

PUBLICATIONS

David Guth, Charles Marsh and Bonnie Short published a book, "Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing and Business Communications" in July 2004.

Guth and Marsh published a book, "Public Relations: Case Studies and Critical Thinking," in October 2004. The third edition of their book, "Public Relations: A Values-Driven Approach," was published in spring 2005.

Douglas Ward's chapter, "Reading, Research and Objectivity," is in "Fair and Balanced: A history of journalistic objectivity," published in 2005 by Vision Press.

Max Utsler's chapter on Sports Radio 810 WHB in Kansas City is in "Sports Talk Radio," published in 2005 by Haworth Press.

Articles in academic journals, published or accepted for publication:

Barbara Barnett: "Feminists Shaping News: A framing analysis of news releases from the National Organization for Women"; Journal of Public Relations Research. "Perfect Mother or Artist of Obscenity? Narrative and myth in a qualitative analysis of press coverage of the Andrea Yates murders"; Journal of Communication Inquiry.

Bob Basow: "The Convergence Success Story at KU"; Proceedings of the 2004 Conference of the American Academy of Advertising. "Advertising in China: The Great Wall and the Opening Door"; Mass Communication Review special edition.

Sharon Bass: "On Design and Liberation," an essay on teaching successes and failures, in Reflections from the Classroom, published by the KU Center for Teaching Excellence.

Ann Brill: "Sponsorships in Internet Newspapers: What are their effects?"; co-author, Newspaper Research Journal. "Using House Ads to Promote E-Newspapers: A longitudinal content analysis"; co author, Newspaper Research Journal.

I-Huei Cheng: "Ad Placement in E-Newspapers Affects Memory, Attitude"; co-author, Newspaper Research Journal. "The Role of Clients in the Public Relations Campaign Course"; co-author, Journalism and Mass Communication Educators Journal.

Peggy Kuhr: "The Blackboard Course: Makeover of Ethics and the Media"; co-authored, TechTrends of the Association for Educational Communications and Technology.

Charles Marsh: "Aristotelian Ethos and the New Orality: Implications for media literacy and media ethics"; Journal of Mass Media Ethics.

Kristen Swain: "Approaching the Quarter-Century Mark: AIDS coverage and research decline as infection spreads"; Critical Studies in Mass Communication.

Articles in Professional Publications:

Bob Basow: His article about U. S. college students' reactions to the September 11, 2001 tragedies, written first for the People's Youth Daily in China, was placed on the People's Daily Web site in fall 2004.

Jimmy Gentry: "Stock Options Go Local"; BusinessJournal.org of American Press Institute.

Douglas Ward: His review of "The People Could Fly," a children's book, appeared in the New York Times.