

PROFESSIONAL PUBLICATIONS

David Perlmutter's article, "Hillary Clinton's critical choice: Attacking Obama could push youth away from politics," appeared in the *Christian Science Monitor* January 15, 2008.

Perlmutter's article, "Taking Time for R&R (Revise and Resubmit)," appeared in the *Chronicle of Higher Education* January 11.

Jimmy Gentry writes a bi-monthly column, "Inside Business," for CW Bulletin, the monthly online publication of the International Association of Business Communicators.

PROFESSIONAL PRESENTATIONS

Jimmy Gentry was designated an All-Star Speaker by the International Association of Business Communicators following his presentation at the IABC International Conference in New Orleans in June. His top-rated presentation was entitled, "Financial Statements: The Cliff Notes Version."

Gentry led two-day workshops on "Communicating Company Results to Build Trust and Reputation" for IABC in Chicago, New York and San Francisco.

Gentry presented "Thinking Inside the Box: Deciphering A Company's Income Statement in Five Steps," at the IABC Business Communicators conference of the Kansas City chapter October 25. It also was the topic of his presentations to the national Agri-Marketing Conference in Kansas City, to the communications staff of Bayer CropScience, in Raleigh, North Carolina and to business reporters in Phoenix.

Gentry led a 4-day workshop, "Strictly Financials," for business reporters in January 2008 for the Reynolds National Center for Business Journalism at Arizona State University.

Douglas Ward led two workshops aimed at helping editors cope with the changing media landscape at the national convention of the American Copy Editors Society. He also moderated a session on increasing the visibility of copy editors.

Perlmutter moderated a panel discussion on Military Blogging at the Dole Institute of Politics January 29, 2008.

Rick Musser spoke on video editorials to the National Association of Editorial Writers conference City September 26.

Simran Sethi spoke to the following organizations: the first Clinton Global Initiative conference at Tulane University. Maria Shriver's California Women's conference in October, Bioneers by the Bay and Minneapolis Planners

conferences as keynoter in October, and the Green Business conference in November.

Dean Ann Brill will speak on recruiting minority students to college at the Unity convention in Chicago. Unity is an alliance of the Asian American Journalists Association, National Association of Black Journalists, National Association of Hispanic Journalists and Native American Journalists Association.

Malcolm Gibson made two presentations to the College Media Advisers national convention in New York. He spoke on “International Journalism: the media and the massaged message” with Will Stebbins, bureau chief of Al-Jazeera-English, and on getting a keeping a job.

Musser was interviewed for a November 2 *Baltimore Sun* column headlined “If church doesn’t pay, father still wins.” The column was on the \$10.9 judgment awarded in a federal jury in Baltimore against the Westboro Baptist Church of Topeka. It was sued by the father of Marine killed in Iraq, whose funeral was picketed by the group.

Perlmutter was interviewed about “Blogwars” by the Associated Press, Philadelphia Inquirer, public radio in Ohio and Dallas, and on television by Jon Stewart. He was interviewed about the ethics and credibility of photojournalism by the staff of the Miller-McCune Center for Research, Media and Public Policy.

Sethi appears regularly on the NBC’s Today Show and Nightly News and on The Oprah Winfrey Show. She created and hosts the environmental justice series, “the Good Fight” on the Sundance Channel. She makes numerous reports on the Green rebuilding of Greensburg, Kansas on all media.

Max Utsler was interviewed on the Fox Business Channel about his research on NASCAR television commercials.