

# The Monthly Memo

Greenlee School of Journalism and Communication

## School scores media 'grand slam'

By Matt Neznanski

Greenlee School Assistant Professor Jay Newell and Director Michael Bugeja had the rare distinction of being featured in separate *USA Today* cover stories—on the same day.

The Sept. 20 issue of the nationally distributed paper quoted Newell in a page-one cover story reporting on the trend of television shows toward product placement in shows.

Bugeja was quoted in a Life section cover story, which was featured on page one, that noted the social connections college students make through websites like Facebook and My Space and the move by some institutions to inject themselves into the online conversation.

"It is an extremely rare day to have two professors from the same university—let alone the same academic college—quoted in the same edition of *USA Today*, which has the highest circulation of any paper in the country," said Mike Ferlazzo, communications specialist for Iowa State's News Service. "In terms of media relations success, that's a grand slam."

Part of Newell's research has been to follow the trail of advertising saturation in motion pictures and television to its source, he said.

Finding the first product placements in early movies and tracking the growth of the business to its status



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***It is an extremely rare day to have two professors from the same university—let alone the same academic college—quoted in the same edition of USA Today...***

**Mike Ferlazzo,  
ISU communications specialist**

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today as one of the fastest growing advertising options for advertisers has provided an historical perspective that news writers seem to appreciate.

"The *USA Today* story on brand placement was a good example of a writer looking for the long view of a current phenomenon," Newell said.

Bugeja's work has included investigations of the impact of technology on social interactions. He is also

familiar, as director of the school, to the new challenges and opportunities that come with prospective students so focused on new technology.

Newell said he sees many benefits in having such exposure in a national publication: for publicity among the school's supporters, among industry professionals, and for students as well.

"I've had several students begin careers in the product-placement industry, and knowing that publicized research is being conducted at Greenlee provides the student with some entry-level credibility," he said.

### More online...

The stories that feature Greenlee School professors are available as of Oct. 5 from the *USA Today* website.

For the product placement story featuring Newell, go to: [http://www.usatoday.com/life/television/news/2006-09-19-product-integration\\_x.htm](http://www.usatoday.com/life/television/news/2006-09-19-product-integration_x.htm)

For the college networking story featuring Bugeja, go to: [http://www.usatoday.com/news/education/2006-08-15-college-networking\\_x.htm](http://www.usatoday.com/news/education/2006-08-15-college-networking_x.htm)

### ...and inside

Greenlee graduate student John Thomas was sourced in the October issue of *Fortune Small Business*.

Read more on page 3.

## Rouse completes summer fellowship

### RTNDA program put educator in touch with peers, professionals

By Matt Neznanski

Greenlee lecturer Shelley Rouse found inspiration in the newsroom this summer during a four-week “Educators in the Newsroom” fellowship at Des Moines’ WHO-TV.

On the job, Rouse’s responsibilities included pitching stories, researching stories and field producing with the station’s newsroom.

“It was the fastest four weeks I’ve ever spent in my life,” she said. “Just when I was getting my groove, it was over. I would loved to have spent the whole summer there.”

At WHO, Rouse worked closely with ISU alumni Dan Winters, now a weekend anchor, and Mike Zavacki, who works in the production department.

Rouse met with other former students at the station to discuss their preparation for work at the Greenlee School, and received several offers from them to speak with her classes.

Before moving into the newsroom, Rouse made contacts with other educators from around the country at the fellowship’s orientation week.

“I probably learned as much that week as I did the four weeks I was at WHO,” Rouse said. “We were all in journalism, but we all had a different focus. They all shared experiences that make me a better teacher.”

The summer opportunity allowed for more than just a focus on gathering news. Inspiration for changes to ISUtv came to Rouse from discussions with the corporate department of the television station. This included meetings with the promotions manager, the sales manager and the finance director.

“Being able to talk to business people at the station—not TV people, but in the TV industry—helped me understand that need for diversity,” she said. “TV isn’t just about making shows.”

Now, Rouse has expanded ISUtv’s presence into other disciplines across campus. This semester, a



*Greenlee Lecturer Shelley Rouse on the job at WHO-TV in Des Moines this summer*



*Rouse with former students Dan Winters, a weekend anchor and producer Mike Zavacki, both employees of WHO-TV*

graphic design student is onboard to revamp the look of student-produced programs, and has a business student is developing financial aspects.

“This was a wonderful experience and I would suggest that any professional no matter their area of study take the opportunity if it is available to them,” Rouse said.

Unfortunately, as of now, the RTNDF’s “Educators in the Newsroom” program will no longer be funded by the Knight Foundation. Rouse said other sources are being explored, but her class of fellows may be the last of its kind.

# Staff news

## Sheng Ly takes over Reading Room

By Matt Neznanski

A familiar colleague has moved to a new location in Hamilton Hall.

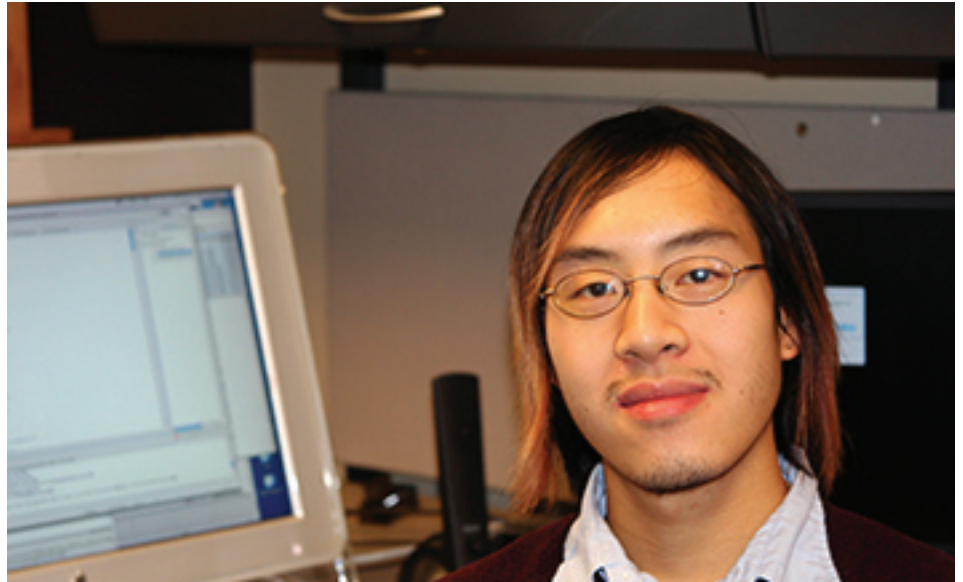
Sheng Ly was unanimously chosen as the most recent addition to the Greenlee School staff, taking the new media information specialist post.

The job combines information technology with Reading Room administrative duties.

“Due to advancing technology and the need to gather, track and maintain secure records, a media information specialist position became a priority,” said Kathy Box, the school’s administrative specialist.

Ly will manage the reading room collections, provide database support and maintain the School’s Web site, including designing and maintaining database interfaces with Web.

“If I’m doing my job right, it should just work, like magic,” Ly said. “You don’t need to know how it works, it should just work.”



In the reading room, Ly will work with graduate assistant Andrea Weare to meet the school’s needs. Parks Library will help to enhance library services through online services for faculty and students, individual help with complex reference and research questions, and course-related library instruction.

Ly started work at the Greenlee School as a student lab monitor. His studies in computer

science and his understanding of user’s needs helped him provide Greenlee with new systems for gathering and sharing information. He worked with various members of the faculty and staff to design and build the new online internship system.

After graduating in computer engineering at Iowa State University last spring, Ly continued to work for the Greenlee School as a temporary employee.

## Thomas quoted in *Fortune Small Business* article

By Matt Neznanski

This month’s cover story of *Fortune Small Business* features the work of Character, an advertising firm that specializes in creating back-stories and developing characters for its clients’ mascots.

It also spotlights the experiences of John Thomas, a Greenlee School graduate student who, while working for Maytag, was

among the first to work with Character.

“Our icon, the lonely repairman was out of step with our evolution as a company,” Thomas said. “He had lost his story.”

Enter David Altschul, co-founder of Character, a Portland, Ore., firm whose clients have included Chester the Cheetah, Lucky the

Leprechaun, and the Pillsbury Doughboy.

“The repairman stood for dependability, and the company had evolved to an innovation personality. Although few understood the problem, I wanted to get in front of it early, adjust our brand and take us to a higher level,” Thomas said.

See ‘Thomas’ on page 4...

## Greenlee School of Journalism and Communication faculty meeting agenda

Friday, Oct. 13, 11:30 a.m.-1 p.m., Seminar Room, Hamilton Hall

### Announcements

- Associate Director **Jane Peterson** will make announcements with handouts, if appropriate.
- Assistant Director **Barbara Mack** will make announcements with handouts, if appropriate.
- Administrative Specialist **Kathy Box** will make announcements with handouts, if appropriate.
- “Spring 2007 Registration” **Lindsay Gilbert**

### Approval of the minutes

- Faculty members are invited to make corrections directly on the copy (enclosed).

### Committee reports

- “Curriculum Committee Update,” **Marcia Prior-Miller**
- “Search Committee Update,” **Eric Abbott**  
*Note: We will schedule the Search Committee each faculty meeting here as an “update” although votes may be taken as called for by Dr. Abbott*
- Chairs of standing committees are invited to report on pending action, if appropriate.

### Main motions

- For Consensus Vote: “Strategic Plan, 2005-2010,” **Jane Peterson**  
*Note: Long-Range Planning has incorporated suggestions in the appended version and is willing to consider friendly amendments thereto.*

### New business

- Brief comments or inquiries are invited pertaining to possible voting business to be brought before the faculty in the future.

### Other business

- Brief comments or inquiries are invited pertaining to possible non-voting business to be brought before the faculty in the future.

## Thomas

*Continued from Page 3*

Character, three people from Maytag, and three from the Leo Burnett agency, did an intensive three-day session to make over the repairman and came up with a solution. They produced nearly 80 pages of scenario and background story on the character designed to give ad writers something to work with.

“The old story was the frustrated repairman, he never got to repair anything,” Thomas said. “What came out was almost like Batman, a secret identity where he might even sabotage stuff to have something to do.”

Unfortunately, the newly revived repairman never saw the light of day. The company by mid-2000 was struggling, and ad budgets were in jeopardy. Maytag was eventually acquired by rival Whirlpool.

Thomas said the Fortune interview was difficult, since Character’s work with Maytag never saw the light of day.

“Even so, my experience was that they did extremely good work,” Thomas said.

### Read more...

Find the October cover story of *Fortune Small Business* online: [http://money.cnn.com/2006/09/11/magazines/fsb/mascot\\_Pillsbury-doughboy.fsb/index.htm](http://money.cnn.com/2006/09/11/magazines/fsb/mascot_Pillsbury-doughboy.fsb/index.htm)







