November 2010

Front Matter

Ethos Magazine

Follow this and additional works at: http://lib.dr.iastate.edu/ethos

Part of the Higher Education Commons, and the Journalism Studies Commons

Recommended Citation

Available at: http://lib.dr.iastate.edu/ethos/vol2011/iss1/1

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in Ethos by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
Meredith Corporation is one of the nation’s leading media and marketing companies, delivering information and inspiration to more than 75 million American women.

For more information, visit www.meredith.com
Our Black Hair  page 19
What if there was nowhere for you to get your hair cut within 40 miles? What if you drove to another state for hair styling? These students are locked in a small city where no one understands them.

Behind Closed Doors  page 28
Rape and other sexual assaults around campus may not be reported often, but drunken nights can lead to painful mornings that leave an emotional scar on the victim.

Protect Your Rep  page 14
If a Google search of your name returns sloppy drunk pictures and an extensive police record, potential employers may already know more than enough to tell you "the position has been filled." We’ll help you fix that.

GTL will kill you  page 24
Okay, maybe 'kill' is a little strong, but an overload of the G and T could pose extensive health concerns you don’t think of when you’re focused on getting tan six-pack abs.

Battle of the Smart Phones  page 12
No longer the niche choice of techie geeks, smart phones are increasingly becoming the norm. So how do they compare?

Home Brewed Beer  page 08
Forget picking up a case at the store, students are making their own beer at home. But when they tried to start an official club, Iowa State poured that idea down the drain.

plus
friends don’t let friends hook up drunk (p. 33)
the fastest way to a freshman 15 (p. 10)
tapping into ames’ water (p. 11)
unicycles (p. 36)
turns out, more students should be on food stamps (p. 35)
what’s worse: A cigarette or a hookah? (p. 09)
people watching games (p. 07)
net neutrality and vodka (p. 13)
proper pavement etiquette (p. 06)
IN AN ELECTION YEAR WHEN GAY RIGHTS BECAME A FOCAL ISSUE, THERE’S A PERSONAL STRUGGLE UNDERNEATH. Hear the podcast about what some people face because of the politics against gay rights. -- by Tyler Kingkade

DON’T WORRY ABOUT THAT FRESHMAN 15. A college degree means you’re less likely to become obese. -- by Nathan Curtis

HOW TO FIX YOUR BEDROOM SO YOU CAN ACTUALLY GET SOME REST. -- by Cicely Gordon

READY TO UN-FRIEND FACEBOOK? So are the people behind these new websites meant to be the anti-Facebook. -- by Clarissa Stoll

THE DES MOINES MUSIC SCENE IS ABOUT TO BECOME OBSESSED WITH CASHES RIVERS. -- by Riley Ubben

SPEAKING OF MUSIC, WHAT HAPPENED TO AQUA AFTER “BARBIE GIRL”? -- by Sean Flack
Ethos magazine is a large part of the reason why I am at Iowa State University. Countless times I’ve heard fellow journalism majors talk about how they couldn’t wait to apply to work for the Iowa State Daily, while I always had my eyes set on being a part of Ethos. I did not envision myself as being editor-in-chief when I entered college, but thanks to a love affair with this magazine, here I am. That’s why after watching the struggles beset on Ethos, I find myself more dedicated to rebuilding the strength of the magazine.

Ethos was first established in 1947 as the Iowa State Scientist (Scientist for the Liberal Arts and Sciences during a time when each college had its own magazine). In 1964, the name changed to Ethos. Today this magazine is a treasure of that era that endured by winning dozens of regional and national awards. We’ve actually been in Ames longer than the city has been arguing about whether or not to build a new shopping mall.

But the magazine struggled over the past few years, as funding was cut, salaries were cut, the staff size shrunk, and suddenly a business and operation model Ethos ran for years became incapacitated. In 2010, the Government of the Student Body allocated the magazine only one-fourth the funds it did five years prior. For that reason, Ethos printed three issues rather than four in the 2009-10 school year, for the first time in its history.

At the same time, as I became managing editor last year, I realized Ethos badly needed an online presence (I must note I am not someone who buys into the “print is dead” myth). When we requested funding to build a new website, we faced opposition by some GSB members who worried it would set precedent to fund a student media organization for media. (What if the Lego club came in and demanded a new website?) We did win in a vote by the GSB, but the bill was then vetoed by President Luke Roling. We were left broke and in need of a new game plan.

We had our own shortcomings as well, but we have been on a mission to correct every little error we could find and persevere despite our troubles.

So that’s why I intend 2010 to go down as the year when Ethos re-emerged. Our new logo is what the ISU community will see for years to come. We launched a new website with a new direction and greater purpose. Our staff has grown to a size Ethos has not seen in years. If you’ll allow me to pat ourselves on the back for a moment, advertising, as I hope you’ll note, is doing fantastic. We have thoroughly gone through our writing to make certain it meets high standards. It’s safe to say our photography and design are the best on campus.

Ethos magazine is a needed voice at Iowa State to truly cover the culture in Ames, and we are working hard to make sure it stays here. We have met our challenges head-on, and despite setbacks, we remained determined to launch Ethos into its glory days.