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Front Lines

John Loecke
Iowa State University

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FRONT LINES

They Said It Couldn’t Be Done

Change. Six letters. One word. The topic for an entire magazine. In the case of this issue of ethos, yes. This issue is about changes. Changes in technology (the Internet). Changes on campus (the renovation of Botany Hall and the argument over USSA). Changes in children’s literature (political correctness). And changes involving this magazine (expansion and retirement).

But didn’t ethos just change? If this is what you were thinking, you are correct. ethos did change. It merged with Outlook magazine, the magazine for the College of Family and Consumer Sciences, last summer. In the process, the format of the magazine was changed. A year later, ethos is changing again, and this time, it’s not the format.

When ethos began as the Scientists in 1948, editor Mike Brodine probably never thought the magazine would be around 46 years later. It is. He also probably never thought the magazine would someday be a 32-page publication with a circulation of 5,600. And it hasn’t yet, but give us four months and it will have.

Given these upcoming changes, this issue marks the retirement of the present, primarily black and white ethos you see before you. Beginning next fall, ethos will come to you with the aforementioned changes, an extra issue and even a little four-color.

Finally, this issue marks my retirement as editor in chief of this publication. To those of whom this news comes as a shock, I must admit it wasn’t an easy decision.

If you had asked me four years ago whether I wanted to edit a publication at Iowa State, I would have said yes. If you had asked me if I thought it would happen, I probably would have been less certain.

I’ll never forget the first day I walked into the Student Publication’s Offices in Room 16 Hamilton Hall. I had been at Iowa State for only a couple of weeks and had been trying in vain to contact someone in the Bomb office about a staff position. I left numerous messages, but my calls were never returned. However, I didn’t give up. (Four years and two publications later, I’m sure my parents wish I had.) As I walked in, I remember thinking that they would offer me some kind of peon job. But I decided that if they did, I would take it. Much to my surprise, however, they didn’t. Instead, they asked me to be sports editor. I guess from that moment, I was hooked.

When I first started working at ethos last spring, there were skeptics who said that it was impossible for any magazine at Iowa State, let alone one under my guidance, to publish more than three times a year. Well, they were wrong! Thanks to the dedication of my staff, and many late nights, we did it. We brought you five issues of ethos.

Looking back, I have to say that one of the most important things I have learned from my involvement with both the Bomb and ethos is that despite what anyone says, you can change things. Sometimes all it takes is an idea, dedication, a few late nights and in some cases, lots of caffeine.

And while I have my regrets about leaving, I have not ruled out the possibility that I will return. Who knows, perhaps someday I will edit another publication at Iowa State.

-John Loecke, editor in chief

ethos Magazine (ISSN 1074-2174) is written and edited entirely by students. The magazine is published five times a year in Oct., Dec., Feb., April and May primarily for students in the Colleges of Liberal Arts and Sciences and Family and Consumer Sciences. The latter was formerly served by Outlook, the magazine for the College of Family and Consumer Sciences. Outlook merged with ethos in the Spring of 1993.

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Letters to the editor are welcomed and may be sent to:
ethos Magazine Editorial Department, 16C Hamilton Hall, Ames, Iowa 50011, or ethos@iastate.edu

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