

ACADEMIC PRESENTATIONS:

Crystal Lumpkins hosted and moderated a panel April 1 in her J201 Religion and the Media course, called "Faith and the Press." Journalists and religion scholars came together to discuss religion and faith issues. The panel is part of an ongoing series of discussions in her course, which focuses on current topics and issues concerning the intersection between religion and the media. Panelists included Rev. Delmar A. White, pastor of Ninth Street Missionary Baptist Church; Rev. Groves, pastor of Mount Olive Baptist Church and former columnist for the Marshall Democrat News; Dr. Z. Hall, communication studies scholar; Bill Tammeus, former Kansas City Star Faith columnist and current columnist of Presbyterian Outlook and editor of Faith Matters Blog; and Terry Rombeck, features editor, the Lawrence Journal-World.

Barbara Barnett, "Justice Revisited: A Pilot Study of Print Media Coverage of the Andrea Yates Murder Trials." (AEJMC-2008)

Mugur Geana, "Dark vs. Light: Environmental Illumination Influence on Startle Reflex Amplitude Measured During Manipulation of the Affective State Using Pleasant and Unpleasant Picture Presentations" to Visual Communications division. (AEJMC-2008)

Crystal Lumpkins, "An Examination of Religion and Spirituality in Information Processing of Breast Cancer Among African American Women." (AEJMC-2008)

Susan Novak, "Framing the Death of Investigative Journalism: Anna Politkovskaya's Murder in the *New York Times* and *Izvestiya*," to International Communication division. (AEJMC-2008)

Max Utsler, "Right Before Your Very Eyes: Photo Coverage of African Americans in Major College Newspapers." (AEJMC-2008)

Douglas Ward, "Turning Student Errors Into Lasting Lessons." (AEJMC-2008)

Scott Reinardy, "Generational Divide: Young and old journalists grapple with newspaper online strategies and organizational transformation." (AEJMC-2008)

Scott Reinardy co-authored papers: "Satisfied: The Maslach Burnout Inventory measures job satisfaction and lack of burnout among high school journalism advisers"; "Expanding and validating of the Willingness to Self-Censor scale: Self censorship and media advisers' comfort level with controversial topics"; "An examination of high school media advisers' reactions to controversial news topics: A developmental and confirmatory analysis." (AEJMC-2008)

Doug Ward's paper "Inside Journalism History: Some Assumptions and Ideas That Shape the Discipline," has been accepted for presentation at the American Journalism Historians Association national convention in October.

David Perlmutter gave a speech, "Blogging Politics 2008," for the Institute for Politics, Democracy & the Internet "Ideas" series at George Washington University in Washington, DC, August 11.

David Perlmutter presented "If You Blog it, They Will Come: Generating Quality Content & Traffic" to the Internet Blogging Workshop of the Leadership Institute, in Washington, DC, August 13.

Simran Sethi co-presented with KU Provost Richard Lariviere and colleague Stacy Fox on social networking at the National Association of State and Land Grant Universities and Colleges convention in Monterey, Calif., July 27.

Simran Sethi was a speaker at KU Art & Design's Hallmark Design Symposium on March 30.

Dean Ann Brill presented a series of lectures at a seminar Sept. 25-26 in St. Petersburg, Russia, on "Modern Journalism and the Internet." Russian journalists, graduate students and U.S. consul officials attended.

Bob Basow was the keynote speaker at the joint regional conference of the University Continuing Education Association (UCEA) in Kansas City on Oct. 16. Basow presented "The Increasing Importance of Strategic Communication: Purposeful Communication to Achieve Your Organizational Mission" to more than 100 executives in UCEA's Mid-America and Great Plains chapter.

David Perlmutter gave a speech on "Are Political Bloggers 'The People'?", at the Center for Comparative Studies in Race and Ethnicity, Stanford University.

David Guth gave a presentation to 12 Dutch journalists from the Netherlands Atlantic Association on Oct. 24, titled "The Media and Politics: How the candidates are communicating on the airwaves and are journalists holding them accountable?"

Kerry Benson spoke on Nov. 21 on the power of music as part of Bernstein-Rein's speaker series, "The Professors." As described by the presentation's organizers, "the Professor Series will feature three acclaimed college professors tasked to expand our minds and ignite our imaginations." KU School of Fine Arts Chair Greg Thomas spoke in September and James Floyd, a communications professor at the University of Central Missouri, spoke in October. KU J-School alum **Stephanie LeClaire** introduced Benson at the presentation.

David Perlmutter gave a presentation on "Blogging Down to Business: When/Where Mass Communication Gets Personal" for the University of Kansas Edwards Campus "Professional Edge" Series on Dec. 3.

David Guth presented a lecture, titled "Skills, Passion and Integrity: Teaching Journalism in the Digital Age," to the Women Philanthropists for KU (WP4KU) organization on Jan. 9. The mission of WP4KU is to encourage women to

support the University of Kansas through their philanthropy and leadership, and to explore ways to address the interests of women donors through KU Endowment. **Ted Fredrickson** also joined the discussion.

Mugur Geana's paper "Code Switching and Consequences: Anti-Diabetes Public Service Announcements Targeting Rural Hispanics" has been accepted for presentation at the 2009 ICA Conference. Geana co-authored the paper with colleagues from Texas Tech University. The paper is the result of collaboration streaming from the Big 12 Conference grant that Geana was awarded in 2008.

Tien Lee's paper, co-authored with former graduate student **Chris Brott**, has been accepted for presentation at the International Communication Association annual conference in Chicago in May 2009. The paper, "The Common Grounds and Grand Canyons between Liberals and Conservatives - A *Life Style* Analysis," is based on the DDB Life Style survey data. The J-School purchased the 2006 dataset, which is available to our faculty and graduate students.

David Perlmutter's panel proposals, "The Power of News Images: Multidisciplinary Perspectives" and "The Media Habits of Tomorrow: What Teenagers are Doing with New and Traditional Media," were accepted for presentation at the 2009 convention of the Association for Education in Journalism and Mass Communication.

Max Utsler made a presentation March 30 called "Extending the Reach of Super Bowl and NASCAR Advertising" at the University of South Carolina's sixth annual IComm week sponsored by the College of Mass Communication and Information Studies.

Simran Sethi will deliver a virtual lecture on environmental justice and sustainability in Chris Doran's MPP 607: Environmental Policy Capstone course at Pepperdine University on March 2.

Mugur Geana has been invited to present at the sixth "Enhancing Health Initiatives in the Latino Community" meeting on March 30. His research presentation is titled "Latinos and Media: The Search for Health Information." This annual meeting brings key Latino community stakeholders together and is co-sponsored by the Department of Preventive Medicine and Public Health and the Coalition of Hispanic Organizations Health Committee.

David Perlmutter will be a presenter at the seventh annual Celebration of Books, sponsored by the Friends of the Hall Center. Margaret Marco, Music & Dance, Laura Mielke, English, and Donald Worster, History, also will present. The event is this Wednesday, March 25, 4-6 p.m., Hall Center Conference Hall. This year's Celebration of Books honors faculty in the humanities, social sciences, and fine arts who published works in 2008. The event will feature a reception, display of books, and a short program. Perlmutter will speak about the impact of the blogosphere on the American political system. Additional

information is at www.hallcenter.ku.edu.

Tim Bengtson made a presentation on creativity and the creative process to Prof. Beverly Mack's Honors Class 492 on March 11. The class, comprised of undergraduate honor students at KU, has been studying creativity during the spring semester.

Simran Sethi will lecture on environmental justice at Tennessee Tech University on March 24. On March 27 she will participate in the town and gown panel on climate change at the KU Spencer Museum of Art.

David Perlmutter will make two presentations at the Governor's Public Health Conference in Wichita, Kan., April 22, addressing how social media can affect the world of health care. He will lead a breakout session titled "Marketing Health Information: The Challenge of Online Social-Interactive Media" and will deliver the keynote address "How to Tell the Story of Your Success Via Online Social-Interactive Media" that day.

Sue Novak was in St. Louis last week to present her paper "Myth as a bridge between role enactment and ideology: A study of Concerned Women for America." She also chaired one session of talks, and she assumed the board role of secretary for the Political Communication Interest Group.

PROFESSIONAL PUBLICATIONS & PRESENTATIONS:

Simran Sethi is the writer/ host of the CNBC op-ed series "Powering the Planet," looking at the challenges and opportunities around business, fuel and energy.

Simran Sethi launched weekly blog posts on *The Huffington Post* on the life cycle of the products we use and love, co-authored by J-School graduate **Sarah Smarsh**. Online at: www.huffingtonpost.com/simran-sethi

David Perlmutter presented "Blogging & Politics 2008" at the Internet Advocacy Roundtable at the Center for American Progress Action Fund, in Washington, DC, August 13.

David Perlmutter was a keynote speaker July 9 at the iModules Software User Conference of about 250 college alumni relations officers in Kansas City. His topic was "The Powers of Blogs for Outreach."

Simran Sethi spoke to young people at the local non-profit Van Go on July 14, highlighting the ways in which environmental issues impact low-income communities and communities of color. She also keynoted Governor Kathleen Sebelius' Kansas Green Team Assembly and Awards ceremony on July 16.

David Perlmutter was interviewed by WILL Radio, the NPR Affiliate in Urbana, Ill., about blogs and politics in the 2008 campaigns.

Simran Sethi lectured on Environmental Justice in New York City on 8/27 at the Interdependence Project.

David Perlmutter delivered the keynote speech on "How Blogging Is Changing Our World: The Lessons from Politics," at the Society for Scholarly Publishing Top Management Roundtable Conference in Philadelphia, Penn.

Rick Musser, retired professor, was interviewed by *Chicago Tribune* reporter Rex Huppke about Republican efforts to demonize the media's coverage of its vice-presidential candidate's family, for a Sept. 5 story.

David Perlmutter was interviewed about blogs and interactivity for the Web page of Care2, a company that provides online outreach for nonprofits. **Perlmutter** also was interviewed on the Jeremy Taylor Show (KLWN, Lawrence).

Jimmy Gentry presented sessions on Understanding the Income Statement and Basics of SEC Documents for journalists and students at a day-long workshop at the University of Tennessee, sponsored by the Donald Reynolds National Center for Business Journalism.

Chuck Marsh discussed the ethical issues involved in preserving prime farmland on "The Jeremy Taylor Show" on Lawrence's KLWN-AM on Sept. 17.

Simran Sethi was the featured guest on Robert Greenwald's program's Meet the Bloggers on Sept. 19, discussing energy policy and renewable energy alternatives: <http://meetthebloggers.org/>

David Perlmutter was the guest for a Web interview sponsored by the U.S. State Department by international journalists asking questions about American politics, campaigns and elections.

Mugur Geana participating in the Congress of the Americas II in Mexico City. He presented two research papers: "*Cross Cultural Preferences for Gender-, Ethnic- and Race-matched Narrations of Colorectal Cancer Education Information*" at the PR and Organizational Communication session and "*All Colors Welcomed! Influence of Gender and Race on Short Exposure Image Appeal of Higher Education Advertising Materials*" at the Media: Structure, Innovations and Usages session. The last paper is co-authored with J-School master's program graduate **Joseph Erba**.

Simran Sethi spoke at Ed Rendell's Pennsylvania Women's Conference in Pittsburgh on 10/2. She also appeared on the CNBC Business series "The Business of Collaboration" with Donnie Deutsch later that day.

David Perlmutter completed a U.S. Department of State speaking tour of the Netherlands and Germany. In Holland he spoke at the University of Leiden, Erasmus University (Rotterdam) and the University of Amsterdam on online media and the U.S. elections. At the Netherlands Museum of Photography in

Rotterdam he spoke on photojournalism and the Internet. In Germany he spoke about blogging and the U.S. elections at the German- American Institute in Nueremberg and was a keynote speaker at a conference on "U.S. Elections 2008: The Digital Campaign," which was sponsored by the Dept. of State and German Public Radio. He was also interviewed by a number of Dutch and German newspapers, television and radio stations.

David Guth was a speaker at the Friends of Community Media's Media Reform Week series Oct. 5 in Kansas City. He served on a panel titled "Media, Money and the Future of Democracy in America." Friends of Community Media is a non-profit corporation serving the Kansas City area devoted to citizen participation in the media. FCM encourages media to be responsive to the community and promotes diverse racial, ethnic, gender, and minority group participation in all media.

Jimmy Gentry presented a day-long workshop on stock and credit markets, and on understanding financial statements for the communications staff at Freddie Mac, the giant mortgage financing company, in McLean, Va.

Doug Ward presented the workshop "I Didn't Mean That: What the things we publish say about who we are" at the Wichita regional conference of the American Copy Editors Society on Saturday. Seven students accompanied Ward to the conference: **Brieun Scott, Arthur Hur, Luke Morris, Melissa Johnson, Tara Smith, Lauren Keith** and **Bryan Dykman**.

Scott Reinardy presented the paper "College journalism advisers able to ward off stress, burnout" at the College Media Advisers convention in Kansas City on Oct. 31. He also received the "Ken Nordin Research Award" for top research paper for "College Newspaper Advisers, Controversial Topics and the Willingness to Self-Censor." Both papers were co-authored with Vincent Filak from the University of Wisconsin-Oshkosh.

David Perlmutter was a keynote speaker at two events for the New England Journal of Medicine in Boston. First he spoke on "Building an Online Community for Professionals: The Lessons of Political Blogging" to the NEJM Publications Board. Then he spoke to physicians gathered for the NEJM New Horizons Conference on "Medical Blogging: Challenges and Opportunities for Health Professionals."

Jimmy Gentry presented a webinar entitled "Understanding the Financial Crisis of 2008 and What It Means to You" for members of the International Association of Business Communicators on Nov. 11.

Sue Novak's research "Myth as a Bridge Between Role Enactment and Ideology: A Study of Concerned Women for America" has been accepted for presentation at the Central States Communication Association annual meeting in St. Louis in April.

Jimmy Gentry presented workshops on "Rethinking Financial Statements in the New Business & Economic Environment" and "Putting Companies under the Microscope" in San Francisco, New York and in Milwaukee, sponsored by the Reynolds National Center for Business Journalism.

Max Utsler presented workshops on Dealing with the Media, Newsletter Article Writing, Story Ideas and Public Speaking to the annual Golf Course Superintendent's Association Conference and Show in New Orleans, Feb. 5 and 6.

David Guth will give a presentation, "Internet-based communications during emergencies," May 12 to the Mid-America Regional Council in Kansas City. He will discuss Internet communication strategies for emergency management.

Jimmy Gentry will lead a half-day workshop on understanding financial statements as part of a day-long program entitled "Covering the 2009 Financial World: New Rules and New President" on March 23 in Seattle. The program is sponsored by the Reynolds National Center for Business Journalism at Arizona State.

Jimmy Gentry will conduct a workshop on financial statements via teleconference for corporate communicators with Alibaba.com, the Hong Kong based business-to-business e-conference company, later this month.

Jimmy Gentry will lead a session in June at the International Association of Business Communicators (IABC) World Conference in San Francisco entitled "Understanding Financial Statements: Give Your Career a Competitive Advantage."

Jimmy Gentry will lead a half-day workshop for faculty members in "Teaching Financial Literacy" at the AEJMC convention in Boston in August.

Martin Rosenberg recently hosted a webinar discussion featuring Michael Chertoff, former director of the U.S. Department of Homeland Security, on foreign cyber threats to the electric power grid, recently reported in the Wall Street Journal and other media outlets. Also participating was Garry Brown, the top utility regulator in New York state, and other industry experts. Sharon Bass, retired J-School faculty member, is one of six artists selected for the 2009 National Park Service Artist-in-Residence program. This is one of the longest running artist-in-residency programs in the National Park Service and artists selected are guests at the William Allen White Cabin in Rocky Mountain National Park. Her residency will run from June 14-27. Artists are expected to make two public presentations while in residence. About the program and cabin: "The William Allen White Cabin in Rocky Mountain National Park was set aside in 1984 for use by the Artist-in-Residence program. For over thirty years, from 1912 to 1943, this cabin was the summer home of W.A. White, editor of the Emporia, Kansas, Gazette, winner of a Pulitzer Prize, and a figure of influence in the

Republican Party, and a personal friend of every President from William McKinley to Franklin D. Roosevelt. Much of his writing was done at his cabin in Rocky Mountain National Park, where the family retreated during the summer. In keeping with the spirit of this retreat by William Allen White, creative individuals are invited to use the unique environment of Rocky Mountain National Park to gain inspiration for their works. The building has retained a rustic quality complimenting its architectural integrity and is situated in Moraine Park, with a sweeping view of Longs Peak and the lush glacial valley below."

Martin Rosenberg organized and led the first EnergyBiz magazine Leadership Forum, a national energy policy conference in Washington March 9-10. Speakers included T. Boone Pickens, who hopes to develop in Texas one of the world's largest wind farms; Dan Reicher, the top energy and environmental leader of Google, which wants to make renewable cheaper than coal-fired generation; Charles Phillips, the chief executive of Oracle, which wants to provide the data base to enable more complex, interactive energy systems; the chief executives officers of Con Edison, Duke Energy, Gulf Power, Xcel Energy and Kansas City Power & Light and leaders in clean coal generation, nuclear power and electric vehicles. The event attracted 275 attendees and was covered by more than 30 members of the national and international media including the Washington Post, which covered it on the top half of page A-3.