

**Agenda**

**ANNOUNCEMENTS**

- Director will make announcements with handouts, if appropriate.
- Associate Director will make announcements with handouts, if appropriate.

**APPROVAL OF THE MINUTES**

- Faculty are invited to make corrections directly on the copy (*enclosed*).

**COMMITTEE REPORTS**

- Chairs of standing committees are invited to provide reports, as appropriate.

**MAIN MOTIONS**

- FOR VOTE: Out of Search Committee: "Candidate hires"—**Joel Geske**  
*Note: handout to be delivered before meeting.*
- FOR VOTE: Out of Curriculum Committee: "Public relations emphasis writing sequence"—**Marcia Prior-Miller**  
*Note: handout enclosed.*
- FOR VOTE: Out of Curriculum Committee: "Adding a Visual Skills Assessment Measure"—**Marcia Prior-Miller**  
*Note: handout enclosed.*

**NEW BUSINESS**

Brief comments or inquiries are invited pertaining to possible main motions to be brought before the faculty in the future.

**OTHER BUSINESS**

Faculty are invited to make brief comments or announcements on matters not requiring formal action.

**Next Faculty Meeting:** Friday, Jan. 14 in Seminar Room



## School Doubles Endeavors In Almost Every Category

Faculty and staff of the Greenlee School have doubled accomplishments in community and professional service and in research/creative activities when data are compared to this time last year.

Service to the community increased from 9

citations in 2003 to 22 in 2004; professional service, from 14 to 30; and research/creative, from 23 to 49.

Teaching and advising contributions were steady, with 16 in both 2003 and 2004.

Michael Bugeja, director, credited the significant gains to increased participation in

reporting monthly achievements in addition to renewed focus on research and professional activities.

"Also, our newer faculty—including yours truly—are settled in now, having made the transition from other institutions to Iowa State," Bugeja said.

Bugeja added that this bodes well for next year because the School's four new hires, who are publishing and contributing already, should undergo the same transformation and produce at even higher levels in the next academic year.

Our continuing and senior faculty are setting the standard, too, Bugeja noted, mentoring, consulting and meeting with tenure-eligible faculty individually or in committee settings.

Finally, the Greenlee Round Table—a peer mentoring program—also has made a difference, inspiring greater collaboration and outreach.

*see ACCOMPLISHMENTS on page 2*

### Greenlee Accomplishments

Accomplishments to Date	This Time Last Year
Community Service	22
Professional Service	30
Research/Creative	49
Teaching/Advising	16

## Lee-Greenlee Partnership Officially Announced

**AMES, Iowa**—Iowa-based newspaper publishing company Lee Enterprises, Inc., Davenport, and the Lee Foundation have together pledged \$80,000 to support Iowa State University's First Amendment Days events and activities. The celebration is sponsored by the Greenlee School of Journalism and Communication.

Lee Enterprises, which owns five daily and several weekly newspapers in Iowa, has pledged \$40,000 to support programming of the Greenlee School's annual spring celebration. The Lee Foundation will match the company's pledge.

Historically, First Amendment Day has been a campus-wide day of debate and lectures celebrating the five freedoms provided for in the First Amendment of the U.S. Constitution: religion, speech, the press, assembly and petition.

This year the celebration will be held April 11-15, with one day set aside for each of those five freedoms. As part of the expanded celebration, the Greenlee School plans a statewide event and will coordinate efforts at public libraries and newspapers in the five Iowa cities Lee Enterprises publishes daily.

"We are deeply gratified by the generosity of Lee Enterprises and the Lee Foundation," said Greenlee School Director Michael Bugeja. "Their support will allow us to further promote an understanding of the First Amendment and the role of journalism and communication in all societies."

"The five Lee Enterprises daily newspapers in Iowa are delighted to become part of this new springtime tradition on the Iowa State campus," said Lisa Sievers, publisher of the *Muscatine Journal* and a member of the Advisory

Council of the Greenlee School of Journalism and Communication.

"Lee Enterprises built its reputation on service to community," Sievers added. "You cannot serve communities without a free press, and our partnership with the Greenlee School recognizes that. This event calls attention to the rights that we enjoy and must safeguard. The best way to do that is to celebrate those rights, to showcase them in Ames and Lee Enterprises hometowns, reminding citizens about what makes our country open and free."

Prominent Greenlee School alums Terry Anderson, retired professor of journalism and a former Middle East hostage, and Ann Cooper, executive director of the Committee to Protect Journalists, have "come home" for past First Amendment Day events. Thousands of Iowa State students, faculty, alumni and community members also participate in such events as "Feast on the First Amendment," with the Greenlee School feeding visitors who congregate on campus to hear prominent speakers debate each other on soap boxes.

"Our celebration of the First Amendment focuses on the importance of free speech and community journalism," Bugeja noted. "The Greenlee School and Lee Enterprises share common values in that regard."

In Iowa, Lee Enterprises owns the *Quad-City Times* (Davenport), the *Muscatine Journal*, the *Waterloo-Cedar Falls Courier*, the *Sioux City Journal* and the *Globe Gazette* (Mason City). Lee also owns 33 other daily newspapers in the U.S., with a joint interest in six others, along with associated online services. The company also publishes about 200 weekly newspapers, shoppers and classified and



specialty publications.

Funds from the Lee Enterprises portion of the gift will come from the company's five daily Iowa newspapers and weekly papers the *Forest City Summit*, the *Britt Tribune* and the *Mitchell County Press*.

The gifts from Lee Enterprises and the Lee Foundation were made to benefit Iowa State University through the Iowa State University Foundation—a private, non-profit organization dedicated to securing and managing private gift support for Iowa's land-grant university.

Here are accomplishments reported as of Dec. 1, 2004:

**Tom Beell** discussed Christmas movie releases on WHO radio in Des Moines and KASI radio in Ames during the first week in December. His regular monthly movie program is heard on WOI on the second Wednesday of each month. Tom was one of several AARP volunteers honored by the state association at a luncheon at the Des Moines Zoo Nov. 16. Tom is on the AARP's Iowa Executive Council.

**David Bulla** took part in two panel discussions on plagiarism at the 83rd annual College Media Convention in Nashville, Tenn., on Nov. 5. He worked on panels with Iowa State Daily adviser **Mark Witherspoon**, Daily editor **Lucas Grundmeier** and Central Florida Community College journalism professor and media adviser Rob Marino.

Bulla also presented a paper titled "Journalism in Civil War Indiana: Technological Changes, the Ideology of the Party Press, and the Effect of Suppression on Ownership Stability" at the Symposium on the 19th Century Press, the Civil War, and Free Expression at the University of Tennessee at Chattanooga on Nov. 12.

Bulla will be doing research in India during the Christmas-New Year break. He and **Porismita Borah** are working on a paper on the status of women in Indian media. Bulla will be doing interviews on observations at television stations and newspapers in Mumbai and Chennai. Bulla's spouse, Kalpana Ramgopal, began working at the *Des Moines Register* as a page designer on Nov. 22.

**Diane Bugeja** is currently working with students to provide photo coverage for the Greenlee Web page. (See the current photograph, "Beardshear in November" by Josh Wagner, gracing the Greenlee front door <http://www.jlmc.iastate.edu/>.) She will be mentoring a student intern who will photograph campus life and produce photo stories covering students. She reports: "The theme will be centered on the 'Day in the Life of Greenlee Students' and will depict students at *The Daily*, *Ethos* and in the Graduate Program." Her Photojournalism 310 class also will submit photo stories to the Web Team covering various aspects of campus life.

**Michael Bugeja** reports that *Interpersonal Divide: The Search for Community in a Technological Age* has been released by Oxford University Press in hardcover and trade paperback.

Oxford is preparing a new book contract for Bugeja, this time to produce a text on media ethics. The work is tentatively titled, **LIVING ETHICS across media platforms**, and, among others things, focuses on commonalities in professional decision-making at newspapers, magazines, broadcast outlets and in new media, advertising and PR agencies and corporations.

Had a cover article in Associated Writing Programs flagship magazine, *The Writer's Chronicle*, titled "The Digital Slush Pile: How E-mail is Altering the Submission Process."

Had accepted for publication in *The Education Digest* an essay on meetings titled, "They're called 'faculty meetings' for a reason." This is the third publication in that journal for Bugeja this year. As a result, the magazine's editorial staff has asked him to join its Advisory Board.

Bugeja also gave an interview to KCCI on the departure of Dan Rather from CBS News anchor slot.

**Daniela Dimitrova** reports the following article acceptance in a leading international journal: Dimitrova, D. V., & Beilock, R. "Where freedom matters: Internet adoption among the formerly socialist countries." *Gazette: The International Journal for Communication Studies*, 67 (2), scheduled to appear in April 2005. She also attended the Association for Public Policy Analysis and Management conference to present her research on e-government with Dr. Chen from the Public Administration program. The paper was titled "The impact of information and communication technologies on civic engagement: A citizens' perspective."

**Suman Lee** reports that "co-acculturation," the model he created, will be introduced in the forthcoming edition (9th) of *Effective Public Relations* in a 500-word passage with illustration. *Effective Public Relations* authored by Cutlip, Center, and Broom is the most popular text in public relations both domestically and internationally. Co-acculturation is a theoretical model to identify relationship types among diverse cultural groups in multinational organizations and it will help public relations practitioners to facilitate communication strategy in the global business.

Greenlee Web Team advisers **Dru Frykberg** and **Jeremy Haubrich** accompanied team members on a tour of the *Des Moines Register* on Nov. 18. Students sat in on the daily news budget meeting and then met with the online staff who had earlier that week launched the new *Des Moines Register* Web site.

Dru Frykberg attended the Internet Librarian conference in Monterey, Calif., Nov. 15-17. She attended sessions on the ethical use of Internet images, Web search strategies, blogs, RSS, volunteer Web teams, designing Web sites for usability and more.

**Chad Harms** is part of a 3-year FIPSE grant from the Department of Education, which was spearheaded by Niki Davis of the Center for Technology in Learning and Teaching. The purpose of the grant is to develop instruction and curriculum for virtual schooling or distance education. Harms will develop interactive narrative tools to help teachers, counselors, and administrators facilitate effective learning.

Harms reports two publications and a recently accepted conference proposal:

- Biocca, F., Harms, C., & Burgoon, J. (in press). "Theoretical development of the networked minds measure of social presence" in *Presence: Teleoperators and Virtual Environments* (MIT Press).

- Biocca, F., Rolland, J., Plantegenest, G., Reddy, C., Harms, C., Owen, C., Tang, A. (2003). "Approaches to the design and measurement of social and information awareness in augmented reality systems" in J. A. Jacko & C. Stephanidis (Eds.), *Proceedings of Human Computer Interaction International: Theory and Practice* (Vol. 2, pp. 844-848). Hillsdale, NJ: Lawrence Erlbaum.

- HUMANITIES CONFERENCE 2004: Future Human Monash University Centre in Prato, Italy, 20-23 July 2004. Accepted Presentation Proposal Title: "Perceived Social Presence: Human Communication in Mediated Environments."

**Jay Newell** reports exciting teaching news that brings together professionals and faculty—in addition to benefactors—in top-notch student presentations for a major media corporation:

With unprecedented support from the Des Moines advertising and public relations community, Jay Newell's Advertising Campaigns class moved forward in its project for Turner Classic Movies. Student teams previewed their TCM image campaign proposals to **Art Slusark** (Meredith Corporation), Josh Swalla and Brian Sauer (ZLR Advertising), Meg Shafer and Amanda Miller (Flynn Wright), and Kent Mauck (Mauck+Associates), as well as Greenlee's **Michael Bugeja**, **Jane Peterson**, **Joel Geske**, **Angela Mak** and **Jen Hacke**. Des Moines AdPros president Jon Miller coordinated the invitations for the guest professionals. The students made formal presentations to the professionals and faculty. After incorporating suggestions, the students will then present their projects via videoconference to the management of Turner Classic Movies. The top-performing group will then re-present their projects in Atlanta at the Turner Broadcasting headquarters, with support from a grant from **Walvoord Fund**.

In a related subject, a panel on improving the integration of professionals into advertising education through the use of videoconference and audioconference technology was accepted for presentation at the 2005 American Academy of Advertising annual conference in Houston. **Jay Newell** will chair the panel and present research on the effectiveness of technology for enhancing professional education.

**Lulu Rodriguez** reports that her article, "Food safety vs. food security: A comparative analysis of newspaper coverage of GMOs in Britain and the Philippines," was published as a chapter in the book *Mass Media in Transition: An International Compendium*, Yorodo Pasadeos (ed.). Athens, Greece: ATINER. ISBN: 960-88331-5-9, 400 pages, 2004.

Rodriguez also notes that graduate student **Porismita Borah's** article, "Brides are not for burning: A content analysis of newspaper coverage of dowry in India, 1999-2004," was selected for presentation to the second Gender and Development Conference at the University of Missouri at Kansas City. This conference is being sponsored by the Women's and Gender Studies Program at UMKC.

**Erin Wilgenbusch** notes that PRSSA has begun working on this year's Bateman competition. "This year's competition is a significant change from previous years," she says. "We have not been assigned a client, but rather an issue. The issue is academic dishonesty and plagiarism. PRSSA wants students to address this issue on their campuses in the hopes of raising ethical standards so they don't carry over into the workplace. We have 3 teams in place and each has secured an on-campus client."

Wilgenbusch also reports that her JIMC 321, PR/Corporate Communication Techniques, are nearing completion on a project for the Ames Chamber Artists. **Lynn Prior-Miller** (Marcia's husband) brought her this project this summer and the 321 students have been developing written public relations tools for this

community-based group.

Wilgenbusch also addressed the Iowa Association of Rural Electric Cooperatives (RECs) at its annual conference in Des Moines on October 27. The topic of her presentation was "Communicating Bad News."

**Mark Witherspoon** reports that the ISU Daily won two advertising awards and placed second in a third in the Associated Collegiate Press individual awards. The Daily won for best special advertising/editorial special section with its Orientation Edition and for best house ad with its alumni testimonial advertising campaign. It took second place in the rate card competition.

Witherspoon also served with David Bulla at the 83rd annual College Media Convention in Nashville, Tenn. Witherspoon did a session on "Covering Tragedy with Compassion," and another as part of a panel on "Lessons Learned from Kansas State," in addition to a three-hour mini workshop on "Managing the Chaos: How to Be a Leader and a Manager in the Newsroom."

Witherspoon did sessions with Lucas Grundmeier and David Bulla on "To Catch a Plagiarist," and another with Gene Policinski, director of First Amendment Center, on "Creating First Amendment Events."

Witherspoon, a past president of College Media Advisers, was one of three featured speakers talking about the history of CMA at CMA's 50th Anniversary Luncheon.

## \$300 Million Man Works with Ad Students

As the head of the 20-person media department of the ad agency that handles high-profile accounts such as Harley-Davidson, Northwest Airlines and AG Edwards, Corey Johnson creates the media strategies that integrate paid advertising with techniques such as product placement. He took a day away from Minneapolis' Carmichael Lynch (billings \$300 million) to come to Greenlee for guest lectures in advertising classes, a meeting with the sales staff of the Daily, and a roundtable lunch session with members of the Advertising Club.

The new creativity of the media business was the core of Johnson's presentations. He preached that media planning was once an afterthought in the advertising process, but is now takes center stage as media planning takes responsibility for breaking through consumer advertising avoidance and message clutter. Where planners could once rely solely on numbers, the realities of the current marketplace mean that media planners must now mix traditional research with artistic intuition to create effective campaigns.

Corey Johnson was the first guest speaker in Iowa from the Advertising Education Foundation, a New York based advertising and marketing industry trade group that places top-level advertising professionals into academic programs.

## Drs. Abbott, Lee and Bulla Submit CIP Proposals

The Greenlee School prides itself on a global perspective and, as such, is proud to have submitted the applications below on behalf of professors seeking grants from the Council on International Programs:

*"Bridging the Information Divide: Creating a Uganda-Based Information Database on Potential Donors, Exchange Partners, and other Collaborators for the Sustainable Rural Livelihoods Program," by Dr. Eric Abbott and Colleen Rogers, Program Assistant II for the Agriculture Development Office and Sustainable Rural Livelihoods Program in the College of Agriculture.*

*"Characterization of State Image of Iowa Among the Foreign Stakeholders: The Case of South Korea," by Dr. Suman Lee.*

*"The Status of Women in Indian Newsrooms," Dr. David Bulla.*

Each year the ISU Council on International Programs issues a call for proposals of up to \$5000 to fund individual and group projects led by faculty and staff, encouraging international perspectives and projects that lead to learning, discovery, and/or engagement.

## Greenlee Senior Accepted into Prestigious Political Journalism Program



Scott Rank

Scott Rank, Knoxville, Iowa, senior, was chosen to participate in the Politics and Journalism Semester in Washington for Spring 2005.

This program brings 13 students to Washington, D.C. for four months where they will be trained to be political reporters.

Rank will spend 35 hours working at a news bureau in Washington—"hopefully, the Washington Post!" he writes in an email—and the rest of the week attending seminars hosted by prominent politicians and journalists.

"I'm really ecstatic at this opportunity," wrote Rank, opinion editor for the ISU Daily. "Political reporting has been a passion of mine at the Daily. I spent the fall of 2003 following around the Democratic presidential candidates and the fall of 2004 writing opinion columns and editorials on the finer and weaker points of George Bush and John Kerry."

Rank also noted that his acceptance into the program "seemed like a long-shot, since I was going up against other applicants from fairly prestigious universities."

"However," he added, "receiving this honor would not have been possible without my experience at the Daily and in my journalism classes. I'm thankful for all my news editors and journalism professors, who managed to iron out my rough edges, both in writing and reporting, and make something such as this opportunity possible."

The Washington Center for Politics & Journalism, an educational foundation formed in 1988, operates one program: The Politics & Journalism Semester. The program features two 16-week classes of 13 students each year, from September to December and from February to May.

The WCP Web site states that students receive \$3,000 stipends to help with the cost of locating and living in Washington, D.C. for four months.

## Kathy Box Earns Degree, Promotion

The Greenlee School congratulates Kathy Box for finishing her degree in Business Administration. As a result of that accomplishment the School asked for an objective analysis of her position to determine the appropriate rank, with respect to her duties. We are pleased to announce that the review led to promotion for Box to Administrative Specialist II.

Her promotion is in recognition of her academic accomplishment as well as her years of experience and service in the administrative office of the Greenlee School. In keeping with responsibilities of her new status, Box's office management duties are being expanded to include supervision of business, personnel, budgets and payroll for all Greenlee School staff members.

The Greenlee School is fortunate to have a professional, hard-working staff with expertise in advising, library and computer operations. Box's area of expertise is in business management. As such she will provide new levels of coordination of staff services and contributions, convening monthly staff meetings to address issues of importance and to share ideas and help troubleshoot areas of concern.

Please join us in congratulating Kathy Box, on the completion of her degree and on her promotion.



Kathy Box