



Greenlee School of Journalism and Communication

Hamilton Hall, Iowa State University, Ames, IA 50011-0001 515-294-4342 FAX: 515-294-5108 greenlee@iastate.edu

Monthly Memo 2003

September

Faculty accomplishments continue to mount

A small request each month—send the director word of your accomplishments—will result in a report later in the year that will generate media interest, enhance external support, help me advocate at budget time and more.

This unit works, and we want others to know that.

Here is the latest slate of accomplishments, beginning in reverse alphabetical order:

Mark Witherspoon reports that about 25 editors and reporters from the Iowa State Daily attended DAGTAR on Aug. 26 as part of the Daily's weeklong training program to prepare for the new year. DAGTAR, or the Daily's Annual Great Tour Around the Register, consisted of a daylong meeting with various Des Moines Register reporters and editors to discuss issues that the Daily is keying on this year as goals for improvement. Mark adds that *Ethos* also got into the act this year, thanks to former *Outlook* editor **Karol Nickell**, now editor in chief of *Better Homes and Gardens*, and Greenlee Advisory Board member **Dave Kurns**, who directs Meredith's Interactive Media. Ten editors and reporters from the *Ethos* staff and Greenlee faculty members **Marcia Prior-Miller** and **Mark Witherspoon** visited with various Meredith editors, directors and corporate officers during the daylong visit to Meredith on Sept. 12. **Michael Bugeja** was keynote speaker for a luncheon with 11 Meredith editors and the students.

Mark also reports that newspaper design expert **Tim Harrower** will visit the Greenlee School Sept. 28-Oct. 3. Harrower will visit classes, present workshops and critique both individual work and the work of student publications through Thursday. His visit will culminate that Friday with an INA Community Newspaper Design Workshop in Studio A of the Communications Building.

Erin Wilgenbusch reports that the ISU Daily's PR Department is up and running and pleased to announce its 2003-2004 team: Lisa Flammang, Katie Sonderman, Abby Platts (1st semester), Bridget Campbell (2nd semester), and Jami Sonney. Erin writes, "This team has a fantastic plan for the year and you should expect to see great things from them." Erin also reports that she has developed a curriculum for her son's second grade class. "They are learning to write sentences and to write in context," she writes. "I will be working with them throughout the semester to learn about the First Amendment and about journalism." The class will compose 5-7 sentence news stories and in mid-December will publish its first newspaper.

Marcia Prior-Miller and **Joel Geske** attended the first of five sessions of CTE's Assessment Workshop Series. The CTE workshop content is designed to help each academic unit develop guidelines to meet the University's requirement to establish an assessment program for both graduate and undergraduate programs. Marcia notes that the first session's content suggests ISU's requirements dovetail with ACEJMC accreditation guidelines, which require the Greenlee School to establish an assessment program for ACEJMC accreditation.

Election Procedure to Fill Vacancies

Joel Geske has decided to resign from Faculty Senate to focus on accreditation and other administrative duties. We need to elect a replacement.

We will do so according to a point-system procedure:

Candidate		Points
1st Choice _____ Name	=	5 points
2 nd Choice _____ Name	=	4 points
3 rd Choice _____ Name	=	3 points
4 th Choice _____ Name	=	2 points
5 th Choice _____ Name	=	1 point

Here's how the procedure works:

In a hypothetical election involving two candidates ...

Candidate A gets 3 first-place votes (15 points), 2 third-place votes (6 points), 5 fourth-place votes (10 points) and no fifth-place votes. *Total: 31 points.*

Candidate B gets 1 first-place vote (5 points), 4 second-place votes (16 points), 3 third-place votes (9 points) and 2 fifth-place votes (2 points). *Total: 32 points.*

Candidate B wins.

I realize that this method seems overly complex to find a replacement for Joel's Faculty Senate seat. We could simply ask those who want to serve and then elect accordingly. But this will establish procedure for other important tasks and will better reflect majority will when we elect colleagues for P&T Committee or when we communicate preferences for associate director in the Spring semester.

I have included on the next page a ballot similar to the one above. Each voting member will fill out the ballot or deliver it via proxy, stating his or her choices for Joel's replacement from the list of eligible faculty. Of course, some folks—including new faculty—may have service commitments already; but when I served on Faculty Senate at Ohio University, I always found the tenure-eligible members had insightful perspectives. That's your call, of course. I am not on the ballot because there are no rules concerning directors of academic programs—there's only one (me). I've spoken to Jack Girton, Faculty Senate President, about this.

During the faculty meeting, Barbara Mack will give a brief overview of the importance of Faculty Senate. (On Sept. 26, Denise Vrchota will be attending a meeting of the Iowa Communication Association.) I urge you to become involved in Faculty Senate because shared governance ensures that all viewpoints are heard.

As for the election, keep in mind that service on Faculty Senate is optional. That said, you may fill out the ballot before or during the faculty meeting. Ballots will be counted during the meeting and results conveyed. The person chosen will have the highest point totals *and* be willing to serve. We will ask that person if he or she will serve *after* the ballots are counted, because acclamation impacts participation!

attended at the University of Minnesota. Writes Lulu, "As a result of this conference, Daniela has offered proposals for research hardware and software that will be useful to those in the School who have strong desires to conduct experimental research designs." Lulu also notes that we have finalized with the Master's of Accounting Program a plan for how their students can get the most out of Greenlee School graduate courses. (The accounting program has required its students to take at least one Greenlee School graduate course.) And more good news: Under Lulu's guidance, the Greenlee School now has a Graduate Student Association. (More on that later!)

Jay Newell conducted the first of a series of videoconferences between students of the Advertising 434 "Campaigns" course in Ames and executives of Turner Classic Movies in Atlanta. Students in the course will prepare and present advertising and public relations plans for a Turner Classic Movies project and will be briefed via weekly videoconferences with executives in the network's sales, research, programming, creative services, public relations and marketing departments.

Dan Mundt's summer 2002 movie, "Damaged," has been accepted by the A.K.A. ShriekFest Festival in Los Angeles, held Sept. 20-21. Dan writes, "A.K.A. Shriekfest is a relatively high-profile festival for independent movies of the Science Fiction and Horror genres. 'Damaged' is something of a 'Twilight Zone.'" The festival is at a studio right next to Paramount Studios in Hollywood, he adds.

Earlier this month **Barbara Mack** spoke to the Iowa Association of Legal Assistants on "Careful Drafting: Good Grammar Creates Good Documents." Barbara also is on a panel to discuss the impact of the Patriot Act on libraries. That event takes place at 7 p.m. Wednesday, Sept. 24, in the Sun Room, Memorial Union. She will join Gina Millsap, Ames Public Library director, and Olivia Madison, dean of the University Library. **Michael Bugeja** will moderate the discussion.

JooYoung Kim and **Jay Newell** have agreed to serve as reviewers for the *Journal of Advertising*, edited here on campus by ISU College of Business Professor Russ Lacznik.\

Michael Bugeja's column in the online *Editor & Publisher* was picked up by mediabistro.com and journalism.org. Michael also has been invited to present a multimedia program on magazine journalism to the Meredith Corporation's "Circle" meeting of 150 creative editors, designers and art directors. He also has been invited to give a presentation on professional codes of ethics at the Iowa Newspaper Association.

Breakdown of accomplishments to date

Community Service to external constituents:	6 citations
Professional Service to media and/or constituents:	10 citations
Research/ Creative-related Activities:	15 citations
Teaching/Advising-related Activities to multiple constituents:	8 citations