



Greenlee School

of Journalism and Communication

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Monthly Memo

March 2004

School expresses gratitude for three Living Legacies



Robert Bartley



Martha Arends



Ralph Anderson

Faculty and students at the Greenlee School have achieved many of their educational and professional goals because of support and inspiration from alumni and friends. This year we mark the passing of three extraordinary individuals:

- Robert Bartley, 1959 journalism graduate and winner of Pulitzer Prize and Medal of Freedom.
- Martha Arends, 1952 industrial economics graduate and member of the Advisory Council.
- Ralph Anderson, 1933 technical journalism graduate and 1995 Schwartz Award winner.

Jim Schwartz, former department chair, notes that Ralph Anderson and he both “grew up in small Northern Iowa towns only nine miles apart where we learned the weekly newspaper

business under the tutelage of our respective fathers. His dad owned the Ringsted Dispatch, mine the Fenton Reporter.” Observes Schwartz: “The world of journalism has lost a valued and respected figure. I have lost a good friend.”

Advisory Council member Linda Montet writes about Martha Arends: “Martha was one of those strong, but gentle souls we encounter so rarely in life. Her graceful guidance and thoughtful insights often helped the Advisory Council define issues and roles more clearly and effectively. ... She was quick-witted and thoughtful; and her lovely manner and keen intellect will be sorely missed.”

Tom Emmerson, former department chair and Greenlee professor, believes one of Robert Bartley’s “greatest contributions was his stalwart defense of the First Amendment,” which endures to this day, not only at the Wall Street Journal, which Bartley edited, but also at the Greenlee School.

Meredith Corporation gift excites alumni, students

A new partnership between Meredith Corporation and the Greenlee School—offering internships at world-class magazines, editorial outsourcing services, remodeling and internship coordinator support—has excited constituents from students to alumni at Iowa State University.

The internship program for juniors in advertising, magazine and interactive media involves work on Meredith publications in a closely supervised program. Interns will be paid standard internship rates and earn four hours of credit over the course of two semesters. A coordinator, funded by Meredith and the Greenlee School, will meet regularly with interns and monitor progress.

The Meredith-Greenlee PEER Program (Production, Editing and Electronic Research), supervised by the coordinator, will involve 5-10 students who will be paid standard hourly internship rates. They, too, will be eligible for internship credits.

Finally, Meredith will provide funds to renovate the magazine space in Hamilton Hall for the future home of "The Meredith Center for the Magazine."

The Greenlee School is proud of dozens of alumni who work at Meredith, including Advisory Council member Dave Kurns, editor-in-chief of Interactive Media; Karol Dewulf Nickell, editor-in-chief of *Better Homes and Gardens*; and Jim Blume, publisher of Meredith Books.

Advisory Council member William Fultz, art director of *Better Homes & Gardens* between 1957-60, was particularly pleased with the partnership. Fultz, who went on to become chairman and chief executive officer of a division of Young, Rubicam Worldwide, notes that over the years his firm recruited nearly a hundred graduates from the

Greenlee School. "Their superior qualifications and ability to become immediately productive was and is a tribute to the quality training and education provided by dedicated professors and instructors."

Michael Bugeja, Greenlee School director, also praised faculty, in particular Marcia Prior-Miller, who heads the magazine emphasis, and Mark Witherspoon, adviser of the award-winning magazine *ethos*.

Bugeja writes, "Companies invest in people, and the people working with magazine students are first rate, especially those advising the staff of *ethos*, being considered for a Gold or Silver Crown at Columbia University in mid March."

Upon hearing the news of the Meredith gift, Dustin Kass, editor of *ethos*, sent an email to Bugeja, noting, "In our quest to produce the best college magazine in the nation, we have tried to instill a professional atmosphere in the operations of *ethos*."

"Any renovation allowing multiple magazine departments to work in the office at the same time or promoting further interaction between staff and students would be highly beneficial."

Kass also praised the internship opportunities associated with the Meredith gift. "While *ethos* provides an opportunity to learn the basics of the magazine field, there's nothing more beneficial to students than being able to work with established magazine professionals."

Bugeja thanked Art Slusark, staff vice president for corporate communication, for playing a key role in giving students and the School this marvelous opportunity.

Greenlee School names temporary internship assistant

Jill Harms, former Department of Communication internship coordinator at Michigan State University, will assist Director Michael Bugeja in setting up the Meredith internship program, editorial outsourcing service and other internship associated tasks.

Harms, who will work as a program assistant in a six-month, half-time position, begins March 1.

She was approved as an emergency hire because of her qualifications and short-term School needs involving internships.

Jill received her Master of Arts degree from Michigan State University, where she was internship coordinator for three years.

In that position she secured positions from new organizations and maintained a network of over 200 companies that offered internships to communication students.

She also assisted students in researching possible internship opportunities outside of her network, prepared the students for their interviews, and served as their instructor during their internship semester.

Her office will be 16G two doors north of Becky Irish's office.

Jill's position is funded through Bugeja's non-continuing line whose plan includes enhancing opportunities, such as the Meredith gift, associated with research and student engagement.

Students invited to attend new internship seminar

The Greenlee School will hold an internship seminar on Monday, March 1 at 5:00 p.m. in 169 Hamilton to assist students who are looking for internships during the next year.

Academic Adviser Cheryl Oldenburg, who designed the seminar, has e-mailed all advertising and journalism and mass communication majors (not pre-majors). She has asked faculty to encourage advisees to attend, especially those who are currently looking for internships.

"We'll have free pizza," she writes, "and cover the following topics":

- Strategies for finding an internship, including Reading Room resources—to be presented by librarian Dru Frykberg—and a Career Online demonstration.
- Pre-requisites for taking JIMC 499 for credit.
- Procedures for having the internship approved. (Students will receive a copy of the JIMC 499 Packet.)
- Content suggestions for the final paper and portfolio.

Director Michael Bugeja praised Oldenburg and the Advising Office for taking a leadership role in enhancing the internship program. "The Greenlee School has a good track record of student placement and this seminar will improve on that."

Bugeja's program assistant, Jill Harms, also will attend the session on her first day in a temporary position to help facilitate the Meredith gift (see above story).

Agenda

Greenlee School of Journalism and Communication

Faculty Meeting

March 5, 11:00 a.m.-12:30 p.m. in the Interactive Seminar Room, Hamilton Hall

ANNOUNCEMENTS

- Director will make brief announcements.
- Logo options – **Charlie Weaver**

APPROVAL OF THE MINUTES

- Faculty are invited to make corrections directly on the copy (*enclosed*) – **Kathy Box**

COMMITTEE REPORTS

- Chairs of standing committees are invited to provide reports, as appropriate.

MAIN MOTIONS

- FOR VOTE: Out of Search Committee: Approval of candidate slate.
- FOR VOTE: Out of Long Range Planning: Changes to the Governance Document involving service mission, faculty committees and assistant director position.
Note: handouts attached.
- FOR VOTE: Out of Curriculum Committee: Basic English Grammar, Spelling, Usage, and Punctuation short course proposal.
Note: handout attached.

NEW BUSINESS

Brief comments or inquiries are invited on possible future main motions.

OTHER BUSINESS

Faculty are invited to make brief comments on matters not requiring formal action.

Next Faculty Meeting: Friday, April 9, 11 a.m.-12:30 p.m., Seminar Room 172