

IOWA STATE UNIVERSITY

Greenlee School of Journalism and Communication



Greenlee Futures Forum

Thursday, Oct. 20, 2011

8 p.m., Sun Room, Memorial Union

The Iowa Bounce: How Political Coverage Shapes the Race

Media coverage during the Iowa caucuses can significantly impact a candidate's success in other primaries. Panelists will examine how a candidate's performance in the caucuses influences coverage in the overall presidential race.

Participants : Jeff Zeleny, political correspondent, The New York Times; Kathie Obradovich, political columnist, Des Moines Register; John McCormick, political reporter, Bloomberg; Chuck Todd, Chief White House Correspondent, NBC News; and Dianne Bystrom, Director, Carrie Chapman-Catt Center.

Friday, Oct. 21, 2011

11 a.m. to 2:30 p.m., Pioneer Room, Memorial Union

11 a.m.: Horse Race Journalism: Polls, Politics, Policy and Political Advertising

News coverage, political communication and advertising play important roles in the constantly changing landscape of public opinion during a campaign cycle. Panelists will examine how story telling, truth meters, fact checks and persuasion techniques frame political issues and candidate's positions.

Participants: Matt Strawn, The Republican Party of Iowa; Sue Dvorsky, Iowa Democratic Party; Ann Selzer, Selzer & Company, a public opinion research firm; and Mike Glover, The Associated Press.

12:15 p.m.: Working in Political Journalism and Communication: Your Career Starts Here

Iowa's first in the nation status in the presidential nomination process and its grassroots style of political involvement make it a great place to begin a career in political journalism and communication. Panelists will discuss internships and careers in political reporting, public affairs, political organization, public information, political advertising and opportunities for advancement.

Participants: Scott Stanzel, former assistant press secretary, The White House; Beth Pellet Levine, spokesperson, Senator Charles Grassley; and others.

1:30 p.m.: New Media and Politics: The Sphere of Influence

The new media revolution has affected the way news outlets report information and the way political campaigns communicate with voters. It has also given citizens a new opportunity to engage with reporters and campaigns through social media. Panelists will explore changes in the reporting, communication and consumption of political news and information.

Participants: Craig Robinson, The Iowa Republican; Todd Richissin, Patch.com; Shane Vanderhart, CaffeinatedThoughts.com; and Tyler Kingkade, The Huffington Post.

The Greenlee Futures Forum is sponsored by the Greenlee School of Journalism and Communication and the Greenlee School Advisory Council.