

# the monthly memo

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## Bugeja reports School in good shape, transitioning

By Matt Neznanski

Greenlee School Director Michael Bugeja reported the state of the school as "very good" at the end of its centennial year, but facing transitions in the future.

He outlined events that occurred over the past year including a strong showing by graduate students at the AEJMC conference in August and centennial celebrations, one of which, "First Amendment Week," was underwritten by Lee Enterprises.

"Lee sees us as the place where, as Dr. Peterson says, 'hardhat journalism' is practiced," Bugeja said.

He added that the school has developed internship programs for students with Scripps-Howard, Des Moines-area television affiliates, Monsanto, and the *Omaha World-Herald*.

Also this year, a grant to encourage grant writing by faculty was finalized, a focus Bugeja said helps reinforce the mission that grant writing is a measure of tenure.

Transitions in the near future include finishing the transition from a department to a school and completing reaccreditation.

Over the long run, Bugeja stressed the need to support the school's growing number of assistant professors on the road to tenure.

"Within a decade they are the ones who will inherit the school," he said.

Goals include a workload policy to reduce course loads, streamlining course offerings to make the program more rigorous and focused.

"We should also wear our hardhats proudly so professionals think of the Greenlee School as a training ground," Bugeja said. "We want to keep the reputation for common sense journalism."



### On-site interviews

Senior Kate Fiegen, a senior journalism and mass communication major, interviews with Jeff Carney of the *Omaha World Herald*. Carney visited the Greenlee School Oct. 20 to interview students and meet with faculty. The *World-Herald* came to the school looking for print students for paid internships.



### Centennial Homecoming

Journalism at Iowa State University at 100 years was the topic of conversation between Tom Beell, Wayne Davis and James Schwartz (pictured left to right) during the Greenlee School's Centennial Homecoming celebration on Saturday, Oct. 22. Check out other Homecoming news items and photos on page 2, including the awarding of the Schwartz Award to Davis.

## alumni news

### Davis receives Schwartz Award

By Matt Neznanski

More than 150 alumni, students, and faculty past and present gathered Oct. 22 in the C.Y. Stephens Celebrity Café to celebrate the end of the Greenlee School's centennial celebration.

Tom Emmerson gave a talk titled "100 years of Iowa State journalism in 18 minutes," that quickly tracked the school from its beginnings as a department and a single endowed faculty position in 1905, through the tumultuous 1960s and a boom in students, to the founding of the Greenlee School in 1998.

But the focus of the celebration was to give the school's James W. Schwartz Award to Wayne Davis presented once again by Schwartz himself.

Davis was recognized for his contributions during a career in journalism and communication that began in 1947.

"It's special to get this award at the 100-year celebration," Davis said. "It's also a little scary, since I've lived through 85 percent of that time."

He held up a piece of metal type containing his



*The celebration of 100 years of journalism at Iowa State came to an end with a Homecoming celebration on Oct. 22.*



*Wayne Davis (center) receives the 2005 Schwartz Award from Michael Whiteford, dean of the College of Liberal Arts and Sciences (right) and Greenlee School Director Michael Bugeja.*

byline from years ago. Next to it, he raised a USB drive of similar size which held the contents of his computer to show the changes in technology that have come about is journalism over time.

"This school teaches students to be accurate and fair," Davis said. "It teaches them the why as well as the how of journalism, but it also teaches them that spell-check is not infallible. Everyone needs a good dictionary."

#### A career in journalism

Wayne Davis' career in journalism spanned four decades in newspaper publishing, public relations, and journalism education.

From 1947 to 1977, Davis and his late wife Jeanne published Iowa's Seymour Herald newspaper. For their work in Seymour, they received the Iowa Press Association's Master Editor-Publisher Award in 1971.

Davis joined the Iowa State Center public relations, marketing, and sales staff until 1987, when he finished a master's degree in Journalism and Mass Communication.

At that time, he joined what was then the Department of Journalism and Mass Communication and remained through the founding of the Greenlee School in 1998. He is an honorary member of the Greenlee School Advisory Council.

## news

### Centennial thanks to all

Our celebration could not have been accomplished without the help of everyone - alumni, benefactors, faculty, students and staff.

The celebration was launched with First Amendment Week, coordinated by Mark Witherspoon with help of several students and student organizations, in addition to David Bulla and Dru Frykberg. Lee Enterprises played a key role in underwriting the event.

The Undergraduate Committee led by Joel Geske also helped with our Honors reception in April. Marcia Prior-Miller, Erin Wilgenbusch and Maureen Desinger were key in the planning and execution of that special occasion.

Graduate Director Lulu Rodriguez and a cohort of graduate students put the school on the map by ranking 9th nationally at the AEJMC event in August.

Centennial Committee members also pitched in during these and other times and occasions, including Eric Abbott, Carole Custer, Diane Greenlee, Alsatia Mellecker, Bill Monroe, Jane Peterson, Lulu Rodriguez, Lou Thompson, Mark Witherspoon, Barbara Mack, and Charlie Weaver with the public relations savvy of Erin Wingenbusch.

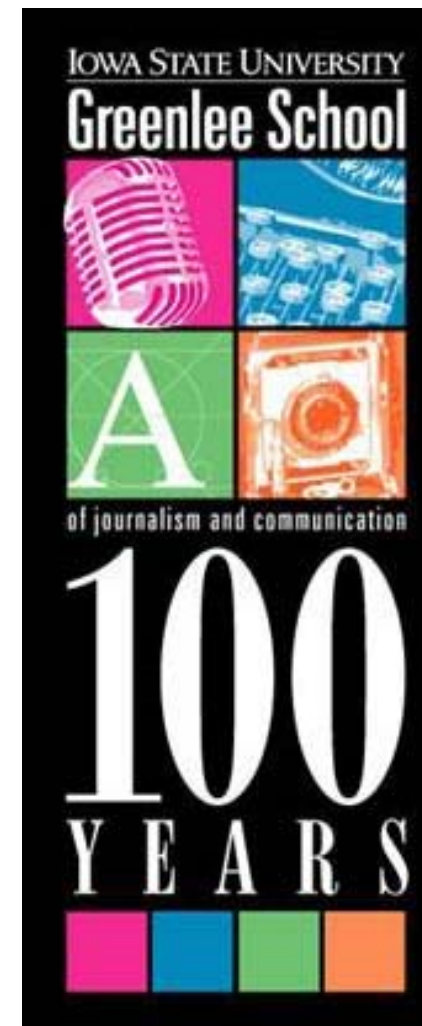
In addition, Tom Beell (executive editor) and Brenda Witherspoon (editor), with help from Wayne Davis (contributing editor), Don Muhm (contributing editor), Jack

Shelley (contributing editor) and Charlie Weaver helped produce the *Centennial Newsletter*.

The staff had a big hand in planning these and other related events - dinners, merchandise vending, and more: Kathy Box, Kim Curell, Maureen Deisinger, Dru Frykberg, Jeremy Haubrich, Becky Irish, and Deb Nugent.

The success of homecoming was due in large part to everyone but especially Eric Abbott with help from Research Associates Fernando Anton and Rut Rey.

During the homecoming event, Former Chair and Professor Emeritus Tom Emmerson gave an insightful history of the School and former chair Jim Schwartz gave the 2005 award in his name to Wayne Davis.



### Royalties provide scholarships

The Iowa Newspaper Foundation transferred \$941.93 to the ISU Foundation late last month from one quarter's sales of Greenlee Director Michael Bugeja's book "The How-To News Writer."

Arvid Huisman, executive director of the INF, reported third quarter sales of the book were 226 copies, of which 104 copies were sold to high schools at half price through Sept. 30. Since the book was published in February 2004, 774 copies have been sold.

Bugeja is donating his share of the book's royalties to a First Amendment scholarship program for students at the Greenlee School. To date the book has generated \$4,242.32 in royalties for the Terry Anderson/Bugeja fund, which is approaching \$15,000.



## WHO set finds new home

By Matt Neznanski

Shelley Rouse is trying to move a television set. Not the box that displays programming, but an actual set used to produce those shows.

Des Moines' NBC affiliate WHO recently donated the set to Greenlee School electronic media students after Rouse and others lobbied strongly to bring the equipment here.

"If you know sports, it was a full-court press," Rouse said.

The news set includes backdrops, desks, and risers, as well as an attached weather center. Rouse said the weather center in particular will allow students to better produce weather programming.

"The professionalism of the set itself lends itself to better productions by students," she said. "Homemade sets look nice, but just don't look the same."

Rouse said the new scenery might help recruit new students to produce shows on ISU-TV. Students don't have to have a video production emphasis to work on programming, and not every show needs to use the studio.

Each backdrop panel on the set is between eight and 11 feet wide and equally as tall. It curves around in an arc with oval desks on risers. The desks are designed to hold prompting screens, while the weather center can accommodate several monitors.

"It's built to come apart but it's heavy and it's got a lot of pieces," Rouse said.

## Advisory council bids farewell to Muhm

By Matt Neznanski

During an emotional homecoming meeting, the Greenlee School Advisory Council gave tribute to Don Muhm, an influential farm journalist and original member of the Council.

Jerry Perkins, farm editor of *The Des Moines Register*, worked closely with Muhm for years and called Muhm's retirement "bittersweet."

"Don was a giant of agricultural journalism," Perkins said. "He covered (agriculture) what I considered to be the most important story in the world."

Muhm announced his retirement from the council this year for health reasons. He earned a degree in ag journalism from Iowa State in 1952. He was a reporter for the *Marshalltown Times-Republican* and farm editor of the *Omaha World-Herald* before becoming the Register's farm editor in 1960.

Several speakers remembered Muhm's work while growing up on farms around the region, including Paul Lasley, chair of sociology. Lasley, who grew up on a farm in northern Missouri, and followed Muhm's writing.

"I took a break from our long-distance relationship when I went to college. But my mother would send clippings of your columns to me with instructions to read them," Lasley said.

Muhm received the Schwartz Award in 1982 and was recognized multiple times as U.S. Farm Editor of the year. His column, "Country Living," was repeatedly named as the best farm column in the nation.

At the meeting, Muhm remembered his instructor Rod Fox's lessons of accuracy, fairness, balance, and judgment, as well as his days working in the press building when he "knew more about a Farmall tractor than a make-up rule."

"I'm tremendously proud to be a part of this school," Muhm said.