outstanding Youth Content Programs
- June 1: NAA Foundation Hosts First Annual News Challenge in Reno
- June 18: NAA Foundation Launches Redesigned Web Site

- Sept. 8: NAA Foundation Celebrates Literacy Day with High Five Curriculum

Reporters continued to cover news from the Foundation while relying on staff for perspective on youth content issues, NIE and other areas. Highlights included:

- **February:** Sandy Woodcock was quoted in an Associated Press story on changes in high school journalism classes, particularly the movement toward digital news in the classroom.
- **April:** Wired Magazine did a piece on the “Teens Know” research study. In addition, Jeanne Fox-Alston was quoted in The Post-Standard (Syracuse, N.Y.) on the Young Reader Awards.
- **May:** Coverage of the Foundation’s Youth Content Awards appeared in the Yakima (Wash.) Herald-Republic and The Republican (Springfield, Mass.).
- **August:** Marina Hendricks was quoted in an article on teen sections that appeared in Editor & Publisher, providing background on the challenges youth sections face and the value they provide.

NAA’s Communications Department also recorded the following podcasts, which were promoted through news releases, blogs, Twitter and naa.org:

- **July 1, News Challenge:** Jeanne Fox-Alston provided details about this new Foundation program.
- **Sept. 9, Media Literacy:** Howard Finberg of Poynter’s NewsU discussed an upcoming online course on understanding media that is based on the Foundation’s High Five curriculum.

NIE Curriculum: The 2009 NIE Week guide, “Newspapers Now,” and matching in-paper features were posted on the Foundation Web site in January. NIE Week was celebrated the first full school week in March.

The 2010 NIE Week teacher’s guide, which will be posted on the Foundation Web site in January, will feature lessons that emphasize critical-thinking skills across five subject areas: financial literacy, nutrition, the environment, character education and information technology. Lessons will target three grade levels: third to fifth, sixth to eighth and ninth to 12th. The Foundation staff also contracted with 2009 Young Reader Award winner Anne Coburn-Griffis on the development of a civic engagement lesson plan. Additional lesson plans on science and geography will be released in the first half of 2010.

Literacy Day: The Foundation helped to promote a free serial story from the World Association of Newspapers called “José – Fly Reporter.”

Serial Stories: The Foundation partnered with HarperCollins Children’s Books to offer a free serialized version of “Into the Wild” by Erin Hunter in January. Also in partnership with HarperCollins, the Foundation will offer serialized versions of “Ida B. Wells: Let the Truth Be Told” and The Harlem Hellfighters: When Pride Met Courage” by Walter Dean Myers for Black History Month in February 2010. Serials featuring selected works of the late children’s poet Shel Silverstein and chapters from various “Ramona the Pest” books by Beverly Cleary will launch in April 2010, National Poetry Month. The

Foundation will work with an NIE vendor on the creation of an original serial story for Hispanic Heritage Month in fall 2010.

High Five: As mentioned, the Foundation is working with Poynter's NewsU to create an interactive course on media literacy based on the first unit of High Five. Four Partnership Grants were awarded to middle schools that agree to use the curriculum. High Five was promoted at the conference of the Association for Supervision and Curriculum Development in Orlando in March. Staff will continue to promote the curriculum at education conferences in 2010.

Best Practices: A case study on "SchoolHouse News," a program created by the NIE department of The Patriot-News in Harrisburg, Pa., was released in December and posted on the Foundation Web site. The case study details how "SchoolHouse News" helped improve the reading comprehension of fourth-, fifth- and sixth-graders in the Harrisburg School District. It also provides suggestions for other newspapers interested in launching similar programs.

A project to collect NIE fundraising best practices was launched in December. Results will be shared via a webinar and an "ideas gallery" on the Foundation Web site.

DIVERSITY PROGRAMS

Innovation/Diversity Link: "Turning Diversity into Dollars" was released in spring 2009. The white paper looks at three companies – McDonald's, CNN and health insurer WellPoint – where diversity efforts have resulted in new customers and/or increased business. It also featured several sidebars, including "Six Tips from Best-Practice Companies" and "Media Success Stories." The report was reproduced in its entirety in the summer 2009 issue of "Racing Toward Diversity," a new magazine published by Schurz Communications.

Media Diversity Networking Group: This networking group of diversity officers at media companies, which is facilitated by Jeanne Fox-Alston, met in late January at Gannett's New York office. It was hosted by Board of Trustees member Virgil Smith, vice president/talent management of Gannett Co. Other participating companies and organizations included The New York Times, CNN, CBS News, National Public Radio, News Corp., The Associated Press, the American Society of News Editors and Columbia University. Others who did not travel to New York participated virtually. Presentations were given on The New York Times' affinity groups and CNN's diversity efforts.

Talent Recruitment/Retention: The Foundation offered the News Challenge program for the first time this summer at the University of Nevada, Reno. Participants were:

- Arlinda Marie Arriaga, senior, University of North Texas
- Narasimha Bhyravabotla, graduate student, University of Houston-Clear Lake
- Whitney Bryen, senior, University of Oklahoma
- Andrew Gallo, junior, Arizona State University
- Anna Hiatt, senior, University of California-Berkeley

- Michael Higdon, senior, University of Nevada/Reno
- Emily Krenek, graduate student, University of Houston-Victoria
- Selene Macias, junior, University of Texas-El Paso
- Kyle Marcel, junior, Florida A&M University
- Danny Martinez, junior, Arizona State University
- Amanda Peterson, junior, University of Alabama
- Terence Rushin, junior, University of West Georgia
- Angela Tam, senior, Rochester Institute of Technology
- Leslie Threlkeld, senior, University of Alabama
- Danielle Wiggins, graduate student, Kent State University

Students' majors included business, advertising and computer science in addition to media management, graphic media and journalism. During the program, they interacted with digital news executives, educators and other professionals.

In addition, News Challenge was a competition of sorts. Students were divided into three teams, with each developing a news game that could enhance understanding of current events while also being fun to play. In doing so, teams had to develop a concept, define the proposed audience, develop a marketing plan and present the business model, outlining revenue potential. Each team also had a mentor. Mentors were: James Nixon, The New York Times; Kerry Oslund, Schurz Communications; and Yvette Walker, Oklahoma Publishing Co. Students presented their games on the last morning of the program before a panel of three judges.

The winning game, "Unemployment Joe," was a Pac Man-like game in which a character loses his job and then learns about employment Web sites, how to apply for unemployment benefits, and more. It also was a template that could be adapted to other topics and easily localized. All three games were posted on the Foundation Web site, as well as the application for the 2010 News Challenge. The program will return to the University of Nevada, Reno.

Recruiting Toolbox: A PDF toolbox designed to help newspapers develop stronger hiring pipelines for editorial and business operations will be posted on the Foundation Web site in January. The toolbox will feature three sections: recognition/reputation, recruitment and retention. It will include best practices and tips from both inside and outside the media industry.

Leadership Development: Fourteen Minority Fellowships were awarded this year for industry programs offered by The Poynter Institute, the American Press Institute, the Media Management Center, the Asian American Journalists Association (AAJA) and NAA (mediaXchange). Recipients were:

- Kevin Aldridge, Middletown (Ohio) Journal/Hamilton Journal News
- Hanah Cho, The Baltimore Sun
- Anna Costello, St. Petersburg Times
- Toney Ferguson, Atlanta Journal-Constitution
- Ashley Garrett, Lexington Herald-Leader

- Marian Lui, The Seattle Times
- Isaac Moya, Arizona Republic, Phoenix
- Newtown McCravy, The Courier-Journal, Louisville
- Lisa Nellessen-Lara, The Star Press, Muncie, Ind.
- Albert Protash, The Miami Herald
- Frank Robertson, Chillicothe (Ohio) Gazette
- Shelby Roby-Terry, Indianapolis Star
- Wyatt Schrock, Detroit Free Press
- Wayne Snow, Lexington (Ky.) Herald-Leader

In addition, AAJA also received an additional \$3,000 to help underwrite the costs of participants attending its Executive Leadership Program. It was held in conjunction with the AAJA convention in Boston in August.

Another 23 Minority Fellowships will be awarded for industry programs for the first six months of 2010. For the first time, 10 of those grants will be for online courses.

Outreach: Jeanne Fox-Alston participated in the 2009 UNITY Diversity Summit in August in Boston, as well as the McCormick Fellows' Forum in Chicago in October.

Diversity Advisory Meeting: As mentioned, a meeting was held in December of industry professionals who have been a part of diversity initiatives and programs. The purpose was to seek input on diversity action items for 2010 and beyond, and to discuss creating a Diversity Advisory Committee. The meeting was very productive; all who participated (as well as some who could not attend) agreed to serve on the committee. Board of Trustees member Virgil Smith of Gannett Co. will chair the committee.