

HOOSIER STATE
PRESS ASSOCIATION
FOUNDATION

2010 Annual Report



HSPA FOUNDATION MISSION STATEMENT

The Hoosier State Press Association Foundation believes free speech and a free press benefit all citizens and help preserve constitutional rights. Our society faces challenges to the concept of open government and to the marketplace of ideas necessary for democracy to flourish.

The HSPA Foundation exists to foster public understanding of the role of a free press in society, to increase public literacy, to enhance the ability of Indiana newspapers to fully educate and inform the public, and to defend the principles of the First Amendment of the U.S. Constitution.

A letter from our president

Colleagues:

Our industry faced another challenging year in 2010, yet 90 Hoosier State Press Association member newspapers found a way to continue giving their voluntary donations to the HSPA Foundation. We express our deep gratitude for your generosity that allowed us to continue our programming.

Individual donors also made contributions to support specific causes. We always welcome the opportunity to discuss ways you can contribute in memory of or honor of an individual or restrict funds for a project of interest to you.

On Page 6 of this Annual Report, we recognize those who gave to the Foundation in 2010. On Page 7 we include a financial summary for the year.

In the rest of this report we traditionally divide descriptions of our programming and services into four areas of concentration in our mission statement:

- Fostering public understanding of the role of a free press in society,
- Increasing public literacy,
- Enhancing the ability of Indiana newspapers to fully educate and inform the public, and
- Defending the principles of the First Amendment of the U.S. Constitution.

Please accept our sincere thanks for not only your financial contributions but also your time and talent shared through judging, speaking or serving on one of our boards or event committees. It takes a large team of volunteers to continue and improve the Foundation's services.



I look forward to working with you for the remaining months of my term and appreciate your support. Please direct any suggestions or concerns to me.

Sincerely,

A handwritten signature in black ink that reads "Mayer". The signature is fluid and cursive.

Mayer Maloney
President, HSPA Foundation board of directors
President and publisher, Hoosier Times Inc.
(812) 331-4251
mmaloney@hoosiertimes.com

FOSTERING UNDERSTANDING OF THE ROLE OF A FREE PRESS AND DEFENDING THE PRINCIPLES OF THE FIRST AMENDMENT

Steve Key's Educational Sessions on Legal and Access Issues

HSPA Executive Director and General Counsel Steve Key represents HSPA before the Indiana General Assembly, lobbying for the public's freedom of information rights. Key also creates greater awareness of open door, public access and libel laws through his numerous presentations to newspaper personnel, journalism students and public officials. In 2010 he spoke to these groups and individuals:

Broadcast Interviews

- Brian Flood of PBS radio
- Daniel Robinson of WFIU, Bloomington
- Taping of two CDs on public access for Fred Cate, IU School of Law, Bloomington
- Joe Gomeztagle's Lake County radio show

Journalism Students

- IUPU-Fort Wayne journalism class
- Franklin College journalism class
- IUPUI School of Public and Environmental Affairs class

Newspaper Professionals

- Newsroom Seminar (HSPA Foundation)
- Road Show for Reporters (APME/HSPA Foundation)
- Indiana Supreme Court Law School for Journalists

Public Officials

- Natural Resources Commission on behalf of Friends of Ernie Pyle on two occasions

Citizens

- Citizen Journalism Boot Camp, Indianapolis, sponsored by Indiana Coalition for Open Government
- Newspaper editors from Jordan hosted by Indianapolis International Center



Newspaper in Education Activities

Each year the Newspaper in Education Idea Tabloid includes activities for all grade levels on the First Amendment to help create better awareness in our young citizens. Each lesson lists state academic standards to make teachers' jobs easier. Activities also are available for teachers to download at www.hspafoundation.org.

INCREASING PUBLIC LITERACY

Newspaper in Education Tabloid

The Indiana State Reading Association, the Indiana Newspaper in Education Foundation and the HSPA Foundation again partnered with the Indiana Department of Education to create the Idea Tabloid. The 2010 theme was “Exercise your brain: Read the newspaper.”

Nearly 4,000 teacher members of ISRA received the 16-page tab. ISRA splits the cost of the project with the HSPA Foundation. The Association of Indiana Media Educators’ 300 members received 10 copies each to share with teachers in their buildings. Indiana Reading Professors requesting copies for their pre-service teachers received them free of charge.

Member newspapers can receive complimentary copies based on their circulation size and order additional copies at much less than the production cost per issue.

Superintendent of Public Instruction Tony Bennett said in his letter on Page 2 of the tab, “Reading is the key to success in school and in life. If students can read, they can learn anything: history, science, math and world and local events. Newspapers, more than any other resource, provide students and their families inexpensive daily access to all these areas in an engaging format that supports the development of lifelong literacy skills.”



Statewide Serial Story

The HSPA Foundation, along with the Indiana State Reading Association, paid the licensing fee for a serial story so member newspapers could run it free of charge. The Indiana Newspaper in Education Advisory Board selects the story from those submitted by various vendors across the United States.

In the 2010 story, “Robyn Reports the Election,” students learned about political parties, debates, the importance of informed citizenship and voting, and how elections work.

The story ran in 30 newspapers across the state.

Indiana NIE Advisory Board and NIE Foundation

The HSPA Foundation provides administrative support and a nonvoting representative on this board comprised of seven educators and seven newspaper professionals who oversee the statewide Newspaper in Education program.

The Foundation also accepts grants from corporations and other foundations for purchasing classroom sets of newspapers for schools or sponsoring other NIE-related activities such as spelling bees and contests.

NIE Round Tables

The HSPA Foundation assists with regional training sessions to allow NIE professionals the opportunity to discuss sponsorship, programming, teacher workshops and other topics.

ENHANCING THE ABILITY OF STATE NEWSPAPERS TO FULLY EDUCATE AND INFORM THE PUBLIC

Recruiting and Training

Internships and scholarships

• Eugene S. Pulliam Internships and Mentors

The Foundation encourages young journalists to choose careers in newspapers by offering \$3,300 grants for 10-week internships in Indiana newsrooms. Two mentors – a multimedia adviser (James W. Brown, executive associate dean emeritus, IU School of Journalism – Indianapolis) and a writing coach (Nelson Price, author, journalist, historian and radio personality) – worked with 10 interns in 2010.



2010 Pulliam interns, their schools and papers

Daniel Allar, Indiana University, *The Courier-Times* (New Castle)

Bryan Ault, Franklin College, *The Tribune* (Seymour)

Sarah Boswell, Ball State University, *The Salem Leader/The Salem Democrat*

Renee Bruck, Franklin College, *The Madison Courier*

Katie Coffin, Franklin College, *Rushville Republican*

Lindsey Erdody, Indiana University, *The Herald-Times* (Bloomington)

Amanda Gray, University of Notre Dame, *LaPorte Herald-Argus*

Jacob Groves, Indiana University, *Spencer County Journal-Democrat* (Rockport)

Amanda Kent, Huntington University, *The Loogootee Tribune*

Catherine Thompson, Ball State University, *The Indianapolis Star*



• High School Newspaper Adviser Internship

In cooperation with the Indiana High School Press Association, the HSPA Foundation provides half of a high school adviser's stipend to work in a professional newsroom for four weeks.

• High School Print Journalism Scholarships

Four graduating seniors who plan to major in print journalism received scholarships in 2010 through this Foundation program.

• APME/HSPA Foundation Job and Career Fair

This annual event sponsored by the Indiana Associated Press Managing Editors and the HSPA Foundation brings editors and students together to explore potential employment and internships.



Educating and Training

Throughout the year the HSPA Foundation offers seminars and conferences at reduced rates by underwriting speakers and other expenses.

- Government Conference (January)
- Kevin Slimp Technology Training (February)
- Webinar on Training (March)
- Multimedia Seminar, Ball State University (May)
- APME/HSPA Foundation Road Show for Reporters (June)
- IAEA/HSPA Foundation Advertising Conference (September)
- Newsroom Seminar (December)

Rewarding Excellence

By recognizing the outstanding work of journalists and advertising sales staffs each year, the HSPA Foundation encourages excellence in the industry.

- Advertising Contest
- Better Newspaper Contest



2010 REPORT OF GIFTS

The generous support of individuals, organizations and member newspapers allows the HSPA Foundation to fulfill its mission and better serve the citizens of Indiana.

Donors

Yandall C. Cline First Amendment
Freedom Fund

Central Indiana Community
Foundation

HSPA in memory of:

- George Haynes
- Eugene "Mac" McCord
- Jack Overmeyer

HSPA Donors

**52 percent of member
papers contributed in 2010.**

Albion New Era

The Alexandria Times-Tribune

The Herald Bulletin (Anderson)

Journal Press (Aurora)

Hendricks County Flyer (Avon)

Times-Mail (Bedford)

Berne Tri-Weekly News

The Herald-Times (Bloomington)

The Brazil Times

Churubusco News

Clay City News

The Corydon Democrat

The Paper of Montgomery County
(Crawfordsville)

Spencer County Leader (Dale)

The Republican (Danville)

The News and Sun (Dunkirk)

The Truth (Elkhart)

The Ellettsville Journal

The Elwood Call-Leader

Evansville Courier & Press

Ferdinand News

The Noblesville Ledger (Fishers)

Carroll County Comet (Flora/
Dephi)

South Gibson Star-Times (Fort
Branch)

Springs Valley Herald (French
Lick)

Twin City Journal Reporter (Gas
City)

Banner-Graphic (Greencastle)

The Hope Star-Journal

Northwest News (Huntertown)

The Huntingburg Press

Indianapolis Business Journal

Court & Commercial Record
(Indianapolis)

Jasonville Independent

The Herald (Jasper)

The Evening News (Jeffersonville)

The Observer (Kewanna)

Knightstown Banner

The Kokomo Herald

Kokomo Tribune

LaGrange News

LaGrange Standard

Dearborn Co. Register
(Lawrenceburg)

The Lebanon Reporter

Daily World (Linton)

Pharos-Tribune (Logansport)

The Loogootee Tribune

The Madison Courier

The Weekly Herald (Madison)

The Reporter Times (Martinsville)

Middlebury Independent

The Mail-Journal (Milford)

Herald-Journal (Monticello)

The Times (Munster)

The News-Journal (North
Manchester)

North Vernon Plain Dealer

North Vernon Sun

The Progress Examiner (Orleans)

The Paoli News

The Paoli Republican

Pendleton Times

The Press Dispatch (Petersburg)

The Commercial Review (Portland)

The Posey County News

(Poseyville)

Ohio County News (Rising Sun)

Rising Sun Recorder

The Rochester Sentinel

The Spencer Co. Journal
Democrat (Rockport)

Parke County Sentinel (Rockville)

The Salem Democrat

The Salem Leader

Scott County Journal and
Chronicle (Scottsburg)

The Shoals News

Owen Leader (Spencer)

Spencer Evening World

Sullivan Daily Times

Oak Hill Times (Swayzee)

Perry County News (Tell City)

Tribune-Star (Terre Haute)

The Tipton County Tribune

The Courier (Upland)

Osgood Journal (Versailles)

The Versailles Republican

The Switzerland Democrat (Vevay)

Vevay Reveille-Enterprise

Times-Union (Warsaw)

Washington Times-Herald

Pulaski County Journal
(Winamac)

The News-Gazette (Winchester)

The New Wolcott Enterprise

Zionsville Times Sentinel

HSPA Foundation Donation Form

Please accept this tax-deductible contribution to help the HSPA Foundation fulfill its mission of serving Indiana through newspapers.

Name _____

Address _____

City, State, ZIP _____

Phone _____

E-mail _____

Amount \$ _____

Donation made by:

Enclosed check payable to HSPA Foundation

Visa MasterCard

Card No. _____

Expiration Date ____ / ____

Card Signature _____

My employer will match this gift. Please find the enclosed form.

Your gift is appreciated.

This contribution is:

A personal gift

In memory of _____

From _____

In honor of _____

From _____

Please notify:

Name _____

Address _____

City, State, ZIP _____

For information on including the HSPA Foundation in a will or estate plan,
contact Karen T. Braeckel at (317) 624-4426 or kbraeckel@hspa.com.

Please return form to Karen T. Braeckel, Director, HSPA Foundation, 41 E. Washington St., Suite 301, Indianapolis, IN 46204.

2010 HSPA FOUNDATION FINANCIAL SUMMARY

Changes in Foundation Equity

Beginning balance January 1, 2010	\$1,095,543
Ending balance December 31, 2010	\$1,126,861

Operating Results

Income

Voluntary Donations From Member Newspapers	\$14,127
Fundraising Events and Other Donations	\$8,663
Investment Income (Net of Losses)	\$20,050
Total "Cash" Income	\$42,840
Unrealized Increase in Value of Investments	\$78,828
TOTAL INCOME	\$121,668

Expenses

Grants	\$51,096
Net Expenses Over Income for Training Programs	\$28,054
General and Administrative Expenses	\$11,511
TOTAL EXPENSES	\$90,661
INCREASE IN NET WORTH 2010	\$31,007

2010 HSPA FOUNDATION GRANTS SUMMARY

Internships and Scholarships

Eugene S. Pulliam Internships	\$41,073
High School Newspaper Adviser Internship	\$700
High School Print Journalism Scholarships	\$3,000
Additional Donated Internship	\$3,000

Newspaper in Education

Serial Story Project	\$2,000
----------------------------	---------

First Amendment and Additional Requests

Indiana Debate Commission	\$1,200
James W. Brown Scholarship Fund, IUPUI	\$500

HSPA FOUNDATION HISTORY

As we report on another successful year, we also reflect on the history of the HSPA Foundation. We focus on the values, philosophies and societal needs that framed our creation and helped establish our goals.

The Hoosier State Press Association Foundation, incorporated in 1999, serves the citizens of Indiana through newspapers. In the fall of 2000, the original board of directors launched a founding fund drive to raise \$1 million to sustain its programming. In February 2001 the family of Eugene S. Pulliam, former publisher of *The Indianapolis Star* and *The Indianapolis News* and longtime supporter of HSPA, announced a lead gift of \$250,000, a challenge grant with a one-for-two match.

For the next 16 months, parent companies, individual newspapers, family foundations and

individuals donated to help the Foundation reach its financial goal in January 2003.

Prior to the formation of the HSPA Foundation, the Hoosier State Press Association incorporated in 1933 as a not-for-profit trade association representing the interests of more than 200 paid-subscription newspapers in Indiana. Earlier newspapers across the state were organized into three publishers groups that often presented a divided rather than united front – two representing each of the major political parties and the third for nondaily newspapers.

Proposed actions in the General Assembly during the Depression deemed hostile to the state's newspaper industry gave impetus to the Association's creation. Representing Indiana newspapers in the legislature and other venues remains a cornerstone service of the Association.

Over the years HSPA services expanded into publications, a legal hotline, workshops, legislative services, contests, affiliations and an information source and exchange.

In 1994 the Association recognized that funds from business income surpassed dues income and reorganized into a for-profit C corporation. In December 1999 the HSPA board of directors created the HSPA Foundation to assume the existing tax-exempt functions of the Association.

Through the dedication of our board, continued generosity of HSPA member newspapers and the financial support of other organizations and individuals, the HSPA Foundation continues to fulfill its mission and strives to improve its services each year as outlined in this report. By working together we benefit the citizens of Indiana through newspapers.

BOARDS AND COOPERATING ORGANIZATIONS

2010 HSPA Foundation Board of Directors

Officers

President: Mayer Maloney, Hoosier Times Inc.

Vice president: Henry Bird, cnhi Capital Division

Secretary: John Rumbach, *The Herald* (Jasper)

Treasurer: Jeff Rogers, Home News Enterprises

Board members

Linda Chandler, Ripley Publishing

Curt Jacobs, *The Madison Courier*

Barbara King, *North Vernon Plain Dealer & North Vernon Sun*

Pat Lanman, Vevay Newspapers Inc.

Kevin Lashbrook, Landmark Community Newspapers

2010 HSPA Foundation Newsroom Seminar Committee

Chairman: Bob Zaltsberg, *The Herald-Times* (Bloomington)

Rebecca Collier, *Court & Commercial Record* (Indianapolis)

Darron Cummings, The Associated Press, Indianapolis

Mike Fender, *The Indianapolis Star*

Stephanie Taylor Ferriell, *The Salem Leader*

Lisa Green, *The Journal-Gazette* (Fort Wayne)

Max Jones, *Tribune-Star* (Terre Haute)

Curt Kovener, *Crothersville Times*

Mike Marturello, *Herald-Republican* (Angola)

Paul Mullaney, *The Times* (Munster)

Jo Ann Spieth-Saylor, *The Corydon Democrat*

Scarlett Syse, *Daily Journal* (Franklin)

Bill Wilson, *The Rochester Sentinel*

2010 Indiana Newspaper Advertising Executives Association Board

President: David Hedge, *Evansville Courier & Press*

Vice president: Laurie Ragle, *The Herald-Times* (Bloomington)

Connie Alexander, *The Herald Bulletin* (Anderson)

Christina Cosner, *Daily Journal* (Franklin)

Kristin Johnson, *Kokomo Tribune*

Judy Kercheval, *Herald Journal* (Monticello)

Mark McKee, *The Madison Courier*

Mark Sheridan, *The Star Press* (Muncie)

Karen Vojtasek, *The Rochester Sentinel*

2010 Indiana NIE Advisory Board

Chairman: Mike Snyder, *The Commercial Review* (Portland)

Barbara Barbieri, *News-Banner/Ossian Journal* (Bluffton)

Karen T. Braeckel, HSPA Foundation

Greg Erbeck, *The Indianapolis Star*

Justin Rumbach, *The Herald* (Jasper)

Earlene Holland

Louanne Holladay

Jack Humphrey, Middle Grades Reading Network, University of Evansville

John Wolf, Indiana Department of Education

Carol Lutz, Darrough Chapel Elementary School, Kokomo

Lisa Plank, Indiana Department of Education

Susan Scholl, *Carroll County Comet* (Flora)

Libby Turner, University of Indianapolis

Robyn Young, Avon High School

Courtney Zellars, *Tribune-Star* (Terre Haute)

HSPA STAFF – HERE TO SERVE YOU

Steve Key, Executive Director and General Counsel
(317) 624-4427, skey@hspa.com

Karen T. Braeckel, Director, HSPA Foundation
(317) 624-4426, kbraeckel@hspa.com

Pamela Lego, MAP Advertising Director
(812) 350-7711, plego@hspa.com

Milissa Tuley, Communications Specialist
(317) 624-4430, mtuley@hspa.com

Yvonne Yeadon, Office Manager
(317) 624-4433, yyeaddon@hspa.com

Shawn Goldsby, ICAN Coordinator
(317) 803-4772, sgoldsby@hspa.com