

VITA

Dr. Jane Willoughby Peterson
Greenlee School of Journalism and Communication
Iowa State University
Ames, Iowa 50011
(515) 294-3822 (office)

CURRENT POSITION

Associate Director
Professor, and Graduate Faculty member
Greenlee School of Journalism and Communication
Iowa State University, Ames, Iowa
Emphasis Coordinator for Science Communication
Emphasis Coordinator for Public Relations

DEGREES HELD

Ph.D. Iowa State University, Ames, Iowa
Major: Curriculum and Instructional Technology Minor: Journalism and Mass Communication
August 1987.

Dissertation: A coorientation study of high school journalism teachers, high school principals and local newspaper editors.

MS Iowa State University, Ames, Iowa
Journalism and Mass Communication. August 1982.

Thesis: A study of nuclear energy attitudes among readers of a newspaper energy education series.

BA The University of Iowa, Iowa City, Iowa
Major: English Teaching Certification Grades 7-14

Non-degree studies

University of Wisconsin, River Falls, Wisconsin
Courses in human relations and multi-cultural awareness. 1974-75.

PROFESSIONAL EXPERIENCE

University: 1982-2006.
Pre-university professional experience: 1972-80.

ISU PERSONNEL RECORD -- DATE OF APPOINTMENT

Instructor	1982
Assistant Professor	1986
Associate Graduate Faculty	1989
Associate Professor	1990
Full Professor	1997
Interim DEO 1993 - 1996	
Associate Director	2004 - present

SELECTED REFEREED PUBLICATIONS

"How Complete are Newspaper Corrections?: An Analysis of the 2005 "Regret the error" compilation," Michael Bugeja and Jane Peterson, *Media Ethics*, volume 18, No. 2, spring 2007.

"Teaching (About) international public relations: An examination of individual and institutional attributes of public relations educators in the United States." Angela K. Mak and Peterson, Jane W., *Teaching Public Relations*, Ken Plowman, editor. 2005.

"International public relations and practitioner preparation: An examination of individual and institutional attributes of public relations educators in the United States." Angela K. Mak and Peterson, Jane W., *Public Relations Research Review*, Fall 2005.

"Risk from an unknown technology: How Iowans perceive agricultural sludge." Peterson, Jane and Rodriguez, Lulu. *Journal of Environmental Education*, Summer 1999.

"Opinion Formation on Environmental Protection: Understanding the Origins of Attitudes Toward Resource Enhancement and Protection in Iowa." Rodriguez, Lulu and Peterson, Jane W. *Agriculture Communication Education Journal*, Vol., 82, No. 2, 1998.

"Safe farm: The impact of an Iowa public information campaign." Rodriguez, Lulu; Schwab, Charles V.; Peterson, Jane W. and Miller, Laura J. *Journal of Agricultural Safety and Health*, 3(2): 109-123. Summer 1997.

"The case of the shrinking tab. Molecular Biology Building Grand Opening," Peterson, Jane W. *College Media Review*. Summer 1997.

"Opinion formation on environmental protection: Understanding the origins of attitudes toward resource enhancement and protection in Iowa." Rodriguez, Lulu and Peterson, Jane W. *Agriculture Communication Education Journal*. Spring 1996.

"Sludge under suspicion: Explaining perceptions of risk from a relatively 'unknown' technology." Rodriguez, Lulu and Peterson, Jane W. *Journal of Applied Communications*, Vol. 80. No. 2. 1996

Communication: Journalism Education Today, a biannual refereed research issue. Peterson, Jane W., editor. 1996.

"Scholastic journalism research: Bridging the gaps." Refereed publication in *Ecquid Novi*. June 1995.

"How selected high school newspapers covered the Persian Gulf War." Jane W. Peterson and Michelle Maronn (undergraduate honors student), published in *Communication: Journalism Education Today*. Spring 1995 issue, pp. 20-24.

Communication: Journalism Education Today, a biannual refereed research issue. Peterson, Jane W., editor. Spring 1993.

“Standardized news values education and the coverage of persons with disabilities by journalists,” Published in *News Computing Journal*. Vol. 8, No. 2. 1992.

“Plotting a course to spark scholastic journalism research.” *Communication: Journalism Education Today*. Volume 24, Issue 3. Spring 1991.

“Pre-publication review and the science story.” Published in the *College Media Review*, Vol. 29, Number 1. Winter 1991.

“Science news and the student reporter: Guidelines for reporting the science story.” Published in the *College Media Review*, a refereed publication of the College Media Advisers, Inc. Vol. 29, Number 1. Winter 1990.

REFEREED PAPERS AND PRESENTATIONS

“Challenges in international public relations and practitioner preparation,” Peterson, Jane W. and Mak, Angela. A refereed paper for presented to the , Public Relations Society of America, 2005 International Conference, Miami, FL, October 22-25, 2005.

“Teaching (About) international public relations: An examination of individual and institutional attributes of public relations educators in the United States.” Angela K. Mak and Peterson, Jane W. award winning refereed paper presented to the Association for Education in Journalism and Mass Communication Public Relations Division, San Antonio, TX, August 10-13, 2005. **(Second Place, Teaching Category of Public Relations Division.)**

“Factors affecting the amplification or attenuation of public attitudes and worry about buiterrorist attacks,” Lulu Rodriguez, Suman Lee and Peterson, Jane W. A refereed paper presented to the Science Communication Interest Group of the Association for Education in Journalism and Mass Communication, San Antonio, TX, August 10-13, 2005.

"Regret the Error," Michael Bugeja, Peterson, Jane W., Rey, Rut. A refereed paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, San Antonio, TX, August 10-13, 2005.

“REAP and the High School Press,” Peterson, Jane W., Geske, Joel and Rodriguez, Lulu. A refereed paper presented to the Scholastic Education Division of the Association for Education in Journalism and Mass Communication, New Orleans, LA, August 1999.

“REAP and the High School Press,” Peterson, Jane W. A refereed paper presentation for the Midwinter Scholastic Journalism Conference held at the Poynter Institute for Media Studies, St. Petersburg, FL, January 1998.

“Communicating an unknown technology to a specialized audience.” Peterson, Jane W. and Rodriguez, Lulu. A paper presented at the Media, Risk and Environment conference at the University of Wales, Cardiff, Wales. July 2-3, 1997.

“Flooding, media coverage and the altered landscape.” Peterson, Jane W. and Dekker, Corrin. A paper to be presented at the Media, Risk and Environment conference at the University of Wales, Cardiff, Wales. July 2-3, 1997.

“Opinion formation in environmental protection: Origins of citizens’ attitudes on resource enhancement and protection in Iowa.” Rodriguez, Lulu; Farnall, Olan; Geske, Joel and Peterson, Jane W. Refereed presentation to the Science Communication Interest Group. 1996. Association for Education in Journalism and Mass Communication. Anaheim, California. August 1996.

“The spiral of silence and the defeat of the Iowa Equal Rights Amendment.” Rega, B. and Peterson, J.W. A refereed paper presented to the International Communication Association Convention. Sydney, Australia. July 1994.

- “The safe farm campaign and changes in Iowa farmers’ attitudes and behavior.” Miller, L.J.; Schwab C.V. and Peterson, J.W. A refereed paper presented to the Research Division of the Agricultural Communicators in Education. Moscow Idaho/ Pullman, Washington. July 1994.
- “Anthropological techniques and the teaching of scholastic journalism.” A refereed paper presented to the midwinter meeting of the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication, hosted by The Freedom Forum. Washington, DC. January 1993.
- “News values and stereotypes in coverage of people with disabilities.” A refereed paper presented to the Scholastic Journalism Division Midwinter meeting. Atlanta, Georgia. January 1993.
- “Selected Iowa high school newspaper coverage of the Gulf War Crisis.” A refereed paper presented to the Association for Education in Journalism and Mass Communication Scholastic Journalism Division. Kansas City, Missouri. August 1993.
- “A formative approach to planning a farm safety communication campaign.” Miller, L.J.; Peterson, J.W. and Schwab C.V. A refereed research poster session presented to the Educational Resources Division of the National Safety Congress and Exposition. Chicago, Illinois. October 1993.
- “A formative approach to planning a farm safety communication campaign.” Miller L. J.; Schwab, C. J. and Peterson, J. W. A refereed research poster session presented to the Midwest and High Plains Agricultural Health and Safety Regional Conference. Marshfield, Minnesota. October 1993
- “Eliminating stereotypes: A critical look at the teaching of standardized news values.” A refereed paper presented to the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication convention. Atlanta, Georgia. January 1993.
- “The relationship of standardized news values education to coverage of persons with disabilities be journalists.” A refereed paper presented at the Association for Education in Journalism and Mass Communication convention. Montreal, Canada. August 1992.
- “Journalism education research: Bridging the gaps.” A refereed paper presented at the Association for Education in Journalism and Mass Communication, Scholastic Journalism Division. Montreal, Canada. August 1992.
- “Pre-publication review and the science story.” A refereed paper presented at the College Media Advisers, Inc. Convention. Washington, DC. November 1-4, 1990.
- “Reporting the science story.” A refereed paper resented to the College Media Advisers convention. New Orleans, Louisiana. November 16-19, 1989.
- “High school principals and the high school journalism program.” A refereed paper presented to the Association for Education in Journalism and Mass Communication midwinter meeting at the Poynter Institute for Media Studies. January 1989. ED 303 814, 22 p. January 1989.
- “A coorientation study of newspaper editors, high school teachers and high school principals in selected Iowa communities.” A refereed paper presented to the Association for Education in Journalism and Mass Communication. Portland, Oregon, ED 998 487, 49 p., July 1988, ERIC Retrieval System. August 1988.

SELECTED INVITED PAPERS AND PRESENTATIONS

“Teaching and Scholarly Activity in the Land Grant University.” An invited presentation to the Iowa State University community, invited by President Martin Jischke, Spring 2000.

“Scholastic journalism research.” An invited presentation to the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication midwinter meeting. Charlotte, NC. January 1996.

“Avoiding stereotypes in reporting and writing.” An invited presentation to the Fall convention of the Journalism Education Association and National Scholastic Press Association. Chicago, Illinois. November 1996.

Presentation to the Technology Committee of the Iowa Department of Education on the REAP and High School Press and ESCAN Projects. Geske, Joel; Peterson, Jane W. and Dekker, Corrin. 1996.

“REAP and the high school press.” Invited presentation to the national convention of the Journalism Education Association and the National Scholastic Press Association, Phoenix, Arizona. April 1997.

“Risk communication activities in the department of journalism and mass communication.” A report submitted to Multi-disciplinary Risk Assessment Committee, Zadorski, Todd. Ames Laboratory.

“A communication review of the US Department of Agriculture’s new pathogen reduction and mandatory Hazard Analysis Critical Control Points (HACCP) rule.” Rodriguez, Lulu and Peterson, Jane W. Iowa Food Safety Consortium. 1996.

“REAP and High School Journalism,” brochure for distribution at the annual Iowa High School Press Association convention, Peterson, Jane W.; Thomas, Teresa and Dekker, Corrin; graduate research assistants. University of Iowa. October 1996.

“The REAP baseline statewide population survey: A preliminary report.” Rodriguez, Lulu; Farnall, Olan; Geske, Joel and Peterson, Jane W. Peterson. 1996.

A Sludge Manual for Generators and Land Applicators, booklet prepared for the Department of Natural Resources and funded by the Environmental Protection Agency. Spring 1995.

“The dissemination of scholastic journalism research in communication: Journalism education today.” Invited presentation to the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication. Phoenix, Arizona. January 1995.

- “Stereotypes in the media: A damage assessment.” Invited presentation to the joint convention of the national Journalism Education Association and the National Scholastic Press Association. San Diego, California. April 1995.
- “The scholastic press and environmental issues.” An invited panelist for the Association for Education in Journalism and Mass Communication Convention. Atlanta, Georgia. August 1994.
- “Standardized news values and stereotypes.” Peterson, J.W. and Miller, L.J. Panel on multicultural issues for the National Journalism Education Association/ National Scholastic Press Association convention. Portland, Oregon. April 1994.
- “The high school press and the environment.” A panel member for the Science Communicators Conference. Reno, Nevada. April 1994.
- “The C:JET project -- what do the readers need?” An invited presentation to the midwinter meeting of the Association for Education in Journalism and Mass Communication Scholastic Journalism Division, hosted by The Freedom Forum. Washington, DC. January 1994.
- “Stereotypes and the news media.” An invited presentation to the joint session of the national Journalism Education Association and National Scholastic Press Association convention. Long Beach, California. April 1993.
- “Setting the scholastic research agenda.” A presentation to the Journalism Education Association/ National Scholastic Press Association convention. Denver, Colorado. March 1992.
- “You be the expert.” Chapter in a public relations process text, The Publicity Process. 3rd edition, Goff, Christine Friesleben, editor. Iowa State University Press. 1989.
- “High school principals and the high school journalism program: An overview.” Association for Education in Journalism and Mass Communication Secondary Education Division Newsletter. Spring 1989.
- “A synopsis of soil conservation research in the Iowa State University Department of Journalism and Mass Communication.” A paper for which I was nominated and inducted into Gamma Sigma Delta Agricultural Honor Society. 1980.
- “Transplan communication evaluation using target interviewing.” The Office of Advance Planning Department of the Iowa Department of Transportation. 1979.
- “Job satisfaction of agriculture editors.” A paper with Dr. Paul Yarbrough and Dr. Cliff Scherer. Presented to the Association of Agriculture Editors. St. Louis, Missouri. 1979.

BOOK REVIEWS

Manuscript Reviews for the Iowa State University Press. 1983-86. And 1995-97.

PROFESSIONAL MEMBERSHIPS AND OFFICES

Association for Education in Journalism and Mass Communication. Secondary Education, Newspaper, Qualitative and Public Relations Divisions. Associate Research chairwoman for the Secondary Division. 1985-86. Research chairwoman for the Secondary Division. 1989-1993.

Association for Education in Journalism and Mass Communication current membership in Public Relations Division, Scholastic Journalism Division and Science Communication Interest Group.

Member of Iowa State University Press Board of Directors from 1983-86. Reappointed Spring 1995 until sale to Blackwell Publishing.

Member of Education Committee of the Iowa Newspaper Association. 1993-present.

Member of Iowa Newspaper in Education Board of Directors. 1988-present.

JEA Nationally Certified Journalism Educator.

JEA Nationally Certified Master Journalism Educator.

Lifetime Journalism Education Association.

National Education Association.

PROFESSIONAL RECOGNITION

Master Journalism Educator, the top national award recognizing excellence in journalism education from the Journalism Education Association. 1995, 2000 and 2005.

Iowa State University award for Shared Leadership in Instructional Change, January 24, 2002.

Member of the Iowa State University Carver Academy Faculty Council and leader of Curriculum Development, 1999-2001.

Iowa State University Presidential Service Award in recognition of exemplary contributions beyond the ordinary course of duty in diversity, multiculturalism, and service to Iowa State University, May 1995.

Certified Journalism Educator Award, a national award recognizing excellence in journalism education. 1994.

Recipient of the Kenneth Stratton Award, an award of the Iowa High School Press Association for outstanding contributions to scholastic journalism education. 1991.

Inducted into the Agriculture Honorary, Gamma Sigma Delta, for written work in the area of soil conservation research.

Kappa Tau Alpha, National Journalism Honorary.

Phi Kappa Phi, National Academic Honor Society. (College-level officer. 1993-94).

Phi Delta Kappa, National Education Fraternity.