Collection Development Policy

Journalism and Communication

I. General Purpose

Iowa State’s Greenlee School of Journalism and Communication is the largest and most comprehensive journalism and communication program in Iowa. Undergraduate Students enrolled in the Greenlee School can choose one of two major tracks. Advertising majors study copywriting, design, media planning, strategic communication and multimedia productions, just to name a few. Journalism and Mass Communication majors take courses in reporting and writing, design editing, public relations, photojournalism, science communication, multimedia production, and magazine publishing, and more. The graduate programs focus on either communication theory and research or communication as a profession. Graduate Students can specialize in a variety of fields including science and political communication, advertising, public relations, journalistic writing, and magazine publishing.

The Iowa State University Library collection supports the teaching and research needs of the students and faculty in the program. Since this is a practical as well as a research discipline, a balance must be struck between the theoretical and the applied aspects of the program.

II. History

The journalism program at Iowa State University began in 1905, making it one of the nation’s first journalism programs and the first journalism program in Iowa. The program has been accredited since 1948. In 1998, the Department was named the Greenlee School of Journalism and Communication in recognition of a gift of $9 million from ISU alumni Robert and Diane Greenlee. Five Pulitzer Prizes have been won by alumni of this program.

III. Iowa State University Program

Iowa State University’s journalism and communication program is diverse, covering many different subject areas. It has traditionally focused on science communication, but in recent years has also grown in the areas of the use of technology in interpersonal communication, in mass media, advertising, and public relations. Faculty research interests include: communication of science and technology; visual literacy; visual media effects, computer-mediated communication; political communication; mass communication research and theory development; communication and international development, communications law and policy; journalism history; first amendment; photojournalism; history of photography; international public relations; new media; human-computer interaction; science and risk communication; public relations education; advertising; and strategic communication.
IV. Subject boundaries

The ISU Library collects resources for the school in the following subject areas: journalism (including photojournalism), advertising, mass communication, communication technology, science writing, and public relations. These subject areas are multidisciplinary and therefore collections in newspapers, general periodicals, management, sociology, psychology and other areas may include materials of interest to Greenlee students and faculty.

V. General collection guidelines

Linguistic: Materials are collected in the English language almost exclusively.

Geographical areas: Focus is primarily on the United States, but materials are also collected for other countries on a limited basis.

Types of materials collected: Monographs and journals are the primary types of materials collected. We also acquire electronic sources, reference resources, and local, national, and international newspapers.

Format of materials collection: Formats are primarily print and electronic.

VI. Specific collection guidelines

Materials are selected equally in all areas of the programs offered in the Greenlee School.

VII. Detailed subject areas

VIII. Other resources available

The Greenlee School eliminated it’s reading room in 2015, however the school still maintains subscriptions to some unique sources that serve the needs of Journalism students. This includes a limited number of trade publications, news magazines and newspapers, as well as access to specific databases such as MRI. The focus of the Greenlee subscriptions is on electronic resources, and we will continue to explore cooperative resource sharing in this area.

IX. Cross-references to collection policies

X. Creation date

August, 2000

XI. Revision history

1st revision—September, 2005
XII. LC Classes

<table>
<thead>
<tr>
<th>Newspapers</th>
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<tr>
<td>Mass communications theory</td>
<td>P87-91</td>
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<td>Public relations, business</td>
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<td>Advertising</td>
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<td>Public relations, public opinion, propaganda, etc.</td>
<td>HM261-263</td>
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<td>Media law and ethics</td>
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<td>Radio and television broadcasts</td>
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<td>Journalism, the periodical press, etc.</td>
<td>PN4699-5650</td>
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<td>Newspaper and periodical publishing</td>
<td>Z286</td>
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<td>Photojournalism</td>
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</tbody>
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XIII. Bibliographer name

Tobie Matava

The University Library subscribes to over 240 Databases including:

Lexis/Nexis
Communication & Mass Media Complete
Electronics & Communication Abstracts
Access World News
Chicago Defender Historical Edition
Newspaper Source Plus
Historical Newspapers
Periodicals Archive Online
Ulrichsweb
Alt-Press Watch
Ethnic Newswatch