



Monthly Memo

January 2004

School Invited to Participate in Major ISU Grant Initiative

The Greenlee School of Journalism and Communication has been asked to contribute the risk communication component of a three-year \$18 million Homeland Security Center proposal being coordinated by several ISU units and the Office of Provost.

Lulu Rodriguez, working with Michael Bugeja, drafted an eight-page risk communication section for the project, titled "Responding to the Challenges Posed by the Intentional or Unintentional Release of Foreign Animal and Zoonotic Disease Pathogens: A Risk Communication Strategy." Rodriguez will be the point person for the Greenlee School,

based on her efforts in science and risk communication.

The Greenlee component, in part, presents a blueprint on how perceptions of risks associated with disease outbreaks might be perceived and best managed.

The Greenlee School also will help identify collaborators from partner universities at the Univ. of Iowa, the Univ. of Northern Iowa, the Univ. of Texas and the Iowa Department of Homeland Security.

The proposal is due on Feb. 9 to the U.S. Department of Homeland Security.

Emmerson, Thompson Spearhead Bob Bartley Initiative

Preliminary plans are being made to name the Greenlee School Reading Room after the late Bob Bartley, Pulitzer Prize-winner and editor emeritus of *The Wall Street Journal*.

Bartley, who also received the Presidential Medal of Freedom, passed away in early December.

Dean Mike Whiteford and Provost Ben Allen have approved the room-naming initiative.

Prof. Tom Emmerson played a key role in spearheading the effort with Director Michael Bugeja and a dedicated group of alumni, including Schwartz-award winner Lou Thompson, who is working with external constituents on behalf of the School.

Emmerson has made contact with the Bartley family to get a photograph of the 1961 alumnus so that a portrait of Bartley can be made for display in the Reading Room.

Bugeja hopes that the School can create an endowment in Bartley's name, "allowing us to expand our library holdings in memory of perhaps our most accomplished alumnus."

EMS Emphasis To Receive Mediacom Grant

A potential problem for ISU-tv turned into an opportunity to build a stronger relationship with Mediacom, the nation's 8th largest cable television company.

When ISU-tv was notified that it would be moved from channel 20 to 18, EMS professors and students were concerned because the broadcast had been moved from channel to channel several times in recent years. The station has been on channels 31, 9, 4, 46 and 20.

Because of frequent switching, ISU-tv wanted to meet with Mediacom officials to discuss the problem. With all the moving, the station was having difficulty building its brand image.

During the December meeting, Mediacom expressed its concern for ISU-tv. Its officers understood the problem about moving the station so frequently but noted that the Mediacom schedule necessitated yet another channel change.

Director Michael Bugeja expressed his wish that Mediacom and the Greenlee School view the situation as an opportunity to enhance the partnership. As a sign of good will, he asked the company to help students defray expenses in the move from channel 20 to 18.

Mediacom agreed and is to be applauded. Not only did Mediacom promise to give ISU-tv a one-time \$2,500 grant; it also offered to help the Greenlee station with cross promotional spots, informing the audience about the move.

Credit for this belongs to EMS professors **Steve Coon**, **Tom Beell** and **Daniela Dimitrova**, in addition Lecturer **Dan Mundt** and ISU-tv undergraduate and graduate students whose work the Greenlee School, and Mediacom, appreciate.

Reading Room Stats Up, Facility Featured in Newsletter

Dru Frykberg reports Greenlee Reading Room statistics for the fall semester show what many have already noticed—a well-equipped and inviting library will attract users.

The Reading Room surpassed Fall 2002 usage rates in every category. For example, from September through December 2003, the staff answered 579 reference questions (an increase of 69 percent), circulated 199 items (a 75-percent jump) and provided in-class instruction to 27 classes and 605 students (a 42-percent boost).

In addition, newly kept statistics show the Reading Room staff fielded 209 information/directional requests and provided conference rooms to at least 47 users during the fall semester.

The 1,800-square-foot facility featuring 10 new student computers is gaining recognition

outside the School. It was featured in the December issue of SLA@iowa (<http://www.sla.org/chapter/cio/cio.htm>), a newsletter of the Iowa Chapter of the Special Libraries Association.

And Assistant Professor **Mindy Ji Song** routinely referred her Mkt 447 Fundamentals of Consumer Behavior students to the Reading Room for research consultation.

The new library offers an audio-visual room with a VCR, DVD player and audio-cassette player/recorder as well as a group-study room.

Prof. **Tom Emmerson** and Advisory Council member and Schwartz-award winner **Lou Thompson** are spearheading an initiative to name the Reading Room after the late Bob Bartley, Pulitzer Prize-winner and editor emeritus of *The Wall Street Journal*.

Greenlee School continues to accumulate accomplishments

Steve Coon's advisee, **Dan Winters**, has won second place in the Feature Competition of the 2004 Broadcast News Competition. Dan, who is a weekend reporter for KCCI-TV in Des Moines, will receive \$1,500 for his achievement.

JooYoung Kim published research in *Journal of Targeting* titled "The effect of advertising on the market value of firms: Empirical evidence from the Super Bowl ads," Vol. 12, No. 1 2003. JooYoung also learned that a new article, "Communication Message Strategies for Brand Extensions," is to be published by the *Journal of Product & Brand Management* Vol. 12, No. 7.

Jane Peterson has been asked to review a book prospectus for SAGE Publications. We are pleased to have her return to the Greenlee School, continuing her research.

Lulu Rodriguez reports the following activities:

- Dec. 19: With **Jooyoung Kim**, **Daniela Dimitrova**, and **Lester Wilson** of the Department of Food Science and Human Nutrition, submitted the grant proposal "The Impact of Risk Communication on the Public's Acceptance of Food Safety Technologies" to the USDA's Integrated Research, Education, and Extension Competitive Grants Program - National Integrated Food Safety Initiative. Amount requested: \$1.02M for three years.
- Jan. 6: With **Michael Bugeja**, submitted the risk communication component of the ISU bid to become a Homeland Security Center for Foreign Animal and Zoonotic Disease Defense. The proposal, titled "Responding to the Challenges Posed by the Intentional or Unintentional Release of Foreign Animal and Zoonotic Disease Pathogens: A Risk Communication Strategy," is due to the US Department of Homeland Security Feb. 9. Amount requested: \$6M each year for three years. (See Page 1 of the January *Monthly Memo* for more information on this important initiative.)
- Member, the Selection Committee for the 2003 Carrie Chapman Catt Prize for Research on Women and Politics being administered by Dr. Diane Bystrom.
- Wrote and pushed for the approval of the Graduate Education Outcomes Assessment Plan that is now an integral component of the Greenlee School Learning Assessment Program.

Erin Wilgenbush has been elected to serve a 3-year term on the Ames Chamber of Commerce Board of Directors. She will join Dr. Tahira Hira and Dean of Students Peter Englin in representing Iowa State University on this board. Her term began in January.

Accomplishments to date

Community Service:	10 citations
Professional Service:	15 citations
Research/ Creative:	30 citations
Teaching/Advising:	20 citations

Agenda

Greenlee School of Journalism and Communication

Faculty Meeting

Jan. 16, 11:00 a.m.-12:30 p.m. in the Interactive Seminar Room, Hamilton Hall

ANNOUNCEMENTS

- Director will make announcements with handouts, if appropriate.
- Faculty accomplishments bulletin board and display case—**Marcia Prior-Miller**

APPROVAL OF THE MINUTES

- Faculty are invited to make corrections directly on the copy (*enclosed*)—**Marcia Prior-Miller**

COMMITTEE REPORTS

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

MAIN MOTIONS

FOR VOTE: Out of Search Committee: “Slate of Finalists to be Invited for On-Campus Interviews”—**Lulu Rodriguez**

- Note: *motion with additional information on finalists to be distributed before the meeting.*

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, Feb. 13, 11 a.m.-12:30 p.m., Seminar Room 172