

SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

Our mission: To create a learning environment that encourages intellectual inquiry and critical analysis and to educate ethical communications professionals who understand the essential role of the First Amendment to robust communication in a global society.

"Congress shall make no law ... abridging the freedom of speech or of the press..."

What role does such high-minded language contained in the U.S. Constitution play in these dizzying times of exploding technology of instant messaging, multimedia, convergence, Internet advertising strategies, digital production, satellite delivery, global positioning, cell telephone reporting?

We have the means to communicate from anywhere to everywhere. But WHAT do we communicate? What's the effect on the individual or common good?

Drake's School of Journalism and Mass Communication strives to educate tomorrow's leaders in the exciting world of journalism and mass communication. Our graduates have mastered basic skills common to all media: writing, gathering information and effectively communicating information to others. They work around the world in a variety of professions that involve planning, message or program production, publication and evaluation. We welcome students from other Drake majors who want to take a class or two to sharpen their critical thinking skills as media consumers.

Think, learn and enjoy!

We base our program around a series of core competencies that we expect our students to have. Our students will:

1. Understand and apply First Amendment principles and the law appropriate to professional practice.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
4. Understand concepts and apply theories in the use and presentation of images and information.
5. Work ethically in pursuit of truth, accuracy, fairness and diversity.
6. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
7. Think critically, creatively and independently.
8. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

10. Apply basic numerical and statistical concepts.
11. Apply tools and technologies appropriate for the communications professions in which they work.
12. Take ownership of their own academic experience.
13. Be engaged with the community: the University, the local community and professional groups.
14. Cope and thrive in the workplace.

The Drake University School of Journalism and Mass Communication awards the BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION. The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications. In all its programs, the school is committed to a philosophy of professional education that emphasizes liberal arts studies.

Sequences are offered in:

ADVERTISING:

ACCOUNT MANAGEMENT TRACK
CREATIVE TRACK

ELECTRONIC MEDIA:

BROADCAST NEWS
RADIO-TELEVISION

MAGAZINES

NEWS-INTERNET

PUBLIC RELATIONS

Excellent students may want to consider enrolling in SJMC's "3+3" program that combines a B.A. in Journalism with a law degree over six years. Students in "3+3" may select any SJMC sequence for their major study.

Journalism/mass communication electives and course substitutions approved by a faculty committee provide flexibility to develop specialized programs. Students who have not yet chosen a major may enter the school with an open major.

The city of Des Moines is a laboratory offering many resources to Drake students. The metropolitan area is home to award-winning newspapers, magazines, broadcast stations, advertising and public relations companies. The media, state government and area businesses provide students with manifold internship and part-time employment opportunities.

PRACTICAL EXPERIENCE OPPORTUNITIES

In addition to employment opportunities in the community, students can work on such publications as *The Times-Delphic* campus newspaper, *Drake Magazine* and *Periphery*, a literary magazine. Similar opportunities for experience and leadership are available through the Drake Broadcasting System and in the magazines sequence through specialized publications of the Des Moines Magazine Group.

EQUIPMENT AND FACILITIES

The School of Journalism and Mass Communication resides in Meredith Hall, designed by Ludwig Mies van der Rohe and dedicated in 1965, in the center of campus. The building includes all SJMC faculty offices, the Meredith Electronic Writing and Editing Laboratory, the D. Wayne Rowland Journalism Library and Reading Room, radio and television production and editing

studios, computer publications and graphics laboratories, the Digital Media Center, the Meredith Magazine Seminar Room, the Center for Magazine Studies and student media.

FACULTY

Many factors contribute to the quality of an educational program, but none is more important than the faculty. Equally important as academic credentials of the faculty in a sound professional program are the quality and extent of professional experience that teachers bring to the classroom. SJMC's faculty are outstanding in the range and significance of their professional competencies. Qualified media professionals also teach specific courses as part-time lecturers from time to time. The year in parentheses after the name indicates the time of appointment to Drake University. Each faculty member's main teaching interest also is indicated in parentheses.

ADMINISTRATION

EDWARDS, CHARLES C., JR. (2002), Dean. B.A., University of Colorado.

PRIJATEL, PATRICIA (1984), Director and Associate Dean, Professor of Journalism and Mass Communication (Magazines). B.A., University of Southern Colorado; M.A., Drake University.

WRIGHT, DAVID A. (1990), Assistant Dean and Associate Professor of Journalism and Mass Communication (Electronic Media). B.A., Trinity University; M.A., Drake University.

PROFESSORS

EVANS, TODD D. (1984), Professor of Journalism and Mass Communication (Radio-Television). B.A., Columbia College; M.A., Western Illinois University.

LYTLE, JOHN W. (1977), Ellis and Nelle Levitt Professor of Journalism and Mass Communication (Broadcast News). B.S., M.S., Iowa State University.

ASSOCIATE PROFESSORS

JOLLIFFE, LEE, (1995), Associate Professor of Journalism and Mass Communication (Magazines). B.A., Lindenwood College; M.A., Ohio State University; Ph.D., Ohio University.

KEEFER, JANET HILL (1994), Associate Professor of Journalism and Mass Communication (Broadcast Journalism, Media Law). B.S., University of Tennessee; M.A., Ohio State University; Ph.D., University of North Carolina.

MENKE, RONDA (1991), Associate Professor of Journalism and Mass Communication (Public Relations). B.A., M.A., Drake University.

WADE, GARY (1988), Associate Professor of Journalism and Mass Communication (Radio-Television). B.A., M.A., University of Iowa; Ph.D., Iowa State University.

ASSISTANT PROFESSORS

FUSE, KOJI (2003), Assistant Professor of Journalism and Mass Communication (Public Relations); B.A., Keio University; M.A., Drake University; Ph.D., The University of Texas at Austin.

PISARSKI, DOROTHY (2004), Assistant Professor of Advertising. B.S., Siena College; M.B.A., New York University.

RENKOSKI, ANGELA (2000), Assistant Professor of Journalism and Mass Communication. B.A., M.A., University of Missouri-Columbia.

RICHARDSON, KATHLEEN (2001), Assistant Professor of Journalism and Mass Communication (News/Internet). B.A., Drake University; J.D., Drake University.

VAN WYKE, JILL (1997), Assistant Professor of Journalism and Mass Communication. B.A., M.S., Drake University.

EMERITI FACULTY

FOSKIT, BARRY, Professor Emeritus of Advertising.

FRANCOIS, WILLIAM E., Professor Emeritus of News-Editorial.

MILAM, HENRY, Professor Emeritus of Journalism and Mass Communication.

PATRICK, JOE R., Associate Professor Emeritus of News-Editorial.

STRENTZ, HERBERT, Professor Emeritus of Journalism and Mass Communication.

WOLTER, LOUIS J., Professor Emeritus of Advertising and Public Relations.
WOODWARD, ROBERT D. Professor Emeritus of Journalism and Mass Communication.

Specific Regulations

Students should be familiar with the General Information section of the Drake University catalog, which covers academic requirements that affect all Drake University students. Although assigned an academic adviser, *the student* is responsible for being familiar with academic regulations and for selecting appropriate courses in the proper sequence to complete degree requirements. Special attention is directed to information concerning advanced placement and college credit by examination, the credit/no credit program, the President's and Deans' lists, international education opportunities, general graduation requirements and academic regulations.

Students also should be familiar with the Drake University Code of Conduct and specific policies relating to academic dishonesty, cheating and plagiarism. Cheating, plagiarism or dishonesty in academic work is considered cause for expulsion.

SJMC Academic Regulations

A student is placed on probation if either the cumulative grade-point average or the average in journalism-mass communication courses falls below 2.00 (a "C" average) during any semester in which a student has earned less than 60 total credit hours. A student may be placed on probation for failing to meet the University's standards for satisfactory progress toward completion of degree requirements. (See Probation, Suspension and Satisfactory Progress in the General Information section of the Drake University catalog.)

To remain in the school and to continue progress toward a B.A.J.M.C. degree, a student must have at least a 2.25 cumulative grade-point average and a 2.25 GPA in SJMC courses at the end of the academic term in which the student completes the 60th credit hour. For transfer students, the 60th-hour GPA must be based either upon at least 15 credit hours earned at Drake. Students who achieve the 2.25 GPA at the 60th-hour level are placed on probation if their GPAs fall below 2.25 in a subsequent semester. If the GPA is not raised to 2.25 or better after the probationary semester, the student may not continue in SJMC or re-enroll later.

Students need to complete 15 to 18 credit hours per semester to graduate in four years. An academic load over 18 credit hours in a semester requires a 3.00 cumulative grade-point average, or a 2.75 average and permission of the faculty Academic Adjustment Committee. Students employed full-time or part-time should consider carrying lighter class loads.

At least 40 of the 124 credit hours required for graduation must be in courses numbered 100 or above. The last 30 hours of a student's program must be taken at Drake University. Twelve hours of credit may be earned on a credit-no credit (no letter grade) basis in courses that are not part of the basic requirements or part of the major and related courses, including courses in the area of concentration. (See the Credit-No Credit Program in the General Information section of the Drake University catalog.) A SJMC student may not take a SJMC course on a credit-no credit or audit basis, unless the course is only offered credit/no credit. To enroll for any SJMC course requiring a prerequisite, the student must have earned a grade of "C" or higher in the prerequisite course(s). To enroll in any SJMC senior-level writing, production or capstone course, a student must have a declared SJMC major. Students without appropriate prerequisite courses may be admitted to classes, if there are compelling reasons, by obtaining the consent of the instructor and/or the approval of the Academic Adjustment Committee.

Double Majors and Double Degrees

With careful planning, SJMC majors can earn a double major at the University. If the second major is in the College of Arts and Sciences, requirements for both majors can usually be satisfied within the 124 hours required to earn a bachelor's degree. A second major in the schools or colleges other than the College of Arts and Sciences — including a second major in the School of Journalism and Mass Communication — usually requires SJMC students to complete more than 124 credit hours. Students interested in completing two majors or two degrees should consult with the associate dean and their SJMC faculty adviser as early as possible.

Proficiency in computer word processing is expected of all majors and is prerequisite for success in many SJMC courses. For further information about the academic requirements of the school, students may contact the dean or associate dean of the School of Journalism and Mass Communication.

SPECIAL AREAS

SJMC/Law School Program

The School of Journalism and Mass Communication, in cooperation with the Drake Law School, offers exceptional students the opportunity to accelerate completion of their undergraduate major and begin study in Drake Law School, completing both degrees in a "three-plus-three" or six-year program.

Because the program requires careful scheduling, admission is limited to first-year students whose academic potential suggests they can successfully complete both B.A. and J.D. requirements in six years.

Interested students should apply to the SJMC dean for admission to the program no later than their first semester at Drake. Admission also is considered for high school seniors who already have been admitted to the University.

Advertising Minor

The Advertising Minor is designed to provide students who major in areas such as English, graphic design, marketing, management, business, sociology or psychology with a well-rounded background in advertising. The minor consists of 21 hours of required and elective courses. (Not available to students in the SJMC.)

A student must declare an Advertising Minor by the second semester of their sophomore year and meet with an advertising adviser.

Required courses:

- JMC 030 – Communications in Society
- JMC 059 – Visual Communication
- JMC 121 – Advertising Principles
- JMC 145 – Advertising Campaign Strategy
- ECON 001 – Principles of Macroeconomics
- ECON 002 – Principle of Microeconomics
- PSY 001 – Introduction to Psychology
- SCSS 001 – Survey of Sociology

Choose three of the following:

- JMC 056 – Broadcasting Principles
- JMC 124 – Advertising Copywriting
- JMC 125 – Account Management
- JMC 126 – Interactive Internet Advertising
- JMC 132 – Advertising Media Planning
- JMC 133 – International Advertising
- JMC – Elective (to be approved by your adviser)

Documentary Production Concentration

OVERVIEW: Drake's Broadcast News and Radio-Television sequences within the School of Journalism and Mass Communication have prepared professional broadcast communications for decades.

Accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), Drake SJMC requires its students to complete three-fourths of their classes outside of the school for a well-rounded education. The documentary concentration serves primarily non-SJMC students who seek practical courses needed to plan, write and produce professional documentary product.

Four tenured faculty members, all with professional broadcasting and academic experience, teach the courses that comprise the documentary concentration.

SJMC maintains professionally equipped digital editing facilities and good-quality field cameras. The school also operates The College Channel, providing programming to Greater Des Moines.

The College Channel has a large appetite for the kind of material students completing the documentary concentration can produce. The faculty maintains excellent contacts with Iowa Public Television, another potential outlet for finished materials.

REQUIRED COURSES FOR THE CONCENTRATION: Students must select an SJMC adviser as soon as possible to assure that they meet the requirements. Five of the six required courses already serve Radio-Television majors. The special capstone course allows students with interests in their disciplines to produce meaningful documentary product.

- JMC 54 (3 credit hours) News and Reporting Principles
- JMC 57 (3 credit hours) Broadcasting Methods
- JMC 100 (3 credit hours) Television Field Production
- JMC 134 (3 credit hours) Video Planning and Analysis
- JMC 114 (3 credit hours) Advanced Broadcast Production
- JMC 195 (3 credit hours) Video Documentary Capstone

GRADUATION REQUIREMENTS

The Bachelor of Arts in Journalism and Mass Communication degree requires 124 credit hours, including from 31 to 37 credit hours in a major sequence in the School of Journalism and Mass Communication.

At least 87 of the 124 hours required for graduation must be in non-SJMC courses, and 65 of those 87 hours must be in courses offered by programs in the College of Arts and Sciences or in other courses that are liberal arts in nature. The ACEJMC specifies the amount and general nature of non-SJMC courses to help assure that students have a well-rounded undergraduate education.

Area of Concentration

To assure some depth and focus, the SJMC graduate must complete a 21 credit-hour block of non-SJMC courses approved by the adviser and dean. This concentration, often taken in a single department or as a unified area of concentration crossing departmental lines, is appropriate to the

student's major or other special interest. At least 12 credit hours in the concentration must be in courses numbered 100 and above. Courses taken to satisfy other graduation requirements also may count toward this requirement. No course taken on a credit/no credit basis may be counted toward the area of concentration. Students must declare their Area of Concentration before their senior year begins.

All SJMC Majors - Required Credit Hours and Courses

All students working for a bachelor's degree at Drake must complete the Drake Curriculum (Areas of Inquiry).

A minimum of 124 total credit hours are required to graduate:

31 to 37 credit hours must be in the SJMC.

A minimum of 65 credit hours are required in courses offered by programs in the College of Arts and Sciences or in other courses that are liberal arts in nature.

22 to 28 credit hours that remain may be in Arts and Sciences, Business, Education, Fine Arts or Pharmacy.

40 hours of upper level coursework (numbered 100 or above) is required and SJMC coursework counts towards this requirement.

<u>All SJMC majors must successfully complete:</u>	Credit Hours
JMC 30 Communications in Society	3
JMC 40 Pre-Professional Workshop	1
JMC 54 News and Reporting Principles	3
JMC 59 Introduction to Visual Communications	3
JMC 66 Race, Ethnicity and Media	3
JMC 104 Communications Law and Ethics	3
CORE SJMC course work =	16

Arts and Sciences course work must include:

ECON 001 – Principles of Macroeconomics

POLS 001 – American Political System

SCSS 001 – Survey of Sociology With the approval of the adviser, an introductory sociology course other than Sociology 1 may be used to fulfill this requirement.

Particular sequences in the School of Journalism and Mass Communication also may require other non-SJMC courses.

First – Year SJMC Major Curriculum

Entering first-year SJMC majors should enroll in JMC 30 - Communications in Society and in a First Year Seminar. Other classes aimed at satisfying general education requirements should be taken for a total of 15 or 16 credit hours.

In the second semester of the first year, SJMC majors should meet with their SJMC adviser to choose from among the introductory SJMC classes. Many students will choose to take one of the following courses.

JMC 54 — Reporting and Writing Principles, an introductory media-writing course required for all SJMC majors.

JMC 59 — Introduction to Visual Communication, a survey of visual elements and methods in print media, such as design, typography and visual art. Required for advertising, magazines, news-Internet and public relations majors.

The remainder of the second-semester schedule is chosen, in consultation with the student's academic adviser, to satisfy general education requirements.

Students with Sophomore Status and above

Students should work towards completing all Drake Curriculum requirements by the end of their junior year. All SJMC major sequences build to a senior capstone and prerequisites are required for most upper level course work. Students are advised to complete course work from lower level

(numbered courses below 100) to upper level (above 100). Students need to also take into consideration what required course work is offered only once a year.

Journalism and Mass Communication Major Sequences

Requirements for each of the SJMC programs of study are listed under separate major headings that follow. Some classes require prerequisites, status or major requirements to enroll in the class. Those are listed in the course description section of this catalog. Courses numbered 1 through 99 are primarily designed for first-year students and sophomores; 100 through 199, for juniors and seniors.

ADVERTISING

The Advertising Major prepares students for careers in agencies, publications, broadcast stations and cable networks, business and industry and associations. Advertising majors choose one emphasis track, account management or creative. The account management track develops competencies in planning, budgeting, administration and coordination of advertising services. The creative serves students interested in the written and visual components of the advertising industry, including copywriting, layout, production, traffic and creative services.

Courses Required for Account Management Track	Credit Hours
CORE Requirements	16
JMC 121 – Advertising Principles	3
JMC 129 — Account Management	3
JMC 130 — Advertising Research	3
JMC 132 — Advertising Media Planning	3
JMC 145 — Advertising Campaign Strategy	3
JMC ELECTIVES	0-6
TOTAL SJMC hours	31-37

Advertising/Management majors must include in their program:

- MKTG 101 - Marketing Principles
- MKTG 115 – Consumer Behavior
- IS 044 – IT Applications for Business
- ECON 002 – Principles of Micro-economics
- PSY 001 – Introduction to Psychology

Courses Required for Creative Track	Credit Hours
CORE Requirements	16
JMC 56 — Broadcast Advertising	3
JMC 121 — Advertising Principles	3
JMC 124 — Advertising Copywriting	3
JMC 141 — Creative Strategy in Advertising	3
JMC 145 — Advertising Campaign Strategy	3
JMC ELECTIVES	0-6
TOTAL SJMC hours	31-37

Advertising/Creative majors must include in their programs:

- MKTG 101 - Marketing Principles
- MKTG 115 – Consumer Behavior
- ART 021 – Digital Print Production
- ECON 002 - Principles of Micro-economics
- PSY 001 – Introduction to Psychology

ELECTRONIC MEDIA

Electronic media students pursue a major in either Broadcast News or Radio-Television. The Broadcast News major prepares students for news and public affairs careers in radio and television stations, cable television and news networks. Radio-Television students find a broad

spectrum of opportunities in traditional broadcasting, corporate video, multimedia production and emerging interactive technologies. Electronic Media students learn disciplines and techniques of studio, field and remote truck production, writing, editing, management and presentation in both lecture and intensive laboratory settings.

Courses Required for Broadcast News	Credit Hours
CORE Requirements	16
JMC 57 — Broadcasting Methods	3
JMC 73 — Radio News Reporting and Editing	3
JMC 100 — Television Field Photography	3
JMC 173 — Broadcasting Public Affairs	3
JMC 193 — Broadcast News Practicum	3
JMC ELECTIVES	0-6
TOTAL SJMC hours	31 – 37

Broadcast news majors must include in their programs:
HIST 076 – U.S. History to 1877

Courses Required for Radio-Television	Credit Hours
CORE Requirements	16
JMC 57 — Broadcasting Methods	3
JMC 100 — Television Field Photography	3
JMC 114 — Television and Radio Production	3
JMC 134 — Video Planning and Analysis	3
JMC 163 — Broadcast Management	3
JMC 194 — Radio-Television Practicum	3
JMC ELECTIVES	0-3
TOTAL SJMC hours	31 – 37

MAGAZINES

The Magazines Major prepares students to be magazine writers, editors and creative directors. Students write magazine articles for consumer, trade and organization magazines; work as staff members for the Des Moines Magazine Group, which includes a print magazine and Web site; and produce a business plan and design for a magazine of their own.

Courses Required For Magazines	Credit Hours
CORE Requirements	16
JMC 91 — Magazine Article Writing	3
JMC 92 – Visual Communication Methods	3
JMC 119 — The Magazine in American Society	3
JMC 120 — Advanced Article Writing	3
JMC 122 — Magazine Editing and Publishing	3
JMC ELECTIVES	0-6
TOTAL SJMC hours	31 – 37

NEWS-INTERNET

The News-Internet sequence blends a traditional program in news-editorial journalism with courses covering the emerging world of online journalism. Students are prepared to work in both traditional newspaper settings and in online journalism environments on the Internet and World Wide Web.

Required Courses For News-Internet	Credit Hours
CORE Requirements	16
JMC 70 — Print Media Editing	3
JMC 98 – Reporting & Writing for WWWeb	3
JMC 102 — Editing Practicum	3
JMC 103 – Public Affairs Journalism online	3
JMC 105 – Web Page Design	3
JMC 171 — Public Affairs Journalism Online	3
JMC ELECTIVES	0-3
TOTAL SJMC hours	31 – 37

News-Internet majors must include in their program:
HIST 076 – U.S. History to 1877

PUBLIC RELATIONS

The Public Relations major prepares students to research, plan, execute and evaluate communications between an organization and its publics, monitor the organization's environment and counsel management on policies and programs. Students prepare for public relations careers in business and industry, associations, government and public relations counseling firms.

Required Courses For Public Relations	Credit Hours
CORE Requirements	16
JMC 123 — Public Relations Writing	3
JMC 131 — Public Relations Collateral Materials	3
JMC 135 — Public Relations Principles	3
JMC 136 — Public Relations Research	3
JMC 143 — Publicity	3
JMC 146 — Public Relations Campaign Strategy	3
JMC ELECTIVES	0-3
TOTAL SJMC hours	34 – 37

Public relations majors must include in their program:
MKTG 101 — Marketing Principles
MGMT 110 — Management Process & Behavior
ECON 002 — Principles of Micro-economics
PSY 001 — Introduction to Psychology

JOURNALISM AND MASS COMMUNICATION SCHOLARSHIPS

ADVERTISING PROFESSIONALS OF DES MOINES SCHOLARSHIP. One or more awards for senior study are given to students demonstrating a potential for professional achievement in advertising.

THE AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, THE SCRIPPS HOWARD FOUNDATION, THE WILLIAM RANDOLPH HEARST FOUNDATION, THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION and other communication organizations offer national awards for which School of Journalism and Mass Communication students compete. Students may also compete for scholarships that are part of a Frank Miller Scholarship program administered by the School of Journalism and Mass Communication for visual-communication students in all Iowa colleges and universities. Information on these and other awards is available from the SJMC office.

THE LOTTIE AND ROBERT BROWN FELLOWSHIP, established by Lawrence K. Fish in memory of his grandparents, is awarded annually to a student entering the School of Journalism and Mass Communication. The award may be renewed for each additional year of undergraduate study, provided that the student maintains a grade-point average of 3.50 and full-time enrollment.

THE CYRIL C. CLIFTON AND LUCILE R. CLIFTON MEMORIAL FUND AWARD is financed from the estate of the late "Cy" Clifton, Iowa's leading political writer from 1921 to 1960 as a reporter for *The Des Moines Register*. It is awarded to an upper-division student in news and public affairs reporting.

THE JIM DUNCAN SCHOLARSHIP is awarded in memory of James S. Duncan, faculty member from 1950 to 1981, and recognizes a Radio-Television student for outstanding promise in performance and production.

KATHARINE FARBER FUTCH SCHOLARSHIPS. A bequest from Drake alumna Katharine Farber Futch, a member of the Class of 1940, provided funds to recognize outstanding achievement and potential. Earnings from the Futch endowment will be used to support an entering first-year student each year, as well as juniors and seniors with financial need who have demonstrated professionalism, intelligence and integrity in their studies at Drake.

THE HARRISON HARDING SCHOLARSHIP. This award, established with a bequest of alumnus Harrison Harding ('38, News), supports the editor of *The Times-Delphic* during the year of editorship.

THE ERIK ISGRIG SCHOLARSHIP, established to honor the late Drake Advertising Professor Erik Isgrig, is awarded to students majoring in Advertising.

MEREDITH SCHOLARSHIPS, awarded annually, are awarded to students pursuing a major in the Magazines sequence. The scholarships are funded by the Meredith Corporation as part of its financial commitment to Campaign Drake.

THE FRANK MILLER MEMORIAL UNDERGRADUATE ASSISTANTSHIP is endowed with funds from *The Des Moines Register* Charitable Trust and provides support for a graduate student in Visual Communication, in memory of Miller, a Pulitzer-Prize winning cartoonist for *The Des Moines Register* and *Tribune*.

THE THOMAS EDWARD NORQUIST MEMORIAL SCHOLARSHIP was endowed in memory of Tom Norquist, a 1979 Drake graduate, by his family and friends. The scholarship is based on financial need and is awarded annually to a junior or senior with a minimum 3.00 grade-point average who is majoring in Journalism or Magazine Journalism. Special consideration is given to members of Sigma Chi fraternity.

THE JOE R. PATRICK COPY EDITING PRIZE. This endowed cash prize is awarded each year to a graduating senior for outstanding performance in copy editing. It recognizes Emeritus Professor Joe R. Patrick, who served the school as assistant dean and copy editing teacher.

THE KARYL VAN MEMORIAL SCHOLARSHIP was established by the Meredith Corporation in memory of an outstanding editor for an undergraduate student who works closely with the E.T. Meredith Center for Magazine Studies.

THE BETH WALTERS PETERSON AWARD is a biennial prize given to a student for outstanding accomplishment in copywriting. This award is in memory of a Drake student of the 1930s and was established by her husband, Webster Peterson.

OTHER SCHOLARSHIPS AND FINANCIAL AID: See the Financial Aid section of this catalog.

JOURNALISM AND MASS COMMUNICATION ORGANIZATIONS

DRAKE ADVERTISING CLUB — Bulldog Ad Company. Membership is open to students who have an interest in advertising. The BAD Company serves as a local chapter of the American Advertising Federation. First established in 1964, it sponsors extracurricular activities, field trips, competitions, scholarships and internships.

ALPHA DELTA SIGMA, national Advertising Honor Society for advertising majors. Students who have completed two-thirds of their coursework and have a minimum GPA of 3.25 are eligible and must be nominated by their faculty adviser.

DRAKE BROADCASTING SYSTEM. DBS produces a variety of radio and television programs designed to inform and entertain the campus and Des Moines communities. DBS provides an opportunity for broadcast-related activities by journalism students and non-majors as well.

ED ON CAMPUS. The campus branch of Ed2010, a national group of young magazine editors.

SJMC COUNCIL. The council meets regularly with the dean, serving as an advisory body. Membership selection is by student organizations, by election and by the dean.

KAPPA TAU ALPHA, NATIONAL JOURNALISM SCHOLARSHIP SOCIETY. The Drake chapter was chartered in 1971 and recognizes outstanding scholarship. SJMC majors with at least 75 credits, including nine in SJMC courses, are eligible for membership if they place in the upper 10 percent of their class academically.

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA. The Public Relations Society of America approved its 50th student chapter, at Drake University, in 1972. The chapter is affiliated with the Iowa professional chapter and promotes student-professional contacts and professional development.

SOCIETY OF PROFESSIONAL JOURNALISTS. The Drake student chapter was founded in 1924. Membership consists of SJMC students with professional interest in mass media, especially informative content. Nationally, SPJ numbers about 13,000 members.