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Reiman shares life experiences with young entrepreneurs

By Matt Neznanski

Hundreds of budding entrepreneurs heard from one of Iowa's top executives, Roy Reiman, keynote speaker for this year's annual Collegiate Entrepreneurs Iowa Conference.

Reiman, who earned a degree in agricultural journalism from Iowa State in 1957, started his magazine publishing business in his basement in 1964, a venture that would eventually sell for \$640 million.

But he might have followed a career in veterinary medicine had it not been for professor Harry Heath, who designed a magazine writing class around Reiman's schedule.

"To earn an 'A' in the class, we had to sell three articles," Reiman told the group of 250 in Benton Auditorium Friday, March 3. "I earned \$60 for the first story and I felt guilty about it. It was the first time I'd earned money with my mind instead of my back."

Reiman went on to sell 27 articles that quarter, showing a hint of the tenacity that would lead Reiman Publications to deliver a range of country-themed publications to 16 million subscribers.

Most surprisingly, none of the publications accept advertising. They are sponsored exclusively through subscriptions, which are renewed with a loyalty that is rare in the business.

Part of Reiman's dedicated readership comes from the fact that reader-submitted features and photographs provide a major portion of the content on the magazines' pages.

Not every venture was a hit: his first publication, directed toward cheerleaders in 1963, cost him \$10,000. Reiman calls the loss his "master's degree."

Reiman said he attributes much of his success to being at the right place at the right time, but being open to see the opportunities that were



presented to him. In the case of his first major success, *Farm Wife News*, Reiman learned that leading farm journals were planning to drop women's features due to lack of advertising interest.

"My mom read farm magazines more than my dad did," Reiman said. "He fell asleep in the chair more often than not."

In the car on the highway, Reiman decided to offer a magazine designed just for farm women, and do it without the need for advertising.

"When you buy a book, you don't have a bunch of advertisers picking up 60 percent of the cost. You pay for all of it to get it," he said. "Why can't it be the same for a magazine?"

So in just three weeks, Reiman turned out the first issue of *Farm Wife News*, tested it, and received 38,000 paid subscription checks in the mail. Over time, the magazine dropped the "News" in the title, became *Farm Woman*, and finally *Country Woman*, garnering 2.3 million subscribers.

Through his nearly 40-year career in magazine publishing, Reiman gathered a fair amount of advice to share with the students and collected in a book.

"Everything he sees, he's got an idea. And he's not afraid to run with it," said Michelle Kalkhoff, a junior in the Greenlee School and president of Magazine Club. "A lot of people think you've got to go to New York to do what you want to do. He just proved everybody wrong."

Reiman told Kalkhoff he would agree to speak to the new club which boasts 60 members since fall.

alumni news

Advisory Council vice-chair views, discusses speech with top journalists, policy leaders

By Lou Thompson

Lou Thompson, vice-chairman of the Greenlee School Advisory Council, is a nationally recognized expert in corporate disclosure and governance and a long-time advocate of the investor relations officer's role with corporate boards of directors. He also serves on the Dean's Council for the College of Liberal Arts and Sciences. He received undergraduate and advanced degrees in journalism and communication from ISU.



I was invited to a small group dinner (22 people) at the home of David Bradley, chairman of *Atlantic Media* (Atlantic Monthly, National Journal, Government Executive and The Hotline publications) to watch and discuss the President's state of the union speech.

It was a gathering of journalists, economists, and political analysts including a couple of former presidential speechwriters, the president of George Washington University, and other opinion leaders.

The discussion before dinner and after the speech was led by Alan Murray, long-time Washington bureau chief of the *Wall Street Journal* and just recently named assistant managing editor of the *Wall Street Journal* and columnist in New York. I was seated next to Alan at dinner.

Among those at the dinner was Norm Ornstein, political analyst from American Enterprise Institute; Mark Olson, chief of staff at the Federal Reserve Board; Beth Brooke the IRS general counsel and global vice-chair of Ernst &

Young; David Walker, a former presidential adviser; Rod Hills, former SEC chairman (Pres. Ford's appointee).

Prior to the speech, Alan asked several of the folks what they anticipated in the speech.

Mark Olson said we're beginning to see the awakening of Japan, the second largest economy in the world, and the U.S. will soon follow the hard-learned lessons from Europe as it begins to grapple with the issue of long-term pension commitments.

David Walker said the four areas that the president should cover were budget, balance of payments, trade and leadership.

We heard a little on budget and leadership and very little on the other two.

When asked to comment, I said that I felt the President's continuing effort to focus on Iraq as a crucial part of the global war on terrorism was a risky strategy.

Then I turned to the economy. While most corporate balance sheets are flush with cash, SOX (Sarbanes-Oxley Act) could well be affecting the willingness of CEOs and boards to take risks in employing those cash reserves by expanding capital expenditures, creating new jobs, etc.

It was a very interesting evening.



news

AdClub sponsors “real-world” seminar

By Matt Neznanski

Iowa State University's Ad Club and the Advertising Professionals of Des Moines are teaming up to present this year's GRiT seminar.

The seminar, held in conjunction with the Des Moines club's April meeting, gives students a chance to meet and talk with people working in the business and spend an afternoon job shadowing.

“Our members have been very supportive over the years,” said Jon Miller, an account director at the Flynn Wright advertising agency in Des Moines and event chair for GRiT. “Last year, we have nearly 80 club members volunteer to take students for the afternoon.”

The seminar and contact with professionals can lead to jobs after graduation, but the main idea, Miller said, is to open students' eyes to the variety of options available in the advertising profession. It's an experience that's not lost on Ad Club members.

“This gives students a great opportunity to see

what an agency is like and to show them the different layers of an agency,” said Tiffani Cao, Ad Club president. “Ad Club wanted to sponsor this event not only to have businesses look at us with the same respect as others but to show that we do support what our students do and what their aspirations are.”

Professionals use the seminar as a chance to connect with future colleagues, as well as showcase their own work while selling the central Iowa marketplace.

“Students say the GRiT program is great way to get a taste of the quality and variety of advertising business in Des Moines,” said Greenlee Assistant Professor Jay Newell. “They are often surprised and pleased by the high level of opportunities offered by agencies in Iowa.”

Last year's event drew more than 100 students from as far away as Minnesota State University. This year's meeting is Thursday, April 13.

GRiT attendees tour Des Moines ad agencies, then meet at the Meredith Corporation conference facilities for lunch and presentations by speakers. In the afternoon, the group breaks for job shadowing at participating firms.

First Amendment Day plans develop

The Greenlee School and Lee Enterprises will present First Amendment Day this year on Thursday, April 20.

Plans include a “Five Freedoms” march starting at Ames City Hall and proceeding to central campus. Ames Mayor Ann Campbell will join campus and city groups on the route.

At central campus, displays illustrating First Amendment freedoms, “soapbox” debates on topics such as intelligent design and political cartoons, and a “Feast on the First Amendment” lunch provided in cooperation with VEISHEA will be served.

Area high schools have also been invited to participate. Following the central campus event, a workshop is planned to teach them how to organize First Amendment events.

In the evening, Reza Aslan, author of “No

god but God: The Origins, Evolution, and Future of Islam,” will discuss the current conflict regarding Danish political cartoons and the clash of Islamic traditions at 8 p.m. in the Memorial Union's Great Hall.

Aslan was born in Iran and has studied religions at Santa Clara, Harvard, and California-Santa Barbara. He was visiting assistant professor of Islamic and Middle Eastern Studies at the University of Iowa.

His work has appeared in *Slate*, *USA Today*, *U.S. News & World Report*, and *The Chronicle of Higher Education*, as well as a number of academic journals.

Following the presentation, Brian Duffy, editorial cartoonist for the *Des Moines Register* and media law professor Barbara Mack will join Aslan in a roundtable discussion.

faculty news

Rouse earns newsroom fellowship

By Matt Neznanski

Greenlee lecturer Shelley Rouse is headed back into the newsroom, thanks to a fellowship awarded through the Radio and Television News Directors Foundation.

The foundation's "Educator in the newsroom" program provides some 20 journalism educators nationally with a \$2,500 stipend to spend four full-time weeks working in a professional newsroom.

"I'm really excited. It's been a long time since I've been in a newsroom," Rouse said. "It's not that we don't have experience, but you kind of get distanced from it."

Rouse will complete the fellowship at WHO-TV in Des Moines. During the four weeks there she'll touch on every aspect of the television news business, working with the news director, overnight crew, reporters, videographers, editors, writers, control room staff, and in the studio.

With a number of students taking jobs and intern positions at the Des Moines station, Rouse said she expects to see a lot of familiar faces, some of whom may be watching to see how their instructor performs.

"An important part for me is to know what my students are doing," she said. "As an advisor, it makes me more effective in knowing what they're doing and what they put into internships."

Rouse will attend an orientation seminar in Washington D.C. in May, and complete the fellowship this summer.

"I plan to walk out of the newsroom with some great ideas for ISU TV and my classes, not to mention some scripts, story ideas, and personal stories to tell my students," she said.



Jacob Dekkenga took over Greenlee School computer system support duties this month from Jeremy Haubrich, who left for the Principal Financial Group in Des Moines. Look for a forthcoming feature on Jacob in next month's memo.