Professional and Public Service
The school hosts a nationally recognized annual celebration of the freedoms enshrined in the First Amendment.

Faculty members’ professional and public service furthers the land-grant mission of Iowa State University, serving international, national and local publics.

Alumni, professionals and professional organizations are actively involved in school activities through the Greenlee School Advisory Council, Greenlee Alumni and Friends, corporate partnerships and internships.
EXECUTIVE SUMMARY

The Greenlee School operates within the land-grant mission of Iowa State University. That land-grant mission obligates the university and all of its units to serve Iowa, the nation and the world. The institutional vision of the land grant mission, as encapsulated in the university’s 2010-2015 Strategic Plan, is that Iowa State University will lead the world in advancing the land-grant ideals of putting science, technology, and human creativity to work. Thus, the school participates actively in the land grant mission that demands all manner of service to a wide array of public. The school serves the industry and the public by reinforcing the principles of journalism and mass communication education, generating knowledge that can be applied to professional practice and providing expertise and communication support to development efforts at the international, national and local levels.

Within the university’s mission, the school’s professional and public service efforts operate in four dimensions:

1. Involve the campus and the community in dialogues and forums on the issues, challenges and opportunities related to the profession. A highlighted activity in this dimension is the long-running First Amendment Day Celebration.

2. Provide leadership and other service to research, academic and professional organizations. Faculty of the Greenlee School provide extensive leadership, with a keen focus on serving the Association for Education in Journalism and Mass Communication. Multiple faculty currently or have recently served as division heads. The school regularly sponsors AEJMC events.

3. Share reliable research results, analyses and teaching innovations to educate an array of publics about journalism- and communication-related issues through the popular, academic and professional media. Faculty members provide an on-going presence in statewide, national and international media to bring their research and teaching expertise to the public.

4. Extend communication research results and apply communication expertise to encourage healthy peoples, healthy environments and healthy economies throughout the world, especially in developing nations. Iowa State University is a world leader in agricultural and developmental extension services. The school’s faculty are consistent participants in developmental projects at home and abroad.

Professional and public service is not just the purview of faculty and staff. Students and student organizations also take part in professional and community service. For example, the Leo Mores Chapter of the Society of Professional Journalists (SPJ) helps to coordinate the school’s annual First Amendment Day Celebration and the Barbara Riedesel Iverson Chapter of the Public Relations Student Society of America hosts an annual organ donor awareness event.
The school hosts two signature events each year, one to open the academic year in the fall and another to close the academic year in the spring. Both events serve the public and professional constituents.

The Chamberlin Lecture, the school’s signature fall event, features a distinguished journalist or mass communicator, who speaks in an open forum on the state of the media and his or her role in the news enterprise. In 2014, the school hosted the then President and Publisher of The Des Moines Register, Rick Green, for the eighth annual Chamberlin Lecture. His lecture, “Yes, Iowa there is a future for newspapers,” focused on his optimism for the future of the print industry and the importance of print news. In addition to reaching the Ames and Iowa State community, the 2014 Chamberlin Lecture was also broadcasted by CSPAN. Previous Chamberlin Lectures include Pulitzer Prize-winning columnist Eugene Robinson, The Washington Post, and Clarence Page, The Chicago Tribune.

The Chamberlin Lecture is co-sponsored by the University Lectures Program. Throughout the academic year the Lectures Program works to bring to campus a broad spectrum of lectures, political debates and academic forums; cultural events, including musical performances and art and dance programs; and entertainment, such as film and comedy. All lectures are free and open to the public. When the Lectures Program invites journalists or communication professionals to campus, they often reach out the school to see if we are interested in co-sponsoring the lecture. For example, in 2014-15 the school co-sponsored Cyd Zeigler’s “Covering Coming Out LGBT in Sports” lecture. Zeigler is one of the world’s leading experts on LGBT sports issues, a co-founder of Outsports.com, and coauthor of The Outsports Revolution: Truth & Myth in the World of Gay Sports. He has written extensively on athletes coming out at all levels of sports and the impact homophobia has on closeted athletes, as well as interviewing dozens of straight professional athletes about key issues in sports. An award-winning journalist, he is credited with breaking national stories including the coming out of former professional athletes John Amaechi and Wade Davis, the groundbreaking interview with straight ally and NFL Hall of Famer Michael Irvin, and the first openly transgender college basketball player, Kye Allums.

The school also partners with the Carrie Chapman Catt Center for Women and Politics when they bring political communicators to campus. In 2014-15 the Catt Center hosted Mary Liasson, national political correspondent for National Public Radio, and invited Greenlee students to attend a “Conversation with Mara Liasson” prior to her lecture that evening.

Our nationally recognized First Amendment Day, the school’s spring signature event, is hosted in April and draws audiences from the Iowa State and Ames communities. Each year, the First Amendment Day Committee along with students from the Leo Mores Chapter of the Society of Professional Journalists (SPJ) organize and plan activities to celebrate the importance of the constitutional freedoms enshrined in the First Amendment. Students, staff, faculty and community members are invited to participate in a Freedom march and a “Feast on the First,” which includes food, soapbox debates, readings, exhibits and music. High school students also participate in the celebration, and their involvement is detailed in question five.

In 2015, the Greenlee School hosted the 13th annual First Amendment Day celebration. Festivities included the hallmark “Feast on the First”
event, class visits and a keynote address from Gene Policinski, COO of the Newseum and director of its First Amendment Center, and the sixth annual Caucus Cup Debate between the ISU College Republicans and Democrats. After 10 years of support for the First Amendment Day from Lee Enterprises, the organization was no longer in a position to support the celebration. The school was invited to submit a proposal to the Charles Koch Foundation and was given a $5,000 gift to host the celebration. No requirements were imposed on this gift. Due to uncertainty with funding, the 2015 events were planned and executed outside of the traditional committee. While members of SPJ assisted with planning, Mark and Brenda Witherspoon, Alyssa Rutt and Matt Wettengel worked to coordinate the events. The full schedule of events for the 2015 celebration is included in appendix 8.

With support from the Charles Koch Foundation, the school had a successful celebration and hopes the Foundation will sponsor future First Amendment Day celebrations. With additional funding from the Foundation, the school would like to enhance collaboration with Iowa high schools and create a First Amendment Institute. The Institute would be an additional educational component and invite faculty members from around the nation who would be interested in creating First Amendment Day events on their campuses. We would bring faculty members in to experience our First Amendment Day celebration and, on the following day, would work with them using the curriculum we already have created to discuss how they can return to their universities and create creative First Amendment educational events.

The 2013 celebration included the fourth annual Caucus Cup Debate between the ISU College Republicans and Democrats; the fourth annual First Amendment Poetry Slam; a panel entitled “Freedom of Art” highlighting leading American Medalist Heidi Wastweet and renowned cartoonist and illustrator Brian Duffy; a keynote titled “Social Media and the First Amendment – Is your tweet protected speech?” by Student Press Law Center Executive Director Frank LoMonte; the Freedom March from Ames City Hall to Beardshear Hall on campus; a panel for the visiting high school students and their advisors titled “Supporting High School Journalism Programs with the First Amendment” with LoMonte and Kim McDonough and Amber Tiarks from the Greenlee School; the eleventh annual “Feast on the First” with soapbox debates, live music and poetry. A full report of the 2013, 2014 and 2015 events are included in appendix 8.

The 2014 celebration included a visit to Ames High School by Supreme Court plaintiffs Mary Beth Tinker, Cathy Kuhlmeier Frey and Mike Hiestand, who shared their stories in three sessions, one for journalism students and two that were open to all students. More than 400 Ames High School students attended these events. The full schedules of events for the 2013, 2014 and 2015 First Amendment Day celebrations are included in appendix 8.
List examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Please do not refer team members to faculty vitae for this information. Do not include service to the unit or institution; this information should be presented in Standard 1.

**Dimension One: Campus and Community Dialogs**

Beyond the school’s activities in the community, faculty members are active in campus and community dialogues and forums on the issues, challenges and opportunities related to the profession.

**DANIELA DIMITROVA, PROFESSOR**
Panel Moderator, Social Media and the U.S. Presidential Primaries (AEJMC), 2012

Guest Speaker, The Media System in Eastern Europe, JMC3700: Comparative Media Systems, University of Iowa, 2012

Guest Speaker, Eastern European Media, CM831: International Communication graduate seminar, Boston University, 2011

Guest Speaker, Media Framing, Political Communication Seminar, Mid Sweden University, 2010

Guest Speaker, Video Conference on the Global Digital Divide, University of Missouri Graduate School, 2009

**JEFF BLEVINS, ASSOCIATE PROFESSOR**
Presentation on broadband at New America Foundation, Washington, 2010

**DENNIS CHAMBERLIN, ASSOCIATE PROFESSOR**
Panel Moderator, discussion on social justice and food and agricultural writing at this year’s Association of Writers and Writing Programs national convention in Minneapolis, 2015

Presentation, “Voices of Immigration,” AEJMC, 2010

**MICHAEL DAHLSTROM, ASSOCIATE PROFESSOR**
Designing messages to reach agricultural audiences. Presentation and team meeting workshop with the extension educators involved in the CSCAP grant. DeForest, WI, 2014

Communicating about controversial topics in agriculture: Best practices for extension educators. Presentation to the Agriculture and Natural Resources Extension Webinar, Ames, IA, 2013

Dahlstrom, M.F., & Geske, J. How to communicate science to varied publics. Presentation to the Wildlife Research Group of the Iowa Department of Natural Resources, Ames, IA, 2012

**JOEL GESKE, ASSOCIATE PROFESSOR**
“Media Coverage of Hate Crimes.” Teaching Panel coordinator, GLBT and Newspaper groups, AEJMC, 2010.

Teaching Panel coordinator, “Media Coverage of Hate Crimes,” GLBT and Newspaper groups, AEJMC, 2010

Panelist, Creativity and the Digital Age, AEJMC, 2010

Panelist, A Minority is a Minority is a Minority, AEJMC, 2010

**SUMAN LEE, ASSOCIATE PROFESSOR**
Guest Speaker, Research Seminar, Chung-Ang University, Seoul Korea, 2015

*Granted tenure and promotion to associate professor, effective August 2015.*
In addition to leadership roles taken by faculty as reflected below in their individual service contributions, the school’s faculty regularly review articles for the following journals:

- Communication Research
- Environmental Communication
- Journalism and Mass Communication Quarterly
- Journal of Communication
- Science Communication
- Human Communication Research
- Risk Analysis
- Media Psychology
- Communications: The European Journal of Communication Research
- The International Journal of Press/Politics
- Electronic News
- International Journal of Public Opinion Research
- Journal of Computer-Mediated Communication
- Journal of Broadcasting and Electronic Media
- New Media & Society
- Newspaper Research Journal
- Journal of Global Mass Communication
- Journal of Mass Media Ethics
- Communication Theory
- Mass Communication & Society
- Feminist Media Studies
- Journalism: Theory, Practice & Criticism
- Political Behavior
- The Information Society

Along with faculty membership and strong representation in academic and professional associations popular in our disciplines including Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association (ICA), International Environmental Communication Association (IECA), Public Relations Society of America (PRSA), Broadcast Education Association (BEA), American Academy of Advertising (AAA), American Journalism Historians Association (AJHA), National Press Photographers Association (NPPA), many faculty members serve as conference article reviewers for these organizations. Faculty members have served as conference article reviewers for the following:

- Communicating Science, Health, Environment and Risk Division (AEJMC)
- Communication Theory and Methodology Division

**Dimension Two: Leadership and Other Service to Research, Academic and Professional Organizations**

In addition to leadership roles taken by faculty as reflected below in their individual service contributions, the school’s faculty regularly review articles for the following journals:

- Communication Research
- Environmental Communication
- Journalism and Mass Communication Quarterly
- Journal of Communication
- Science Communication
- Human Communication Research
- Risk Analysis
- Media Psychology
- Communications: The European Journal of Communication Research
- The International Journal of Press/Politics
- Electronic News
- International Journal of Public Opinion Research
- Journal of Computer-Mediated Communication
- Journal of Broadcasting and Electronic Media
- New Media & Society
- Newspaper Research Journal
- Journal of Global Mass Communication
- Journal of Mass Media Ethics
- Communication Theory
- Mass Communication & Society
- Feminist Media Studies
- Journalism: Theory, Practice & Criticism
- Political Behavior
- The Information Society

**RALUCA COZMA, ASSISTANT PROFESSOR***
Moderator, session titled “Audience Reactions to the News,” sponsored by the Newspaper and Online News Division, AEJMC, Washington, D.C., 2013

**GANG HAN, ASSISTANT PROFESSOR***
Chair, referred research session: Patient perspectives: Celebrities, tanning, vaccines. Health Communication Division, ICA annual conference, 2015

Invited lecturer, Summer Lecture Series, Renmin University of China 2012

Moderator, refereed paper research session: Covering Frankenfood: Science communication about genetically modified foods, AEJMC, 2012
(AEJMC), Mass Communication and Society Division (AEJMC), Mass Communication Division (ICA), Communication and Technology division, Political Communication division (ICA), Communication Technology and Newspaper and Electronic News divisions (AEJMC) and Submission Reviewer, Chinese Communication Association (CCA) panels at ICA annual conference and NCA annual convention.

MICHAEL BUGEJA, PROFESSOR
Chair, ASJMC Contemporary Leadership Committee, 2013 - present
Member, Editorial Board, Journal of Mass Media Ethics, 2012-15
Member of Board of Directors, IowaWatch.org, 2010

DANIELA DIMITROVA, PROFESSOR
Membership Committee, AEJMC, 2014-15
Panel Organizer, The Role of Citizen Journalists, Bloggers and Digital Media in the Political Campaign, AEJMC, 2011

JEFF BLEVINS, ASSOCIATE PROFESSOR
National Telecommunications and Information Administration. Grant reviewer, 2009

MICHAEL DAHLSTROM, ASSOCIATE PROFESSOR
Vice Head, Communicating Science, Health, Environment and Risk Division, AEJMC, 2014-2015
Grant reviewer, National Oceanic and Atmospheric Administration Climate Program Office Sectoral Applications Research Program, 2014
Research chair, Communicating Science, Health, Environment and Risk Division (AEJMC), 2013-14
Teaching chair, Communicating Science, Health, Environment and Risk Division (AEJMC), 2012-13
Secretary, Communicating Science, Health, Environment and Risk Division (AEJMC), 2011-12
Professional Freedom and Responsibility Chair, Communication Theory and Methodology Division (AEJMC), 2010-11
Membership and Recruitment Chair, Communication Theory and Methodology Division (AEJMC), 2009-10

JOEL GESKE, ASSOCIATE PROFESSOR
Vice-chair, AEJMC GLBT Interest Group, 2009

SUMAN LEE, ASSOCIATE PROFESSOR
Research chair, Public Relations Division, AEJMC, 2012-15

JAY NEWELL, ASSOCIATE PROFESSOR
Advertising Division Head, AEJMC, 2012-13
Vice Head, AEJMC Advertising Division, 2011-12
Editorial board, Journal of Advertising Education, 2010-15
Research Chair, AEJMC Advertising Division, 2010-12
Editorial board, International Journal on Mobile Marketing, 2009-15

MARCIA PRIOR-MILLER, ASSOCIATE PROFESSOR
Editorial board, JMCQ, 2012

SELA SAR, ASSOCIATE PROFESSOR
Associate Editor, Asian Journal of Communication, 2012-13
Editorial board, Journal of Advertising, 2009-13
Student Paper Chair, AEJMC Advertising Division, 2013
Special Topics Paper Chair, AEJMC Advertising Division, 2012

RALUCA COZMA, ASSISTANT PROFESSOR*
Head, Newspaper and Electronic News Division of the Association for Educators in Journalism and Mass Communication (AEJMC), 2014-2015.
Vice chair/Programming chair of the Newspaper and Electronic News Division of AEJMC, 2013-14
Research Co-chair of the Newspaper and Electronic News Division of AEJMC, 2012-13
BEA Research Grant Committee Member, Broadcast Education Association, 2011-15
Awards Committee Member, American Journalism Historians Association, 2010-15
Annual Book Award Judge, American Journalism Historians Association, 2012

GANG HAN, ASSISTANT PROFESSOR*
Research Co-Chair, MC&S Division, AEJMC, 2013-15
Steering Committee Member, Chinese Communication Association, 2012-15
Co-Chair, Awards Committee, MC&S Division, AEJMC, 2012-13
Chair, referred research session: The development of media use patterns, Mass Communication Division, ICA, 2011
Submission Reviewer, Information System Division, ICA annual conference, 2011

TRACY LUCHT, ASSISTANT PROFESSOR
American Journalism Historians Association panels coordinator, 2015
Dimension Three: Share Reliable Research Results

The school’s faculty members are sought-after sources of information, research results and interpretations of issues discussed in the academic and popular press. The following are examples of research results and teaching innovations featured in academic and popular media, specialized and popular press:

MICHAEL BUGEJA, PROFESSOR
Cited as source, American Journalism Review, 2011


DANIELA DIMITROVA, PROFESSOR


LULU RODRIGUEZ, PROFESSOR


Interviewed by Donna Ramaeker Zahn, Global Outreach Strategist, Program for Biosafety Systems, about public information approaches to communicate biotechnology in Southeast Asia (2012)

JEFF BLEVINS, ASSOCIATE PROFESSOR
Westwood One story on Net Neutrality, 2010

DENNIS CHAMBERLIN, ASSOCIATE PROFESSOR
Discussant, Iowa Public Radio’s Talk of Iowa, 2013
Micheal Dahlstrom, Associate Professor

“Local Talk - Cellulosic Ethanol.” Cited as source, KHOI Radio, 2014


“Iowa Company dragged into court in battle over TV mobility.” Cited as source, Des Moines Register, 2013

“Iowa journalists, professors react to Te’o hoax.” Cited as source, KCCI, 2013

Sciphers (the newsletter of the Communicating Science, Health, Environment and Risk Division, AEJMC) “Seeking controversies in science communication”, 2013

Sciphers, “ComSHER teaching panels for Washington DC”, 2013


“Beef Products Inc. sues ABC for defamation over ‘pink slime.’” Cited as source, Des Moines Register, 2012

Sciphers, “ComSHER visits the Shedd Aquarium for fishy science communication”, 2012

Sciphers, “ComSHER off-sight field trip is all wet”, 2012

Dahlstrom, M.F., Knutson, A., Geske, J., Eells, J., & Adcock, L. (2012, Oct.). Protect your family farm – take the cover crop pledge. Twelve-page booklet promoting the use of cover crops to women landowners. Produced in collaboration with the Women, Food and Agriculture Network.


Sciphers, “Where do you want to go next, ComSHER? AEJMC Field Trip News”, 2011
CT&M Concepts (the newsletter of the Communication Theory and Methodology Division, AEJMC) “Recruitment is the key to the division’s strength”, 2010

CT&M Concepts, “Methods and measures as a solution to current challenges in media research”, 2010

CT&M Concepts, “CT&M requires clearer sense of mission”, 2009

JOEL GESKE, ASSOCIATE PROFESSOR


Dahlstrom, M.F., Knutson, A., Geske, J., Eells, J., & Adcock, L. (2012, Oct.). Protect your family farm – take the cover crop pledge. Twelve-page booklet promoting the use of cover crops to women landowners. Produced in collaboration with the Women, Food and Agriculture Network.


JAY NEWELL, ASSOCIATE PROFESSOR

JAN BOYLES, ASSISTANT PROFESSOR


RALUCA COZMA, ASSISTANT PROFESSOR*
Register, February 9, 2014.

Gave live interview about the U.S. elections to the Romanian TV Station Antena 3, Bucharest, November 6, 2012.


GANG HAN, ASSISTANT PROFESSOR*


Interviewed by CKGSB Knowledge, an online magazine published by Cheung Kong Graduate School of Business; research was quoted in the article “‘Made in China’ aims for sophistication,” 2012.

TRACY LUCHT, ASSISTANT PROFESSOR

Research featured in Susan Tomchin, “Sylvia led the way: The world of personal finance journalism wouldn’t be what it is today were it not for Sylvia Porter,” Jewish Woman Magazine, http://www.jwmag.org/page.aspx?pid=3853#sthash.4V7CM0lu.u2W8LNRD.dpbs.

Interviewed in Kelly Schiro, “Professor publishes books about women in the workplace,” Iowa State Daily, February 26, 2014.


Dimension 4: Extend Communication Research Results

The school’s faculty has expertise in the development, implementation and evaluation of communication projects in different geographic locations and cultural milieus; formative research for research-action projects in health, agricultural and environmental sustainability; and documenting and understanding global dialogue on a wide variety of issues.

International development work is an important part of the school’s public service agenda. Since 1980, Eric Abbott has been highly motivated in globalizing Iowa State University through his communication research and teaching around the globe. Most recently, (2011-15) Abbott worked at World Bank, Washington, DC, with Jessica Mott of the World Bank and Chemonics International (USAID project) to develop an assessment approach and survey to measure impacts of Bank/USAID agricultural interventions in Tajikistan on farmer vulnerability. Their survey was administered to 1,800 farm households in 18 districts of Tajikistan in spring and summer of 2011, with a final report produced in 2012. Abbott presented five workshops in Tajikistan to officials and NGO participants on the results along with a report on the research to the World Bank’s International Land Conference in Washington, DC, in April 2013. Beginning in mid-2014, Abbott was hired by the government of Tajikistan to conduct a final evaluation of the Land Registration and Cadastre Project funded by the World Bank. This will involve both a quantitative survey of 1,600 farmers as well as qualitative focus groups and in-depth interviews. The evaluation should be completed by spring 2015.

Additionally, Abbott has worked with the Center for Sustainable Rural Livelihoods at Iowa State University on development work in Uganda. In 2010, Abbott visited the Kamuli and Lira districts of Uganda to study project communication needs and methods. He worked to develop an assessment measuring project and spread effects beyond original groups. Abbott presented a three-day workshop to VEDCO (our partner NGO) staff in March-April 2011 on effective ways to utilize ICTs and more traditional communication approaches to reach rural farm households. In addition, he worked with three graduate students on field experiments and research regarding the use of ICT devices to enhance agricultural communication activities. Graduate students include Brandie Martin, who studied the use of mobile phones by farmers (2010-11), Tian Cai, who conducted a field experiment to test the effectiveness of video Pico projectors to deliver extension training (2011-13) and Laura Funk, who is now studying the use of smartphones for agricultural extension work.
In 2013, Professor Lulu Rodriguez worked with the Program for Biosafety Systems (PBS) in Africa and Asia to inform various audiences of the science behind biotechnology policy and regulatory decisions. In collaboration with PBS Outreach Strategist Donna Ramaeker Zahn (a Greenlee alumnus and Advisory Council member), and Dr. Margaret Karembu of PBS Kenya Outreach, Rodriguez developed a biotech communication curriculum and updated materials for the training of communication specialists, scientists, and policymakers.

In February 2013, Lulu Rodriguez, Suman Lee, Sela Sar and Gang Han were awarded a research grant to facilitate agricultural technology transfer in northern Ghana. The five-year, $2.1M project was funded by the US Agency for International Development through the International Fertilizer Development Center. As a communication team Lee, Sar, Han and Rodriguez conducted a needs assessment in northern Ghana to understand local perceptions about genetically modified crops and the current information landscape regarding biotechnology. The objectives were to identify potential partners for a comprehensive outreach effort and to develop a risk communication curriculum and its accompanying training materials for scientists and researchers, reporters, information officers of seed companies, and other communication practitioners. This project was in partnership with the Savannah Agricultural Research Institute, ISU’s Global Agriculture Programs, College of Agriculture and Life Sciences, and the Biosafety Institute for Genetically Modified Agricultural Products.

Rodriguez’s expertise in risk communication also led to several outreach activities on an international level including working with the Consultative Group to assist the Alliance of Small Island States (AOSIS) and the Small Island Developing States (SIDS). In 2012, she was the risk communication trainer for eight visitors from South Asia (Afghanistan, Bangladesh, India, Nepal, Pakistan, Sri Lanka) as part of the U.S. State Department’s International Visitor Leadership Program “On the road in America: Farm to table” through the Iowa International Center. Rodriguez also served as the risk communication trainer for the Norman Borlaug Fellows from China and the US Agency for International Development through the National Center for Food and Agricultural Policy in Washington, DC.

At the local level, Associate Professors Michael Dahlstrom and Joel Geske have secured several grants to develop conservation education for female farmland owners. In 2010, Dahlstrom and Geske received a grant from the Women, Food and Agriculture Network, sponsored by the Iowa Natural Heritage Foundation through the North Central Region of Sustainable Agriculture Research and Education of the US Department of Agriculture. Dahlstrom and Geske worked to develop practices that offer conservation education for women farmland owners in Iowa, Nebraska and Wisconsin. Statistics show that more than half of Iowa’s farmland is owned by women. While the statistics indicate women have a large controlling interest in the state of Iowa, most of the literature aimed at informing farmers on how to keep their soil healthy is aimed at men.

The goal of the project was to research female landowners and through qualitative research determine how they see the land - how do these women relate to farming? What words do they use? With that understanding, Dahlstrom and Geske worked to create, improve and disseminate information about the rationale and methodology of the program and targeted print pieces they developed to conservation professionals in three states. The print materials they developed focused
The school partners with alumni, professionals and professional organizations as part of our mission to educate students for careers in journalism and communication. The school actively maintains contact with alumni and professionals and uses their feedback to ensure our curriculum and instruction meets industry needs.

Since their initial grant in 2010, the pair have worked on several other grants from Women, Food and Agriculture Network, sponsored by the Resource Enhancement and Protection program of the Iowa Department of Natural Resources (2011) and the natural Resources Conservation Service (2013). Through the additional grants, Dahlstrom and Geske have continued their development work and researched the information needs of female landowners about soil health and applied their findings toward improving awareness.

Applying communication expertise is not just the purview of the school’s faculty. At the local level, students actively participate in community action programs. The school’s PRSSA chapter has a strong tradition of assisting local non-profit organizations in their work. The chapter also participates regularly in national donor awareness efforts by designing and implementing communication campaigns and strategies and hosting events on campus to educate citizens about the critical need for organ, eye and tissue donation.

The school partners with alumni, professionals and professional organizations as part of our mission to educate students for careers in journalism and communication. The school actively maintains contact with alumni and professionals and uses their feedback to ensure our curriculum and instruction meets industry needs.

The school has distinguished alumni at major US corporations, including: the Associated Press, National Public Radio, Committee to Protect Journalists, Weber Shandwick, Meredith Corp., The Des Moines Register, the Wall Street Journal, The New York Times, Better Homes and Gardens, Vermeer, Wells Fargo, Raytheon, Nationwide, OsbornBarr, Spong PR and John Deere. Among our alumni’s many distinctions are five Pulitzer Prizes and a Presidential Medal of Freedom, the highest civilian honor.

Many of the school’s distinguished alumni serve on the Greenlee School Advisory Council. The council was created to support the school, director, faculty, staff and students in a collaborative partnership to make the Greenlee School the premiere institution for educational, professional and scholarly contributions to communication and society. Our council boasts an impressive array of former and current members, profiled on our alumni page at www.greenlee.iastate.edu/advisorycouncil/index.shtml.

Advisory Council members participate in the school’s assessment of student learning through an annual survey. In 2014, we had a 100% response rate. The feedback provided in this survey was reviewed by the director, associate director and used to inform curricular improvements and offerings. Council members also assist in coordinating the semi-annual Futures Forum, a program that invites industry professionals and alumni to network with students, critique portfolios and résumés and discuss developments in the industry. A list of previous Futures Forum events and topics is included below. The Council’s involvement illustrates...
<table>
<thead>
<tr>
<th>Season</th>
<th>Title</th>
<th>Moderator</th>
<th>Panelists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2015</td>
<td>It’s About a Conversation: Standing Out on Social Media</td>
<td>Rick Phillips, Vice President and Chief Communications Officer, Nationwide</td>
<td>Aaron Hepker, Digital Content Dir. WHO-TV, Emilee Richardson, Marketing &amp; Communications Manager for Science Center of Iowa, Justin Wise, Author &amp; Founder of Think Digital Academy, Don Moxley, Senior Vice President, FleishmanHillard</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>“Does your career depend on your gender?”</td>
<td>Joel Geske, associate director, Greenlee School</td>
<td>Doug Spong, president of Spong PR, Gloria Jones Johnson, ISU sociology professor, Janette Larkin, publisher of the Business Publications Corporation, Inc., Kathie Obradovich, political columnist for The Des Moines Register, Jolene Stevens, veteran journalist</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>“Breaking Bad: Five Good Habits to Pick Up Before Your First Internship or Job”</td>
<td>Dave Sprau, sports director, 1430 KASI</td>
<td>Rod Peterson, news director, WHO-TV, Nicolle McClure, vice president of marking, GRX Holdings, Chris Conetzkey, editor, Business Publications, Sally Adams, assistant account executive, Weber Shandwick</td>
</tr>
</tbody>
</table>
Spring 2012  “Where Are They Now? Recent Grads Discuss their Transitions Into the Professional World”

Making the transition from college student to professional can seem overwhelming for many graduating seniors. Let recent Greenlee graduates and their supervisors tell you about their experiences and how to make the transition successfully.

“Make a Name for Yourself in the Job Market: Creating Your Online Brand”

Creating a professional online brand with sites like LinkedIn, Twitter, Facebook and Tumblr can help you differentiate yourself from other job applicants and increase your chances of being hired. Learn about the online and social media sites you should be using and how to use them to showcase your skills and experience to potential employers.

Moderator: Sean McLaughlin, KPHO TV

Panelists: Brennan Buckley and Lindsay Petermeier, Iowa Realty
Doug Spong, Carmichael Lynch Spong
Jan Touney and Rashah McChesney, Quad City Times
Jared Ransom, KTTC TV

Panelists: Barb Iverson, Weber Shandwick
Nathan Wright, Lava Row
Madison Mayberry, Meredith Corporation
Tim Paluch, The Des Moines Register

In addition to Advisory Council member’s involvement in developing programs for students and providing feedback on the curriculum, they also lend their expertise and assist the school in its communications to alumni, business leaders and general publics. With the addition of a full-time communication specialist in 2014, the school has the resources to be more proactive in its communication, and the council has had an active role in developing the school’s strategic communication plan.

In summer 2014 Advisory Council members, Greenlee faculty and staff and university partners met with professionals from Two Rivers Marketing to develop key messages for the school. These key messages have been used to create consistent messages about the school to its various audiences. In summer 2015, we continued to build on the school’s key messages and develop a comprehensive communications plan to reach alumni, human resources professionals, high school counselors and Iowa business leaders. The communications plan aims to highlight faculty scholarship and expertise, the Greenlee student experience and the growing career opportunities in the communications industry. The school’s key messages and communication plan are available in the workroom.

Our alumni are also involved in the Greenlee Alumni and Friends group, which works in conjunction with the Advisory Council. The organization, run by a volunteer leadership board, was reestablished in 2013, and works to support and strengthen the relationship between the Greenlee School and its network of alumni, friends and faculty. The Alumni and Friends group maintains a website, http://www.wearegreenlee.org/ and LinkedIn group. The group also hosts networking events in central Iowa for local alumni and friends to connect. Through communication and networking events, Greenlee Alumni and Friends serve as a resource for alumni, friends, faculty, staff and students to connect with professionals, explore employment opportunities, discuss industry developments and stay engaged with the school. The Greenlee Alumni and Friends social media
(Facebook, LinkedIn and Twitter) and web presence keep our alumni, who live outside of central Iowa, connected to the school and other alumni across the nation.

Each semester, Greenlee faculty and staff invite professionals and alumni to interact with students by participating in one of our events or visiting, in person or via the Web, class sessions. Greenlee courses, including campaigns classes (ADVRT 434, Advertising Campaigns and PR 424, Public Relations Campaigns) use businesses as real-world clients for their course projects and invite the clients to give feedback during the final presentations. This feedback is used to improve student work and inform curriculum changes when necessary. Class visitors and event speakers provide the school with direct links to industry and allow us to remain current with industry demands and changes.

The ADVRT / JL MC / PR 499 capstone Professional Media Internship course required for each Greenlee major also provides an opportunity for industry professionals to give feedback on the curriculum and promotes opportunities for the exchange of ideas between communication professionals and the school. As part of the assessment process, direct feedback from internship supervisors is collected and reviewed by the associate director and shared with the faculty to ensure our curricula are current and provide training in principles and skills our students need to succeed in their professional careers. Feedback provided by internship supervisors is extensively discussed in Standard 9.

In addition to receiving direct feedback from professional internship supervisors, Internship Coordinator Juli Probasco-Sowers maintains contact with alumni and professionals through the school’s internship and job board on LinkedIn, and by organizing Jump-Start events, including job/ internship fairs and professional workshops. The Jump-Start series was launched in fall 2014, and includes job and internship fairs, workshops for students and corporate partnerships.

The inaugural Jump-Start internship fair was hosted in October 2014, and the second Jump-Start event was hosted in February 2015. Through both fairs, we have collected feedback from 62 employers, some of who are Greenlee alumni, representing Iowa and out-of-state companies. Feedback from employers is reviewed by the internship coordinator, associate director and shared with the faculty. The feedback we have received from employers has been overwhelmingly positive. Some employer comments are included below; full comments are available in the workroom. We also invite media professionals to participate in the pre-fair workshops (held the week before the fair) to critique students’ résumés and portfolios.

“We were really impressed with the preparedness of most students and their enthusiasm. We’ve seen many impressive resumes so far.”

“Impressed by the professionalism of the students”

“Glad to be a part of the event. Quakerdale + Greenlee: Partners in preparing the next generation of communication leaders. For us - specifically the non-profit world”

“Our current and future success is directly dependent upon the graduates and students from Iowa State University’s Greenlee School. Thank you!”

“VERY impressed. Confident, well-prepared, engaged students.”
The school has an entire section of our website devoted to alumni, friends and professionals, http://www.greenlee.iastate.edu/content/alumni-friends. One of the most popular means of communicating with alumni and professionals and engaging them in the day-to-day business of the school is the director’s Good News from Greenlee email blasts.

Good News from Greenlee features accomplishments of students, student groups and faculty members’ contributions in teaching, research and professional service. Faculty members’ contact information is included so alumni may interact directly with faculty. Past Good News from Greenlee are archived on our website https://www.greenlee.iastate.edu/news/achievements.shtml. The Good News From Greenlee is sent to journalism professionals and alumni around the country. A sample of Good News from Greenlee can be found in appendix 8. The school also publishes an annual alumni magazine, The Greenlee Glimpse. The Glimpse includes profiles of alumni, class notes (alumni submit their professional and personal news and we print this information so alumni can connect with classmates) and an overview of school activities over the past year. A copy of the latest Glimpse is available in the workroom and can also be accessed online at http://www.greenlee.iastate.edu/alumni/greenlee-glimpse.

As part of the school’s new comprehensive communications plan, which has been developed with the help of alumni, we are developing metrics by which to evaluate and track the messages the school sends alumni. We will collect and evaluate data to determine which messages they engage with and the optimal frequency for the school’s communications with alumni.

The school’s outreach to scholastic journalism takes on several forms. The primary outlet is the school’s annual First Amendment Day activities, held each April. A second outlet is our participation in enrichment opportunities like the Scripps National Spelling Bee. Outside of these events, in 2012, Michael Bugeja’s “How-To News Writer: 25 ways to develop reporting, writing and digital skills” -- in its third edition -- was funded by the Iowa Newspaper Foundation and used in community workshops in the state.

The First Amendment Day events raise awareness about the importance of the freedoms enshrined in this initial and quintessential document in the Bill of Rights. The school invites high school students and teachers from Iowa and surrounding states to participate. Dozens of Iowa high schools have sent students to our celebrations year after year, and students have come from as far away as Minnesota and Colorado to celebrate the First Amendment with us. These visitors take part in a variety of activities throughout the course of the day.

One of the ways the school has made First Amendment Day attractive to high school journalism students and teachers is by including nationally prominent speakers in the program. These include journalists Helen Thomas, Terry Anderson and Paul Gigot; religious experts Reza Aslan and Dan Barker; First Amendment experts Ken Paulson and Gene Policinski from the First Amendment Center, and Mark Goodman and Frank LoMonte from the Student Press Law Center; Supreme Court case plaintiffs John and Mary Beth Tinker and Cathy Kuhlmeier Frey; and musical and theatrical events such as the First Amendment Center’s Freedom Sings celebration and Red Hot Patriot: the Kick-Ass Wit of Molly Ivins. Beyond these guests, we tapped into new audiences in 2014 by adding events co-
sponsored by Iowa's Civil Rights Commission and the Electronic Frontier Foundation.

The First Amendment Day celebration also includes a high school essay contest. High school students are invited to participate in the contest sponsored by the Iowa High School Press Association and the Greenlee School. Three winners are selected; first place is $250, second and third, $100. In their essay, students are asked to share their personal philosophy and encouraged to make connections to the First Amendment and the highest standards of journalism established by the Society of Professional Journalists.

For the past four years, the school has also sponsored the Iowa Finals of the Scripps National Spelling Bee. While this enrichment opportunity is for sixth through eighth graders, it is an important outreach program for the Greenlee School. We agreed to sponsor the event for the first time in 2012 because the original sponsor for the Iowa finals, The Des Moines Register, withdrew its sponsorship. The Spelling Bee is an important enrichment program as spelling, grammar and syntax are vital to journalism as well as education. Each year, we partner with the Scripps National Spelling Bee and Iowa middle schools to encourage schools to host a school-level bee. The champions of the school-level bee participate in the Iowa Finals, hosted by the school. Each year we welcome 12–19 spellers to participate in the Iowa Finals. The winner receives an all-expense paid trip to Washington, DC, and a chance to participate in the Scripps National Spelling Bee.
APPENDIX

- Good News From Greenlee
- First Amendment Day Final Reports and Schedules 2013, 2014 and 2015

WORKROOM

- Complete Employer Feedback from Fall 2014 and Spring 2015 Jump-Start Fairs