

**MEMORANDUM**

**To:** Board of Regents  
**From:** Board Office  
**Subject:** Approve Naming of New Facility  
**Date:** September 9, 2002

**Recommended Action:**

Approve the naming of the new facility for the School of Journalism and Mass Communication as the Philip D. Adler Journalism and Mass Communication Building at the University of Iowa.

**Executive Summary:**

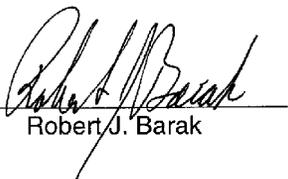
The University of Iowa is recommending that the new facility for the School of Journalism and Mass Communication be named in honor of Philip D. Adler [1902-84]. Lloyd and Betty Schermer have made a generous gift supporting the School in the amount of \$3 million in memory of Mr. Adler, Mrs. Schermer's father. At the January 2000 Board meeting, the University received permission to proceed with the planning of this facility, and the schematic design was presented for approval at the April 2002 meeting. In July, the Board was notified by then President Mary Sue Coleman of this generous contribution and her intention to recognize Philip Adler in this way. Board approval is now requested.

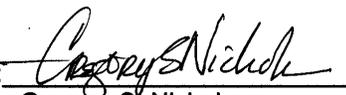
Donor's  
Generosity

Philip Adler, an alumnus of the University [BA English, 1926], gave very generously to the journalism program during his lifetime. He was also a regular donor to the Department of Religious Studies, the College of Medicine, the *Daily Iowan* and the Museum of Art. Mr. Adler was publisher of the *Daily Times* of Davenport [predecessor to the *Quad City Times*], president of Lee Enterprises, a charter member of the President's Club, and served as president of the University of Iowa Foundation Board of Directors from 1968-70. He retired in 1970, having won many awards and commendations for his service to journalism during his career, and was inducted into the School of Journalism and Mass Communication's Hall of Fame in 1990.

Other Proposed  
Tenants

Programs within the facility other than Journalism and Mass Communication include the *Daily Iowan* and the Department of Cinema and Comparative Literature, as well as numerous general assignment classrooms.

  
Robert J. Barak

Approved:   
Gregory S. Nichols