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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.