



National Newspaper Association
309 S Providence Rd
Columbia, MO 65203
573.777.4980 Fax: 573.777.4985

**General James O. Amos Award
2014
NNA Checklist**

Nominee Name: William "Bill" F. Tubbs

Newspaper Name & Location: North Scott Press, Eldridge, IA

Nominated by: Linda Tubbs

NNA Membership Information: Member through 12/31/2014; verified 4/24/2014

Year Nominated/Last Year Eligible for Award: 2011/2016 - (Renominated in 2014)

Completed Nomination Form?: Yes

Completed Nomination Letter?: Yes

Documentation Supporting Nomination Criteria to Support the Areas Below? - Yes

- Professional Achievement
- Community Leadership and Service
- NNA/National Involvement

Biographical Sketch of Nominee?: Yes

Three Letters of Reference?: Yes - 11: Max Heath, Gary & Helen Sosniecki, Ken Blum, P. Carter Newton, Scott Campbell, Derek Sawvell, Lowell Carlson, Shirley Davis, William H. Koellner, Martin P. O'Boyle, Michael Bugeja

Photo Included?: Yes - Digital pic on file

*First in the Nation:
Best Local News
Coverage 2010*



214 N. 2nd Street • P.O. Box 200
Eldridge, Iowa 52748-0200
Phone (563) 285-8111
Fax (563) 285-8114
btubbs@northscottpress.com

April 30, 2014

Dear Amos Award Committee,

Thank you to Sara Walsh for asking me to re-nominate William F. (Bill) Tubbs for the 2014 Amos Award.

Michael Bugeja, the director of the Greenlee School of Journalism and Communication at Iowa State University is joining me with this nomination. His letter is attached.

Subsequent to last year's update, Bill won First Place in NNA for Editorial Writing and his newspapers were recognized in four other categories. They won awards in nine categories in the Iowa Newspaper Association, including feature writing, columns, agriculture, sports, design and advertising. But that is a typical year. Bill's career has been marked by excellence, caring and concern for his readers and community, as you heard when he was on a panel at the NNA Convention in Phoenix.

The additional information with this nomination includes letters of support from:

1. Max Heath (NNA) (new in 2013).
2. Gary and Helen Sosniecki (ISWNE, TownNews, Interlink) (new in 2012).
3. Ken Blum (Publishers' Auxiliary) (new in 2011).
4. Carter Newton (Galena, Illinois, Gazette; past president Illinois Press Association) (new in 2011).
5. Scott Campbell (North Scott Press editor) (new in 2011).
6. Derek Sawvell (Wilton-Durant Advocate News editor) (new in 2011).
7. Lowell Carlson (Bellevue Herald-Leader editor) (new in 2011).
8. Shirley Davis (North Scott Press columnist; 51 years with Lee Enterprises) (new in 2011).
9. Marty O'Boyle (mayor of Eldridge) (new in 2011).
10. Bill Koellner (Rotary International Service Above Self Award winner) (new in 2011).

Also included:

1. Bio of William F. Tubbs.
2. The five-page original nomination from May 2011 (this letter adds to that one!).
2. Feature story from Publishers' Auxiliary from March 2006.
3. Link to feature story on Iowa State University website about the First Amendment Room.

Bill he has been a loyal supporter of NNA and its activities for 43 years. His columns about the issues and opportunities facing community newspapers have been published in *Publishers' Auxiliary* and ISWNE's *Grassroots Editor*.

In 2011, Bill and I established an endowment at the Greenlee School of Journalism and Communication at Iowa State University in support of the William F. and Linda Z. Tubbs Futures Forums that are held in October and April to bring leading national journalists to the campus to spend a day talking about the transition from academia to professional careers with undergrads. The forums attract standing-room-only crowds of 200-300 students. The Futures Forums (our endowment was \$37,500) are making a difference in the lives of many aspiring journalists! Bugeja reported this week that 99 percent of graduates are placed in careers within six months of graduation!

(over)

In 2013, Bill chaired the INA Distinguished Service Awards –with distinction! –and worked tirelessly to persuade legislators to pass a bill that created the Iowa Public Information Board. His relationship with state Rep. Jeff Kaufmann was a critical turning point in reversing six years of frustration, and Bill was proud to watch Gov. Terry Branstad sign the bill into law and to receive the third pen that the governor used to sign the bill (the first went to the senator who managed the bill and the second went to the bill's floor manager in the House). The bill created a board that is one of the first in the nation that will answer questions about Open Meetings and Public Records laws and has enforcement powers.

Day in and day out Bill advocates for the community press, through his writing and leadership by example. The website we launched in November 2011 was designed to Bill's specifications by a former employee who won two Pulitzer Prizes for his work at the *New Orleans Times-Picayune* during Katrina. The full content of the paper is available online, including PDFs of the core product, but just the first 200 characters of each article are free. In its first year, the site has more than 450 paid subscribers with about half of those web only and half in combination through "Value Packages" with the print product.

Last February our two-person ad staff completed its sixth annual full-page ad sale, and sold 130 pages that ran in one five-week period during what is an otherwise slow time of year. This is an idea that was adapted from consultation with Ken Blum. The issues look GREAT, the readers enjoy the paper, and the staff is energized and has fun! It is part of an employee-friendly environment that Bill has nurtured. It is not a coincidence that on our staff of just 12, we have employees who have been with us for 43 years, 40 years, 31 years, 19 years, 17 years, 16 years and 14 years. It starts at the top. Bill sets high standards, attracts quality people, and gives them the freedom to create and produce excellent newspapers. As publishers, we have been rewarded with consistently positive cash flows that have allowed us to "give back," even when the economy has been bad.

Bill recently implemented new systems to make color affordable for small-space advertisers. Our multi-page school district activities calendar that Bill talked about at the NNA Convention in Charleston gets better every year. Neighboring newspapers have done their own versions of our "North Scott Progress Show," which was a high-energy community trade show that brought 45 vendors and hundreds of residents to the Eldridge Community Center on the coldest day of January! And then there is the sampling, and the "green cards" that Bill uses to reward staff members for selling subscriptions – all of which have kept our paid circulation at a healthy 5,000-plus. (The belief was that employees were not "asking for the order" when doing interviews and interacting with the public. So we encourage them to ask first, if the person reads our paper, and if not, to offer a three-month sample. Turning in a new name on a "green card" earns the employee a \$3 commission. If the subscriber renews after three months, the employee gets another \$7 – and the paper has a new subscriber!)

These are a few of the "best practices" that Bill has implemented recently to make his papers leaders in their communities and in the newspaper industry. Meanwhile, his service to others has not wavered. He traveled to Delhi, India, for Rotary Polio National Immunization Days in 2012. He was a delegate to the Rotary International Council On Legislation in 2013. In 2014 he was the personal aide to the incoming RI president, Gary Huang, from Taiwan. He is on a first-name basis with most of the Rotary International presidents and has implemented humanitarian service projects on four continents. That's in addition to volunteering in the local schools, church, library, Chamber and many others.

This lifetime of service is, I believe, what the Amos Award is about and the letters from Michael, Max, Ken and all the others agree.

Thank you!



Linda Tubbs

4/28/2014

To: National Newspaper Association
From: Michael Bugeja, director, Greenlee School
Re: Amos Award for William Tubbs, North Scott Press

The Amos Award harkens back to the 19th century, honoring the family-run business of the Sidney Daily News. For 18 years I worked as associate director for the E.W. Scripps School of Journalism at Ohio University and know the importance of the state's community newspapers. Thus, it is with great pleasure that I nominate publisher Bill Tubbs of the North Scott Press of Eldridge, Iowa, for this distinguished award.

Bill is an Iowa State University journalism graduate. In 1979, his publication was named "Newspaper of the Year" among 330 daily and weekly newspapers by the Iowa Newspaper Association. Since then the paper has won more than 200 state and national honors, including First in the Nation for Community Service. Bill was named "Iowa Citizen of the Year" in 1993 by ISU Extension.

Bill and spouse Linda Tubbs fund the Greenlee School's "Futures Forums" with a generous endowment. The Forums, held twice a year, help prepare our graduates for the workplace by bringing in professionals who advise on career success. The Greenlee School has a 99% placement rate for its graduates due, in part, to alumni involvement such as this.

Bill certainly embodies the pioneer spirit of community journalism. Throughout his career, Bill has been a strong advocate for newspapers the First Amendment. He has served on the Iowa Newspaper Association's Legislative Committee for 35 years and has been a key contact for INA with legislators from the Quad Cities. When Bill received the INA's highest award of Master Editor-Publisher in 1995, the Iowa House of Representatives passed a resolution honoring his service to the state. He served as a trustee and president of the Iowa Freedom of Information Council where he raised awareness of secret out-of-court settlements involving public funds and proposed legislation that became law to make the settlements public.

Most of all, Bill is as zealous about journalism now as any of the students he is helping to educate in the Greenlee School. Please give him every consideration for this award.

Sincerely,

Michael Bugeja

Digitally signed by Michael Bugeja
DN: cn=Michael Bugeja, o=Iowa State University,
ou=Greenlee School of Journalism and
Communication, email=bugeja@iastate.edu, c=US
Date: 2014.04.28 14:45:20 -0500

Michael Bugeja, Director
Professor

William F. (Bill) Tubbs
302 South 8th Street, Eldridge, IA 52748
(563) 285-8111; (563) 285-8114 (fax); btubbs@northscottpress.com

Education:

College: Iowa State University 1971 (Bachelor of Science, Agricultural Communications)
High School: Delwood High School, Elwood, Iowa 1967 (Honors)

Military:

Iowa Army National Guard (1971-77) (Honorable Discharge).

Employment:

Owner: North Scott Press, Inc.

Publisher: Eldridge North Scott Press (1971 to present).

Publisher: Wilton-Durant Advocate News (1980 to present).

Business Experience:

Bill came to a 3-year-old startup newspaper in 1971 whose annual gross sales were \$35,000, fresh from Iowa State, with the task of creating enough new sales to justify his \$150/week salary. Through long hours and hard work he built *The North Scott Press* into one of the largest and best paid circulating weekly newspapers in Iowa and the Midwest. He has run a profitable business and met a payroll (currently 15), motivating and retaining quality employees, consistently for 42 years. His newspapers produce quality journalism and have achieved the highest distinctions of the profession:

- National Newspaper Association: First Place for Best Editorial and four other awards (2013).
- National Newspaper Association: First Place for Best Local News Coverage (2010).
- National Newspaper Association: First Place for Community Service (1997).
- Iowa Newspaper of the Year (1979).

Professional:

- Endowed the "**William F. and Linda Z. Tubbs Futures Forums**" for the Greenlee School of Journalism and Mass Communication, Iowa State University (2011). (\$37,500 gift)
- International Society of Weekly Newspaper Editors Golden Dozen Editorial Award Presented In Coventry, England (2011).
- Iowa Newspaper Association: Distinguished Service Award (2008).
- State of Iowa Volunteer Award For Service to Literacy from Governor Tom Vilsack (2004).
- Sponsored and named **First Amendment Room** at Scott County Library In Eldridge (2003). (\$50,000 gift)
- Iowa Newspaper Association Board of Directors (1996-2002).
- Friend of Iowa Newspapers (1999).
- National Newspaper Association: First Place Community Service Award (1998).
- Iowa Newspaper Association: Master Editor-Publisher (1995).
- Iowa Freedom of Information Council: Trustee (1990-95), President (1994).
- Iowa Citizen of the Year, ISU Extension Epsilon Sigma Phi Award (1993).
- Iowa Newspaper Association: Master Columnist, Editorial Excellence, and 250-plus awards for Coverage of Education, Agriculture, Local Government, Public Affairs, etc.

Community/Personal:

- Rotary Club of North Scott (Charter Member, Past District Governor; RI President's Rep; see p. 2).
- Iowa Public TV Foundation Board (2007-present).
- Eldridge United Methodist Church Charter Member and Served on Boards and Committees Too Numerous to Mention (1971-present).
- Davenport Chordbusters Barbershop Harmony Society Member (Baritone) (2006-present).
- Eldridge-North Scott Chamber of Commerce Business of the Year (2004).
- Friend of Scott County Extension (2004).
- Scott County Library System: Capital Campaign General Co-Chair (2003).

(over)

- North Scott Chapter PFLAG (Parents and Friends of Lesbians And Gays): Charter Member (2002-present).
- Eldridge Economic Development Committee (1999-2003).
- Iowa High School Athletic Association Citizenship/Sportsmanship Conference Presenter (2000).
- Eldridge Community Center Committee (Chair) (1989-93).
- Southern Wapsi Girls' Softball League (Town Coordinator, Officer, Coach, Umpire) (1985-2000).
- North Scott Community School District Strategic Planning Core Committee (1993-95).
- Moonlight Chase Road Race Co-Founder and Race Co-Director (1985-1998).
- Hospice Care of Scott County Board of Directors (1989-95).
- Friendship Force: Peace Mission to Soviet Union: Russia, Estonia (1985).
- Mississippi Valley Fair Outstanding Business Award (1985).
- Iowa State University Alumni Association (1971-present).
- Eldridge Businessmen's Association (President) (1978).
- Honorary Member: Scott County Cattlemen, North Scott F.F.A., Scott County 4-H (1970s).

Rotary International:

- District Governor, Rotary International District 6000 (Iowa) (2004-05).
- Delegate to International Council on Legislation (Updating By-Laws and Policies) (2013).
- PolioPlus Rotary National Polio Immunization Days Team (Delhi, India) (2012).
- Assistant Regional Rotary Foundation Coordinator Iowa, Nebraska, Illinois (2012-13).
- Editor, Rotary District 6000 News (2004-present).
- Rotary International Project Fair (Oaxaca, Mexico) Resulting in Successfully Completed Humanitarian Grants, "Gardens For Life" for indigent garbage pickers (2011).
 - Official Representative of RI President John Kenny of Scotland to District 6910 Conference at Jekyll Island, Georgia (2010).
 - PolioPlus Rotary National Polio Immunization Days Team (Nigeria) (2007).
 - Personal Aide to RI President Bill Boyd, New Zealand (2007), and Gary Huang, Taiwan (2014).
 - North America Area Coordinator on the RI Public Image Resource Group for Four RI Presidents (2006-10). Speaker on Public Relations at Two Rotary International Conventions.
 - Voting Delegate for Iowa Rotarians at Nine Rotary International Conventions: Nice, France; Indianapolis, IN.; San Antonio, TX; Brisbane, Australia; Osaka, Japan; Chicago, IL; Salt Lake City, UT; Montreal, Canada; New Orleans, LA.
 - Coordinated Rotary Humanitarian Mission to Bring 5-Year-Old Rebaz Shamsideen from Iraq to Iowa City for Life-Saving Heart Surgery (2005).
 - Raised \$80,000 for South Asia Tsunami Relief in Support of Fishing Boats in India, and Schools and Micro-Credit Financing in Sri Lanka, in Partnership with Rotary International and World Vision (2005-13).
 - Project Coordinator for Three Delegations of 13 Russian Entrepreneurs for 23-Day Training with Iowa Businesses through Productivity Enhancement Program (1998, 2002, 2006).
 - As District Governor, Brought 105 Citizens from 17 Countries on Five Continents for Fellowship and Peace-Building Missions during Rotary's Centennial Year (2005).
 - Humanitarian Service Project Team Member to Xicotepec, Mexico (2005).
 - Namesake of "William F. Tubbs Honor Rotarian Award" Presented Annually to the Outstanding New Member of the 100-Member Rotary Club of North Scott (since 2003).
 - Created and Coordinate Rotary Sportsmanship/Citizenship Award for Mississippi Athletic Conference for Nine Varsity Sports (1998 to present).
 - Rotary Club of North Scott: Charter Member (1973); Club President (1995); Executive Secretary (1996-2007); Paul Harris Fellow; 39 Years' Perfect Attendance; Proposed and Inducted 52 Members.

Family:

- Married to the former Linda Z. Long of Maquoketa, Nov. 22, 1970. She is a graduate of the University of Northern Iowa, a former teacher, and co-publisher of North Scott Press, Inc.
- Three daughters:
 - Aimee Tubbs (Seattle), musician, graduate of University of Iowa;
 - Anne (Matt) Olson (Urbandale, Iowa), teacher, graduate of University of Northern Iowa;
 - Alisa (Joe) Sleep (Middleton, WI), human resources, graduate of Arizona State University.
- Grandchildren Clara, Nolan and Ella Olson; Ava, Nora and Jacob Sleep.

James O. Amos Award

2011 Nomination Form

Nominee Name: William F. (Bill) Tubbs

Position: Publisher

Newspaper: Eldridge North Scott Press

Address: 214 N. 2nd St., P.O. Box 200

City, State Zip: Eldridge, IA 52748

Phone (563) 285-8111 ; Fax (563) 285-8114

E-mail : btubbs@northscottpress.com

Nominator's Name: Linda Tubbs

Position: Co-Publisher

Affiliation: Eldridge North Scott Press

Address: 214 N. 2nd Street, P.O. Box 200

City, State Zip: Eldridge, IA 52748

Phone (563) 285-8111 ; Fax (563) 285-8114

E-mail : ltubbs@northscottpress.com

Professional Achievement: Describe the nominee's professional background, achievements, awards, and activities, which illustrate how the nominee exemplifies the best in journalism and serves as an inspiration to others.

(Bill has provided extraordinary leadership in his profession. Please see attached narrative.)

Community Leadership and Service: Describe how the nominee is an advocate for his/her community; how he/she serves the community on a local, state and/or regional level. Provide specific examples of projects in areas of community service, and outcome.

(Bill's leadership and judgment have been sought on nearly every significant change in our community. Please see attached narrative.)

NNA/National Involvement: Recognizing that a nominee may have moved beyond local or state involvement to a broader level, include service to NNA and other regional/national/international service organizations or causes in which the nominee has been involved. (Evidence of NNA service required.)

(Longtime member of NNA and has supported and advocated for community newspapers in a variety of ways at the local, state, national and international levels. Please see attached narrative.)

Please return (1) this form and (2) letter of nomination by May 2, 2011 to:

Amos Award
National Newspaper Association
PO Box 7540
Columbia, MO 65205-7540



NOTE: If your nominee is among the top five candidates selected by the judges, you will be contacted and asked to submit the following documents: (1) Three [3] letters to support the nomination from community leaders and/or professional peers; (2) Documentation to support nomination criteria; (3) Biographical sketch of nominee; (4) Photo (if available).

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weekly newspapers in
the Midwest*



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Eldridge, Iowa 52748-0200
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btubbs@northscottpress.com

May 2013

Dear Sara,

Earlier this week I sent you a letter from Max Heath in support of Bill Tubbs' nomination for the Amos Award. The additional information in this letter will complete the nomination that should include:

1. My five-page nomination from May 2011.
2. Feature story from Publishers' Auxiliary from March 2006.
3. Link to feature story on Iowa State University website about the First Amendment Room.

And letters of support from:

1. Max Heath (NNA) (new this year).
2. Gary Sosniecki (ISWNE, TownNews) (new last year).
3. Ken Blum (Publishers' Auxiliary).
4. Carter Newton (Galena, Illinois, Gazette; past president Illinois Press Association).
5. Scott Campbell (North Scott Press editor).
6. Derek Sawvell (Wilton-Durant Advocate News editor).
7. Lowell Carlson (Bellevue Herald-Leader editor).
8. Shirley Davis (North Scott Press columnist; 51 years with Lee Enterprises).
9. Marty O'Boyle (mayor of Eldridge).
10. Bill Koellner (Rotary International Service Above Self Award winner).

I would now like to update my original nomination, based on events of the last two years in which Bill has become more active and visible at NNA meetings. (Please note that he has been a loyal supporter of NNA and its special fundraising campaigns for 42 years).

Recently, it seems, both NNA and ISWNE discovered Bill's ability to communicate well about the issues facing community newspapers. In the past year, Bill's columns have been published in Publishers' Auxiliary about the March 14 Governmental Affairs Conference, about 60 Minutes' misleading exposé on newspapers, and about the effects of the USPS's EDDM on newspapers. Several others have appeared in ISWNE's "Grassroots Editor."

Also new in the past two years is Bill's and my establishing an endowment at the Greenlee School of Journalism and Mass Communication at Iowa State University in support of the William F. and Linda Z. Tubbs Futures Forums that are held in October and April to bring leading national journalists to the campus to spend a day talking about the transition from academia to professional careers with undergrads. The forums attract standing-room-only crowds of 200-300 students. I probably should have gotten a letter from ISU JIMC department head Michael Bugeja for this nomination, but the Futures Forums (our endowment was \$37,500) are making a difference in the lives of many aspiring journalists! If you have questions, you can reach Michael at (515) 294-4340.

Last year Bill chaired the INA Distinguished Service Awards—with distinction!—and worked tirelessly to persuade legislators to pass a bill that created the Iowa Public Information Board. His relationship with state Rep. Jeff Kaufmann was a critical turning point in reversing six years of frustration, and Bill was proud to watch Gov. Terry Branstad sign the bill into law and to receive the third pen that the governor used to sign the bill (the first went to the senator who managed the bill and the second went to the bill's floor manager in the House). The bill created a board that is one of the first in the nation that will answer questions about Open Meetings and Public Records laws and has enforcement powers.

Day in and day out Bill advocates for the community press, through his writing and leadership by example. The website we launched in November 2011 was designed to Bill's specifications by a former employee who won two Pulitzer Prizes for his work at the *New Orleans Times-Picayune* during Katrina. The full content of the paper is available online, including PDFs of the core product, but just the first 200 characters of each article are free. In its first year, the site has more than 450 paid subscribers with about half of those web only and half in combination through "Value Packages" with the print product.

Last February our two-person ad staff completed its fifth annual full-page ad sale, and sold 130 pages that ran in one five-week period during what is an otherwise slow time of year. This is an idea that was adapted from consultation with Ken Blum. The issues look GREAT, the readers enjoy the paper, and the staff is energized and has fun! It is part of an employee-friendly environment that Bill has nurtured. It is not a coincidence that on our staff of just 12, we have employees who have been with us for 42 years, 39 years, 32 years, 30 years, 18 years, 17 years, 15 years and 14 years. It starts at the top. Bill sets high standards, attracts quality people, and gives them the freedom to create and produce excellent newspapers. As publishers, we have been rewarded with consistently positive cash flows that have allowed us to "give back," even when the economy has been bad.

Other "firsts" in the last two years include a successful multi-page school district activities calendar that Bill talked about at last year's NNA Convention, and our sponsorship of the "North Scott Progress Show," which was a high-energy community trade show that brought 45 vendors and hundreds of residents to the Eldridge Community Center on the coldest day of January! And then there is the sampling, and the "green cards" that Bill uses to reward staff members for selling subscriptions – all of which have kept our paid circulation at a healthy 5,000-plus. (The belief was that employees were not "asking for the order" when doing interviews and interacting with the public. So we encourage them to ask first, if the person reads our paper, and if not, to offer a three-month sample. Turning in a new name on a "green card" earns the employee a \$3 commission. If the subscriber renews after three months, the employee gets another \$7 – and the paper has a new subscriber!)

These are a few of the "best practices" that Bill has implemented to make his papers leaders in their communities and in the newspaper industry. He has agreed to serve on a panel at the NNA Convention in Phoenix to talk about newspaper excellence. It is my fervant wish and would be most fitting if on the same trip, the NNA would recognize his lifetime of excellence with the Amos Award.

Sincerely,



Linda Tubbs

P.S. Bill's commitment to the many activities that were enumerated in my 2011 letter is ongoing. He traveled to Delhi, India, for Rotary Polio National Immunization Days last year. He was a delegate to the Rotary Council On Legislation this year, and is on a first-name basis with most of the Rotary International presidents. He is working on Rotary Foundation Matching Grants for the "garbage pickers" in Oaxaca, Mexico, God's Mercy Orphange in Kampala, Uganda, and is involved in countless projects closer to home.

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May 2011

To: NNA Amos Awards Committee
Re: Nomination of William F. (Bill) Tubbs, publisher
Eldridge North Scott Press and Wilton-Durant Advocate News

To Whom It May Concern:

It is with pride that I nominate William F. (Bill) Tubbs for NNA's Amos Award. He has taken risks and dedicated his life to serving his newspaper, his community, his industry – and humanity – and would be a deserving recipient. Usually Bill is the one writing letters to advocate for others. Now it's my turn to write on behalf of Bill. He had many career choices when he graduated from Iowa State University in 1971, some of which would have put him in important positions in large organizations, but chose to start what is now a 40-year career at a 3-year-old start-up newspaper that was grossing just \$35M and where he would have to increase sales to justify his beginning salary of \$150 a week.

That newspaper, the *Eldridge North Scott Press*, soon became one of the largest circulating weeklies in the Midwest (5,100) and within eight years was named Iowa Newspaper of the Year. But that was just the beginning. Along the way, Bill mentored many young journalists who went on to distinguished careers, including a two-time Pulitzer Prize winner (Jon Donley, New Orleans), the president of the Illinois Press Association (Carter Newton, Galena), a national award-winning editor (Jeff Grant, Sheldon N'West Iowa Review), the publisher of a major Lee newspaper (Gary Sawyer, Decatur, Ill.) and about 20 others. His newspaper won many awards, including First in the Nation for Community Service and Best Local News Coverage. Bill dedicated his life to serving his community. His reporting and editorial leadership unified the emerging North Scott School District, which began as nine small towns spread over 210 square miles. Writing of *The North Scott Press* in those early years, a judge in a state competition commented, "North Scott is the only place where a community was formed by a newspaper!" Bill chaired committees that created consensus for major projects (community center, library, fitness center). He elevated citizenship and sportsmanship as a youth softball league official for 15 years when our three daughters were involved in that program, and for 12 years has coordinated and continues to coordinate a sportsmanship awards program which was begun at his request on behalf of seven Rotary clubs in nine sports for the Class 4A Mississippi Athletic Conference. Because of the program's success, state athletic officials asked him to speak at a statewide citizenship/sportsmanship conference.

Through it all, Bill has been a tireless advocate for the newspaper industry and the First Amendment. He has served on the INA Legislative Committee as long as anyone can remember and been a key contact on industry issues with numerous legislators from the Quad Cities. When he

was inducted as a Master Editor-Publisher in 1995, the Iowa House of Representatives passed a resolution honoring his service to the state. The criteria for the award says that the honoree has "worked hard, lived honorably, thought soundly, influenced unselfishly and is entitled to the highest honors of his profession." That describes Bill. He served as a trustee and president of the Iowa Freedom of Information Council where he was a tireless advocate for openness, and raised awareness of secret out-of-court settlements involving public funds and proposed legislation that was adopted to make the settlements public. When Bill and I donated \$50,000 to the Scott County Library and got the naming rights for the widely-used community meeting room, it was his idea to name it the "First Amendment Room" – probably the only room with that name in the state. Michael Gartner was the keynote speaker at the dedication, and *The Des Moines Register* saluted his choice of names in their Sunday "roses and thistles" section, observing that we could've named it after ourselves.

This still just scratches the surface. Bill chaired the Master Editor-Publisher Committee and in 2008 became one of a very few in the Iowa Newspaper Association to receive both the INA Distinguished Service Award and the Master Editor-Publisher Award. He served on the INA Blue Ribbon Public Notice Committee, the Exec Committee and the Board of Directors. He has attended 40 consecutive annual conventions. His "Impressions" column, which is a combination of personal reflections and commentary on public affairs that engages the most controversial issues with passion and conviction, has been published weekly since 1971. The column has stimulated community conversations that have lasted for weeks. Even as his papers embraced new technologies, Bill remains "old school" when it comes to civility and respect: all letters must be signed and include a physical address, which Bill considers the highest level of credibility. The result is robust community conversations (250 letters a year). Bill is an Individual Heritage Club Member (2001) and a Friend of Iowa Newspapers (2000). His newspapers (he and his partners acquired the Wilton-Durant Advocate News in 1980; today Bill and I are the sole owners) are consistent winners in state and national contests and Bill has been recognized for Editorial Excellence and as a Master Columnist. Recently a friend, Gary Sosneicki, nominated a column of Bill's, "In search of common ground and overcoming our fears," that was selected for the "Golden Dozen" of the International Society of Weekly Newspaper Editors, which is paying his expenses at the awards presentation in July in Coventry, England. The column was written when an Islamic center was proposed near Ground Zero and urged readers to look at U.S.-Islamic relations with fresh eyes, based on his personal experiences with Muslims both locally and internationally.

But Bill's service to the newspaper industry is more. The Rotarians of District 6000 chose Bill as their District Governor in 2004-05, which was Rotary's Centennial year. During our visits to 63 clubs throughout Iowa, we stopped at the newspaper offices and encouraged publishers to sell ads and write stories to celebrate Rotary's 100 years of service. This news coverage and "plus business" was unprecedented. Thirty-five clubs participated, the newspapers served their readers and made money, and the leaders of Rotary International took notice! Bill had shown them how to work successfully with local newspapers to get their stories told, and less than a year later, he was asked by the President of Rotary International to serve as the one North America representative on the newly-formed, seven-member world-wide Public Image Resource Group. He served in that role under four RI Presidents (from New Zealand, Korea, Canada and Scotland), consulting with the senior leadership of Rotary International and meeting with Rotarians from Taiwan, South Africa, Australia, Japan, Brazil and Ireland to plan public relations world-wide

strategies. He has been a presenter on media topics at numerous Rotary Institutes in the U.S. and Canada, always advocating on behalf of community newspapers – including partnerships and paid sponsorships – educating that a newspaper is, first and foremost, a business!

Bill and I have served as personal aides to the Rotary International president, Bill Boyd of New Zealand, and at Rotary International Conventions at Salt Lake City and Los Angeles, Bill addressed breakout sessions attended by 600 Rotarians from around the world on how Rotary should respect community newspapers as businesses to more effectively tell its stories. Serving at this high a level in a prestigious 1.2-million member international organization is pretty rare for a country publisher from a small town in Iowa, especially one who has not yet retired, but it is the perfect way for Bill to combine his knowledge of community journalism and marketing, and passion for humanitarian service. To top it off, in 2010, RI President John Kenny of Scotland asked Bill to be his personal representative to a major Conference in Jekyll Island, Georgia.

Bill's passion for service has taken him to countries on five continents. In 1985 he was a member of a groundbreaking people-to-people mission to Soviet Russia and Estonia. He wrote extensively, which led to some 40 speaking engagements throughout our region, and later equipped him to be the sponsor and host of three delegations of Russian business entrepreneurs in the Productivity Enhancement Program in 1998, 2002 and 2006 after the collapse of the Soviet Union. The program, organized by the Center for Citizen Initiatives and its counterpart in Russia, brought teams of 11 Russians plus a team leader and translator, to our community for 3-1/2 weeks. Bill was in charge of organizing home hosts, vocational training dates, social activities and publicity. One of the teams, not surprisingly, was comprised of newspaper publishers! The PEP program, which was called "The Marshall Plan For Russia," was a huge success. PEP reported that the delegates we hosted and trained were able to adapt and survive when the Russian economy nearly collapsed!

In 2007, Bill was asked to be a member of a team of 70 North American Rotarians (and the only newspaper publisher) to build new relationships in the Muslim regions of northern Nigeria, where there was an outbreak of polio. Working and living in the homes of Rotary club members in Nigeria, he involved himself in literacy projects, and identified needs including latrines for schools, equipment for hospitals, safe water wells and others which would be funded with grants from The Rotary Foundation of Rotary International and carried out in partnership with Rotarians in Nigeria to build better relationships between our countries and improve conditions for people for whom life is a day-to-day struggle. During this trip, he participated in Polio National Immunization Days, administering the "drops of life" to children in remote, impoverished settlements.

Together, Bill and I spent a week in the homes of Rotarians in the mountain village of Xicotepec, Mexico, in 2005, where, in partnership with the local Rotarians, we supported projects to improve the lives of children and adults alike at schools, libraries, medical clinics and orphanages. Bill returned to Mexico in 2011 where he was an invited guest of the Rotary clubs at a national Project Fair where he again witnessed human want, including the garbage pickers in Oaxaca who are outcasts who live at the landfill and scrounge for provisions 365 days a year. He raised awareness of their needs through his writings in *The North Scott Press* and in Rotary publications, pointing out opportunities to create friendships through humanitarian service. Through his journalism and organizing abilities, he is spreading the word so that a bio-sustainable project will be implemented that will give these people a source of income that they never had! And that is just the beginning.

Other travel has included Australia, Japan, Germany, France and Canada, but Bill's global network includes Philippines, Sri Lanka, India, Bangladesh, Turkey, Ukraine, Denmark, England, Sweden, Uganda, Tasmania, New Zealand, Korea and Iraq. His roll-o-dex and e-mail address books contain contacts for 1,000-plus international friends and acquaintances. Bill has worked hard for people-to-people diplomacy. He arranged and organized trips in Iowa for groups from The Netherlands, India, Japan, Argentina, Brazil, Philippines, Colombia, Mexico and France. In 2005, at the height of the war in Iraq, he worked through diplomatic channels to bring a 5-year-old Iraqi boy, Rebaz Shamiseen, to Iowa for 16 weeks with his father to have a life-saving heart surgery. It was an incredibly heartwarming story. When images of the south Asia tsunami invaded our consciousness in 2004, he rallied the public and Rotarians to raise \$85,000 to rebuild schools in Sri Lanka, replace fishing boats in India, and with matching funds from World Vision, to sponsor \$156,000 for micro-credit loans to provide dignity and a sustainable income for women living at the edge of poverty in the most severely harmed regions of Sri Lanka.

Bill has been a storyteller extraordinaire of all these activities, and proudly claimed the vocation of Community Newspaper Publisher, which is where his involvements began, and continue to this day. He was honored as Iowa Citizen of the Year by ISU Extension in 1993. Iowa Gov. Tom Vilsack honored Bill and me with the Iowa Literacy Award in 2004. *The North Scott Press* has been recognized as a "Friend of Scott County Extension" and was named "Eldridge-North Scott Chamber of Commerce Business of the Year." Early in his career, Bill was president of the Chamber's forerunner, the Eldridge Businessmen's Association. Bill has been inducted as an honorary member of 4-H and F.F.A. and received special recognition from the Mississippi Bend UniServ and ISEA (educational organizations). The Press has been honored for Distinguished Service by the Mississippi Valley Fair, the Izaak Walton League, the Quad-Cities Convention & Visitors Bureau, Girl Scouts and other groups that we have probably lost track of. Bill was a director of Hospice Care of Scott County before it was merged into a unified hospital-based program in the early 1990s. He served on the Eldridge Economic Development Committee and the Press received Iowa Gov. Terry Branstad's Media Award for economic development. Once an avid runner and still a regular walker, he was a founding director, race director and advocate for the Moonlight Chase, a 4-mile run which is one of the largest night road races in the Midwest (2,000 runners, luminaria lighting the course, 200-plus volunteers).

In Rotary, Bill's club honored him by naming an award after him – the annual "William F. Tubbs Honor Rotarian Award" for each year's outstanding new member. He held every office in his 100-member club, served as executive director, bulletin editor and program chair for 11 years, proposed and inducted 47 members, is a longtime volunteer for Special Olympics, and is a Rotary Foundation Multiple Paul Harris Fellow and Major Donor. He serves on the District Executive Committee, edits the District newsletter, and last year proposed and implemented a Guardian of Integrity Award to honor outstanding citizens and raise awareness of Rotary's Core Value of Integrity. His club and district newsletters have been consistently recognized for excellence and he is the recipient of the Rotary International Public Relations Award for his work with the Simon Estes Choir from South Africa in 1998-99.

In the early years with a staff of three, Bill did it all – ad sales, reporting, photography, business management – and custodian! As the business grew, he was able to hire and retain a small but dedicated staff of professionals who run their departments well and carry out Bill's vision of

community service. Bill is a regular reader of Publishers' Auxiliary and has consulted with the experts – Ken Blum, Max Heath, John Marling – to move the company forward. In a 2001 Pulse Readership survey, Marling reported that *The North Scott Press* was rated by its readers as high as any paper he had seen for "trustworthiness."

Bill and I were charter members of our church where he has held virtually every office and sung in the church choir for 35 years. In his spare time, he sings Barbershop Harmony with the Davenport Chordbusters. His interest in quality journalism led him to accept his nomination and election to the Iowa Public TV Foundation Board, where his peers say he brings credit to the profession of community journalism.

Although few are aware of this nomination at this time, I am confident that there are many who would be most willing to write supporting letters. Today, I include these attachments:

- 1) Feature story from the ISU Journalism newsletter about the First Amendment Room ([link](#)).
- 2) Feature story from Publishers' Auxiliary, March 2006 (.tiff).

I wish the committee well and sincerely thank you for your consideration.

A handwritten signature in cursive script that reads "Linda Tubbs".

Linda Tubbs, co-publisher
Eldridge North Scott Press and Wilton-Durant Advocate News
P.O. Box 200, Eldridge, IA 52748
Ph.: (563) 285-8111; Fax: (563) 285-8114
E-mail: ltubbs@northscottpress.com

SUPPORT LETTER FOR BILL TUBBS' AMOS AWARD NOMINATION

I have known Bill Tubbs for more than a quarter-century from my contact with him at INA conventions where I have done postal seminars regularly, and from his trips to NNA conventions and DC meetings.

I have also had the pleasure of helping him with complex and controversial postal issues that have hit him where it hurts:

- (1) Timely delivery through mail routes moving out of Eldridge IA to a suburban annex under the Delivery Unit Optimization program. He fought for community needs of timely box service.
- (2) In the pocket book when the USPS Every Door Direct Mail program offered by an aggressive postmaster cost him serious ad revenue from a weekly grocery insert and annual Chamber of Commerce publication. He has been aggressive about defending his needs while maintaining a professional calm. He is a pleasure to help, and a good student of the issues involved. As a result, he proposed a postal rule change to help his paper establish a nonsubscriber shopper at lower cost that is being pursued by NNA on behalf of community publishers across the country.

Bill is the consummate community journalist who obviously cares greatly about his craft, his community, and bettering the world at large. Having seen his paper several times, I am always impressed about how packed with local news *The North Scott Press* is. Knowing also the size of the market and the revenue base he has to work with, he actually, in my opinion, produces a paper of greater quality than many other operators would do in these circumstances.

He has a lively opinion page and doesn't shy from difficult issues. I personally think that there is no higher title in life than that of "country editor." To me, Bill typifies the community journalist which the Amos Award was created to honor.

He has a Socratic mentality about him in approaching issues, always looking for the better answer if it can be found. He is a good speaker as well as writer, able to think on his feet and project an intelligent question or make a statement.

He has a curious mind, always looking for better ways to do things. From being with him at INA and NNA meetings, I know he is a serious student of the various disciplines presented, and inquiring further of presenters about their topics.

While I am not personally familiar with his work for Rotary International, I know from discussing scheduling on matters with him that he devotes time to the betterment of his community beyond the pages of his newspaper through that worldwide service organization. Giving back to their communities, state, and nation, and even the world at large, is another hallmark of a great community journalist, and Bill passes that test with flying colors.

Frankly, the newspaper industry as a whole needs more men like Bill who live out their principles daily and produce high-quality, locally-owned newspapers that are in touch with the needs of their communities. I am proud to call him a friend, and strongly support his nomination for the Amos Award.

--Max Heath, NNA Postal Chair, Shelbyville, KY

Gary and Helen Sosniecki

March 24, 2012

To the Amos Award Committee:

Shortly after we sold The Vandalia Leader and moved to the Quad Cities in 2008, Gary met Bill Tubbs while visiting Bill's beloved North Scott Rotary Club. Bill gave him a card, which we immediately redeemed, for a three-month subscription to The North Scott Press. Four years later, we continue to read The NSP weekly as paid subscribers.

From our first issue we were impressed with The NSP. It's the type of weekly newspaper we published -- even the headline style is similar -- except The NSP is bigger and better: page after page of hard news, features, business news, commentary, public notices, all displayed with modern design, and all supported with a strong ad count. It's no wonder that The NSP had earned so many awards from the National Newspaper Association -- including first place for Best News Coverage in 2010 -- and the Iowa Newspaper Association.

As subscribers now for four years, we have been particularly impressed by:

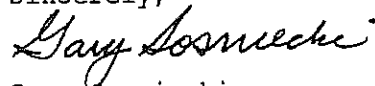
--The NSP's opinion section, some weeks with as many as four pages. The section is anchored each week by Bill's "Impressions" column. Gary was so impressed with a column Bill wrote in 2010 about his readers' reaction (in an online poll) to an Islamic mosque proposed for near Ground Zero in New York City, he nominated it for a Golden Quill award from the International Society of Weekly Newspaper Editors. The column was chosen as one of the 12 best editorials, earning Bill a Golden Dozen award last summer at the ISWNE conference in Coventry, England.

--Bill's and wife Linda's longevity at The North Scott Press, now 40-plus years. That's a remarkable achievement, even more impressive considering that Bill shows no sign of slowing down.

--Bill's devotion to Rotary. Many small-town publishers are Rotary members, but few make the time to serve as extensively as Bill, who just returned from a Rotary trip to India to give polio immunizations to children.

For all the above reasons, we support the nomination of our friend Bill Tubbs for the NNA's 2012 Amos Award.

Sincerely,



Gary Sosniecki



Helen Sosniecki, 2011 McKinney Award winner

6/15/11

To: NNA Amos Award Committee

From: Ken Blum, publisher, Butterfly Publications and longtime Publishers' Auxiliary columnist.

Dear Committee Members,

It is a privilege to offer this letter of enthusiastic support for the nomination of Bill Tubbs as a candidate for the National Newspaper Association's prestigious Amos Award.

I had the pleasure of getting to know Bill in 2002 while visiting his newspaper, the North Scott Press of Eldridge, Iowa, which ranks among the finest community newspapers in the country. Since that time, we have remained close friends and been in contact frequently.

In complete sincerity, I can say out of the hundreds of outstanding hometown newspaper publishers I have had the opportunity to know over the years, none better fits the criteria for the Amos Award than Bill Tubbs.

His accomplishments as a community journalist, community activist and advocate for peace, the underprivileged, and freedom of the press across the globe are thoroughly documented in the letter of nomination.

(over)

To this I would like to add an observation about Bill the man for those on the committee who have not had the opportunity to meet him in person.

When I think of Bill, I think of all the noble qualities inferred in the words “humility” and “sincerity.” There is not a single ounce of ego involved in any of the staggering amount of good works Bill has performed for society and his profession. Here is a multi-talented yet extremely humble person whose acts of compassion, and often courage, reflect the bright light of a selfless and caring soul.

It’s an honor to know Bill Tubbs. It’s an honor to assure the committee that here is a worthy and most deserving candidate for this year’s Amos Award.

With kind regards,

Ken Blum, publisher
Butterfly Publications
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Mission Statement

Our mission is to publish truthful and accurate information to the best of our ability. We endeavor to deliver quality services with integrity and respect and are committed to developing trust in our relationships between staff, clients and the community we serve.

June 15, 2011

To: NNA Amos Award Nomination Committee
From: P. Carter Newton, publisher
Re: Nomination of Bill Tubbs for Amos Award

Greetings:

Bill Tubbs has been a mentor and friend of mine for over 32 years. It is a relationship that has blessed my life in a myriad of professional and personal ways.

Bill is a consummate community newspaper publisher. He is deeply involved in his community and understands that if a community newspaper is the lifeblood of its community then the publisher must be an integral part of that lifeblood, as well. And, because he knows the community, the newspaper's news pages and editorial pages reflect the community.

Bill is not some pollyanna editor/publisher. He is fearless and follows his convictions. This sometimes creates controversy in his community. Bill learned his trade from a gentleman who was called the "conscious" of his community. Bill is the conscious of his community.

His newspaper has raised issues of teenage alcohol consumption and sexual preference (to name two) in ways that further discussion and understanding.

Through the years, Bill has helped numerous young people (including myself) find job opportunities and develop journalism and advertising sales skills. These efforts have helped young people develop wonderful careers and in turn enable these young people to better help their respective communities.

It is my distinct pleasure to support this nomination to a very deserving man.

Sincerely,



P. Carter Newton
publisher

**One of the largest circulating
weekly newspapers in
the Midwest**

NSP
The North Scott Press

214 N. 2nd Street
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Eldridge, Iowa 52748-0200
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scampbell@northscottpress.com

To Whom It May Concern:

When thinking of the words "Community Journalism," it's hard to do so without conjuring up the image of William F. (Bill) Tubbs, the publisher of *The North Scott Press* and *Wilton-Durant Advocate News*, two award-winning weekly newspapers in Eastern Iowa. After a 40-year career in the newspaper industry, where he has been an active, innovative and guiding force, I have no hesitation in nominating him for the NNA's James O. Amos Award.

The problem with writing a letter of nomination for Bill, is knowing where to start. His hand has touched virtually every aspect of our community since he first walked onto our town's Main Street in 1971, fresh after graduating from Iowa State University. It was then, when he could have followed in the footsteps of his father and brother and joined the family's prosperous and far-reaching banking business, that he and his wife decided to settle down in a small but growing Iowa town, and begin a long and distinguished community journalism career that to his being honored by the Iowa Newspaper Association as a Master Editor-Publisher. Today, *The North Scott Press*, is the fourth largest weekly newspaper in the state, and in 1979, thanks to Bill's leadership and tireless efforts, was named Iowa Newspaper of the Year.

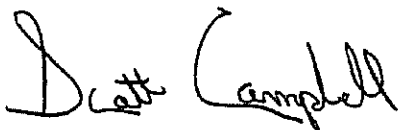
The number of community causes that Bill has championed over the last 40 years are countless. Virtually every community issue, and national happening, have garnered comment from Bill in his weekly "Impressions" column, and he is not afraid or ashamed to take unpopular or controversial stands on issues that at times have the potential to divide communities. When local city and school district officials are looking for community members to serve on strategic planning committees, Bill's name always surfaces at the top of their list. His knowledge of the inner workings of our little corner of the world, and it's rich history, is unsurpassed.

I have worked alongside Bill for the past 28 years. His knowledge of the newspaper industry is unmatched by anyone I know, and he is a tireless advocate and expert on the First Amendment and Freedom of Information issues. He served on the Iowa Newspaper Association (INA) Legislative Committee for nearly 20 years, and was a trustee and President of the Iowa Freedom of Information Council, where he took the lead in raising the awareness of secret out-of-court settlements involving public funds, and successfully proposed legislation to make those settlements public. It's because of his passion for the First Amendment, that when he and his wife, Linda, donated \$50,000 to a new Scott County Library, he chose to name the building's meeting room "The First Amendment Room."

While many would consider Bill to be a workaholic, as evidenced by the many nights the light in his office is constantly burning, he still finds time to serve his community through his local Rotary Club. A charter member of his local club, he was chosen to serve as District Governor of District 6000 in 2004-05, and as a way of connecting both of his passions, he made it a point to stop at every newspaper office in the district while visiting all 63 clubs in southern Iowa.

When looking for individuals who have provided distinguished service and leadership to the newspaper industry and their community, the name of Bill Tubbs should surely be included.

Sincerely,



Scott Campbell
Editor, The NSP

Wilton - Durant Advocate News

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June 13, 2011

To whom it may concern:

It is with much pleasure and pride that I submit this letter of support in the nomination of Bill Tubbs for the NNA's Amos Award. I met Bill about 10 years ago when I applied for an advertising job at the Wilton-Durant Advocate News in Wilton, IA, one of the two newspapers that Bill and his wife, Linda, own and operate. It didn't take long in my interview process with him, for him to notice my nose for news. He quickly offered me a news internship that turned into a steady, writing job for more than three years while I was in college. After completing my graduate degree, I responded to a blind ad for a small, eastern Iowa newspaper looking for an editor. It was then that I got another call and interview from Tubbs, who offered me the job of managing editor of the Advocate News, my hometown paper, after an absence of around four years. I have been here as managing editor for 2 1/2 years and there is not a week that goes by without a call to Bill in Eldridge at the North Scott Press, where we talk about our papers, current events and our communities.

I am proud to call Bill a colleague, mentor and friend. With more than 40 years in the community newspaper business and many prestigious awards (state wide, nationally and internationally), he is always the first, and often times the only, call on my list when I have a question or situation where two minds are better than one. He is very business-minded when it comes to our newspapers and always helps guide me to create and carry out the vision of the Advocate News and its marketability/profitability. The North Scott Press, one of the top five newspapers in the state of Iowa with regard to circulation, is where he truly shines. He fights for the First Amendment week in and week out. And his weekly "Impressions" column is second to none. A weekly reader can catch a glimpse of his worldliness, humbleness and humility each week, which to me, makes the newspaper worth its weight in gold. He never shies away from the tough issues and always writes and fights with "community first" in mind. With 40 years experience as a writer, photographer, salesman, paginator and editor, I never fear a situation that comes up at the Advocate News (and like any small-town, rural newspaper, we have many) because I know Bill is always a phone call away with wonderful guidance, patience and understanding.

Weekly newspapers are the glue that hold communities together. They provide a voice and objectivity to the towns they represent. I put every ounce of myself into each weekly issue of the Advocate News, because as the editor, nobody cares about our product more than me. And when you care, you always go the extra mile to give a great product to your readers. I have learned and modeled that after Tubbs, who continually makes his readers think week after week with great local stories and columns.

He is also heavily involved in Rotary International, which has taken him all over the world, where he continually fights for peace and equality. I'm pleased to call him my boss, mentor and friend. His ability to tell untold stories and truly be selfless is second to none and I hope you give him serious consideration for this great award.



Derek Sawvell
Managing Editor, Wilton-Durant Advocate News

Amos Award letter of recommendation for Bill Tubbs

June 10, 2011

To Whom It May Concern:

I am honored to be able to write a letter in recommendation of Bill Tubbs, a friend and a mentor to those of us who made a life and a living out of community journalism here in Iowa.

Our fathers farmed in the same rural neighborhood back in the 1940s and they both passed on the ethic of community involvement beyond the farm gate. It can be a blessing as well as a curse in a small town where your worst enemy is also your seventh best friend.

My father told me I should always look for people smarter than myself. It made me also look for people who are able to translate private good into public practice as a model for my own career.

Bill Tubbs is without a doubt one of Iowa's finest community journalists. A look at the long list of awards Bill has received through the years, the leadership positions inside the industry and his international commitment to service beyond the office front door is testament to the principles he lives by.

Editing and publishing a small town newspaper is as much about being a steward of a public institution as it is about turning a profit and covering the community. Bill's newspaper gained the circulation and award winning reputation it has by adhering to impartial coverage, commitment to accuracy and finding and promoting strong staff.

His scope of interests and his skill in conveying ideas and images make *The North Scott Press* editorial pages a delight each week. Out here at the farm I often turn to the editorial page and pause to read it before the day's mail makes it to the house.

I remain one of Bill's loyal editorial page readers to this day, in part to find out what he thinks about important local, national and even international issues. I also read him religiously to see a master practice the craft. His skill in framing issues and presenting a case for civic action, for examining outcomes without demeaning and without ideological agenda, it opens a community to frank discussion. That is a precious thing during a time of often bitter partisanship even at the local level.

Bill's constant devotion to maintaining a lively forum for discussion of community issues, setting a standard for taking issue without offense is a hallmark of this community journalism peer.

Over

I am sure the finalists for this award represent some of the very best qualities community journalists need to have an impact on their local readers, be credible in their reporting and play key roles in the progress of their home towns.

Bill Tubbs is remarkable for his ability to inspire and mentor. During my career I know Bill's quiet advice and observation were key at crucial moments when I questioned my abilities. He helped a generation of talented, young community journalists find their calling, promote them to challenge their abilities and stand behind them.

I fell in love with a little Iowa town on the Mississippi River over 30 years ago and never worked a day in my life as editor of the weekly Bellevue Herald-Leader.

You might describe Bill Tubbs as an Iowa farm boy with a serious writing problem (in a good way). He has delighted readers in his farming, rural and suburban circulation area with a community newspaper that reports on their lives, highlights their achievements and concerns and challenges them to understand other viewpoints. He has made *The North Scott Press* a major participant in the advancement of his circulation area.

The role of a community newspaper is to provide a forum for a never-ending discussion, introduce your neighbor down the road, have a viewpoint and stand for something. Bill Tubbs and The North Scott Press have done all this, and so much more.

Lowell Carlson
Carlson Farm
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Maquoketa, IA 52060-8738
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outhere@netins.net

June 10, 2011

To Whom It May Concern:

As a columnist with *The North Scott Press* in Eldridge, Iowa, I am writing to offer my own thoughts on the nomination of publisher Bill Tubbs for the NNA's Amos Award.

In a nutshell: I'm sure you've chosen the PERFECT person to be a finalist for this prestigious honor. I hope he wins!

I've admired Tubbs and his newspaper for a long time, but my admiration grew even more on the day back in February of 2009 when I was invited to his office to "see about a job." I'd been a writer and editor at a daily newspaper in Davenport for more than 50 years when my job was suddenly "eliminated." Because Tubbs and his family were "old friends," I showed up when he invited me to stop by and chat with him about an idea he had – and here is how I was greeted:

Before he even mentioned a job interview, the door opened and a barbershop quartet came in singing "Let Me Call You Sweetheart." Someone handed me a rose; there were photographers; and the editor of the DeWitt Observer and my husband, who had been hiding in a back room, came out to join everyone in congratulating me on being named the barbershop singers' "sweetheart of the year." Apparently, Tubbs' barbershop group needed a "sweetheart" and I had been chosen for the honor.

After the celebration died down – and after Tubbs himself joined in a song with his barbershop group -- I mumbled something like: "I thought I was here to see about a job." Linda Tubbs called from the next room and said, "You're here for both reasons."

And that's how I was hired by Bill Tubbs, complete with music and flowers, to write a weekly "Out and About" column that has now run in *The North Scott Press* (and the *DeWitt Observer*) every week since.

Bill Tubbs "tossed me a lifeline" that day, and did it with such creativity and style, that it made me feel like I'd been offered the best job in the world. A great feeling for a gal who's not a kid anymore. Let the next phase of my life begin.

I had already been a subscriber to *The North Scott Press* and especially admired the way Tubbs tackled such controversial subjects in his weekly column, realizing he was gonna get a lot of flack from some of the readers – and I knew that HE knew it and didn't care. He was so dedicated to his job as a journalist that he seemed to welcome comments from readers who completely disagreed with him. He reprinted them all. Gutsy! It made us want to read more.

Tubbs edits a fine newspaper filled with highly-readable copy. I assume he encourages his writers to take tough stands on subjects that might irritate readers. That's what good newsmen do.

His dedication to Rotary is legendary, and I'm amazed at his accomplishments in that field. As I said before, he's a winner in my book. Hope you choose him to be a winner in yours.

Shirley Davis
P.O. Box 12
DeWitt, IA 52742
(563) 659-3616

June 2011

To: NNA Amos Awards Committee
Re: Nomination of William F. (Bill) Tubbs, publisher
Eldridge North Scott Press and Wilton-Durant Advocate News

To Whom It May Concern:

This letter is a letter to support to the nomination of William F. (Bill) Tubbs from a community leader for the prestigious Amos Award given by the National Newspaper Association. I am pleased to offer support for Bill Tubbs. Bill Tubbs exemplifies someone who is honest and conducts his life with the highest degree of ethics and integrity. His actions follow his principles whether publishing a newspaper, leading a Rotary International District as District Governor, or leading a fund raising campaign for a worthy project.

The majority of my observations of Bill Tubbs are from the last 12 years of working closely with him as a Rotarian and a Rotarian leader. Bill has either directly led or inspired others to improve the lives of others not only in the United States but in other portions of the world. Bill was District Governor during the time when Rotary International celebrated 100 years of existence. He was directly responsible for implementing life-changing events for many people.

A five-year-old Kurdish boy from northern Iraq was discovered by an Army medic to be suffering from a hole in his heart and would die if he did not have surgery to repair the hole. Bill Tubbs working through the U.S. Army, State Department, University of Iowa Hospitals and Rotarians throughout the world, was able to "sneak" the boy out of a war zone, have him transported to Iowa, have his heart repaired, and transported back to Iraq. This was a true miracle for this young boy who would not live to be age 6. Bill is a very generous person and he was able to obtain funding by many Rotarians to handle all the expenses to save this young boy who is now living a normal life.

After hurricanes Charley, Frances and Jeanne ravaged Florida with wind and water damage, Bill obtained gifts from many Rotarians to help residents rebuild the area. Shortly after that a huge tsunami devastated much of Sri Lanka. Bill again asked many Rotarians to donate funds to help the people of Sri Lanka re-establish jobs by raising more than \$80,000 to start businesses.

In 2005, Bill helped communities in Iowa to build a project dedicating 100 years of Rotary, and the result was 62 projects that resulted in beautification in many communities. These projects will leave a legacy in each community. Bill worked with Iowa Governor Tom Vilsack's wife to provide 42,000 books on Iowa Stories for kindergarteners in all schools in Iowa to help young people to improve literacy. Bill Tubbs received a special recognition from Iowa Governor Tom Vilsack for his efforts on literacy. This book was printed in two languages, English and Spanish.

In 2005, Bill challenged school districts in over 62 communities to have children in the school system write essays on the "Four-Way Test" and how it leads individuals to improve their personal ethics and integrity. These were judged and many young people received awards and were recognized. His idea of ethics and integrity again was highlighted in 2010-11 when he established the "Guardian of Integrity" Award for a person whose life emulates a deceased Judge of Iowa Court

system whose life was based on high integrity. This year many Rotary clubs submitted names of those who met these criteria. This has raised the bar for individuals to be more ethical in the professional world.

Bill is continually helping others to publicize the good things that are happening in communities through their Rotary clubs. He has had as many as 36 billboards throughout Iowa telling that Rotary is a global network of community volunteers. He organized an extensive tabloid of everything that Rotary is doing in Iowa and elsewhere in the world, and that became an insert in all papers in Iowa. He organized an insert to all papers in Iowa highlighting Rotary and what each club is doing in their community. He help develop a 30-minute Public Broadcast System program on the benefits of Rotary in the world, and that Rotary with the help of other foundations and the World Health Organization will eradicate Polio from the earth in the near future. An absolutely outstanding production made by a person who only cares about others and changing the world for better.

Bill Tubbs does not only lead by example, but he is gracious, humble and generous person who wants to help others. He is a great family man, a strong Christian person who uses his skills to improve lives.

I am so pleased to be able to offer some thoughts on a good friend, fellow Rotarian, and a special individual whose work is also his passion.

William H. Koellner, PE
1110 N. Miller Street
West Liberty, Iowa
(319) 627-4545

Hometown With A Vision



City of Eldridge

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June 15, 2011

To: NNA Amos Award Committee

Re: Nomination of William F. (Bill) Tubbs, Publisher

I am proud to support the nomination of Bill Tubbs for NNA's Amos Award. I have come to know Bill as an industrious person of good character and integrity. Mr. Tubbs is an accomplished person in his profession and business in the newsprint media industry as a publisher, columnist and owner of a highly recognized and awarded weekly newspaper (Eldridge North Scott Press) and a second newspaper business (Wilton-Durant Advocate News).

Over the years and continuing today, Bill has been a leader within the community and the school district in his service to education, to municipal projects, to citizenship, youth, Special Olympics, sportsmanship and philanthropy and has promoted openness, civility and respect for others.

Bill's dedication to humanity through his participation in service clubs has contributed to improving the lives of those less fortunate or disadvantaged in society on the local level as well as benefiting people state-wide, nationally and internationally. On the return, he is able to take these experiences and share them through newsprint and public speaking to enrich communities.

Additionally, Bill Tubbs is a man of courage. Through his columns and commentary, he not only praises accomplishments of others; he also provokes discussion amongst readers on controversial issues and subjects, both real and perceived. This challenge often times stirs emotions and reactions. However, it prompts a forum of self-examination and conversation of beliefs, positions and assumptions that we, as human beings, develop during our lives. As a result, some people harden; some people change. This effort, uncomfortable as it may be at times does seem to benefit the culture of a community by appraisal of itself. This is a key component of journalism of which Bill embraces.

I am grateful for my association with Bill Tubbs and believe he would be a worthy winner of the NNA Amos award.

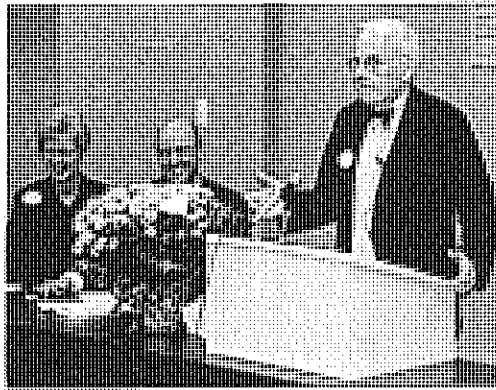
Respectfully,

A handwritten signature in black ink, appearing to read 'Martin P. O'Boyle'. The signature is fluid and cursive, with a large, stylized 'O' and 'B'.

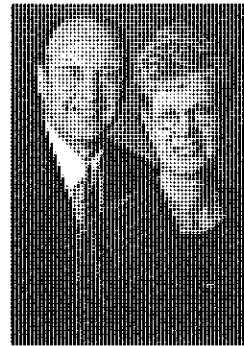
Martin P. O'Boyle, Mayor
City of Eldridge, IA

Alumnus supports library's 'First Amendment Room'

By Tom Emmerson
Greenlee Professor



New Scott County Library room is named after the First Amendment instead of after its donors Bill and Linda Tubbs on left. Iowa journalist Michael Gartner speaks at the grand opening.



Newspaper publisher Bill Tubbs and his wife, Linda, recently donated \$50,000 toward a new library in Scott County.

Newspaper Publisher Bill Tubbs (Ag. Jl '71) and his wife, Linda, have donated \$50,000 toward a new library for Scott County, Iowa.

In exchange, they got to name the 150-seat community meeting room.

Instead of the traditional "Bill and Linda Tubbs Room," they created what is believed to be the first room in Iowa named after the First Amendment.

It goes without saying that the room's predominant visual element are these illuminated words: "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a regress of grievances."

That's just for starters.

The Tubbses also dug up a dozen quotes about freedom of speech and the press that were turned into 11-by 7-inch posters for the room.

Quotes range from the words of Thomas Jefferson and Benjamin Franklin to Iowa journalist Michael Gartner and Adolf Hitler.

In the latter case, the framed poster says: "The organization of our press has truly been a success. Our law concerning the press is such that divergencies of opinion are no longer an occasion for public exhibitions, which are not the people's business. We've eliminated that conception of political freedom which holds that everybody has a right to say whatever comes

into his mind.” About his selection of Der Fuehrer’s quote, Bill Tubbs said, “It’s a great reminder for people.”

Bill Tubbs has been at the North Scott Press for 32 years. He started at the weekly just after graduating in agricultural journalism at Iowa State. Today it is the state’s second largest weekly -- and one of just a few weeklies to have been named Iowa Newspaper of the Year in 1979.

Another important feature of the First Amendment Room is a quilt that features the logos of 230 Iowa newspapers. The 8-by-8-foot quilt was created by Deb VanEngelenhoven of Oskaloosa as a fundraiser for the Iowa Newspaper Foundation. The Tubbses bought it at the INF auction in 1999 for \$550 and donated it to the new library.

Bill Tubbs said naming the space after themselves “didn’t feel right, but First Amendment Room seemed a perfect fit.

“It creates awareness, in a public and positive way, to the essential freedom that under girds all that we do and all that we are as Americans.” Tubbs called it “the foundation of free thought and expression that belongs to everybody.”

The Sept. 22 grand opening of the Scott County Library System’s First Amendment Room was attended by about 50 media colleagues and friends of the library. They included Arvid Huisman, director of the Iowa Newspaper Foundation.

Huisman called the Tubbs’ gift “wonderful.” Library users, he said, “will be reminded each time they enter the room of the precious freedoms that are ours because of the First Amendment.”

“After all,” he added, “these freedoms are for all of the people, not just for journalists.”

Featured speaker was Pulitzer Prize-winning editor Michael Gartner.

Gartner told the group that naming this library room after the First Amendment was especially fitting.

“We all live by the grace and the freedoms of the 45 words of the First Amendment,” Gartner told the group.

Its purpose is to protect the “outspoken or outrageous or outlandish” because, he warned, “one of these days someone might come along and think that your ideas or letters or musings are outspoken or outrageous or outlandish.”

Gartner took direct aim at the “misnamed” Patriot Act because it gives the Federal Bureau of Investigation “the power to force your Web provider to disclose what Web sites you have been visiting and whom you have been e-mailing, to demand that a political organization disclose who was at what rallies, and to force your librarian to tell what books you have been reading.”

Furthermore, Gartner said, the Patriot Act forbids that Web provider, that political organization and that librarian from ever telling anyone that the FBI requested that information.

Gartner then quoted Benjamin Franklin, who in 1759 wrote, “They that can give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety.”

He followed this with the words of the late Supreme Court Justice William O. Douglas, who said, "Restriction of free thought and free speech is the most dangerous of all subversions," because "It is the one un-American act that could most easily defeat us."

Neither of these quotes is part of the current room display, but they could be because Tubbs said new messages can easily be inserted in the frames "to keep things interesting."

Focusing specifically on the library, Gartner stressed that "Books are about ideas, and so is freedom. The moment you restrict one, you restrict the other."

Bill Tubbs is quietly proud about the First Amendment Room, but he is even prouder of the role his wife played at a critical juncture in the process of planning a new library. As he relates it, during a crucial meeting of the city council, someone asked what would happen if the city bought a building, but the library could not raise the \$900,000 necessary to renovate it.

It was at this moment, Bill recalls, that Linda, President of the Scott County Library Foundation, interrupted to declare that this effort would only fail "over my dead body."

Once the money had been pledged, Bill wrote in his column of The Press on Aug. 13, 2003, "Thank you, Scott County Library supporters, for sparing my lovely wife!"

First Amendment quotes to grace Hamilton Hall

Independently of the Tubbses' First Amendment Room, the ISU News Group had started its own project to collect and hang quotes about freedom of speech and the press in reporting labs and meeting points in Hamilton Hall.

Greenlee School Director Michael Bugeja not only approved this initiative, but helped the club shape its approach.

News Group Adviser Tom Emmerson said the club had been thinking of using signs in 8-by10-inch frames – that could also be periodically updated. "But Bill's 11-by-7-inch frames are a lot more impressive," Emmerson said. "We're going to go his route."

Emmerson said Bill Tubbs had sent along copies of the dozen quotes he'd used.

Meanwhile, the News Group has been collecting its own quotes about the First Amendment and teaching and the news media.

News Group President Alicia Ebaugh said all suggestions would be welcome. E-mail quotes to aebaugh@iastate.edu.

Last updated: Oct. 14, 2003

-- Tue, 14 Oct 2003 --

Source: <https://www.jlmc.iastate.edu/news/2003/fall/firstamroom.shtml>

COMMUNITY
NEWSPAPER

PRO
FILE

P
R
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L
E



DIGEST

North Scott is only place in Iowa where a community was formed by a newspaper

Bill and Linda Tubbs • Co-Publishers
North Scott Press, Eldridge, IA

BY STANLEY SCHWARTZ

Certain things in life can make one take a long hard look at the world in general and one's self in particular.

For Bill Tubbs, co-publisher of the North Scott Press in Eldridge, IA, that critical juncture came when he and his wife, Linda, co-publisher of the weekly, decided to become sole owners of the paper.

The family's financial future was wrapped tightly around the success of the business when Bill came out of the closet as the parent of a lesbian daughter. In this Iowa farm community not far from Davenport, Bill said he didn't know how the weekly's readers would react after learning about his daughter. He wasn't sure making the information public was the wisest business move.

"I took the biggest risk of my life," he said, when he wrote the column "To grow, Iowa must be a welcoming state." Three years before he published the column, his oldest daughter, Aimee, had packed her possessions and moved to Seattle, unwilling to stay in a place intolerant of who she was.

Bill wrote, "Unless there are radical changes in our laws and in the hearts of our citizens, she will never be comfortable here."

Along with his column, Bill polled his audience, asking whether Iowa's civil rights laws should be changed to include sexual orientation. The community responded with overwhelming support. He said 88 percent of the respondents answered yes to his question.

The paper's editorial page became quite lively after that column.

"People are reasonable," Bill said. "We published two full pages of letters to the editor, and an additional 20 letters the next week."

Bill said gay people should not have to suffer in silence—that

they should be able to participate in all aspects of a community.

In his column, Bill admitted, that there was a time when he and his wife may not have been as tolerant of the gay community. But through education he learned to understand more about their daughter's demographic niche. He keeps the column on the paper's web site.

Bill grew up on an Iowa farm about 30 miles from where he lives now. He studied agricultural journalism at Iowa State University and decided he wanted to stay close to his roots.

"Most of the people with that major ended up on farm radio, in magazines or advertising or public relations," he explained.

In 1971, a three-year-old start-up paper in North Scott County drew his attention. His intention from when he first graduated college was to own his own paper. That's why he joined the North Scott Press with an ownership option. At the time, however, he had to sell enough advertising in order to justify his salary. Within two years he owned 50 percent of the operation. In 2002, he and Linda became the sole owners.

Eldridge was small but growing rapidly because of its proximity to the Quad Cities.

The young paper grew with the population, bringing its readers together into a cohesive community. The paper covered nine towns in a 250-square-mile radius.

Bill quoted Fern Bonomi, who while representing the Iowa Association School Board during judging for the School Bell Award said, "North Scott was the only place in Iowa where a community was formed by a newspaper." The paper had won the award for outstanding coverage of education in 1976-77.

To Bill, that really meant something. In 1979, the North Scott Press also won Newspaper of the Year from the Iowa

Newspaper Association.

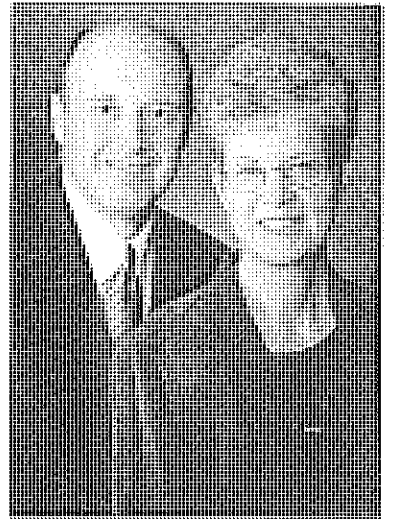
The tab-sized paper's circulation blossomed, becoming the largest circulation weekly in the state, with 5,400 subscribers. The economy has changed a lot over the last 35 years Bill has been with the paper. He used to produce special sections on various aspects of farming but now has to include sections with a rural living focus.

In 1980, the couple purchased the Wilton-Durant Advocate News. They also started the "Busy Bee," an advertising insert shared with five other newspapers.

Linda was teaching elementary school while Bill was still in college. After he graduated and joined the paper, Linda stayed with teaching for a few years, but soon joined her husband in the business, taking on the paper's administrative duties.

Linda said she enjoyed the flexibility of her hours while working at the paper, giving her time to be with their three daughters as they grow up.

Bill said his wife's help has been invaluable. He's enjoyed



Bill and Linda Tubbs

the closeness they've been able to share over the years.

From Linda's point of view, the only drawback to working together—it's difficult to get away from work.

"Either at home or in the car," she said, "we're always discussing things about the North Scott Press." On the other hand, she explained, "I developed a

SEE COMMUNITY PAGE 25

Public Policy: The long fight for postal reform may finally be coming to an end. Tonda Rush looks at the issue, kicking off the special section on public policy. P6.

HIPAA: New rules regarding the privacy of medical records are finally ready. P7.

First Amendment: New bills are working their way through Congress. See what's in store for this year. P8.

Public Notice: State press associations are fighting to keep public notices in print. P10.

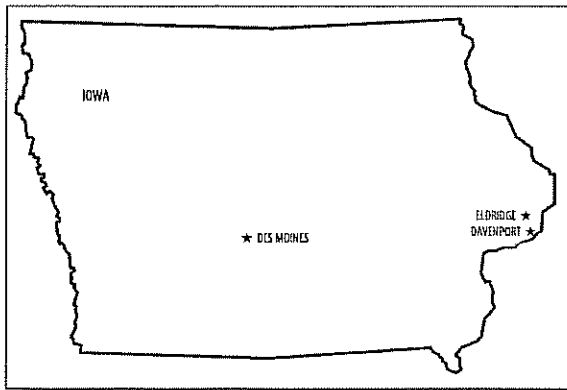
Digital Focus: Newspapers usually have far more horizontal photos than they need because of the way cameras are constructed. A device for making shooting vertical photos easier is discussed. P22.

Software Review: Is InDesign really better than QuarkXPress? Kevin Slimp looks at this questions and others. P22.

Advertising Advice: Bob Berting says it's important that an advertiser's ads become instantly recognizable. See his column. P23.

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THE DETAILS

Name of Newspapers: Eldridge North Scott Press and Wilton-Durant Advocate News

In Business Since: 1968

Publisher/Manager: Bill Tubbs

Co-publisher: Linda Tubbs

Editor: Scott Campbell

Advertising Manager: Jeff Martens

Years Operated Paper: 35

Circulation: 5,400

Frequency of Publication: Weekly

Do You Own Your Own Press: No

Mission Statement: The mission of The North Scott Press is to provide dependable, accurate information in a family-oriented way to help build and support our communities.

Best Moment: The overwhelming love and affirmation that flowed from unexpected sources after I published a column about my daughter's sexual orientation in September 2002. I felt this was a huge risk at the time because of the enormous prejudice in society, but it became the greatest blessing. Looking back, I cannot imagine having not published the column. The fair treatment of gays and lesbians is the civil rights issue of our time, which commands that publishers seek the truth in love; come where it will, cost what it may. The column, "To grow, Iowa must be a welcoming state," is still posted at our web site and is visited often. I would welcome a dialogue with any publisher who is struggling with this issue.

What I Enjoy Least About the Business: Technology snafus: Spammers, hackers and the costs and headaches of manufacturer-imposed changes that create conflicts between software and hardware.

Why I Got into the Business: With a bachelor's degree in agricultural journalism in 1971, I could've gone to work for agri-industry or with a larger farm publisher or broadcaster, but it was a challenge to be the first full-time staff person for a three-year-old startup newspaper with a staff of three part-timers, a circulation of 1,700 and sales of \$35,000 a year. My first job was to create enough new sales to justify the additional overhead of my \$150 per week salary. In those early years, I'd sell advertising during the day, report on city and school meetings in the evenings and cover school sports on the weekends. A lot of long hours, but it's been a good life. Fortunately, now we have a talented staff to take care of most of that.

This Newspaper Is Important Because: We are the only family-owned, general circulation newspaper in a county of 160,000 and close to a metro area of 300,000.

What We Love to Hear From Readers: I read it in The North Scott Press.

What We Hate to Hear From Readers: I didn't get my paper today.

Our Future Requires: 1) A healthy community with strong businesses, schools, and civic and cultural organizations; and 2) A healthy newspaper industry with strong First Amendment protections, fair taxation and a cooperative Postal Service. A weakening of any of these is a threat to all of us. That is what we least need.

One Thing We'd Never Change: Our commitment to an intensely personal relationship with our readers.

Phone: 563-285-8111

E-mail: btubbs@northscottpress.com

Web Address: www.northscottpress.com

COMMUNITY: Staff handles the day-to-day stuff, but the editorial page belongs to the publisher

FROM PAGE 3

certain understanding for anything he's going through here. Other spouses may not have the same empathy."

Bill worked on Iowa's Freedom of Information Council for 10 years and just finished a year as a district governor for Rotary International.

Most business people who take this post have already retired, Bill explained. "It really is a full-time commitment," he added. Because he was nowhere near ready to retire, that meant organizing his staff so they could handle the operation with minimal supervision. Bill credits his editor, Scott Campbell, and advertising director, Jeff Martens, for allowing him the freedom to handle the district governor's duties.

"They're a strong management team," he said.

Bill has turned over a lot of the day-to-day operations to Campbell and Martens, but said the editorial page remains his.

In addition to the controversy surrounding his oldest daughter, Bill said, politics and religion are hot buttons in his community.

During the state's 2004 race for state senate, the paper printed more than

three pages of letters to the editor.

And in 1998, after Bill attended a conference on major religions of the world, he wrote a column on how churches should work together.

"People of good will find the common denominator," he said.

After 13 weeks, the letters were still coming in to the paper.

Bill's letters to the editor philosophy is simple: "I believe in letting people have their say." He's reluctant to edit letters for length, which has a two-fold effect. It lets readers get everything out and "if you give someone enough rope, they eventually hang themselves."

He commissioned a readership poll from John Marling's firm, Pulse Research, a few years ago. When seeking

response on how readers felt about the paper's accountability and trust, "our paper's scores were among the highest he's seen," Bill said.

To show their commitment to the community, Bill and Linda donated \$50,000 to help fund a new library for Scott County. That donation gave them the naming rights to one of the library's rooms. The 150-seat community meeting room was dubbed "The First Amendment Room." Bill and Linda also provided 11-inch x 17-inch posters with more than a dozen quotes about the First Amendment to hang in the room.

While the district governor for Rotary International, Bill said, the first place he would stop in each town he visited was the local newspaper. His term, 2004-2005,

was the organization's 100th anniversary. He saw a way to help community newspapers and Rotary International. He would have the local Rotary service clubs provide material about the organization to the newspaper and get the business owners to sponsor the section through ad buys.

The newspaper would earn some revenue while Rotary International got out the word about what it does.

Bill said as many as 35 clubs within the state did just that.

Next year, Bill said he was asked to serve on the group's North American public relations committee, where he plans to take the idea coast to coast.

stan@nna.org

Great Ideas Database is here!



A great
idea is like
getting free
money

The Great Ideas database is available to NNA members 24/7 once registered. It's not all that different from the Great Ideas booklets that were produced after annual conventions, except it is more accessible to members. As members contribute to the database, you'll see new ideas all year long, not just at convention.

The NNA Great Ideas database was developed jointly with the Missouri School of Journalism and the College of Education's School of Information Science & Learning Technologies at the University of Missouri-Columbia. Ongoing support this year is provided by the Alan Cruikshank/NNA Foundation Scholar, James Matheny.

We hope you'll participate often in the program as a contributor and as a member who learns from other members. To get started, register at:
<http://greatideas.nna.org/phpBB2/index.php>.

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