

ACADEMIC ARTICLES AND PUBLICATIONS:

David Perlmutter's essay, "Your First Real Taste of Academic Culture," on being a first-time graduate assistant, appeared in the July 18th *Chronicle of Higher Education*. The essay was also adopted by The Graduate College at Western Michigan University to include in its training manual for grad students.

Carol Holstead contributed an entry on magazine design to Sage Publications' *Encyclopedia of Journalism*, due out in mid-2009.

Chuck Marsh's article "Postmodernism, Symmetry, and Cash Value: An Isocratean Model for Practitioners" has been published in *Public Relations Review*.

Simran Sethi contributed an entry on Environmental Journalism to the *Encyclopedia of Science and Technology Communications* (Sage).

Scott Reinardy's manuscript "Beyond Satisfaction: Journalists Doubt Career Intentions as Organizational Support Diminishes and Job Satisfaction Declines" has been accepted for publication with the *Atlantic Journal of Communication*. Publication is set for September 2009.

Tien Lee's article, "How Newspaper Readership Affects Political Participation," appeared in the summer 2008 issue of *Newspaper Research Journal*. It is co-authored with his former graduate student, Lu Wei, an assistant professor at the University of Rhode Island.

Scott Reinardy's co-authored paper "College newspaper advisers, controversial topics and the willingness to self-censor" received the College Media Advisers' Nordin Award for top paper. With the award, the paper is automatically selected for publication in the *College Media Review*. Publication is set for the Winter 2009 issue. The paper was co-authored with Vince Filak, University of Wisconsin-Oshkosh. Reinardy will also present "College journalism advisers able to ward off stress, burnout" at the October conference in Kansas City.

David Guth published a study, funded by KU's Transportation Research Institute, called "Untapped Potential: Evaluating State Emergency Management Web Sites 2008." His study concludes that despite post-Hurricane Katrina calls for improved communication, state emergency management agencies across the U.S. have been slow to adopt Internet-based resources to reach the public during emergencies. The study analyzed 51 state emergency management agency Web sites (including the District of Columbia) and results of an online survey of state public information officers. The report outlined 13 findings of the research and made six recommendations to the nation's emergency managers. Read the news release and download the report at www.journalism.ku.edu.

David Perlmutter's essay, "The Unrecommendation" was published in *the Chronicle of Higher Education*, Oct. 29. It is part of his regular column "P&T

CONFIDENTIAL" about promotion and tenure.

Simran Sethi has submitted entries to "Thoreau's Legacy: American Stories about Global Warming, a book to be published by the Union of Concerned Scientists and Penguin Classics in 2009.

David Perlmutter's article, "Are Your References Too Fawning?" appeared in the *Chronicle of Higher Education*, Dec. 3. It is part of his regular column, "P&T CONFIDENTIAL." The essay is available [online](#).

Scott Reinardy's paper, "College Newspaper Advisers, Controversial Topics and Willingness to Self-Censor," was published in the winter 2009 *College Media Review*. It was the Nordin Award winner for top paper at the College Media Advisers national convention in October. The paper was co-authored with Vincent Filak from the University of Wisconsin Oshkosh.

Max Utsler's paper, "The Relationship Between Sports-Talk Radio and Local Pro Franchises and Big-Time College Athletics," was selected for the winter 2009 edition of the *Journal of Radio and Audio Media*.

Simran Sethi has been asked to contribute to the *Dictionary of Ethical Politics*, a joint effort of the UK's Open Democracy Web site and *Resurgence* magazine that will be released next year. She will be writing about environmental justice and the triple bottom line for the publication.

Bob Basow and **Simran Sethi's** article, "Teaching Climate Change Communication: Interdisciplinary Approaches," will appear in the second edition of an online journal published by the Center for Climate Change Communication, headquartered at George Mason University. The article was co-authored with **Steve Ingalls** of the Center for Remote Sensing of Ice Sheets (CReSIS), who worked with Basow's J676 Strategic Campaigns class in the fall semester of 2006.

Max Utsler and Dr. Stuart Esrock, University of Louisville, had an article published in the January 2009 online edition of *Feedback*, a Broadcast Education Association journal. The article is titled "The \$2.5 Million Dollar Bargain: Super Bowl Ads and Added Value." The article is online at www.beaweb.org. Esrock earned his master's degree at KU.

David Perlmutter's report on "Top Transportation and Energy Issues Facing the Nation" was released by the KU Transportation Research Institute at a press conference in Washington, DC., in association with a meeting by the National Transportation Research Board. The report details findings and observations made at a conference that Perlmutter hosted in September at the Dole Institute of Politics of leading experts on transportation from industry, government and the academy.

David Perlmutter's article, "Selecting Outside Evaluators," appeared in the

Chronicle of Higher Education, Jan. 16. It is part of his regular column, "P&T CONFIDENTIAL." ([read it](#))

David Perlmutter and Tom Johnson (Texas Tech) will be co-editors of a special issue of the academic journal *Mass Communication and Society* on "New Media in the 2008 Presidential Election."

Simran Sethi's entry on Environmental Justice has been accepted into the *Encyclopedia of Science and Technology Communication*, a Sage reference guide due out in 2010.

David Guth's article "Black, White, and Shades of Gray: The Sixty-Year Debate Over Propaganda versus Public Diplomacy" has been published in the *Journal of Promotion Management*, Vol. 14, Issue 3&4 2008, 309-325.

Scott Reinardy's article "College journalism students need work on good writing, grammar" was published in the Associated Press Sports Editors February newsletter. The article discussed the results from a summer 2008 study Reinardy conducted with 108 newspaper sports editors that examined what they thought would be essential in educating young sports journalists.

Tien Lee's paper, "Why they don't trust the media: An examination of factors affecting trust," has been accepted for publication in a special issue of *American Behavioral Scientist* on media credibility.

Scott Reinardy's paper "A study of burnout and job satisfaction among high school journalism advisers" was published in the Winter 2009 issue of *Journalism & Mass Communication Educator*. The paper was co-authored with Adam Maksl from Ball State University and Vince Filak from the University of Wisconsin-Oshkosh.

Scott Reinardy's paper "College journalism advisers able to ward off stress, burnout" was featured in the Spring 2009 issue of the *College Media Review*. The paper was co-authored with Vince Filak from the University of Wisconsin-Oshkosh. (Notation: Although Reinardy was listed as the second author, he was in fact the first author. The editor has acknowledged the mistake and has said it will be corrected for the online version.)

Doug Ward's article "The Geography of an American Icon: An Analysis of the Circulation of the Saturday Evening Post, 1911-1944" has been accepted for publication in *American Journalism*.

David Perlmutter's co-authored paper "Why Blog? (Then and Now): Exploring the Motivations for Blogging By Popular American Political Bloggers" was accepted for the journal *New Media & Society*.

Chuck Marsh's article "'The War Against the Moon': André Maurois' 1927 'Fantasy on the Coming Power of the Press'" has been accepted for publication

in Journalism and Mass Communication Quarterly.

Tien Lee will present his paper, co-authored with former graduate student Chris Brott, entitled "The Common Grounds and Grand Canyons between Liberals and Conservatives - A Life Style Analysis" at the ICA conference in Chicago on May 24.

Tien Lee and graduate student J.J. De Simone will present a paper at the AEJMC conference in August, titled "The Palin Factor: Effects of Ideology, Race and Media Consumption in the 2008 Presidential Election."

Barbara Barnett's paper, "False Rape and Media Frenzy: Newspapers' Framing of the Duke University Lacrosse Case," has been accepted for presentation at AEJMC.

Mugur Geana's paper "Item Response Theory versus Classical Test Theory: Proposing a New Approach in Evaluating Journalism Students' Achievement" has been accepted by the Scholastic Journalism Division for presentation at the 2009 AEJMC national convention in Boston in August.

Mugur Geana's paper "The Digital Divide and Self-Reported Health Information Needs and Usage" has been selected for presentation during the Third National Conference on Health Communication, Marketing and Media. The conference is organized by the Center for Disease Control and Prevention's National Center for Health Marketing and the Office of Enterprise Communications and will be held in Atlanta, Ga., August 11-13. The meeting provides a scientific and professional forum for researchers and practitioners to share insights, research findings, and best practices to advance the fields of health communication, marketing and media. The Substance Abuse and Mental Health Services Administration, the National Cancer Institute and the National Public Health Information Coalition are co-sponsors for this event.

Max Utsler and Dr. Stuart Esrock of the University of Louisville have an article published in the March edition of Feedback, an online publication of the Broadcast Education Association. The article is titled "Southern Fried Advertising: NASCAR Meets Madison Avenue." Esrock received his Master's degree from the School in 1990. [More](#)

Sue Novak's paper, "Fighting for a Free Press in Russian Media: Anna Politkovskaya's Murder as Presented in the Newspaper Izvestiya," has been reviewed and accepted for presentation at the National Communication Association's 95th Annual Convention, November 12-15, in Chicago.

Scott Reinardy has had the following four papers accepted for the upcoming AEJMC convention: "Kansas City Star journalists cope with stress and self-affirmation following layoffs" (Newspaper Division); "Kansas City Star newsroom layoff survivors aggressively cope with organizational change in an effort to maintain journalistic quality" (Management and Economics Division); "Self-trained

and self-motivated: Newspaper photojournalists strive for quality during technological challenges,” co-authored with Keith Greenwood, University of Missouri (Visual Communication Division); and “Weathering the storm: How newspaper sports editors have adapted during changing times,” co-authored with graduate student Jesse Temple (trimmed down from his thesis) and Max Utsler (Newspaper Division).

Ward's article on using census data in historical research appears in the Winter 2009 edition of the AJHA Intelligencer, the newsletter of the American Journalism Historians Association.