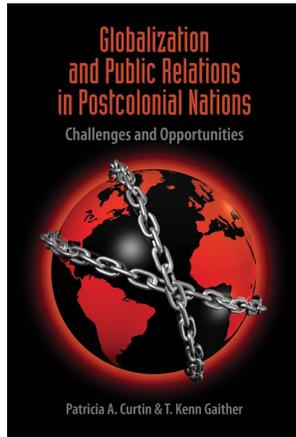


SOJC Research Newsletter

October 2012



Globalization and Public Relations in Postcolonial Nations: Challenges and Opportunities

By Patricia A. Curtin and T. Kenn Gaither (Cambria Press)

This book focuses on how globalization has affected those who live in postcolonial nations, particularly in terms of economic inequities, nation branding and identity, world health, environment and sustainability, agriculture, technology, labor, and human trafficking. Against this backdrop, the authors examine how and when public relations practices, whether sponsored by governments, corporations, not-for-profits, activist groups, or other organizations, are contributing to the discourses surrounding the policies and practices that address these issues. Public relations finds itself in a critical juncture as it looks for new models that take into account the complexities of globalization and the voices of those denied access to established power structures.

Tom Bivins presented a paper titled, "... an intense scrutiny of his actions': Edward Bernays and the Dilemma of Ethics versus Opportunity," at the International History of Public Relations conference in Bournemouth, UK, in July. He also presented a paper titled, "The Language of Virtue: What Can We Learn from Early Journalism Codes of Ethics?" at the Reuters Institute for Journalism at Oxford University, UK, on September 27. Tom, **Tiffany Galicano** and **Yoon Cho** presented, "What Do Blog Readers Think? A Survey to Assess Ghost Blogging and Commenting," at the AEJMC conference in August in Chicago. Also, the 8th edition of *Public Relations: Style and Format* is in the final editing stages at McGraw-Hill.

Erica Ciszek and **Tiffany Galicano's** manuscript titled "Changing Cultural Stigma: A Pilot Study of Sexual Orientation and Mental Illness Organizations" will be published as a research in brief in *Public Relations Review*.

Mary Erickson (Ph.D., 2011) will attend the Organization for the Study of Communication, Language and Gender conference in October, co-presenting a paper with **Deborah Macey** (Ph.D., 2008) called "Anatomy of a Twitter Spat: Producing Media Activism for Teen Girls." Mary will also be on a panel, "Mo(ney)mentous Presidential Politics in the Age of Citizens United," discussing the representation of gender and race in presidential campaign ads.

Tiffany Galicano's manuscript titled "Relationship Stresses: New Ground for Relationship Management Research" will be published in the *Journal of Communication Management* next year.

Cary A. Greenwood (Ph.D., 2011) has been named to the Affiliated Faculty Committee of the Government Accountability Project, a national advocacy group based in Washington, D.C., to help develop curriculum modules on whistleblowing. GAP has also agreed to support her study on whistleblowing in government (<http://mtsujournalism.org/whistleblower.html>) by connecting her with whistleblowers who might be interested in participating in her research.

Michael Huntsberger (Ph.D., 2007) presented his paper, "Creating Public Value in Community Media: A Comparative Analysis of Established Cultures," at the RIPE@2012 conference in September in Sydney, Australia. RIPE is the acronym for Re-Visionary Interpretation of the Public Enterprise and serves as a global consortium of public media scholars, practitioners, and policy makers,.

Lauren Kessler delivered the manuscript for her latest book (her 7th work of narrative nonfiction and 3rd work of immersion reportage) called *Counterclockwise*. It's due out in early June and Lauren will be launching a blog on January 1st. Here's what her publisher is saying:

- A frank, funny – and up-close-and-personal – exploration of the hope *and hype* of the anti-aging movement by an award-winning author and intrepid immersion reporter.
- What does it take to not just look younger – but to *be* younger?
- Bootcamp in Utah in 118° heat. A raw foods diet. Hypnosis. Detox. A self-compassion regimen. "Uncomfortable" laser treatments. Watching your face age from 20 to 75 via computer magic. Bio-identical hormones. What will Lauren Kessler subject herself to – and educate you about – on her year-long journey to

reverse time from the inside out?

- Guided by intense curiosity and healthy skepticism, a sense of adventure and a sense of humor, she investigates the hope – and the hype – of anti-aging and decides what she will do to try to turn back her own biological clock. Careful reporter, immersion journalist, self-designated lab rat, she is a mid-life woman who is simply not interested in being as old as her driver's license insists she is.
- Kessler's mission isn't about vanity (well, maybe a little) but about discovering ways to prolong our "health-span," our healthy, vital, creative and productive years.

Peter Laufer spent much of the summer prowling southern Oregon and northern California researching conflict amongst tree huggers, black helicopter evaders, rebellious natives, thirsty farmers and ranchers, sports fishers, and tie-dyed hemp growers for his upcoming book on the 51st State of Jefferson, *Civil War in the New Wild West*. He taught interviewing to mid-career professionals in Vienna at the Forum Journalismus und Medien, and spoke about the 24 hour news cycle in a lecture at the Concordia Press Club in Vienna. His op-eds dealing with animal rights issues appeared in the *St. Louis Post-Dispatch* and the *Hartford Courant*. His article on turtle soup appeared in the inaugural issue of the Turtle Conservancy's new journal, *The Tortoise*. He addressed the AEJMC Chicago conference International Communication Division workshop "Teaching Journalism in Developing Countries and Emerging Democracies: The Case of UNESCO's Model Curricula" about the adaptation of the UNESCO model curriculum to Iraqi higher education, work that was documented in an article he co-wrote with UNESCO project colleagues for the September issue of *Journalism & Mass Communication Educator*. And, exhausted after over a year of sparring with the crazed KPNW talk radio audience, he shuttered his Saturday morning Eugene radio show. Colleagues are invited to stop by his office to view his favorite piece of fan mail which, with refreshing direct simplicity, announces: "I hate KPNW and I hate you."

Micky Lee's (Ph.D., 2004) has two articles accepted for publication: "A Feminist Political Economic Critique of Women and Investment in the Popular Media" will appear in *Feminist Media Studies*, and "Time and the Political Economy of Financial Television" will appear in *Journal of Communication Inquiry*. In addition, her co-authored article with Courtney Smith (UofO Ph.D., 2009, Political Science) entitled "The Bodies of Chinese Women Gymnasts in the Beijing Olympics" has appeared in *China Media Research*.

Ed Madison and several SOJC undergraduates are leading the Engage in Democracy 2012 Student Journalism Challenge. The competition challenges K-12 students nationwide to create videos about social issues of concern in the presidential election, including: health care, immigration, jobs, the environment, school reform, and voter turnout. Partners in the project include: YouTube/Google, Adobe, ABCNews.com, NBC Learn, the Poynter Institute, the Newseum, McCormick Foundation, Student Press Law Center, Missouri School of Journalism, and the SOJC. The project was inspired by Ed's dissertation work on the broader benefits of "Journalistic Learning." His findings and a series of videos are now [available online](#). Ed's summer Gateway 3 students also produced election-themed [multimedia stories](#), which will be shared with regional and major media outlets through the SOJC partnerships initiative.

Dan Miller attended the Silverdocs International Film Festival and Conference in Washington D.C. and conducted numerous interviews with internationally regarded filmmakers making a difference. The most dramatic of these were with Malika Zouhali-Worall (director, producer, and writer) and Longjones, one of the subjects, who have made an award winning film, "Call Me Kuchu," about the state and church sponsored persecution of gay and lesbian individuals in Uganda, and the death of David Cato, the beloved leader of activists in Uganda, murdered during the filming. He also interviewed Jigar Mehta, this year's festival keynote speaker and the *New York Times* journalist and documentary filmmaker responsible for perhaps the most impactful transmedia documentary website project of the year, *#18 Days in Egypt*. The site began streaming citizen generated video and stories from Tahir Square during the original "18 Day" uprising and continues to day, representing an incredible archive of Egyptian citizen voices, images, and stories continuing to document all the momentous events in Egypt of the last year including the most recent. Dan also chaired a panel on the impact of Civil Rights and Human Rights documentary film and media in Chicago at the request of former students who were also presenters on the panel: Dylan Nelson, a producer of *Soundtrack for a Revolution*, Clay Haskell, Director of *Mississippi Messiah*, and Aldo Bello, just named Hispanic-American Organizations' Humanitarian of the Year for his groundbreaking film and transmedia project and website, *"Dream: An American Story."*

Kathleen Ryan (Ph.D., 2009) previewed her film *Homefront Heroines: the WAVES of World War II* at the WAVES National Convention in Orlando, Florida on September 21. The film is also scheduled for preview screenings in Broomfield and Louisville Colorado in connection with Veteran's Day celebrations this November. The film is produced by current SOJC student **David Staton**.

Kim Sheehan received a Petrone faculty fellowship to study perceptions of the phrase "chemical-free"; **Senyo Ofori-Parker** will assist her with the research. Kim also helped create two pre-conference sessions for the upcoming

American Academy of Advertising conference in April.

Leslie Steeves, Sung Park, and Catherine Ryan Gregory (MA, 2012) led 24 Media in Ghana students in two groups, overlapping by two weeks during the summer. The 24 students (21 undergraduate and three graduate) comprise the most UO students ever in sub-Saharan Africa at the same time. In July, Steeves attended IAMCR in Durban, South Africa, and presented her research on the One Laptop per Child Project in Ghana. Her article with co-author and freelance journalist Matthew Muspratt, titled "Rejecting Erasure Tropes of Africa: The Amazing Race Episodes in Ghana Counter Postcolonial Critiques," is in press for *Communication, Culture & Critique*. She continues to serve as an external examiner for the University of Ghana School of Communication Studies, reviewing MA and MPhil theses.

David Staton authored "Mad Hatters: the Bad Dads of AMC," an invited chapter for *The Facts of Life, Family Ties and the Real World: Everything I Know About Myself I Learned from Television* (working title), edited by **Kathleen M. Ryan** (Ph.D., 2009) and **Deborah A. Macey** (Ph.D., 2008), to be published by Lexington Books in 2013.

Andi Stein (Ph.D., 2000) was promoted to full professor in the Department of Communications at California State University, Fullerton. She has been in the department since August 2000.

Mickey Stellavato was the photo editor for the Olympic Track and Field Trials daily program at the end of June. She was also selected as the photographer for an upcoming equity and inclusion project called The BE Campaign, a collaboration between the City of Eugene, Lane County, the 4J School system, and the Human Rights Office. Photos are being shot now and will be seen around Eugene beginning in February 2013. Mickey also led a digital storytelling workshop in July in Cottage Grove organized by the Trauma Healing Project and Looking Glass Counseling.

Janet Wasko presented, "Teaching Political Economy of the Media," at the International Association for Media & Communication Research (IAMCR) conference in Durban, South Africa, in July. She also was elected President of the organization. Janet presented an invited lecture, "The Future of Film and Television in the Digital World," at the University of Dhaka, Bangladesh. She also has been invited to serve on the editorial board, tripleC: Cognition, Communication, Co-operation – Journal for a Global Sustainable Information Society (<http://www.triple-c.at>).

Kyu Ho Youm attended the IAMCR conference in Durban, South Africa in mid-July. He was installed as President of the Association for Education in Journalism and Mass Communication in Chicago during the AEJMC conference on Aug. 10. He has finished his article on cameras in the courtroom for Brigham Young University Law Review as a follow-up on his invited presentation at the BYU Law School symposium, "The Press, the Public, and the U.S. Supreme Court," in January 2012. He has contributed the "Korea" chapter to *International Libel & Privacy Handbook of Bloomberg News* (3rd ed., forthcoming). His review of Harry Melkonian's *Defamation, Libel, Tourism, and the SPEECH Act of 2010* (2011) has been published in *Journalism & Mass Communication Quarterly* (Fall 2012). Kyu also authored a book chapter, titled "Email as a Right of Privacy in Workplace and Freedom of Information," for *Transparency 2.0* (forthcoming).

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A sad note:

**Mark R. Phillips** (Ph.D., 1997, Telecom/Film) passed away on Sept. 2 in St. Helens, Oregon. Among his research accomplishments were co-editor of *Dazzled by Disney? The Global Disney Audience Project*, Leicester University Press, 2001 (edited with Janet Wasko and Eileen Meehan); "Media Marketing," entry in the *International Encyclopedia of Communications*, Blackwell, 2008; and "Hollywood Meets Madison Ave.: Advertising and the U.S. Film Industry," *Media, Culture & Society*, April 1993 (with Janet Wasko and Chris Purdie). Mark also was a former adjunct professor at the SOJC.

The **SOJC RESEARCH NEWSLETTER** is a semi-monthly electronic newsletter, announcing research and creative work by School of Journalism and Communication faculty and graduate students.

The newsletter includes:

- \* publications
- \* conference participation
- \* awards, grants, fellowships
- \* creative projects
- \* community projects
- \* theses, projects, dissertations

\* work-in-progress

\* other activities or achievements