

Drake University

SCHOOL OF JOURNALISM
& MASS COMMUNICATION
ALUMNI NEWSLETTER

THE reliable SOURCE

CONNECTING WITH OUR ALUMNI AND FRIENDS AROUND THE WORLD



Blurring the lines
The SJMC embraces convergence.

A Note

from Dean Charles Edwards



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The Reliable Source, the School of Journalism and Mass Communication newsletter, is published for alumni and friends of SJMC

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As some of you may be aware, I recently accepted the position of dean of the Drake College of Business and Public Administration, which I will fill in addition to my role as dean of the SJMC.

Over the past few weeks I've spoken with faculty members from both schools about determining an appropriate administrative organization to administer both the SJMC and the CBPA in the upcoming academic year. The major goal, supported by the provost, is to maintain the momentum and strong tradition of both academic units, while capitalizing on potential collaborative opportunities.

This effort is reflected in administrative appointments in the SJMC that took effect Aug. 1. John Lytle was appointed associate dean for academic administration and programs, while David Wright continues as associate dean for student affairs with additional responsibility for community outreach.

I have enjoyed my first year as dean of the journalism school and am excited about the prospect of working with both academic units in the year ahead. Rest assured, however, that my new responsibilities will not dilute my commitment to the SJMC. In fact, I expect the dual deanship to benefit the SJMC in a number of ways.

Both schools have enormous potential because of outstanding faculty, dedicated students and rich community support. Our collective goal will be to leverage these assets into additional opportunities for faculty collaboration, curriculum enrichment, professional placement for our students and additional community support.

In that spirit, I would like to share a few observations gathered in my first 12 months as dean that will no doubt play a role in the SJMC's future.

I can say with confidence that through our teaching and advising, our curriculum and our on- and off-campus experiences, we are turning out graduates who can think, write and speak; who are global in their perspective; and who have a good sense of their social and ethical responsibility.

We are accomplishing this by balancing the academic experience in classrooms and student organizations across Drake's campus with the practical experience of internships and freelance work with Des Moines-area companies.

Beyond this commitment to a practical journalism education, however, there is something else going on here that further defines why the SJMC is a "special place."

The great strength of our school is the unique interaction of our faculty and students. That relationship gives our students the critical edge and the passion to be the best that Drake University has to offer. The 500-plus students who make up the school are the best asset we have. They are bright, motivated, aware of their community responsibility, ethical and, most important, just fun to be around!

And because of this great bunch of young professionals, there is a collective understanding by all of us at Drake that we are dealing with the unwritten futures of our students.

That makes me smile every day when I come to work at Drake. We have wonderful, unselfish people who value what they do, and the end result of that effort, our students and their accomplishments, speaks for itself.

Retirement news: I'd also like to note that Professor of Journalism and Mass Communication Herb Strentz and Ellis and Nelle Levitt Distinguished Professor of Journalism Robert Woodward have announced they will retire at the end of the academic year. Look for more information on their contributions to the SJMC in future issues of *Reliable Source*.

War coverage evokes both pride and shame

By Kathleen Richardson

I awoke one night in mid-April to find my husband sitting, entranced, in the flickering light of our TV screen. He had been flipping through the channels before going to bed and stumbled into a firefight — or, rather, CNN’s coverage of a firefight — somewhere outside of Baghdad.

He was watching a war and couldn’t turn away.

Journalists made history in Iraq, not only accompanying troops into the battlefield but also sending images of the conflict back home in real time. The technology was dazzling and often moving.

But if the coverage of the war was so gripping, why do so many American journalists have such mixed feelings about it?

This ambivalence is reflected in Drake news and electronic media faculty and alumni.

“This has to rank at the top for dramatic encounter facilitated by reliable, lightweight cameras, computer interfaces and suitcase-sized satellite uplinks,” said John Lytle, Ellis and Nelle Levitt distinguished professor of broadcast news.

Said Gary Wade, associate professor of radio-television: “Early on, [embedding reporters with troops] was a game, but when some of the fighting began, it became relevant and added needed visual perspective. ... It was also nice to see how hard journalists had to work for some stories.”

The war is seen as a watershed for online news media as well.

“Paralleling the breakthroughs in TV technology were breakthroughs in online news and multimedia,” said Jill Van Wyke, JO’85, assistant professor of



Kathleen Richardson, JO’76, GR’01, LW’02, is an assistant professor at the School of Journalism and Mass Communication.

news/Internet and SJMC internship coordinator. “Convergent news is still young, but we’ll look back at the coverage of this war and say it was an early milestone.”

“This was not World War II. This was not Vietnam,” said Robert Woodward, Ellis and Nelle Levitt distinguished professor of news/Internet. “The coverage of the war in Iraq clearly was influenced by the short duration of the war, the 24-hour news mentality of the cable TV news organizations, the embedding of journalists with the military in the field and the first major involvement of Internet journalism in a U.S. war.”

But appreciation for cutting-edge technology and journalistic derring-do is tempered by frustration that the Big Picture was sacrificed to a blizzard of images — and, even worse, that U.S. journalists weren’t (and aren’t) asking the tough questions necessary to provide context and perspective.

“Viewers think they are getting a more accurate account of what is happening because they see so much ‘live,’ ” said Herb Strentz, professor of news and media law. “Coverage is still sanitized and shaped for us. [I] despair that even or especially in such complex situations, people want, and journalists provide, easy answers.”

Said Larry Vint, JO’74, a retired copy editor, “The main problem with nonstop news coverage of the war [is that] endless bits and pieces of what’s going on crowd out the opportunities to take a step back and provide a broader perspective.”

“The coverage was unsatisfying; there was too much of it ... and it wasn’t well-focused,” said Rick Shacklett, JO’75, a copy editor at *The Des Moines Register*. “Television anchors and two- to three-person newspaper reporting teams tried to stitch together comprehensive stories from multitudes of sources, but the results were too often rambling and repetitive.”

Andrea Fryrear Davidson, JO’90, assignment editor at KWQC-TV in Davenport, IA, said she wondered if increased access to troops came at a price. “I’ve noticed



very little criticism on the air of anything related to the war,” she said. “On the local level, the pressure not to appear too critical of the government is very much alive in the newsroom.”

The director of the British Broadcasting Corp. has said that U.S. broadcasters’ coverage of the war was so unquestioningly patriotic that it threatens to undermine the credibility of the American media. SJMC alumni voiced similar concerns.

“The BBC reporters seemed to ask tougher questions at the military briefings, seemed to cover the war from a ‘global’ perspective, which included asking questions of particular interest to the Arab world,” said Mark Bowden, JO’75, executive editor of the *Cedar Rapids (Iowa) Gazette*.

Said Jane Burns, JO’83, a sports copy editor at the *Minneapolis Star-Tribune*, “The media seems to have forgotten that questioning authority is inherent in what we should be doing.”

Jennifer Glover Konfrst, JO’96, GR’98, manager of public relations at Iowa Public Television and an adjunct journalism teacher, summed up the reactions of many.

“Too much style, not enough substance,” she said. “As is always the case in major stories like this, I was as proud of and as ashamed of our profession as I’ve ever been — at the same time.”

YOUR OPINION WANTED: If you have an industry-related opinion you’d like to write and submit for consideration as a future *Hot Topic*, or if you want to respond to this editorial, send an e-mail to *Reliable Source* editor michelle.rubin@drake.edu.

IN BRIEF

APPRENTICESHIP PROGRAM TAKES SHAPE

The opportunities for SJMC students to gain valuable, hands-on experience have increased with the launch of the school's new apprenticeship program.

When the fall semester starts, five magazine students and three news/Internet students will work as paid employees for 15-20 hours a week for two semesters at either Meredith Corporation or *The Des Moines Register*. In addition to gaining real-world experience, the students will attend a weekly classroom session and earn two hours of credit.

The Meredith apprenticeship program was made possible by a generous gift from the company and is coordinated by visiting assistant professor of journalism Angela Renkoski, herself a former Meredith editor. Former *Register* reporter, copy editor and assistant city editor Jill Van Wyke, JO'85, now the SJMC intern coordinator and instructor of journalism, oversees the *Register* apprenticeship program.

The program expands on traditional internships by adding a classroom component in which coordinators assist in training the students and help them deal with challenges that come with the process, giving students a chance to apply what they learn in the classroom immediately.

With the apprenticeship program, *The Register* and Meredith will gain more continuity than a semester-long internship can provide, as well as a faculty member to act as a liaison. Students get more in-depth feedback and earn academic credit while working a part-time job that contributes to their career development.

"It benefits the whole school," says Renkoski, "because in your junior year you're eligible to go work at one of the top five publishing companies in the country — right here in Des Moines."

MEREDITH IMPACT CONTINUES AFTER E.T. MEREDITH'S PASSING

In February, the SJMC mourned the passing of E.T. "Ted" Meredith III.

Meredith was the grandson of Meredith Corporation founder E.T. Meredith and was one of three generations of Meredith family members to serve on the University's Board of Trustees.

The Meredith family and Meredith Corporation have had a profound impact on the SJMC for decades. Most recently, the E.T. Meredith Family Foundation endowed \$500,000 to the school's magazine center, which has been newly christened the E.T. Meredith Center for Magazine Studies. This brought the foundation's total endowment to the center to \$1 million.

Meredith Corporation also recently pledged to donate \$100,000 a year to the SJMC over the next five years, in part to establish an apprenticeship program.

At a Journalism Day luncheon in April, honoring the enormous impact of both the Meredith family and Meredith Corporation on the school, the SJMC presented the family with a plaque bearing a special message and the SJMC students' signatures. The plaque read in part: "We benefit every day from the generosity of Ted Meredith and the Meredith family. Some of this support is obvious — excellent computer labs, scholarships, magazine publishing opportunities, faculty development, internships at Meredith Corporation and the expanding resources of the E.T. Meredith Center for Magazine Studies.

"Less obvious, but more important, are the personal, ethical and moral standards that are Ted's legacy. His commitment to quality journalism and his support of employees were a model of journalistic and personal integrity. We will carry the benefits of Ted's wisdom and leadership into the future."

PULITZER PRIZE-WINNING ALUMNUS SPEAKS AT DRAKE

Tom Hallman, JO'77, winner of the 2001 Pulitzer Prize for Feature Writing, visited campus in April while appearing in Des Moines as the first speaker in the Public Library of Des Moines' AViD: Authors Visiting in Des Moines program.

Hallman spoke to a joint journalism class taught by Kathleen Richardson and Bob Woodward.

Hallman won his Pulitzer Prize for a series of articles in *The Oregonian* on a Portland-area resident and his lifelong struggle to deal with a vascular anomaly, a large growth that covers the left side of his face and neck. The series generated more than 10,000 letters from readers. Hallman was a Pulitzer Prize finalist twice before and has received nearly every major writing award for journalism.

Des Moines Register columnist Rekha Basu wrote about Hallman's appearance on campus, reporting that the self-described "average guy" told students how he received an "F" on one assignment, got fired from a copy editing job in New York and quit another journalism job three days into it before drifting into bartending.

But, as Basu wrote, "The average guy is a king of his craft.

"And that was the subtext to his talk to students, as it is to his book. ... Forget about what you don't have. Take what you do and carve a niche out of it."

SJMC CELEBRATES JOURNALISM DAY

The School of Journalism and Mass Communication celebrated Journalism Day on April 2, culminating in a banquet honoring alumni and current students alike.

The banquet featured keynote speaker Michael Gartner, former president of NBC News, chairperson of the Vision Iowa grant program, principal owner of the Iowa Cubs and lifelong journalist. During his speech, "Baseball, Brokaw and the Business of the Media," Gartner shared his wisdom in the form of 10 tips for young journalists, which included advising them to take risks, be both passionate and compassionate, and never take freedom for granted.

The evening also included the presentation of student awards (see page 9), and the recognition of Peter H. Lewis, JO'82, and J. Peter Pohl, JO'79, recipients of the Distinguished Alumni Achievement award.

Once a writer for *The Des Moines Register*, Lewis is considered one of the country's pioneer computer journalists. He recently was named a senior editor for *Fortune* and developed that magazine's new "Personal Technology" section. Before going to work for *Fortune*, he wrote for *The New York Times* for 14 years, focusing on consumer technology and the Internet.

A copywriter by training, Pohl is a former creative director who currently works as a freelance writer with several ad agencies in Chicago. Throughout his career, Pohl has developed commercials, print ads and collateral pieces for a number of high-profile clients, including Caterpillar, Jeep, Hormel, Kinko's, Subway, Hush Puppies, Blue Cross/Blue Shield, Midas, Mrs. Dash and Gatorade. A commercial he created for Jeep titled "Snow Covered" won the prestigious Grand Prix Award at the 1994 Cannes International Advertising Festival.

DRAKE STUDENTS RESEARCH HAUNTED HOUSES NEAR AND FAR

Though it may have seemed as if they were goofing off, 27 Drake journalism students were actually earning credit in Lee Jolliffe's Public Relations Research class by prowling through haunted houses across the Midwest last fall and interviewing customers as they exited. The students were scaring up the research for their client — Full Moon Productions Inc., which owns and operates The Beast and The Edge of Hell haunted houses in Kansas City, MO.

Jolliffe said Full Moon Productions became the class client through her contacts with Amber Arnett-Bequeaith, a former Des Moines resident who is finishing her master's degree at Drake while serving as vice president of Full Moon Productions, her family's business. To help familiarize her students with the client's operations, Jolliffe organized an optional field trip during which 17 students toured both The Beast and The Edge of Hell.

The students conducted their research at haunted houses in Des Moines, Ames, the Quad Cities, Omaha and Milwaukee. "We

did intercept interviews to try to find out what's the most fun scary thing for various age groups," Jolliffe said. "We also assessed what other haunted houses are offering. We looked at the number of animatronics — computerized scares, the number of actors and how the actors interact with the audience. We also asked people how far they've driven to get there and whether they'd come back again."

EDWARDS GIVES COMMENCEMENT ADDRESS AT IOWA WESLEYAN

On Saturday, May 17, SJMC Dean Charles C. Edwards Jr., became the third member of his family to give the commencement address at Iowa Wesleyan College in Mt. Pleasant, Iowa. He also became the second member of his family to receive an honorary Doctor of Humane Letters from Iowa Wesleyan.

Edwards said he is proud to be carrying on a family tradition that began in 1854 when his great-great grandfather, William Fletcher Cowles, gave the first-ever commencement address at Iowa Wesleyan.

Edwards noted that his great uncle, Gardner "Mike" Cowles Jr., delivered the commencement address to Iowa Wesleyan graduates in 1946 and again in 1955. Cowles also received an honorary degree from the college.

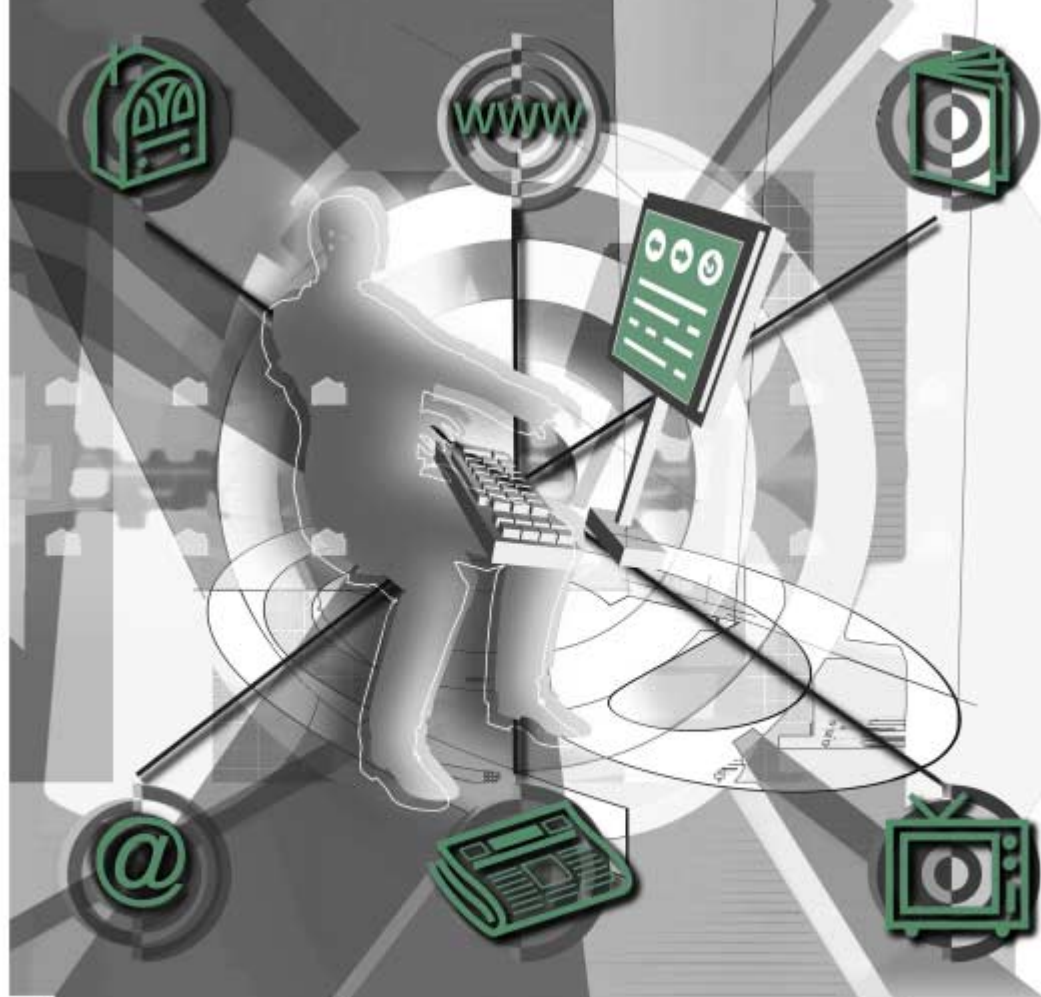
Earlier in the year, the *Des Moines Business Record* featured Edwards and his accomplishments in his first year as dean, including working with the staff to strengthen the curriculum, and develop the school's apprenticeship program.

"The energy here is boundless," Edwards told the *Business Record*. "My goal is to make Drake the No. 1 journalism school in the Midwest."



Drake Historical Moment

In 1932, the Drake Department of Journalism embarked on an extensive research project to assess the "reading interest of the newspaper and magazine public," according to the 1932 edition of *The Quax*. Perhaps that outreach effort was the impetus for this journalism booth at the 1931 Iowa State Fair, where the public could watch journalism students editing the next day's edition of the *Times-Delphic*.



Blurring the lines

6 The SJMC embraces convergence.

By Michelle Rubin

The Drake School of Journalism and Mass Communication has come a long way since Robert Woodward, the Ellis and Nelle Levitt distinguished professor of journalism, taught the school's first Internet-related class, "World of the Internet" in 1995. Back then, the Internet was relatively new and there weren't even computers in the classroom.

But since that first Internet class, the SJMC has embraced the challenges presented by convergence, the growing trend of combining broadcast, print and Internet-based reporting to produce multi-media content.

BALANCING PRACTICE AND THEORY

These days, the news/editorial sequence has morphed into a news/Internet sequence, the students are producing an online newspaper called *The Digital Daily News* and projects

throughout the school blur the lines between print and broadcast while enforcing the traditional tenets of good journalism.

As the Internet has become a place where print and broadcast journalism meet, educators have been grappling with the challenges presented by the industry's move toward convergence. In addition to the need to keep pace with rapid changes in technology, convergence also intensifies the classic struggle to balance teaching the practical aspects of newsgathering with teacher the theoretical.

"It's a hefty challenge because it's sometimes difficult to predict what next year's freshmen will have to face five years down the road when they're looking for jobs," says SJMC Associate Dean for Students Affairs David Wright, an associate professor of journalism who teaches in the electronic media sequence. "One of the trends we certainly see is our areas — magazines, newspapers, broadcasting, etc.

— are becoming more and more alike in some respects."

The SJMC's role is to prepare students for whatever might face them.

In 1999, that meant changing the news/editorial sequence to news/Internet, which prepares students to work in both traditional newspaper settings and online journalism environments.

The sequence keeps a traditional newspaper focus but includes courses on Web page design, writing for the Internet and public affairs journalism online.

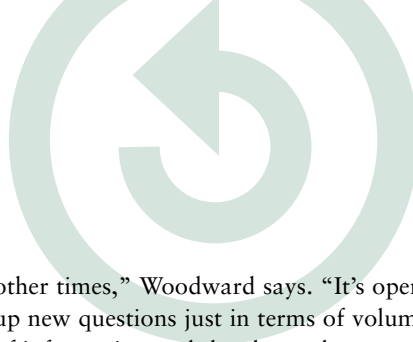
"We're incorporating technology without losing the traditional concept of teaching people to be reporters and editors," Woodward says.

THE NEW PUB ON CAMPUS

The Digital Daily News — perhaps the ultimate example of the SJMC's approach to convergence — grew out of the recognition that students from different sequences could work to together on a news publication that employed all of their skills. Run by student volunteers, the Web site was launched last fall and features news stories combine text with audio and video clips. As *Digital Daily News* Executive Board Chair Peggy Nitchals wrote in an introductory column, "We're converging different formats to portray the news. Broadcast majors are contributing audio and video files, magazine majors are writing in-depth features stories and news/Internet majors are supplying the news. In some instances, the majors are crossing over and doing all of the above."

Woodward, who co-advises the publication with Assistant Professor of Journalism Kathleen Richardson, says students are not required to be involved and the site is still experimental. The publication was originally intended to be updated daily, but unlike the staff of the campus newspaper *The Times-Delphic*, most *Digital Daily News* staffers are not paid. The classes, jobs and other activities competing for their time make it difficult to produce daily content.

However, Josephine Stalnaker Hosman, JO'38, and her husband, Richard, recently made a generous gift to endow an annual award that will be paid to the editor of *The Digital Daily News*. This financial aid will



allow the editor to devote more time to the development of the site.

Woodward says in some ways the site's experimental nature is not unlike other online publications.

"The challenge within the industry is that there is still an uncertainty about where the money is to be made in online news and the extent to which publishers and editors are willing to have online organizations," Woodward says. "But we're still ahead of the curve in that respect because we are teaching people to go out and be able to adapt to whatever situation they might find."

Woodward notes technology has not only affected the ways in which content is presented, but also raised new theoretical issues. The "Internet World" class, for instance, is a course that explores such topics as the digital divide and the credibility of online information.

"Of course, all of those subjects are covered in other classes, too, but the Internet opened up a whole new spectrum of questions that existed in other media at

other times," Woodward says. "It's opened up new questions just in terms of volume of information and the changed nature of communications."

BEYOND TECHNOLOGY

Convergence in the SJMC also has meant changes in the electronic media sequence, where this fall the visual communications introduction course will involve a weekly lab component in which students will learn to work with multi-media formats by using computer programs such as DreamWeaver and iMovie. The change is part of an effort to infuse more technology into students' early college coursework.

The SJMC houses the newest computer lab on campus, which was made possible by a grant from Meredith Corp., allowing all electronic media students to learn DVD production as well as streaming audio and video techniques.

But in addition to teaching students the practical aspects of convergence, the faculty is concerned with helping them understand how to best use the technology.

"We're showing them that part of what they've got to figure out is the best way to communicate their message," Wright says. "Video might not be right for everything, so students really need to think about how they're going to use technology."

He adds that with each SJMC sequence teaching students how to integrate technology, students are able to work with one another more. "So you have electronic media students working with news/Internet students to create content for a Web site like *The Digital Daily News*."

Wright says this will make students more competitive in the job market, where industry professionals often are still thinking in terms of individual domains held by different media. "People who can adapt and use more than one form of technology and can tackle media problems that way are the ones who are going to get the jobs," he says.

The SJMC will also need to continue adapting to technology's impact on the industry.

"This is such an evolving area that it's really challenging to keep an eye on where it's going," he says. "There are so many exciting new challenges and communication problems, and the right place to discuss this is in the School of Journalism."

Digital Drake

To read/listen to/watch *The Digital Daily News*, go to www.drake.edu/journalism/digitaldailynews.html/digital/index.html



Faculty Profile

John Lytle

Title: Ellis and Nelle Levitt Professor of Journalism and Mass Communication

Background: B.S. in Telecommunicative Arts and

M.S. in Mass Communication from Iowa State University. Arrived at Drake in August 1977 following 19 months at South Dakota State University and full-time broadcasting experience in Sioux City, IA, and State College, PA, and with the U.S. Army in New York City and Stuttgart, West Germany.

Various Classes Taught: Primarily radio and television reporting and production classes, with a smattering of other courses serving a broader constituency.

Professional Associations: Iowa Broadcast News Association, Radio-Television News Directors Association, Society of Professional Journalists.

Research Interests: Salary and work condition research for the Iowa Broadcast News Association.

Campus Activities: Adviser, Drake chapter, Society of Professional Journalists. Member of various SJMC committees. Spearheads annual holiday newsletter

for radio-TV and broadcast news alumni.

Off-the-Job Interests: Assistant organist, Plymouth Congregational Church, Des Moines.

"From the beginning Drake SJMC has attracted wonderful teachers possessing professional experience in their various fields. It's a joy to work beside these dedicated individuals as we confront challenges of this new century."

REGIONAL SCOOP: SAN FRANCISCO

Famous for its cable cars, Golden Gate Bridge and tolerant atmosphere, San Francisco boasts a diversity of opportunities and people.

BUSINESS

San Francisco is home to nearly 70,000 businesses, and the Bay Area economy is the 25th largest economy in the world. The city ranks second among U.S. cities in its high percentage of high-tech jobs, and computer engineering is still the fastest growing profession in the area. While San Francisco is known for technology, other leading industries include tourism, media and finance; life sciences is emerging as a new industry in the area. Many major companies call the Bay Area home, including Levi Strauss & Co., Bechtel Group, Hewlett-Packard, Safeway, Sun Microsystems, Apple Computer, Seagate Technology, Bank of America, Intel, Chevron and 3Com Corp.

CULTURE

With 18 museums, 235 visual arts-venues and 654 nightlife destinations, a

plethora of cultural opportunities can be found in San Francisco. Arts organizations provide a \$1.3 billion boost to the local economy, making the arts the fourth-largest growth industry in San Francisco. The San Francisco Bay Area has the largest arts attendance per capita among U.S. metropolitan areas.

Murals enliven the streets of the Mission District, museums are centered around Yerba Buena Gardens, and children's poetry is displayed on side street kiosks in the Financial District. The Museum of the City of San Francisco is housed at Fisherman's Wharf, and the War Memorial Opera Center in the Civic Center hosts the San Francisco Opera and America's oldest professional ballet company, the San Francisco Ballet. Visitors and residents alike enjoy Broadway shows, improvisational comedy, musical revues and dramatic theater throughout the city.



"During the dot-com boom there was a huge demand for all types of writing in the San Francisco area. Now it's not such a big media town, and the competition is tougher. The area is big enough that there are plenty of corpora-

tions in need of freelance writers. So a self-employed writer who can adapt to different writing needs can still find plenty of work." *Susan (Kostel) Rodoni, JO'85, freelance writer*

"California is a wonderful place to live and work! I first moved to Los Angeles for a summer internship. The experience was amazing, and I vowed to say goodbye to snowy winters forever. After serving as managing editor for a bicycle magazine and then director of corporate communications for the Los Angeles Convention & Visitors Bureau, I moved north to the Bay Area to break out on my own. Los Angeles and San Francisco are two very different worlds, each with its own unique offerings. While I miss the beaches of Southern California, I love the hiking trails and historic architecture of the San Francisco Bay Area." *Jennifer (Wermers) Benson, JO'92, sole proprietor/freelance writer, Scribe Communications*

SAN FRANCISCO BY THE NUMBERS (2000 data)

Bay Area population	6,783,760
Unemployment rate	6.3% (Dec. 2002)
Median household income	\$55,221
Median house sale price	\$537,000
Avg. monthly apartment	\$1,825 (average); \$2,075 (two-bedroom); \$1,472 (one-bedroom)
Number of Drake alumni	650 (2003)

ALUMNI CONNECTION

Get in touch with fellow Drake alumni! Contact Drake University National Alumni Association Board of Directors member Jane Stampe, ED'70, at janestampe@yahoo.com or jstampe@getthere.com.

Or you can connect in cyberspace by visiting Drake's online alumni community at www.drakealumni.net.

2003 AWARD & SCHOLARSHIP WINNERS

Alpha Delta Sigma Advertising Society

Jessica Buffum
Katherine McIntire
Tracy Rychlewski

Associated Collegiate Press Magazine Pacemaker Award

Drake Magazine

Association for Education in Journalism and Mass Communication Special Recognition

515 Magazine 2002, Second Place, Editorial
Drake Magazine, First Place, Design
Knot Magazine, First Place, Online Magazine

Cyrus and Lucille Clifton Scholarship

Peggy Nitchals

Drake-KCCI Scholarship

Chris Diebel

Erik Isgrig Memorial Advertising Scholarship

Heather Hoffman

Green Eyeshade Award

Peggy Nitchals

Harrison-Harding Scholarship

Nick Powills

Jim Duncan Scholarship

Meagan Drnek
Jessica Roberts
Sara Goers

Iowa Newspaper Foundation Scholarship

Adam Morris

Katherine Futch Memorial Scholarship

Jennifer Kucirek
Kailyn Reid
Sara Reimer

Karyl Van Scholarship

Karen Scherer

Kappa Tau Alpha National Honor Society

Lauren Beck
Nicole Coffman

Callie Dunbar
Elizabeth Grote
Erika Nortemann
Dianna Ormsby
Sara Reimer
Teresa Rychlewski
Elizabeth Saunders
Karen Scherer
Marika Spurgeon
Lindsay Trumbull
Virginia Wilber

Meredith Corporation Scholarships

Lynette Anderson
Julie Collins
Chandni Jhunjunwala
Sara Reimer
Andrea Schmidt
Elizabeth Saunders
Shannon Tharp
Tanner Stransky

Northwest Broadcast News Association Jack Shelley Award

Adam Ghassemi

Robert and Lottie Brown Scholarship

Kristen Foster
Caroline Pakenham
Katie Patterson

Robert Bliss Bowl, Top Scholar Award

Matthew Bolger
Lexi Walters

Student Association for Education Journalism and Mass Communication Contest

Sarah Goldschadt, First Place, *Drake Magazine*
Mary Gustafson, Second Place, *Knot Magazine*
Jennie Dorris, Honorable Mention, *515 Magazine*

Ted Sell Memorial Award

Adam Ghassemi

Tom Norquist Memorial Award

Laura Micheli
Kristin Vick

Vilimek Outstanding Radio TV Senior Award

Eric Duffee
Tony Lorino



Student Profile

Sara Goers

Major: Broadcast news and sociology

Hometown: Omaha, NE

Internships or work experience: News intern, WHO, Des Moines; news intern, KCCI, Des

Moines; production assistant, WOI, Des Moines; news intern, KPTM, Omaha, NE.

Notable Achievement: Top Sophomore and Junior of the Year awards, two-time Jim Duncan Journalism Scholarship recipient, Germany Today for American Student Journalists participant, 4.0 GPA in major, 2003-2004 Journalism Council President, DrakeLINE Best Newswriter.

Campus Activities: Campus Fellowship, Drake Broadcasting System, Peer Advisory Board, resident assistant, Investment Club, orientation counselor.

Off-Campus Interests: Running, rollerblading, hanging out with friends, Tae Kwon Do.

“At Drake, I have been exposed to ideas, issues and people that are very different than what I ever knew before. But I have learned that difference does not automatically mean ‘good’ or ‘bad,’ ‘right’ or ‘wrong.’ Dealing with diversity on a whole new level has challenged my beliefs and caused me to grow into a person I never dreamed of being.”

CLASS NOTES

John Pascuzzi J0'67, Des Moines, joined the advertising division of Clear Channel Outdoor as an account executive. Previously, he was with Time Frame Products and KCCI-TV.

Robert Goranson J0'69, Libertyville, IL, was elected chairman of the Business Marketing Association for 2002-2003.

Thomas W. Still J0'73, Madison, WI, became president of the Wisconsin Technology Council, an independent, nonprofit corporation aimed at increasing science- and technology-based business in the state.

Karren Bergland J0'75, Saratoga Springs, NY, regional manager for cookie dough supplier Sweet Life Enterprises, helped train workers at two McDonald's restaurants prior to the Winter Olympics in Salt Lake City.

Doug Kline J0'79, Minneapolis, MN, has been named director of media relations for Target Stores.

Greg Boattenhamer J0'80, GR'85, Des Moines, was named senior vice president of government relations for the Iowa Hospital Association, where he has responsibilities for legislative strategy, grassroots political development and overall communications activities.

Elizabeth Fellman J0'82, Mounds View, MN, recently was named associate of BWBR Architects of St. Paul, MN, an architectural and interior design firm.

Robert Sobkoviak J0'90, Plainfield, IL, joined the adjunct faculty of Joliet Junior College in Joliet, IL. Sobkoviak has been asked to review several books published by New Riders Publishing.

Mark Spalding J0'90, LW'90, Indianola, WA, was appointed to the Washington State Board of Bar Examinees. Spalding also recently opened a high-tech video club, called BLV, located in Seattle.

Kristina Campbell J0'91, Takoma Park, MD, was named editor of Health Behavior News Service, which distributes news articles, issues briefings and commentary about health and behavior research published in peer-reviewed journals.

Grant Tarbox J0'91, Menomonie, WI, joined the Mayo Clinic at its Glenwood City, WI, office as a family practitioner.

Bill Sitton J0'92, Papillion, NE, was promoted to senior account executive with Leslie Associates.

Scott Valbert J0'93, Charlotte, NC, was named vice president of corporate marketing and communications at Bank of America in Charlotte.

Michaela Gibson Morris J0'94, Tupelo, MS, a staff writer for the *Northeast Mississippi Daily Journal*, won second-place awards from the Associated Press Managing Editors and the Mississippi Press Association for her part of team coverage of the shooting death of a sheriff.

Lee J. Konfirst J0'96, Des Moines, was promoted to senior program manager with the State Public Policy Group.

Greg Garrick J0'97, St. Louis, MO, was named senior manager, brand strategy, for SBC's directory operations division.

Nannette Rodriguez J0'97, West Des Moines, IA, principal of Viva! Communications, a marketing and communications firm specializing in multi-language communications, has been hired as a consultant to the Iowa State Fair to help with Hispanic outreach.

Christopher Schultz J0'97, Cottage Grove, MN, accepted a position as a research attorney for WestGroup.

Joshua Baldwin J0'98, Lee's Summit, MO, was promoted to director of new media for Susquehanna Radio of Kansas City.

Chris Grenz J0'98, Topeka, KS, was promoted to cover state government and elections at *The Topeka Capital-*

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While working as a reporter for Fargo, ND, Fox affiliate KVRR, Stokes covered major flooding in Roseau, MN.

Alumni Profile

Sarah Stokes, J0'00

Occupation: Reporter, fill-in anchor at KOLR, Fox 27 News in Springfield, MO.

Notable Achievements: Stokes has been nominated for an Edward R. Murrow Award and has received two broadcast writing awards from both the Minnesota and North Dakota Associated Press. She also was instrumental in taking the fourth-ranked KVRR Sunday night broadcast in Fargo, ND, to No. 1.

Off-the-Job Interests: "Delta Gamma! I fell in love with it at Drake and continue to love

it! I want to get a chapter started in Springfield. I also like to read, fish, water ski, snowmobile and shop with friends."

Favorite Drake Class: "Anything in the basement of Meredith! I loved our broadcast practicum, and DrakeLINE was the closest thing to the real TV deal a college kid could get."

"I had a wonderful four years at Drake, learning from the best and taking charge of my life and leadership potential within Delta Gamma. I continue to chat with my professors even three years out of school. They are valuable mentors and resources."

Journal. Grenz, who has been with the paper for four years, had been a general assignment state news reporter.

Kris Pinekenstein Schultz JO'98, Cottage Grove, MN, began a pediatrics residency in Minnesota. Cari (Brodersen) Wolfson JO'98, Annapolis, MD, has joined the National Cancer Institute as a usability engineer, conducting research on Web site audiences and user testing on more than 150 Web sites.

Todd Ruger JO'01, Davenport, IA, joined *The Quad-City Times* as a reporter.

Christie Gebauer JO'02, West Des Moines, IA, was named marketing assistant at Merit Resources.

Faculty News

Patricia Prijatel, the E.T. Meredith distinguished professor of journalism, was one of four journalism professors nationally to be selected as first-round judges for the National Magazine Awards. This is Prijatel's fifth year with the premier awards for American magazines, sponsored by the American Society of Magazine Editors and held in New York City.

Kathleen Richardson, LW'02, assistant professor of journalism and mass communication, conducted training on the Iowa open meetings and public records laws at the Iowa State Association of Counties' New Officers School on Jan. 22 in Des Moines.

Herb Strentz, professor of journalism and mass communication, spent a week in Mexico, where he participated in a conference, workshops and other programs on that nation's new freedom of information laws, which became effective in April 2003. Strentz met with federal, state and local officials, students and academicians in Mexico City, Morelia and Guadalajara to discuss issues that will arise as Mexico implements the new laws.

Birgit Wassmuth, professor of journalism, presented a research paper at the first International Symposium on American Culture at Nankin University in Tianjin, China in April. At the conference, which was organized by Chinese and American Fulbright scholars, she presented a paper titled "Advertising Icons and their Place in American Culture."

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Log on to www.drakealumni.net to find out what's happening at Drake with your Drake classmates, faculty and friends.

Talk of the Town

Welcome to *Talk of the Town*, the public forum for airing opinions, gripes and predictions regarding issues of interest to SJMC faculty, students and graduates.

What do you think of the press coverage of the war against Iraq?

“While war is not something anyone welcomes or looks forward to watching in prime-time, the media embed program the military spearheaded provided a unique, ‘up close and personal’ view of what it is really like to be on the front lines. The David Blooms, Ashleigh Banfields and Ted Koppels who risked their lives alongside the brave men and women of our Armed Forces did their best to provide an unbiased and accurate portrait of the fight. The coverage, which was mostly wall-to-wall in Iraq yet hampered by restrictions in countries hosting our bases providing air support,

was exceptional and gave Americans a glimpse into the efforts put forth to liberate Iraq, the sacrifices of our forces and the technologies that helped the mission succeed.”

— Jenna McMullin, JO’02, public affairs specialist, U.S. Air Force Space Command, Peterson AFB; Colorado Springs, CO

“I objected to the use of the word ‘embedded,’ a term created by the military and sucked up by too much of the media. It implied that the

reporting was in bed with the military.”

— Bob Liter, JO’49, retired journalist, Washington, IL

“Excellent, highly informative, risk-taking journalism.”

— Gerald B. Yost, JO’76, senior partner, Yost & Baill LLP, Minneapolis, MN

“I’ll limit my comment to embedding. It was beneficial to both military and the media, but it almost made prisoners of the reporters. They had no freedom



of movement, no independence and no sense of the big picture.”
— Patrick Beach, JO’90, feature writer, *Austin American-Statesman*, Austin, TX

“Press coverage was interesting, insightful and sometimes useful. But there was a ‘gung ho’ quality to some of it that was also disturbing. For instance, some news outlets characterized the coverage as ‘Iraqi Liberation’ or ‘Iraqi Freedom’ when ‘Iraqi Invasion’ might have been closer to the truth.

The embedded journalists were really interesting, though, even if they gave us a look at the trees rather than the forest.”

— Tom Graves, GR’88, LW’00, Des Moines

The opinions expressed in Talk of the Town are those of the individual respondents and do not necessarily reflect those of Drake University or its School of Journalism and Mass Communication.

More *Talk of the Town* responses can be found on the Web at www.drake.edu/reliablesource.

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