

Greenlee School

of Journalism and Communication

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Monthly Memo

May 2004

Greenlee grad reception to become annual event



Faculty, Family, Friends Guests of the Greenlee School enjoy the buffet before commencement, celebrating accomplishments of 2004 graduates.

About 200 graduating seniors, parents, family members and friends enjoyed a breakfast reception before commencement on May 8 in Hamilton Hall.

The event was organized by Assistant Director Barbara Mack and the Student Advisory Board of the Greenlee School of Journalism and Communication.

Director Michael Bugeja welcomed guests and recognized graduates, faculty, advisers and staff of the School.

He praised the students for their class work and achievements.

“We also want to celebrate the families and friends who sent money or encouragement so that students could afford all those books, classes and projects that helped them earn a degree,” Bugeja said.

“Finally we want to thank the benefactors of the Greenlee School—those who donate money for scholarships—so much so, that on average, our students receive an average \$1,000 to help offset expenses.”

Mack noted that the Student Advisory Board suggested the reception to “say goodbye to their favorite professors.”

Bugeja added that students will return to Hamilton Hall soon enough, perhaps for a sporting event or on homecoming, eager to see what is new at their alma mater.

Bugeja explained that the term, “alma mater,” means *nourishing mother* in Latin. “The Greenlee School has nourished your soul,” he said. “Now partake of our refreshments and nourish your body for the great day that awaits you at commencement.”

Mack said the Greenlee School will make the breakfast reception an annual event to recognize the hundreds of journalism and communication majors who graduate from the third largest program at Iowa State University.

“Alma mater” means *nourishing mother* in Latin—a good way to remember the reception, Bugeja said.

Abbott, Rodriguez, Geske place top research papers

Eric Abbott's study of Iowa farm families' use of Internet and Lulu Rodriguez and Joel Geske's co-authored study of manipulated news photographs have placed in the top three of their divisions at two national association competitions.

Abbott will present his study in the Research Special Interest Group of the Agricultural Communicators in Education association at its meeting June 20-24 at Lake Tahoe. All three top-ranked papers will be recognized at the conference, with the first place research paper to be announced at the awards banquet.

Rodriguez and Geske will present their paper Aug. 4 at the convention of the Association for Education in Journalism and Mass Communication. Their study, in the Visual Communication Division, placed third in the faculty paper competition.

Abbott's study is titled, "An In-Depth Look at Internet Adoption and Use by Iowa Farm Families: Implications for Communicators." He surveyed 226 Iowa farm households with computers in 2001 about their use of the Internet for both farm and non-farm uses. According to his abstract, "Of the 111 farmers (49%) that responded, 87 (78%) were using the Internet. Results showed heavy Internet use by multiple household members (farmer, spouse, and

children), especially for information-seeking and email activities.

"As might be expected, farmers were much more likely to seek farm decision information, children were more likely to play games and use the Internet for school activities, and spouses used the Internet most for email.

"Non-Internet users tended to be households without children who paid relatively little for their computers and envisioned them to be used for household records and decisions."

Data like these suggest that the Internet should be included in information plans serving rural farm audiences, both for farm and non-farm information.

The Rodriguez-Geske study, "Alteration Tolerance: Gauging the Acceptability of Digital Manipulation Techniques in News Photographs," entailed showing 130 college newspaper readers a series of 19 paired local news photographs.

Each pair consisted of an original image and digitally altered version, "and respondents were asked to rate the extent to which each alteration was acceptable to them," according to the abstract.

Results indicate that manipulated photos that included people were more unacceptable than manipulated photos of objects.

Faculty and grad student place papers in convention divisions

Associate Professor Joel Geske, who placed a top paper with Lulu Rodriguez in the Visual Communication Division of the Association for Education in Journalism and Mass Communication, was selected to present another paper in the Advertising Division.

His study, "Addressing Variant Learning Styles for Advertising and Public Relations Students," discusses learning styles that appeal most and least to advertising and public relations students.

Geske also will be a panelist at the August AEJMC meeting in Toronto, investigating whether people read differently online than they do in print.

At that meeting Director Michael Bugeja and Assistant Professor Daniela Dimitrova will present their research on "The Half-life of Internet Footnotes." Their study, profiled in the April 30 edition of *The Chronicle of Higher Education*, discusses how online footnotes disappear, casting doubt on Internet as a viable medium for scholarship. Bugeja also placed a paper in the Magazine Division concerning the "new simplicity" as found in *Real Simple*.

Assistant Professor Jay Newell placed two papers in two communication association competitions. His co-written study, "Product placement in entertainment media: Proposing business process models," will be presented at the 2004 International Communication Association convention. Another co-written paper, "Habitual and intentional consumption of electronic mass media," was accepted for the AEJMC convention in Toronto.

Graduate student Kersten Kappmeyer's study, "Convergence in the broadcast curriculum: The perceptions of radio educators and managers," also was accepted for presentation at the AEJMC convention.

Upon hearing the news, Kappmeyer wrote: "My success in this endeavor is surely a result of the excellent instruction and guidance I have received at the Greenlee School, especially that of Dr. Rodriguez."

Director named to exec committee of task force studying VEISHEA

President Greg Geoffroy has named Director Michael Bugeja of the Greenlee School of Journalism and Communication to the 2004 Task Force for Assuring Successful VEISHEA and Other Student/Community Celebrations.

The task force was assembled in the wake of the April campustown disturbance in Ames.

The task force includes dozens of members from the university and community who will be looking into the underlying causes of this year's disturbance. Committee members also will

recommend ways to minimize the likelihood of similar disturbances in the future.

Joining Bugeja on the executive committee are Shawn Eagleburger, president, ISU Interfraternity Council; Peter Englin, Dean of Students; Sophia Magill, president, ISU Government of the Student Body; and Steve Schainker, Ames City Manager. Chair of the committee is Catherine Woteki, dean of the College of Agriculture.

The task force has been asked to submit its report by November 2004.

Greenlee School's award-winning PRSSA chapter to be honored in NYC

The Iowa State University chapter of the Public Relations Student Society of America will be honored in New York City in October, earning third-place, \$200 and a plaque for its work in the National Organ Donor Awareness competition.

Every day 18 people in the United States die waiting for an organ transplant. The goal of this competition is to raise awareness of the importance of organ donation on college campuses across the country.

The ISU NODAC team hosted events throughout the day on April 7 to accomplish this goal.

This is the chapter's fifth year to participate in this competition. In 2002 ISU took top honors in this category. Typically 30-40 teams compete in this annual competition sponsored by

Rowan University in Glassboro, N.J.

In addition to receiving this award at the PRSSA National Conference in New York, the PRSSA leadership will present a program on chapter development and will be recognized for having two teams earn Honorable Mention status in the recent national Bateman campaign competition.

"I think the honors we have earned this year are well-deserved," PRSSA faculty adviser Erin Wilgenbusch, APR, said. "Our students are among the best in the United States and these awards and honors are tangible proof of that excellence."

PRSSA students who participated in the competition began working in the fall and continued until their events were held on April 7, 2004. They did not earn class credit

but participated because they believed in the cause, knowing they could gain practical PR experience.

J-student tapped for leadership training

Journalism student Alicia Ebaugh has been selected for a training program sponsored by the Scripps Howard Foundation.

Ebaugh, along with 59 other leaders of Society of Professional Journalists chapters, will travel to Indianapolis June 11-13 to participate in seminars, discussions and networking.

Ebaugh also reports that she was chosen to participate in the National Lesbian and Gay Journalists Association's student project, June 22-27, in New York City.

Greenlee School racks up impressive year-end accomplishments

Tom Beell attended the Iowa Broadcast News Association annual convention in Ames, where Professor Emeritus Jack Shelley gave the banquet address. Tom also attended the National Leadership Conference of the AARP in Washington, DC (April 27-30) where he toured the association's high tech video production center and discussed internship opportunities for Greenlee students. Tom is the AARP's Iowa communications volunteer on the State Board. Tom also discussed summer movies on local radio, helped staff the WOI radio booth at the Art Fair in Valley Junction, and spoke about media management issues with visiting Montenegrin journalists.

Michael Bugeja was a main source about the importance of fact-checking in "To check, or not to check," published in the May *Quill*. Michael also was interviewed by another *Quill* writer on ethical lapses in the professional and student media for a forthcoming article.

The Iowa Broadcast News Association presented **Steve Coon** with a plaque in recognition of his contributions to broadcast journalism in Iowa. Steve and **Dan Mundt** also received plaques for their service as faculty advisers to ISUtv. Steve also hosted the Montenegro Journalism Workshop sponsored by the International Broadcasting Bureau/Voice of America. The workshop takes place on the ISU campus in Hamilton Hall thanks to the cooperation of the Greenlee School of Journalism.

Daniela Dimitrova received a competitive research grant from the University Honors Program, funding hiring of an undergraduate student for coding and content analysis assistance concerning a project focusing on the online coverage of the Iraq War. Daniela also has two presentations for the upcoming ICA conference:

- Dimitrova, D. V., & Kaid, L. L. (2004, May). The television battleground: Advertising by Democratic candidates in the 2004 Primaries and Caucuses. Presented to the Political Communication division at the ICA convention, New Orleans.
- Kiouisis, S., & Dimitrova, D. V. (2004, May). The differential impact of web site content: Exploring the influence of source (public relations vs. news), modality, and participation on audience perceptions. Presented to the Public Relations division at the ICA convention, New Orleans.

JooYoung Kim has published "Cross-Cultural Differences in Perceived Risk of Online Shopping" in the *Journal of Interactive Advertising* (Volume 4, Number 2, Spring 2004).

Jay Newell reports: "Just-graduated Greenlee advertising student Meredith Gardner won a slot in the 2004-2005 Turner Broadcasting T3 training program. She'll be based in Atlanta for 11 months, working with Turner Classic Movie's award-winning on-air promotion department.

"The competition was hyper-competitive, with approximately 600 seniors in the running for just six positions with Turner. To position herself as a creative writer and do-er, Meredith opted out of the traditional resume and cover letter, instead submitting a hand-colored pop-up book that showcased her art, copywriting and thoughts about Turner's movie heritage.

"Meredith was first introduced to Turner and Turner Classic Movies in the fall 2003 Advertising/PR campaigns class. She met with TCM executives via videoconferences from Greenlee, and worked on a plan to bring more young viewers the classic movies."

Year-End Totals as of 18 May 2004

Community Service:	18 citations
Professional Service:	32 citations
Research/ Creative:	58 citations
Teaching/Advising:	32 citations

