



Monthly Memo

November 2003

Lulu Rodriguez Chosen Master Teacher



Five faculty members in the College of Liberal Arts and Sciences have been named Master Teachers for 2003-04 for their multicultural teaching activities including **Lulu Rodriguez**, associate professor in the Greenlee School of Journalism and Communication—*from front page of LAS Website*

Most of us know by now that Lulu Rodriguez was selected as a Master Teacher. But what you may not know is the team effort that went into the support process—indicative of what makes the Greenlee School special.

Nominated with Lulu were **Eric Abbott** and **Steve Coon** whose teaching also suited the multicultural theme. When notified that Lulu was a finalist, these outstanding teachers rallied behind her with support letters, joining **Barbara Mack**—also a Master Teacher—and providing the Director with source material for a powerful narrative on Lulu's behalf.

In our view, Eric and Steve are Master Teachers ... and exemplary colleagues!

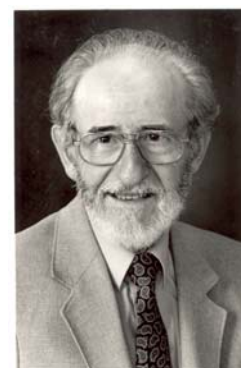
INF Funds News Writing Booklet Honoring of ISU Alum, Professor

A project to reprint **Michael Bugeja's** bestselling, out-of-print text, *The How-To News Writer*, has received a \$5,000 grant from the Iowa Newspaper Foundation.

The grant will be used for staff to copy-edit and design a 50-page handbook whose target audience is the community journalist new to newspaper work. Royalties from the reprint will be used for First Amendment scholarships in **Harry Heath's** name.

Heath earned his Ph.D. at ISU in 1956, serving as a faculty member during the administration of Jim Schwartz who will write the introduction.

The revised work should be ready by April in time for "First Amendment Day" (see story Page 2).



Harry Heath

Anderson, Cooper to Attend First Amendment Day

ISU distinguished alumni **Terry Anderson** and **Ann K. Cooper**, among other dignitaries, are planning to attend “First Amendment Day” at the Greenlee School, tentatively scheduled for April 15-16

Anderson, former Mideast bureau chief for the Associated Press, held hostage for seven years, will return to his alma mater to speak about the role of free speech in democratic society. Anderson, of Athens, Ohio, is honorary co-chair with Walter Cronkite of the Committee to Protect Journalists.

Ann Cooper, CPJ executive director and former National Public Radio correspondent in Moscow, will provide a global perspective.

Also on the slate of visiting journalists will be **Larry Heinzerling**, deputy international editor for the Associated Press (based in New York City). Heinzerling played a key role in negotiations to free Anderson during his years of captivity in Lebanon.

Anderson’s ordeal has been documented in his best-selling book, *Den of Lions* (Crown, 1993).

The event is expected to attract regional and, perhaps, national interest.

Locally, **Michael Mendelson**, coordinator of **ISUComm**, believes the First Amendment theme blends well with the “informed citizen” theme of his program and hopes to collaborate with the School.

ISU Daily, *Ethos* Claim Several National Awards

Dan Nguyen, a senior in journalism and computer engineering, took first place in the Associated Collegiate Press Reporter of the Year competition for a five-part narrative series on the life and death of a former ISU student who was killed in a hit-and-run accident.

The series ran last April and May. The award was announced during the Nov. 5-9 ACP/College Media Advisers convention in Dallas attended by **Nicole Paseka**, the Daily’s editor in chief, and 15 journalism and advertising students.

“The awards speak well of the print program at the Greenlee School,” Paseka said. “Obviously we have won some of these awards because of the core classes. ...”

Daily staff members have won or placed in every ACP individual category. Greenlee senior **Paul Kix**, former Daily staff member and *Ethos* editor, took third place for Reporter of the Year. *Ethos* was named Best of Show for feature magazines. For more award winners, see: www.jlmc.iastate.edu/news/dailyawards.shtm.

Dean Requests Info to Begin Process of Positioning School

Interim Dean **Mike Whiteford** has asked the Director to provide information on schools of journalism, journalism and mass communication, and journalism and communication to begin a dialogue on positioning the Greenlee School.

The topic also is slated for the *Around LAS* newsletter—again, at the request of the College.

In conversations across campus, including a recent University Relations Council meeting, the topic has come up because of possible reorganization of units at Iowa State University. Those who make inquiries are directed to the “State of the School” address on our Web site.

The data on Page 3 summarizes the situation of the Greenlee School as an undergraduate program granting degrees in Journalism and Mass Communication, Advertising, and Communication Studies. There are three accredited Schools of Journalism and Communication. Oregon offers communication studies as an emphasis (not a degree). Hampton’s program is small (370 students), with its director reporting to the provost.

Named and accredited schools typically provide only one undergraduate degree. Nine of 12 such schools report to the provost. *Greenlee is the only school organized under in a division.*

Breakdown of Accredited Programs According to Structure

<i>School designation</i>	<i>School description</i>
Schools of Mass Comm.: 2	Typically offers one degree, B.A., with wide choice of emphases (magazine, visual comm., online, etc.)
Schools of Journalism: 11	Typically offers one degree, BSJ, with traditional choice of emphases (news, advertising, PR)
Schools of Journalism & Mass Comm.: 14	Typically offers one degree, B.A., with wide wide choice of emphases from traditional to new.
Schools of Journalism & Comm.: 3 <u>Note:</u> See comparison below: <i>Greenlee, Oregon, Scripps</i>	Typically offers one or more degrees, B.A., with wide wide choice of emphases from traditional to new, in addition to communication studies.

- **Greenlee School of Journalism and Communication:** three degrees (journalism & mass comm., advertising, communication studies) with emphases in electronic media, print journalism, public relations, science communication, and visual communication. ISU’s program was founded in 1905 and is the only named School of Journalism and Communication in the country.
- **U. of Oregon School of Journalism and Communication:** one degree with emphases in news, advertising, electronic media, communication studies, magazine journalism, and public relations. (The school heralds its status as one of the oldest [founded in 1916] and most comprehensive and broadly conceived—offering six fields of study with one degree.) It has a dean instead of a director, typical for a comprehensive program, and is organized under the office of provost.
- **Scripps Howard School at Hampton:** one degree in advertising, broadcasting, print, public relations and media management. A small program (370 majors), organized under the office of provost.

<i>Named Schools</i>	<i># of under-Degrees</i>	<i>DEO Title</i>	<i>Organized under</i>
Walter Cronkite School of Journalism & Mass Comm.	one	director	Dean, Public Programs
USC’s Annenberg School of Journalism	Three: PR, print, broadcast	dean	provost
Medill School of Journalism	one	dean	provost
A.Q. Miller School of Journalism & Mass Comm.	one	director	dean, College of Arts & Sci
William Allen White School of Journalism & Mass Comm.	one	dean	provost
Manship School of Mass Comm.	one	dean	provost
Donald Reynolds School of Journalism	one	dean	provost
S.I. Newhouse School of Public Comm.	one	dean	provost
E.W. Scripps School of Journalism	one	director	Dean, Comm College
W. Page Pitt School of Journalism & Mass Comm.	one	dean	provost
Perley Isaac Reed School of Journalism	one	dean	provost
Scripps Howard School of Journalism and Comm.	one	director	provost
Greenlee School of Journalism and Comm.	Three: jour, comm. stud, Ad.	director	Humanities Div., LAS

Structure of Iowa’s Accredited Schools:

- **Univ. of Iowa:** School of Journalism & Mass Communication, director, one degree, under dean.
- **Drake:** School of Journalism and Mass Communication, dean, one degree, under provost’s office.

Agenda

Greenlee School of Journalism and Communication

Faculty Meeting

Nov. 14, 11:00 a.m.-12:30 p.m. in the Interactive Seminar Room, Hamilton Hall

ANNOUNCEMENTS

- Director will make announcements with handouts, if appropriate.
- Perspectives on graduation attendance—**Marcia Prior-Miller**

APPROVAL OF THE MINUTES

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

COMMITTEE REPORTS

- Update from the Search Committee—**Lulu Rodriguez**
- Chairs of standing committees are invited to provide reports, as appropriate.

MAIN MOTIONS

- FOR VOTE: Out of Undergraduate Committee: “An Outcomes Assessment Plan”—**Tom Beell**
 - Note: *handout attached*.
- FOR VOTE: Out of Curriculum Committee: “Online Catalogue Copy for JIMC 499”—**Steve Coon**
 - Note: *handout attached*.

NEW BUSINESS

Brief comments or inquiries are invited pertaining to possible main motions to be brought before the faculty in the future.

OTHER BUSINESS

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

Next Faculty Meeting: Friday, Dec. 5, 11 a.m.-12:30 p.m., Seminar Room 172