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LYTLE WINS 2010 IBNA JACK SHELLEY AWARD

(CEDAR RAPIDS, Iowa)— A professor at Drake University has received Iowa broadcast journalism's highest honor.

John Lytle, the university's broadcast news coordinator in the School of Journalism and Mass Communication, was given the Iowa Broadcast News Association's Jack Shelley Award during the group's annual convention in Cedar Rapids on Saturday, May 1.

The presentation was made by last year's Shelley Award winner, Dr. Jeff Stein, a Wartburg College professor and the Iowa Broadcast News Association's executive director.

"I continue to be astounded and pleased beyond belief that a plaque carrying Jack Shelley's face graces my office. Jack was very important to my development as a broadcaster and teacher," Lytle said. He is the third former Shelley student to win the coveted award.

Lytle's broadcasting career began during his years at Iowa State University. Lytle started out as an announcer for KISU (Iowa State's student radio station) and later was a weekend/part-time announcer for KASI-AM in Ames and KNIA-AM in Knoxville. These part-time positions as a student eventually led to Lytle's first full-time position as a staff announcer/engineer with KNIA-AM.

From this early experience, Lytle ultimately ended up at Drake University as the journalism department's broadcast news coordinator and has been there since 1977.

Dale Woolery, associate director of the Governor's Office of Drug Control Policy and the 1993 IBNA Shelley Award recipient, wrote the letter nominating Lytle for the award.

"John has made many outstanding contributions to professional broadcast journalism in Iowa, both as a practitioner and as a teacher helping to mold hundreds of other broadcast journalists," Woolery wrote.

"I'm humbled to join so many wonderful journalists previously honored with the Shelley Award," Lytle said.

Previous recipients of the award include Iowa broadcasting fixtures Kevin Cooney, John Bachman, Russ Van Dyke, Jim Boyd, Kay Henderson, Paul Rhoades, Dean Borg, Grant Price, Ron Steele, and Liz Mathis.

Tami Wiencek, a former television anchor who now works for Musco Lighting in developmental marketing, calls Lytle “an outstanding teacher who instills the true value of journalism in his students. In teaching the nuts and bolts of broadcast news, he also teaches the reason why the craft makes a difference in society and particularly our democracy.”

“Knowing how to work in the profession is important, but knowing why journalism is indispensable in a self-governing nation brings meaning to the skills Professor Lytle teaches so well,” Wiencek said. “Without realizing it, the public owes a debt of gratitude to Professor Lytle. He teaches true journalism, the kind that holds those in authority accountable and gives a voice to the voiceless.”

The Iowa Broadcast News Association is an organization of radio and TV news directors, reporters, and producers; educators; and public relations professionals and others from Iowa and adjacent states, working together to improve electronic media news for stations and the public.

Lytle is the 39th recipient of the Shelley Award. Previous recipients are:

2009 Dr. Jeff Stein, Wartburg College/Iowa Broadcast News Association, Waverly
2008 Dean Borg , Iowa Public Television/Iowa Public Radio
2007 Mark Minnick, WOC Radio, Davenport
2006 Cary J. Hahn, KGAN-TV, Cedar Rapids
2005 John Bachman, WHO-TV, Des Moines
2004 Liz Mathis, KCRG-TV, Cedar Rapids
2003 Dave Busiek, KCCI-TV, Des Moines
2002 O. Kay Henderson, Radio Iowa , Des Moines
2001 Jim Boyd, WMT Radio, Cedar Rapids & WHO Radio, Des Moines
2000 Ron Steele, KWWL-TV, Waterloo
1999 Kevin Cooney, KCCI-TV, Des Moines
1998 Dick Michels, KSCJ Radio, Sioux City
1997 Dr. Dave Nixon, Iowa Lakes Community College
1996 J.K. Martin, KBUR-KGRS Radio, Burlington
1995 Dave Shay, KGAN-TV, Cedar Rapids
1994 Dennis Sutterer, Radio Iowa
1993 Dale Woolery, KRNT Radio, Des Moines
1992 Ev Hickman, WHO Radio, Des Moines
1991 Dean Navin, KVFD-KUEL Radio, Fort Dodge
1990 Bill Henry, KBUR-KGRS Radio, Burlington
1989 Rich Fellingham, KASI-KCCQ Radio, Ames
1988 Ned Dermody, KMA Radio, Shenandoah
1987 Tim Renshaw, KGLO Radio, Mason City
1986 Jackie King, KIOA Radio, Des Moines
1985 Paul Rhoades, KCCI-TV, Des Moines
1984 Jim Vogelaar, KIOA Radio, Des Moines
1983 Larry Huegli, KGLO Radio, Mason City
1982 Cliff Brockman, KCAU-TV, Sioux City
1981 Dan Miller, IPBN, Des Moines
1980 Larry Schmitz, KLEM Radio, LeMars

1979 Bob Wilbanks, WHO Radio/TV, Des Moines
1978 Bob Bruner, WMT Radio/TV, Cedar Rapids
1977 Russ Van Dyke, KCCI-TV, Des Moines
1976 Bud Chaldy, KASI Radio, Ames
1975 Grant Price, Black Hawk Broadcasting Company, Waterloo
1974 Gordon Kilgore, KDTH Radio, Dubuque
1973 Jim Bormann, WCCO Radio, Minneapolis
1972 Dick Petrik, KOEL Radio, Oelwein

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