

# the monthly memo

A GREENLEE SCHOOL OF JOURNALISM AND COMMUNICATION  
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## Academic adviser hired

By Matt Neznanski

The new full-time member of the advising office is a familiar face in Hamilton Hall.



Lindsay Phillips, a Greenlee undergraduate alum who also this year completed the graduate program at the school, has recently been selected as lead adviser in the Greenlee School Student Services Office.

"I love it, I find it extremely rewarding," Phillips said.

During the latter part of her master's work, she was employed as an account executive for Business Publications Corporation in Des Moines. The company publishes several magazines, including DSM, marketed to women in the area.

"I really loved sales, but to me it wasn't a lifelong career goal," Phillips said. "My true passion has always been education."

It's not a complete change for Phillips, though, who uses her sales skills in each advising session.

"Listening and understanding personality types are important parts of both fields," she said.

"Especially with prospective students, I think of all my students as clients."

Greenlee School Director Michael Bugeja said he was "delighted" to have Phillips join the advising staff. A part-time position is still available, he said, and that candidates for the position are being screened.

Phillips had been working as a Greenlee advisor on a temporary basis following the departure of Maureen Deisinger in October.

Phillips was the top candidate in a nationally advertised search and was selected by a committee chaired by Jane Jacobson, LAS Program Coordinator, and consisting of Greenlee faculty Eric Abbott, Marcia Prior-Miller, Joel Geske, Deb Nugent and Kathy Box.

## Greenlee alum dies at 78

Hugh Sidey, a Greenlee School alum and veteran White House correspondent who covered presidents for *Time* magazine for over 40 years, died of a heart attack Nov. 21 in Paris.

Sidey wrote the magazine's "The Presidency" column, which appeared from 1966 to 1996. He was also *Time's* Washington bureau chief and was a contributing editor at the time of his death.

A graduate of Iowa State University, Sidey earned a bachelor's degree in journalism in 1950. He was the keynote speaker at the Greenlee School's Centennial celebration in April.

"He inspired faculty and students with his anecdotes and advice," said Greenlee Director Michael Bugeja. "Hugh's life was a blessing to us all."

Sidey joined *Life* magazine in New York in 1955 and went to the Washington staff of its sister publication, *Time*, in 1957, where he began covering the Eisenhower administration. He wrote about every administration since.

He wrote or contributed to seven books on the chief executive, including "Hugh Sidey's Portraits of the Presidents," published in 2004, and was a chairman of the White House Historical Association.

As White House correspondent, Sidey witnessed many historical events. He traveled with John F. Kennedy to the Vienna Summit with Soviet leader Nikita Khrushchev and was with Kennedy when the president was assassinated in Dallas in 1963.

Sidey traveled with Richard Nixon on the president's visit to China in 1972 and recorded Nixon's resignation two years later. Sidey was one of the few reporters Ronald Reagan talked to regularly, and was also at the White House in 1993 when Bill Clinton began peace talks

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## news



Pictured left to right, Jeremy Haubrich, Joel Geske and Mark Witherspoon.

### Greenlee faculty, staff complete degrees

By Matt Neznanski

Several Greenlee School faculty this month completed work on advanced degrees. Here's a rundown of the accomplishments by Mark Witherspoon, Joel Geske and Jeremy Haubrich.

Greenlee Lecturer and *Iowa State Daily* Adviser **Mark Witherspoon** successfully defended the creative component for his master's degree. Witherspoon presented the development of First Amendment Week as part of an overall First Amendment education program.

Witherspoon said First Amendment Week featured Iowa State students, faculty, and staff as well as people from the Ames community in an effort to engage the public in knowledge about First Amendment freedoms.

Associate professor **Joel Geske** received a full pass on his dissertation, and will receive his Ph.D. in curriculum and instruction technology through

ISU's College of Human Sciences.

Geske studied the differences between reading from paper, cathode ray tube computer monitors or liquid crystal displays. The research developed from his students, who couldn't comfortably read challenging articles on-screen and chose to print them instead.

Geske said the research has implications for media and distance education.

Jeremy Haubrich, System Support Specialist for the Greenlee School, successfully defended the creative component for his master's degree in information systems in ISU's college of business. Haubrich studied the implications of using radio frequency identification (RFID) tags in forensic laboratories. The tags can be applied to pieces of evidence in the lab and quickly found and tracked, as well as searched more efficiently than the current bar code system currently in place.

### Greenlee alum dies at 78

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between Israel and the PLO.

A fourth-generation newsman, Sidey was born in Greenfield, Iowa, in 1927. He worked for newspapers in Council Bluffs and Omaha, Neb., as well as for his family's weekly newspaper in Greenfield.

Sidey and his wife, Anne, were wed in 1953 and had four children.

Hugh Sidey was a keynote speaker at the Greenlee School's Centennial celebration in April 2005.



## news

# Meredith expands Greenlee program

Meredith Corporation (NYSE: MDP) is building upon an innovative professional program at the Greenlee School of Journalism and Communication at Iowa State University.

A professional in residence, an expanded editorial outsourcing service and the prestigious Meredith Apprenticeships in Service Journalism are among the programs at the Greenlee School that Meredith is funding. This builds upon the company's initial commitment in 2004, which including launching the apprentice program at ISU and the remodeling and creation of the Meredith Magazine Center at the Greenlee School.

The Greenlee School is currently celebrating its Centennial as the oldest, largest and longest continuously accredited journalism program in the state.

Meredith, whose magazines include *Better Homes and Gardens*, *Ladies' Home Journal*, *Family Circle*, *Parents*, *Successful Farming* and *American Baby*, employs 3,000 people nationwide in magazine and book publishing, television broadcasting, interactive media and marketing-related services, with headquarters in Des Moines, Iowa.

Art Slusark, Meredith's Vice President for Corporate Communications and Government Relations, cited the Greenlee School's outstanding program, reputation, faculty and commitment to students as the keys to Meredith's increased funding.

"Iowa State, and the Greenlee School in particular, is the single-largest supplier of talent to Meredith," Slusark said. "Recently, we've been extremely impressed with the innovations and renewed commitment to excellence exhibited by Greenlee Director Michael Bugeja and his staff, including Marcia Prior-Miller, Meredith apprenticeship professor, and Debra Gibson, the Meredith professional in residence at the Greenlee School. We are delighted to be able to



Fall 2004 Meredith apprentices, pictured left to right, Emily Oliver, Kelly Kunkel, Alicia Clancy, Dana Schmidt, Sarah Sinclair.

expand upon our relationship."

Working with fellow magazine journalists Bugeja, professor and director of the Greenlee School, and Miller, Gibson kept in continuous contact with student interns and their supervisors, ensuring that their year-long apprenticeship was productive and educational.

Additionally, Bugeja said, Slusark helped us create what we believe is the first outsourcing service in a journalism school, the P.E.E.R. (Production, Editing and Electronic Research) Program not only in magazine, but also across platforms including broadcasting.

Bugeja noted that the P.E.E.R. Program, in actuality, is the opposite of outsourcing. "At Hamilton Hall we call it, IN-sourcing. Meredith does tap our students for professional work, and the company also views our program as a foot-in-the-door enterprise, where students can partner with world-class editors and designers on professional projects.

"We hope one day that veterans of the P.E.E.R. program will go on to work for Meredith Corporation."

The P.E.E.R. program was tested earlier this year when broadcasting students worked with Meredith supervisors assembling a promotional video.

The project met professional expectations, Bugeja said, and also underscored that the Greenlee School is a comprehensive program. "We have exceptional student and faculty talent, not only in print journalism, but also in photojournalism, public relations, electronic media and advertising."

## news

# Greenlee School receives donated WHO-TV set

John Bachman sat here. So did Kathryn Pritchard, Keith Murphy and Ed Wilson.

And beginning next fall several Iowa State broadcasters will sit there as well.

Des Moines' NBC affiliate WHO recently donated the station's old television news set to the Greenlee School of Journalism and Communication for use by electronic media students.

"We are incredibly grateful to WHO-TV," said Michael Bugeja, professor and director of the Greenlee School. "The station is to be commended not only by students and faculty who will benefit from this magnificent gift, but by the citizens of Iowa, because this example of corporate giving will pay dividends here in the state. Our School will send new generations of journalists professionally prepared to report the issues of the day, keeping the public informed."

Shelley Rouse, a lecturer in the Greenlee School, was instrumental in helping Bugeja obtain the donation, with a little help from Greenlee alumnus and current WHO broadcaster Dan Winters.

Rouse and Bugeja are in the process of getting the set to Ames. The hope is to accomplish that in the spring semester and place the set in two broadcast locations so that Greenlee students can begin using it fall 2006.

"It's a massive set," Rouse said, noting that estimates indicate it will take two semi-trucks to bring the furniture to Ames.

"We're working with (ISU) purchasing to contact the original designer of the set to figure out how to break it down and get it to campus," she added. "We want to be strategic as to where we put the set to enhance the news portion of our broadcasting program."

Initial plans are to place a portion of the set in the Anderson Studio, located in the basement of Hamilton Hall. Additional parts of the set will



be sent to the Communications Building where it will be used on ISU-TV.

The news set will be used in classroom settings as well as on current and future programs on ISU-TV.

"We want to be real careful about the donation," Rouse said. "We don't want to have it abused and torn apart, which happens sometimes because sets are consistently moved around a television studio for several different shows."

The news set, which has an estimated value of \$60,000, includes backdrops, desks and risers, as well as an attached weather center.

"This is not something we (the Greenlee School) could even begin to purchase on our own," Rouse said. "We want to put it to good use."

"The students graduating from our program have such great qualifications now and I think WHO wanted to help to contribute to making their experience even better."

Bugeja noted that WHO-TV, along with other broadcast news outlets, also has sponsored a paid internship-scholarship for a Greenlee student in 2006.

"We are delighted by this partnership," he added. "We'll take good care of that WHO-TV set and showcase that to our alumni and friends when they visit us."

Rouse added that the addition of the WHO news set to ISU-TV and the Greenlee School will provide a better educational experience for broadcasting students.

"Simulating a real news show when you have the aesthetics of a real set will really enrich the experience for our students," she said. "Now when the students go back and look at the tape to see what they produced it will really feel like they've experienced what a professional would. It will be a great resume builder for our students."

## faculty news

### Dimitrova recognized for Iraq research

By Matt Neznanski

When Daniela Dimitrova received a phone call from Ithaca College, she was excited about the opportunity to speak as a fellow at the school's "Lessons from Iraq" conference.

More than that, however, was the thrill that someone had been interested in Dimitrova's research.

"I was jumping up," she said. "It is possible that someone has read the research?"

It was possible - enough that the New York school chose to include the Greenlee School Assistant Professor in their September panel of journalists, Middle East scholars, communications researchers, and journalism educators.

"It was not like an ordinary conference. There were small groups of people discussing ideas all the time," she said. "Some of the journalists felt a little attacked because of the criticism, but it was good."

Dimitrova, with a colleague in Sweden, had published a comparative study of news coverage of the Iraq War in the United States and Sweden. She compared two large national dailies in each country and then considered how each framed the war.

They revealed that Swedish papers presented war coverage from an anti-war protest frame, while U.S. papers focused on the military conflict side of news coming from Iraq.

Dimitrova said she is interested in this kind of cross-national research, and is devising a similar study with media from Turkey and other countries.

"I love it (international research), but sometimes it is very difficult because I don't understand the language," she said.

Regardless, Dimitrova has collected a rack full of her published work on the wall in her office. In fact, she could use a larger one to hold it all.

In addition to the Iraq framing study, Dimitrova's publications this year have included a



similar look at online news, an investigation of television coverage of the 2004 presidential election, a study of Internet adoption in formerly Socialist countries, and an ongoing examination of online citations with Greenlee School Director Michael Bugeja.

Additionally, Dimitrova serves as the vice head and program chair of the communications technology division of the AEJMC conference scheduled for San Francisco this year.

This fall marks the beginning of Dimitrova's third year at the Greenlee School.

"It's been a really good experience and a very supportive environment," she said. "What I've learned about Iowa students is they are hardworking, respectful, and thoughtful."

## Greenlee School's Reading Room

By Dru Frykberg

Research by two librarians has revealed the Greenlee School is one of 15 ACEJMC-accredited journalism and mass communication programs with its own in-house library.

This select group includes programs at the universities of Florida, Iowa, Illinois, Indiana, Minnesota, Missouri and North Carolina. The Accrediting Council on Education in Journalism and Mass Communications accredits 107 programs in the United States.

In fact, six of the top 15 journalism schools ranked by U.S. News & World Report in 1996, and eight of the top 20 programs ranked by the Gourman Report in 1998, have specialized, on-site libraries.

The study, which has the working title "Vital Signs of Academic Libraries: A Survey Examining the Facilities, Services and Collections Supporting Accredited Journalism and Mass Communication Programs," is being conducted by Patrick Reakes of the University of Florida and Barbara Semonche of the University of North Carolina at Chapel Hill. The journalism and mass communication librarians hope to submit their findings for publication in 2006.

The Greenlee library began in 1952 as the Beckman Reading Room when funds were donated in honor of Frederick Beckman, who chaired the journalism department from 1911-1927. The

facility became the Beckman Marvin Reading Room in 1962, recognizing Kenneth Marvin, the department chair from 1945-1962.

With the advent of the Internet and growing interest in online research, the Greenlee School in 1998 hired its first professional librarian to manage the library and offer research assistance and information literacy training.

In 2003, the library moved into its current 1,800-square-foot facility, featuring 11 public computers, wireless Internet access, an audio-visual viewing room and group study room.

Today, the Reading Room offers students and faculty the resources, services, training and facilities for career preparation and scholarship in journalism

and mass communication as well as advertising.

From the library, users can access most of the Iowa State University Library's electronic resources as well as the Reading Room's unique Web-based subscriptions and 2,500 titles of books, periodicals, videos and DVDs.

Last year, more than 1,000 reference questions were answered and 48 classes with about 1,000 students were provided training in academic, market and news research.

This September was the busiest month ever for the library, surpassing September 2004 total usage by 37 percent. The library fielded 117 reference questions and provided information literacy instruction to 25 classes.

The study found in-house libraries at:

**Columbia University's** Graduate School of Journalism  
**Florida International University's** School of Journalism and Mass Communication  
**Indiana University** School of Journalism  
**Iowa State University** Greenlee School of Journalism and Communication  
**University of Missouri** School of Journalism  
**Ohio State University** School of Communication  
**University of Alabama** College of Communication and Information Sciences  
**University of Southern California** Annenberg School for Communication  
**University of Florida** College of Journalism and Communications  
**University of Miami** School of Communication  
**University of Iowa** School of Journalism and Mass Communication  
**University of Illinois at Urbana-Champaign** College of Communications  
**University of Minnesota** School of Journalism and Mass Communication  
**University of North Carolina at Chapel Hill** School of Journalism and Mass Communication