

**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: "Approval of Advertisement for Faculty Hires"  
-Joel Geske  
Note: *handout to be delivered.*
- FOR VOTE: Out of Undergraduate Committee: "Proposal for changes in JI MC 499 Internship Process"  
-Joel Geske  
Note: *handout attached.*
- FOR INPUT AND AMENDMENTS: Out of the Undergraduate Committee: "JI MC 499 Professional Media Internship Packet"  
-Joel Geske  
Note: *handout attached.*

**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, Oct. 1, 11-12:30 in Seminar Room



**Monthly Memo**

**Barbara Mack Participates in Oxford Round Table**

**By Deshara Thomas**

Assistant Director Barbara Mack exchanged ideas with world-renowned scholars and leaders during an Oxford Round Table Conference, analyzing media coverage of the Iraq war and the controversy surrounding the Patriot Act.

This was Oxford's first year sponsoring a Round Table related to the media. Participants discussed whether the British government was truthful to its citizens in its reasons for supporting the war in Iraq. In discussions about the Patriot Act, Mack's role was to draw parallels between it and the Alien Sedition Act.

Among other things the Patriot Act allows the government to eavesdrop on others who may communicate with people engaged in terrorist activities. According to Mack, "This is one of the major civil liberties crises in the history of the country. I think that the founding fathers would be aghast if they saw how the Patriot Act works.



Barbara Mack  
Assistant Director

"They would be shocked that government would have that kind of authority to spy on individuals."

However, Professor Mack remains optimistic. "I think that there will be limits

placed on government power and a big part of the Patriot Act will be allowed to expire."

The Oxford Round Table is meant to promote "human advancement and understanding" through forums that analyze current issues facing state and national systems of education. Those selected for the Round Table meet in the city of Oxford. Policymakers and libraries receive printed results of deliberations.

Mack says that she will pool data and information from the Round Table to produce publications.

"I certainly learned a lot in talking with other scholars," she notes. "I hope they learned something from me.

"It's what the academic life is all about, trying to make society better by sharing ideas and sharing resources."

The conference was from Aug. 1-6. While in Oxford, Mack not only enjoyed a rich cultural experience but also stayed in the same housing area where Harry Potter dining room scenes were filmed.

**Newell creates new teaching model**

Assistant Professor Jay Newell has created a new model to teach an integrated Ad/PR campaigns class, the final, capstone course for advertising majors and public relations students at Iowa State.

Throughout a single semester, 36 students working in groups of six conduct research, develop a strategy, mock up creative and propose a media purchase plan for a problem presented by a marketer.

Throughout the process, students interact with professional decision-makers on a strategic level.

Class objectives include building a comprehensive persuasion campaign within a group setting, preparing students for careers in advertising, public relations and related fields. "For sponsoring companies, the benefits range from the acquisition of actionable plans to obtaining the input of highly-educated representatives of the youth market," Jay notes.

Last year Greenlee students worked with executives on a television identity campaign for E.W. Scripps' DIY Network.

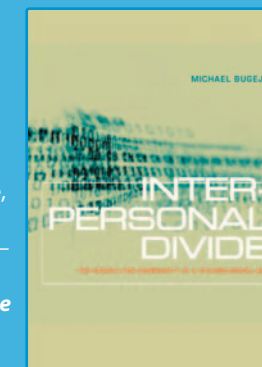
The list of clients is always changing, Jay adds, with CNN and Turner Classic Movies asking to join the class for 2004-05.

**Advance Reviews of Bugeja's Interpersonal Divide (Oxford, 2005)**

Wise, troubling, tough-minded and profoundly on target, *Interpersonal Divide* is a thoughtfully human response to the burgeoning challenge to our sense and practice of community posed by the new communications technologies, their use as well as misuse.—**Hodding Carter III, President and CEO, John S. and James L. Knight Foundation**

In appealing for the restoration of community, Michael Bugeja offers a perceptive diagnosis and a wise, humanistic prescription for the ills of our runaway technology—**Theodore Roszak, author of The Cult of Information and The Making of a Counter Culture**

Michael Bugeja has delivered a creative, new approach to media and technology in this thoughtful and humanistic treatment. The emphasis here is on meaning and human communication, not a tired polemic on the inevitability of technological change. ... Refreshing!—**Everette E. Dennis,**



**Distinguished Felix E. Larkin Professor, Fordham University**

Michael Bugeja—as an ethicist of renown—cares genuinely and deeply about the human family and our collective struggles. Indeed, citizens of the global

village will applaud this effort to unwrap mediated life and its impact on our souls, not to mention on our societies.—**Patricia Raybon, author of My First White Friend: Confessions on Race, Love and Forgiveness**

Dr. Bugeja's book is an extraordinary example of scholarship at its best, bringing to focus the many facets of human communication.... I will keep this book on my reference shelf when the

need arises to access the vast body of human thinking and work on the subject of interpersonal experience and technology—**Anthony Debons, Ph.D., Professor Emeritus, School of Information Sciences, University of Pittsburgh.**

## Greenlee School Tracks Accomplishments, Shares 'Good News'

What a summer of accomplishments it has been for professors returning to Hamilton Hall, from publications and presentations by new faculty to research, service and teaching by continuing faculty. Once again we will be sharing "Good News from the Greenlee" in regular intervals, cataloguing the contributions of faculty and staff according to these categories: Research/Creative, Teaching/Advising, Professional/Community Service.

Each month we will send word of accomplishments to our Advisory Council, benefactors, friends and University news outlets. We also will keep a running count of accomplishments and contributions and publish an end-of-year total.

Last academic year these were our totals:

<b>Community Service:</b>	21 citations
<b>Professional Service:</b>	33 citations
<b>Research/ Creative:</b>	62 citations
<b>Teaching/Advising:</b>	32 citations

As we begin our pre-Centennial year, the School anticipates more achievements. If this month's totals of 45 are an indication, we're on our way to a record year!

### September Accomplishments, 2004

**Eric Abbott** has once again been elected chair of the International Special Interest Group of the Association for Communication Excellence (ACE). He will serve for the 2004-2005 year. Eric also was appointed chair of the Russia Task Force for ACE.

Additionally, Eric will be continue as a member of the management team for the Sustainable Rural Livelihoods (SRL) Project at ISU, which focuses on sustainable rural development in Uganda. "Some major awards will be announced in this area in October," he writes.

Finally, Eric also continues as coordinator of the Technology and Social Change Interdepartmental minor program at ISU.

**Tom Beell** discussed the satirical cult classic documentary "Atomic Cafe" about nuclear war propaganda films at the Ames Public Library on August 11. The event was co-sponsored by the library and the Alliance for Global Justice. Tom also wrote, edited and helped lay out a 4-page campaign brochure for Story County Democratic candidates. (More than 15,000 copies of the tabloid are to be distributed to voters leading up to the November general election.)

**Tom** also was the MC for two political fundraisers in August. One was for congressional candidate Paul Johnson, the other for legislative candidate Tracey Runkel. Next month Tom will be helping to provide media training for local AARP members as they promote election issues important to the state's senior citizens.

In addition, **Tom** summarized the summer movie season on KASI and his regular "Talk of Iowa" movie show on WOI. He also was one of a small group of faculty members asked to take part in an extensive survey of WOI stake holders regarding the future of the station. Writes Tom in an email, "The former head of NPR conducted a one-hour interview with me about WOI's support of the university's teaching and extension missions, my opinion of current programming, strengths and weaknesses, etc. He'll incorporate my comments in a report to the Board of Regents." The study was initiated in response to the Board's directive to make university-owned broadcast stations more efficient.

Finally, utilizing **Tom's** impressive service record, the College has appointed him to LAS Faculty Awards Committee.

**Jeff Blevins** has published a paper and co-chaired a session:

- Blevins, J.L. (2004). Battle of the On-Line Brands: Disney Loses Internet Portal War. *Television & New Media*, Vol. 5, No. 3 (pp.247-271).

- Blevins, J.L. (2004). Co-Chair (with Duncan H. Brown), "Serving the Public Interest: Public Academics and the Broadcast Policy-Making Process" Theme Session presented to the International Communication Associations annual conference in New Orleans, LA, May 27-31, 2004. Panelists included Phillip M. Napoli, Fordham University; Patricia Aufderheide, American University; Oscar H. Gandy, University of Pennsylvania; and Sandra Braman, University of WisconsinMilwaukee.

**Michael Bugeja's** book, *Interpersonal Divide: The Search for Community in a Technological Age*, has received favorable advance reviews from Hodding Carter III, CEO and President of the Knight Foundation; Everette E. Dennis, Distinguished Felix E. Larkin Professor, Fordham University; and Theodore Roszak, author of the *Cult of Information and The Making of a Counter Culture*.

Oxford University Press is sponsoring a Web site at: <http://www.interpersonal-divide.org>

**Michael** also received acceptances from these publications in which his work appeared or soon will appear:

1. "Unshaken Hands on the Digital Street," *The Chronicle of Higher Education*. Note: The essay, which appeared in the July 30 issue, will be reprinted in *The Education Digest*.
2. "Assault on the Orphan Freedoms," *Media Ethics*, forthcoming.
3. "Plagiarism Primer: Identifying Concepts, Excuses, and Suspects in an Internet Era," *The Education Digest*, forthcoming
4. "The Digital Slush File," *The Associated Writing Program's Chronicle*, forthcoming.
5. "The Half-life of Internet Footnotes," AEJMC version, *The Iowa Journal of Communication*, forthcoming, co-authored with **Daniela Dimitrova**.

At the international conference of the Center for Academic Integrity, to be held in Manhattan, Kansas, on Oct. 9, **Michael** was supposed to present a paper on plagiarism in an Internet era. "Then I remembered that Oct. 9 was Homecoming at ISU," he told librarian and journalist **Dru Fryberg**, herself a plagiarism expert, who will present their collective data in Michael's place.

**Michael** and **Daniela** also presented their research in a poster session at the AEJMC Conference in Toronto. Finally, Michael had a solo poster session on magazine journalism at the conference.

**Michael** also was interviewed on cell phone use by the *Albuquerque Journal* and on ethics and New Jersey Gov. McGreevey's abrupt resignation in August by *The Home* (N.J.) *News*.

Finally, **Michael** will give a keynote speech on "The Seven Habits of Highly Mediated People," Sept. 12 at the Master Farmer meeting.

This past summer **David Bulla** taught reporting and feature and sports writing at the 58th annual High School Journalism Institute workshops at Indiana University. Jack Dvorak, professor of journalism, wrote: "As you know, teachers often toil away with little fanfare, yet the work they do is critical to our society's well-being and future. I am pleased to be able to reward the excellent efforts of David by inviting him to be on our summer faculty. People like David are what make schools excellent places to learn, and students are blessed to have someone like him as both an instructor and a model."

**Daniela Dimitrova** updates us on two future conference presentations:

- Chen, Y., & Dimitrova, D.V. (2004, October). "The impact of information and communication technologies on civic engagement: A citizens' perspective." Presented to (APPAM) annual convention, Atlanta.

Kaid, L.L., & Dimitrova, D.V. (2004, September). "Political Advertising in Established and Evolving Democracies." Presented to the American Political Science Association (APSA) annual convention, Chicago.

**Joel Geske** reports these papers and panels at August's AEJMC convention:

- "Variant Learning Styles for Advertising and Public Relations Students." Presented at Association for Education in Journalism and Mass Communication, Advertising Division (Toronto), August 2004. "**Jay Newell**, totally unbiased observer, claims it was the best of the lot and it did consume most of the comment/question time," Joel writes in an email.
- "Alteration Tolerance: Gauging the acceptability of digital manipulation techniques in news photographs." **Lulu Rodriguez** and **Joel Geske**, Top Three Faculty Paper Award. Presented at Association for Education in Journalism and Mass Communication, Visual Communication Division (Toronto), August 2004.
- "In the Eye of the Storm, Do People Read Differently in Print and On-Line." Invited Panelist at Association for Education in Journalism and Mass Communication, Visual Communication Division and Magazine Division, (Toronto), August 2004.

**Chad Harms** reports a paper acceptance, "Internal consistency and reliability of the networked minds measure of social presence," to be presented in mid October at the 7th Annual International Workshop on Presence at the Polytechnic University of Valencia, Spain.

The conference is organized by the International Society for Presence Research (ISPR) and the Medical Image Computing Laboratory, and supported by the European Union's FET Presence Research Initiative through the IST EMMA and IST OMNIPRES projects. The goal of the PRESENCE 2004 conference is to bring together academic researchers in the area of media and presence, content and technology developers, and interested commercial parties so they can meet, share experiences, present research, and exchange ideas.

**Chad** also participated as a presenter in the New Faculty Orientation program in August.

**Jay Newell** reports several contributions in research, teaching and service:

*Research:*

- Completed data collection from British Columbia schoolchildren to update Schramm's "Radiotown" study.
- Presented "Habitual and Intentional Selection of Mass Media" in the Theory and Methodology division of AEJMC, Toronto.
- Quoted on the history of product placement in the advertising agency magazine "Big Idea."

*Teaching:*

- Panelist on "New Approaches to the Campaigns Course" with Jan Slater (Ohio) and Sandy Utt (Memphis) at the AEJMC Advertising Teaching Workshop, Toronto.

*Service:*

- Reviewer, *Journal of Advertising*.
- Reviewer, AEJMC advertising research division.
- Presentation chair, AEJMC advertising division, Toronto.

**Lulu Rodriguez** has had a very productive summer, noting the following:

*Reports:*

1. "The current state of Library and Information Science research: A content analysis of editorials in select LIS journals." A research study conducted by JIMC 502 (Communication research methods, Spring 2004) for the Parks Library. (Contact professors: Assoc. Prof. Jeff Kushkowski and Prof. Kristin

Gerhard)

*Paper presentations:*

1. "Food safety vs. food security: A comparative analysis of newspaper coverage of GMOs in Britain and the Philippines, 2000-2002," by Lulu Rodriguez and **Kersten Kappmeyer**. Paper presented to the International Conference on Communication and Mass Media, May 24-26, 2004, Athens, Greece.
2. "Opinion leaders' attitudes toward genetic engineering: The Philippine case," by Lulu Rodriguez. Paper presented to the Third Annual Hawaii International Conference on Social Sciences, June 16-19, 2004, Honolulu, HI.

3. "Alteration tolerance: Gauging the acceptability of digital manipulation techniques in news photographs" (with **Joel Geske**). Paper presented to the Visual Communication Division of AEJMC, Toronto, Canada, August 2004. **Third Place, Faculty Paper Competition**.

*Grants:*

1. "A communication action-research program for the Federal Biobased Products Preferred Procurement Program (FB4P)." A \$30,000 grant submitted to the Federal Biobased Products Preferred Procurement Program, ISU College of Engineering. Funded.

*Service:*

1. Guest speaker, Land Grant University Science and Public Policy: Enhancing the Connections Workshop. Great Hall, Memorial Union, May 13, 2004.

**Lulu** also reports these graduate students achievements:

1. "Perceptions of radio educators and radio managers regarding college-level radio education curriculum," by **Kersten Kappmeyer**. Paper presented to the Graduate Education Interest Group of AEJMC, Toronto, Canada, August 2004. *Third Place, Student Paper Competition*.

2. "Direct-to-consumer television advertisements of prescription drugs and their impact on physician prescription-writing tendencies," by **Jocelyn Albertson**. *ISU Graduate Research Excellence Award, August 2004*.

**Erin Wilgenbusch** writes the "Ames Life & Times" column for the *Des Moines Register*. Her next column was to be published September 2 on the topic of "Bloggers and the First Amendment." What is a blogger? Erin writes, "Blogger is short for web logger—someone who keeps a log, or a journal, on the World Wide Web for all the world to read." Her column documents that blogging is testament to free speech, in this case, the digital variety.

**Mark Witherspoon** writes, "Two years of work and planning culminated in June this summer when College Media Advisers Inc. and the First Amendment Center collaborated on a First Amendment Institute, which is a three-day workshop designed to teach advisers how to educate their campuses about the importance of the First Amendment." Mark helped plan the curriculum and presented a session on staging events on campus that also addresses the First Amendment. This first in what will be an annual workshop is part of College Media Advisers' "First Things First" initiative that Mark initiated two years ago. It included working with the First Amendment Center to book their Freedom Sings celebration on a college campus tour. As a byproduct of Freedom Sings appearance at Iowa State, the Iowa Newspaper Association and INA newspapers booked the celebration of the First Amendment also.

### ACCOMPLISHMENTS TO DATE

<b>Community Service:</b>	5
<b>Professional Service:</b>	12
<b>Research/ Creative:</b>	25
<b>Teaching/Advising:</b>	3