

## PRESENTATIONS

### ***Academic Presentations to Association for Education in Journalism and Mass Communication (AEJMC) and other organizations:***

**Barbara Barnett:** "Medea in the Media: Maternal myths in print news coverage of women who kill their children" to AEJMC Commission on the Status of Women, 2004.

**Ann Brill:** "Using House Ads to Promote E-Newspapers: a longitudinal content analysis," co author, to AEJMC Newspaper Research Division.

**I-Huei Cheng:** "Smokers and Non-Smokers Think Aloud: Analysis of the cognitive and affective responses to anti-smoking messages," to National Communication Association, Chicago. "An Examination of Health News Reporting in the Minneapolis Star-Tribune," to NCA, Chicago. "Assessing a Public Health Information Campaign on Youth Health," to NCA, Chicago. "Content Analysis of Cancer Coverage in a National Sample," to NCA, Chicago. "Testing an Integrated Model of Smoking Information Processing," to NCA, Boston. "Family Communication and Teen Smoking Prevention" to International Communication Association health communication division. "Information Processing of Anti-Smoking Information and Pro-Tobacco Messages Among Adults and Children," to ICA information system division. "The Role of Spirituality in Breast Cancer Information Processing Between African American and Caucasian Women," to ICA health communication division.

**Jimmy Gentry:** Panelist on convergence for AEJMC Culture and Critical Studies and Ethics Divisions.

**Maria Len-Rios:** "Communicating Trials and Public Opinion," to AEJMC Science Communication Interest Group. "Integration of Advertising and Public Relations Curricula: a 2004 status report of educator perceptions," AEJMC teaching paper co-author.

**Charles Marsh:** "Plato's Worst Nightmare: Impact of the New Orality on media literacy and ethos, to AEJMC Media Ethics Division. Paper on Aristotelian Rhetoric and Crisis Communications, International Society for the History of Rhetoric. Paper on classical rhetoric and modern crisis communication theory, to the "Before 1500 Seminar," Hall Center for the Humanities, KU.

**Kristen Swain:** "Spinning and Spores: Risk framing in news coverage of the 2001 Anthrax Attacks," to the Association for Politics and Life Science. "The Anthrax Scare of 2001: cross-media comparisons and lessons learned," co author, Assn for Politics and Life Science. "Capitalist and Cultural Factors That Shape News Coverage in Sub-Saharan Africa," selected for presentation in fall 2005 to Hall Center for the Humanities. Panel moderator, bioterrorism and media, Assn for Politics and Life Science.

**Tom Volek:** "It WILL Work Here: The evolution of market-based journalism in Post Soviet Russia," to European Studies Conference, Omaha.

**Douglas Ward:** "Barbarians, Farmers and Consumers: Curtis Publishing Company and the Search for Rural America, 1910-1930," to the American Journalism Historians Association. "Capitalism and the Power of Definition: Market research and the creation of the consumer in early 20th Century America," selected for presentation in fall 2005 to Hall Center for the Humanities.

***Professional Presentations:***

**Ann Brill** spoke to the Missouri Association of Healthcare Public Relations and Marketing Professionals in June.

**Jimmy Gentry:** Spoke on Convergence for the World Company's CLIK conferences for professionals. Conducted workshops for business journalists around the country for the American Press Institute National Center for Business Journalism. Is on the editorial committee of University Press of Kansas.

**Carol Holstead** spoke on "Art and the Editorial Process at Magazines" in conjunction with an exhibition of Diane Arbus photographs, "Family Albums," at the Spencer Museum of Art.

**Peggy Kuhr:** Was a panelist on ethics in the news industry for the Missouri-Kansas AP editors and publishers. Was a panelist at the Dole Institute of Politics on the role of media in the 2004 elections. Spoke on "Understanding Generation Y" to the Kansas Press Association Leadership Academy.

**Kristen Swain:** Spoke on who assesses risk to consumers and the environment at the Summit on Risk Management in a Risk Adverse Society at KU. Lester Crawford, acting head of the FDA, also spoke on the role of regulations in managing public health research. Presented a workshop on Designing Health Communication Campaigns for the American Medical Writers Association. Conducted media training workshops for KU and KSU scientists preparing for state Board of Education hearings on evolution.

**Barrett Sydnor** spoke on cable marketing to the National Cable Television Cooperative.

**Max Utsler:** Conducted workshops for the Golf Course Superintendents Association. Conducted media training workshops for KU and KSU scientists preparing for state Board of Education hearings on evolution.

**Douglas Ward** presented "Fact Checking for (or is it of?) Dummies" at the American Copy Editors Society convention in California.