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Brian Hemphill



Scott Stanzel



Sean McLaughlin

GSJC alumni to be honored at Homecoming

Three Greenlee School alumni will be recognized this Homecoming (Oct. 21-22). Two, **Brian O. Hemphill** and **Scott Stanzel**, will receive the ISU Alumni Association Young Alumnus Award. A third, **Sean McLaughlin**, will be honored with a similar award from the College of Liberal Arts and Sciences.

Brian O. Hemphill is the Vice President for Student Affairs at Northern Illinois University. At 36, he's one of the youngest university vice presidents in the country. Hemphill earned his master's degree at the Greenlee School in 1994.

Just seven years after completing his Ph.D., Hemphill has risen through the ranks of university administrators, starting at Iowa State as the coordinator of minority recruitment and retention while a student here.

Soon after, Hemphill became assistant dean of students at Cornell College, associate dean of students at the University of North Carolina at Wilmington, and associate vice chancellor for student affairs and dean of students at the University of Arkansas.

"I wouldn't be surprised if he becomes a (university) president within 10 years," wrote J. Ivan Legg, executive vice president and provost of

Northern Illinois University in a recommendation letter for the award. "Brian Hemphill is the perfect candidate for a university young alumnus award."

After earning his B.A. at the Greenlee School in 1994, **Scott Stanzel** leapt into the 1996 presidential race as a field representative for the Dole for President campaign and staff member on Jim Ross Lightfoot's U.S. Senate bid. Stanzel then went to Washington, D.C. for a job in U.S. Sen. Chuck Grassley's office.

"During the nearly 10 years I've known Scott, he has achieved an extraordinary level of professional success," Grassley wrote.

In 1999, Stanzel returned to Iowa to work as a field representative for George W. Bush's run for president, served as western region media coordinator for the campaign, and was Bush's media coordinator for the Florida recount.

After the election, he took a job at the White House as spokesman in the Office of Media Affairs, and was the national press secretary for President Bush's 2004 campaign.

Stanzel currently manages public relations for Microsoft Corporation in Seattle, Wash.

A five-time Emmy Award winner, **Sean**
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alumni news

Greenlee alumni award recipients

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McLaughlin is the main meteorologist for cable giant MSNBC. The 1988 Greenlee graduate is the weather anchor for NBC News' "Sunday Weekend Today Show," and fills in regularly for Al Roker on the weekday "Today Show."

With MSNBC, McLaughlin has been featured on the segment "Sean Across America" reporting from the Super Bowl, baseball spring training, the Kentucky Derby and a "Star Wars" convention.

Prior to working for MSNBC, McLaughlin was the long-time chief meteorologist and journalist at KNPX-TV, Phoenix's NBC affiliate, where his charming and genuine on-air personality made him a celebrity and ratings hit in the Arizona capital.

During his stay in Phoenix, McLaughlin covered three Olympic Games, the Emmy Awards, the Golden Globes and Christmas Eve forecasts from the North Pole, Alaska.

Schwartz Award to Davis

Wayne P. Davis, a former community newspaper publisher and past ISU public relations staff member and journalism instructor, will receive the 2005 James W. Schwartz Award for Distinguished Service to Journalism and Communication at Homecoming.



He worked for several newspapers before he and his wife, Jeanne, published *The Seymour Herald* for 30 years. He joined the Iowa State Center staff in 1977 and later was on the Greenlee School faculty part-time for 10 years.

"Nothing could have prepared me for the news of my selection to receive the Schwartz Award from the Greenlee School," Davis said. "But, I have always been ready to sing the praises of Iowa State's journalism program since I was able to reap its benefits, both as a student and as a 10-year part-time faculty member and staffer."



Kline earns Ag award

Lee Kline, (B.S. Agricultural Journalism, 1951) farm broadcaster for WHO radio for 41 years, was chosen to receive the Iowa State College of Agriculture's Floyd Andre Award.

The award goes to an alumnus who has made an outstanding contribution to production agriculture, agricultural business, or is in a position to have significant influence on Iowa agriculture.

"Lee has contributed to a better understanding of basic agricultural and rural American life in a manner unmatched by his peers," wrote Don Muhm. "In short, Lee Kline is a role model."

Kline joined WHO radio and television in 1954 and received the ISU Friend of Extension award in 1983, the National Association of Farm Broadcaster's Oscar in Agriculture award in 1985, and the ISU Meritorious Service Award in 1996.

He joined the board of directors at Living History Farms in 1998 and has produced five editions of "Lee Kline's Iowa Notebook," a collection of favorite radio reports produced during his career.

All profits from sales of the notebook go to Living History Farms, which has already received over \$100,000 in five years.

"Lee Kline's forte has always been his ability to feature the human side of a story," wrote Rich Degner, executive director of the Iowa Pork Producers Association. "He is a kind person whose number one interest is people, and his second interest is agriculture."

faculty news

Prior-Miller receives professional recognition

By Matt Neznanski

This month, Abilene Christian University will recognize Marcia Prior-Miller with its Gutenberg Award for professional excellence.

An equivalent of the Greenlee School's Schwartz Award, the Gutenberg recognition was a pleasant surprise for Prior-Miller.

"I'm very, very complimented," she said. "I'm very honored."

Prior-Miller, from Imperial, a small town in southwestern Nebraska, originally studied English as a second language, but a scholarship offer from ACU sent her to Texas.

Since they didn't have an ESL program at Abilene Christian, Prior-Miller found herself in a newly created communications department located in a part of the country that was much different than her home.

"It really helped me to see that you could have cultural differences even in the United States," she said.

The university presents as many as three of the Gutenberg awards to alumni each year. Special divisions for senior, mid-career, and young alumni allow for multiple awards. The awards themselves are miniature Gutenberg printing presses.

As a professional, Prior-Miller has worked as a book editor, a print and broadcast journalist, a public relations director, and an advertising copywriter, in addition to her work and research on the Greenlee School faculty.

Much has changed, said Prior-Miller, since she embarked on a career in communication 35 years ago.

"It was extremely unusual for a woman to be choosing a career in journalism," she said. "I can't say I was a pioneer, but I was in the minority. Now it's not unusual to have more women than men in a my classroom."

Over time, Prior-Miller said the focus of students in the field has been away from traditional newspaper journalism in favor of television and public relations.

And technology has created a whole range of possibilities for journalists, especially in day-to-day

operations.

"This award is named for Gutenberg, but to sit down (at a computer) and change a sentence 22 times in an hour was unheard of early in my career," she said.

Prior-Miller will receive her award during Abilene Christian University's homecoming celebrations on October 13.



Funds stimulate grant writing

This month, Greenlee School professors gained \$25,000 toward more and better grant writing, Michael Bugeja, Greenlee director, announced.

John Brighton, vice provost for research, approved \$10,000 to be used for this year and next year's Greenlee Grant Writing Challenge. LAS Associate Dean for Research David Oliver contributed another \$5,000 and Bugeja added \$10,000 of research money to total \$25,000.

Accounts totaling \$2,000 each will be established for Eric Abbott, Lulu Rodriguez, Chad Harms, Jay Newell, Daniela Dimitrova, Angela Mak, Jeffrey Blevins, Suman Lee and Dennis Chamberlin.

The grants can be used for travel, seminars or materials to aid in creating and submitting grants. The remaining \$7,000 will be used for administrative needs surrounding the grants. The group, led by Drs. Abbot and Rodriguez, will decide how to use that administrative money as opportunities and expenses arise.

Bugeja said he hopes the investment will trigger at least two major external grant submissions per person each year.

Harvard, Columbia author, educator lectures

By Matt Neznanski

Renowned journalism educator Melvin Mencher implored Greenlee students to expand their reading and be more aggressive before entering the world of communication professionals.

“The more you know in our business, the better the product,” Mencher told students in a visit to campus last month. “The underlying concept is that if you don’t know or don’t want to, you shouldn’t be a journalist.”

Students, who were at first reluctant to engage Mencher, were warned of a trend toward journalists who are passive in the face of authority.

Mencher is the author of “News Reporting and Writing,” now in its 10th edition. Mencher worked for the United Press, *Fresno Bee*, *Albuquerque Journal*, and covered Central America for *The Christian Science Monitor*.

He has written for a variety of publications and was a Nieman Fellow at Harvard. He taught at the University of Kansas, Humboldt State University and at the Graduate School of Journalism at Columbia University.

“This is an age of technology and style in journalism education and convergence,” Mencher said. “If a reporter can get a story to a newspaper, a TV station, and on radio, a company is getting a lot of product for its buck.”

He said institutions are following economic necessities

by coaching students to work in such a diverse environment, though critics warn that such focus borders on turning journalism programs into trade schools.

“This (convergence) is all superficial in terms of a university education,” he said. “It is becoming a trade school. Not here, but in a lot of



places.”

Mencher met with several classes, students from the *Iowa State Daily*, and SPJ members.

Homecoming event planned for Oct. 22

Greenlee School alumni, faculty, staff, students, and friends are invited to a special homecoming on Saturday, Oct. 22, to celebrate 100 years of journalism at Iowa State. The School also will honor this year’s Schwartz Award winner, Wayne Davis (see “Schwartz Award to Davis,” p. 2).

The homecoming event will be held at the Celebrity Café on the north side of C.Y. Stephens Auditorium at the Iowa State Center, a block from Jack Trice Stadium and the football game between Iowa State and Oklahoma State.

Holding the event at C.Y. Stephens is significant for Davis, who was communications director there for many years. Exact times have yet to be determined.

“But we can promise that we’ll have food, special remarks by former chairman Tom Emmerson about the history of journalism at Iowa State, and our awards presentation,” said Eric Abbott, assistant director.

“We’ll also be showing off and selling special 100th anniversary Greenlee School clothing and accessories,” Abbott said. Attendees may register at the clothing stand for a chance to win free items.

Check the Greenlee School website, www.jlmc.iastate.edu, for updated details. The School will also operate a shuttle service from Hamilton Hall to the Celebrity Café for the event.