

oh, by the way...

Salina aids unmanned aircraft program

The city of Salina has approved a \$100,000 Salina Economic Development Incentives Council grant for K-State at Salina to establish an unmanned aircraft systems program office.

As part of K-State's Applied Aviation Research Center, the unmanned aircraft systems program office will work with local, state and federal officials, along with private contractors, to establish protocols, policies and procedures for safe unmanned aircraft operations in the state of Kansas.

"This will help secure K-State at Salina's place as a national leader in unmanned aircraft systems development," said Dennis Kuhlman, dean.

The office will train pilots, perform flight planning for unmanned operations and evaluate civilian operators on behalf of the Kansas National Guard's Smoky Hill Weapons Range.

K-State at Salina collaborated with the Salina Airport Authority and the National Guard's Great Plains Joint Regional Training Center on the economic development initiative.

A.Q. Miller Journalism School re-accredited

The A.Q. Miller School of Journalism and Mass Communications has been re-accredited by the Accrediting Council on Education in Journalism and Mass Communications. The Council met May 2 in Arlington, Va., and voted unanimously in favor of re-accreditation.

"Our goal is to make this school one of the best in the nation, and re-accreditation brings us that much closer to our goal," said Angela Powers, director of the school. "The faculty, students and staff of the school have accomplished a great deal, and I'm pleased that the accrediting council agrees we meet all national standards."

The Council reported that the school passed all nine of the council's standards, including curriculum, diversity, research and student services.

The council accredits 110 schools of journalism across the country. Eighteen programs were evaluated this year, and only five of those programs, including the Miller School, were found in complete compliance.

points of pride

BRI is first designated training facility

The Biosecurity Research Institute has become the National Biosafety and Biocontainment Training Program's first designated training facility in the nation.

A plaque illustrating the BRI's new designation was unveiled May 1. Besides representatives from K-State, the National Institutes of Health and the Frontline Healthcare Workers Safety Foundation Ltd., also represented were the city of Manhattan, the Kansas Bioscience Authority and U.S. Sens. Pat Roberts and Sam Brownback.

"When the BRI was designed, we knew it wouldn't be enough to build a facility focused exclusively on research needs," said Ron Trewyn, vice president for research. "Those charged with performing the research and working in the facility must also be adequately prepared to conduct their tasks in a safe manner."

on campus

May-June

May 22

Last day for exhibit

Stan Thornton, master's student in fine arts. 8 a.m. to 5 p.m., Kemper Art Gallery, K-State Student Union.

Traffic training

TASK-Bicycle and Pedestrian Facilities/Traffic Calming, Salina. Contact the Division of Continuing Education Conference Registration Office, 785-532-5569.

May 26

Memorial Day

University holiday

May 28

Beef meet

BCI Beef Cattle Welfare Symposium, through May 30. Contact the Division of Continuing Education Conference Registration Office, 785-532-5569.

Web page training

"Working with CSS in Dreamweaver." 1:30-3 p.m., 202 Fairchild Hall. Free, but registration is required. Go to <http://www.k-state.edu/infotech/training/registration.html>

June 1

Veterinary conference

The 70th Annual Conference for

Veterinarians, K-State Student Union, through June 4. Contact the Division of Continuing Education Conference Registration Office, 785-532-5569.

June 2

Employee orientation

8:30-10:30 a.m. for classified staff and 9:30-11:30 a.m. for unclassified staff and faculty, 103 Edwards Hall.

June 4

Classified Senate

Meeting takes place at 12:45 p.m., Union Staterooms 1 and 2.

opportunities

Classified

• A list of employment opportunities is posted at <http://www.k-state.edu/hr/>
• A recording of classified job opportunities is available 24 hours a day on the Employment Information Line, 532-6271.
• For additional information, call 532-6277 or visit the Division of Human Resources at 103 Edwards Hall. Applications are accepted 8 a.m. to 5 p.m. weekdays.

Unclassified

• A complete listing of vacancies can be seen at <http://www.k-state.edu/affact/>
• For additional information, call the office of affirmative action at 532-6220 or visit 214 Anderson Hall.

Anatomy and the artist, continued

drawing until college.

"I took Drawing 1, figured out I could draw and fell in love with it," said the K-State graduate.

Anatomy drawings are Hoover's favorite task.

"They are three-dimensional and I get to make them really lifelike," she said.

Surgical drawings are the toughest; Hoover says she usually has to brush up on anatomy to complete those

projects.

"I try to see the procedure in 3-D and put it on paper so that it makes sense," she said. "It's not unusual to have multiple revisions with a project."

This patience and flexibility has led Hoover through a career that she finds rewarding.

"I couldn't do it without this team," she said. "I don't think I could work anywhere else or be happy anywhere else." ♦♦

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Noteworthy, continued

ture, forestry and recreation, "Prairie Dogs as Vermin or Keystone Species: The Battle Over Cattle Ranching Practices, Private Property Rights, and the Ecology of the Shortgrass Prairie," 104th annual meeting of the Association of American Geographers, April 15-19, Boston.

◆◆◆ **Kevin R. Roberts, Elizabeth B. Barrett, Amber D. Howells,** hotel, restaurant institution management and dietetics; **Carol W. Shanklin,** Graduate School; and **Laura A. Brannon** and student, psychology; published "Food Safety Training and Foodservice Employees' Knowledge and Behavior," Food Protec-

tion Trends, Vol. 28, No. 4.

Music

Frederick Burrack presented "Developing Student Portfolios in your High School Music Program" Music Educators National Conference, April 12, Milwaukee, Wis.

◆◆◆ **Craig B. Parker** presented "Schoenberg at UCLA," Schoenberg Retrospective festival and symposium, March 21, the University of Missouri-Kansas City.

◆◆◆ **Parker** presented "A Brief History of the Great Plains Chapter of the College Music Society," joint meeting of the Great Lakes and Great Plains

Chapters of the College Music Society, March 28, Normal, Ill.

Political science

Dale Herspring published "Rumsfeld's Wars: The Arrogance of Power," University Press of Kansas.

Physics

Anh-Thu Le, Chii Lin and student published "Retrieval of Interatomic Separations of Molecules from Laser-Induced High-Order Harmonic Spectra," Journal of Physics B: Atomic, Molecular and Optical Physics, Vol. 41, 2008.

Psychology

Gary Brase published "Frequency Interpretation of Ambiguous Statistical Information Facilitates Bayesian Reasoning," Psychonomic

Bulletin & Review, Vol. 15, No. 2, 2008.

◆◆◆ **Brase** presented "Do Pictures Promote Nested-Set or Frequency Representations in Judgments Under Uncertainty?" Oklahoma/Kansas Judgment and Decision Making Conference, April, Oklahoma City.

◆◆◆ **Richard Harris** delivered "Myths about the Media: Evil Mind Control or Good Clean Fun?" as plenary speaker at the Pembroke Undergraduate Research and Creativity Forum, April 23, University of North Carolina-Pembroke. He also spoke at the Esther G. Maynor Honors College Annual Banquet, same day, place.

Harris and students published "The Effect of the Amount of Blood in a Violent Video Game on Aggression, Hostility, and Arousal," Journal of Experimental Social Psychology, Vol. 44, 2008.

◆◆◆ **Donald Saucier** and students published "Meta-analyses of the Effects of Media Images on Men's Body-Image Concerns," Journal of Social and Clinical Psychology, Vol. 27, 2008.

◆◆◆ **Saucier** and students published "The Impact of Racial Slurs and Racism on the Perceptions and Punishment of Violent Crime," Journal of Interpersonal Violence, Vol. 23, No. 5, 2008.

k-statement

For Kansas State University faculty and staff

May 22, 2008 Vol. 30, No. 21

Call for better cattle care

Symposium to emphasize benefits of humane treatment

Treating cattle humanely is not only right, it's also good for producers' bottom line. ★ Dan Thomson

leads the Beef Cattle Institute, which is attracting

worldwide attention for its International Beef Symposium on Beef Cattle Welfare May 28-30 at K-State. A pre-symposium session will be offered May 28 on cattle welfare through proper handling.

"Animal welfare is animal husbandry," Thomson said. "Abusive behavior toward animals is not the norm and should not be tolerated."

Before joining the K-State faculty, Thomson worked in the livestock industry.

"No one cares about their cattle more than the person who gets up at 5 a.m. to care for them," Thomson said. "The better the welfare or husbandry of cattle, the better they perform."

"With this symposium, we want people to have a better understanding of beef cattle welfare guidelines from around the world," Thomson said. "We are very excited about the diverse group of registrants."



"Animal husbandry is animal welfare," says Dan Thomson, who has organized an international symposium on the topic. (Photo by Dave Adams)

The symposium is an effort to bring researchers together with producers. The industry/academia interface is essential for both groups to

move forward in the interest of the beef industry, Thomson said. The mission of this symposium is to understand the strides that have been made

for the welfare of cattle and discuss opportunities for improvement.

More than 300 people are registered, and more are signed up for the Webinar, which will send the symposium over the Internet. Scientists, producers and cattle associations from many countries are participating.

A presentation on cattle welfare through proper handling will highlight concepts that help producers create positive relationships with cattle, Thomson said.

The presentation and demonstration will include video footage and cattle handling in an arena, complete with processing facilities. Herd health checks, proper nutrition and effective handling will improve the industry for all, Thomson said.

Speakers are to include producers, nutritionists and veterinarians. The list also includes federal policy-makers and representatives from professional societies and commodity groups. Lead researchers from around the globe will discuss current findings and future needs. For more information, visit <http://www.isbcw.beefcattleinstitute.org/> ♦♦

Rhodes scholar alum to lead green initiatives

K-State administrators are encouraging the campus to go green.

To provide university-wide leadership of these initiatives, Ben Champion, a 2002 K-State graduate and Rhodes scholar, is returning to campus. He will fill the new position of director of sustainability.

"Ben will provide leadership for sustainability efforts and be the spokesperson for K-State's initiatives in this area," said Tom Rawson, vice president for administration and finance.

Champion will oversee existing programs such as campus recycling and construction of green buildings on campus. But he also will identify opportunities for new initiatives, help develop curriculum, facilitate interdisciplinary research, work with students and engage the broader community in areas where K-State can be a leader in sustainability.

Champion earned bachelor's degrees in chemistry, natural resources and environmental sciences with minors in Spanish and political science in 2002.

He is a 2003 Rhodes scholar who in January of this year completed a doctorate in geography at Oxford University, where his topic was sustainable food systems.

Champion was a Udall Scholarship winner in 2000. He also was a finalist in the 2002 Truman scholarship competition.

He was an environmental director on his residence hall floor and president of Students for Environmental Action at K-State.

For information on green activities, visit <http://www.k-state.edu/media/webzine/green/index.html>

Faculty members earn promotion, tenure

Twenty-eight faculty members have been promoted to the rank of full professor and 43 faculty members to the rank of associate professor with tenure. In addition, four faculty have been granted tenure. The promotions in rank and the granting of tenure have been approved by Jon Wefald, K-State president. They go into effect July 1.

Promoted to full professor: Joseph Aistrup, political science; Kevin Blake, geography; William Blankenau, economics; Raju Dandu, engineering technology; Karen DeBres, geography; Torry Dickinson, women's studies; Steven Dritz, diagnostic medicine and pathology; Clive Fullagar, psychology; John Grable, family studies and human services; Linda Hoag, family studies and human services; David Hodgson, clinical sciences; Larry Hollis, animal sciences and industry; Rodney Jones, agricultural economics; Emizet Kisangani, political science; Stacy Kovar, accounting; Kyle Mankin, biological and agricultural engineering; Douglas McGregor, mechanical and nuclear engineering; Charles Moore, mathematics; Philip Nel, English; Jerome Nietfeld, diagnostic medicine and pathology; Wendy Ornelas, associate dean, College of Architecture, Planning and Design; Robert Peterman, civil engineering; Candice Shoemaker, horticulture, forestry and recreation resources; Paul Smith, chemistry; Greg Spaulding, engineering technology; Scott Staggenborg, agronomy; Diane Swanson, management; and Richard Zajac, arts, sciences and business.

Promoted to associate professor with tenure: Sajid Alavi, grain science and industry; David Allen, elementary education; Torben Amtoft, computing and information sciences; Barbara Anderson, apparel, textiles and interior design; Lance Bachmeier, economics; Tara Baillargeon, library; Larry Bowne, architecture; LeAnn Brazeal, speech communication, theater and dance; Bonnie Bressers, journalism and mass communications; Liang-Wu Cai, mechanical and nuclear engineering; Mary Cain, psychology; Bongsug Chae, management; Delores Chambers, human nutrition; Michael Chilton, management; Kristan Corwin, physics; Elizabeth Davis, clinical sciences and anatomy and physiology; Erick DeWolf, plant pathology; Sunanda Dissanayake, civil engineering; Suzanne Dubnicka, statistics; Asad Esmaeily, civil engineering; Philip Gayle, economics; Jason Griffin, horticulture, forestry and recreation resources; Fred Guzek, arts, sciences and business; Derek Hillard, modern languages; Joann Kouba, animal sciences and industry; Kimberly Kramer, architectural engineering and construction science; Meena Kumari, anatomy and physiology; Brent Maner, history; John Paul Michael, entomology; Nancy Morrow, art; Balasubramaniam Natarajan, electrical and computer engineering. David Ollington, speech communication, theater and dance; Yoonseong Park, entomology; Lorena Passarelli, biology; Mohan Ramaswamy, K-State Libraries; Thomas Schermerhorn, clinical sciences; Sheri Smith, landscape architecture and regional and community planning; Kimberly Staples, elementary education; Alysia Starkey, K-State Libraries-Salina; Jaebeom Suh, marketing; Daniel Thomson, clinical sciences; Craig Weston, music; and Ludek Zurek, entomology.

Granted tenure: Chairat Chuwongnant, finance; Margaret Kaus, K-State Libraries; Teresa Miller, educational leadership; and Michelle Turvey-Welch, K-State Libraries.

Persuasion by the numbers

Format alters results of surveys, even as facts remain same

Would you rather support research for a disease that affects 30,000 Americans a year or one that affects just .01 percent of the population?

The numbers represent about the same number of people, but how you answered explains how you understand numerical information, according to Gary Brase.

"People are comfortable with simple frequencies and percentages," said Brase, an associate professor of psychology. "Everybody can understand five, six, 10, 20 or even 100, and percentages like 30 percent or 40 percent.

"But it's really large numbers that we don't have nailed down exactly. If you say there were 20,000 people at a concert versus 30,000 people, we don't have a good sense of how much bigger that is exactly."

Brase has studied the perceptions and applications of various numerical formats. He spoke on the topic at the Midwestern Psychological Association conference May 1-3 in Chicago. The research has appeared in several publications including the Journal of Behavioral Decision Making, the Journal of Nonprofit and Public Sector Marketing and the Journal of Extension.

Brase's interest began with theories about how the mind processes numbers. Brase said this research suggested that people prefer working with frequencies.

"But then we thought, let's just start asking them what



Gary Brase found that to persuade people with numbers, the references should be familiar and absolute, not relative.

they prefer," Brase said

To find out, Brase conducted two studies. One asked people to evaluate statistical information about forestry issues. The research showed that people

find percentages and simple frequencies, such as one-third or two-out-of-five, easiest to understand. But the people studied also perceived absolute frequencies — like 30 million Americans — to be bigger than a fraction or ratio, even when the numbers were equivalent.

Another study analyzed the responses to postcards that presented the same information about cancer mortality rates in different formats. People responded most often to information presented in absolute frequencies. That is, framing mortality rates in millions of Americans rather than a ratio like 1 out of 100.

"When you want to persuade, you're interested in whole numbers and using a large reference class like the U.S. or world population," Brase said. "Take the num-

bers of people who have a rare disease. The percentage could be a tiny amount. But it also could be an impressive number if you consider a large population."

The opposite, Brase said, is doing something like say-

1 in 100
20,000 "30 million Americans"
.01 percent

ing that a person has a .0001 percent chance of getting that disease.

"People really are not understanding the numbers," Brase said. "All they get out of that information is that it's a really, really tiny amount."

For people to really understand an issue, Brase said perhaps the best approach is to present numerical information in as many ways as possible.

noteworthy

Chemistry

C. Lewis Cocke and student published "Fragmentation Pathways for Selected Electronic States of the Acetylene Dication," Journal of Physics B, May 2008.

Economics

E. Wayne Nafziger presented "Economic Regress and Niger Delta Grievances" and was chair for first plenary session "Peace Building Strategies in the Niger Delta," First International Conference on the Nigerian State, Oil Industry and the Niger Delta, March 11-12, Niger Delta University, Yenagoa, Wilberforce Island, Bayelsa State, Nigeria.

Ben Champion, "Mapping Uneven Development through the Connectivities of Local Food."

Deborah Che, the panel session "How Many Chinese in a Chinatown? Reports from Empirical Research on Overseas Chinese Settlement."

Anne Donovan, "Creole Comeback: Mapping the Culinary Landscape of Post-Katrina New Orleans."

Bimal Paul, "Emerging Weekend-based Therapeutic Landscape: An Empirical Study."

Geography

Max Lu, "Economic Restructuring and Population Change in the Great Plains."

Shawn Hutchinson, "Connectivity of the American Agricultural Landscape: A Graph-Theoretic Approach using GIS."

John Harrington Jr., the panel session "Taking the 'Voodoo' out of Science: Improving Stakeholder-Science

Communications."

Richard Marston, "Glacier Changes and Weather Modification, Wind River Range, Wyoming."

Doug Goodin, "Landscape Constraints on Hantavirus Distribution in Paraguay: A Hierarchical Framework for Landscape Epidemiology."

Marcelus Caldas, "Land Reform in the Brazilian Amazon: Does Economic Development Lead to Social Justice and Environmental Degradation?"

Hulya Dogan and colleagues presented "Genetic Expression in Plant Material Revealed with Vibrational Spectroscopic Imaging," Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy, March, New Orleans.

Peter Arnds created Web site activities for the "Salve" Italian textbook, published by Heinle Cengage Learning.

Arnds published "Teaching Race in Gunter Grass's 'Tin Drum,'" in "Approaches to Teaching Grass's 'The Tin Drum,'" published by the Modern Language Association.

Fred Fairchild presented "Feed Industry Training Then, Now, and What's Next," Stock Feed Manufacturers Council of Australia, April 14, Sydney.

Fairchild presented "Energy Conservation in the Feed Mill" and "Energy Conservation in the Flour Mill," biennial Australasian Milling Conference, April 15-16, Sydney.

Amy Hubbell presented "Viewing the Past through a 'Nostalgic' Lens: Pied-Noir Photo-documentaries," Northeast Modern Language Association Conference, April 11, Buffalo, N.Y.

Deborah Che, geography, and **Ted Cable**, horticulture

David Wetzel presented "Recent Infrared Microscopy and Imaging Studies Involving Wheat Germination, Protein Secondary Structure Using HgCdTe and InSb Detection in Confocal-Single or Array Optical Configurations," Bosphorous Conference of the International Association for Cereal Sciences and Technology, April, Istanbul, Turkey.

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Modern languages

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Anatomy and the artist

Medical illustrator helps faculty, students see the animal inside

Whether she's creating detailed drawings of an animal's bone structure or helping a researcher design a poster, Mal Hoover has learned patience.

Hoover is a medical illustrator and graphic design specialist with Digital Information, Support and Creative Services in K-State's Veterinary Medical Library.

"Every day is different," Hoover said. "I never know what kind of project I'm going to get each day or who I'm going to work with."

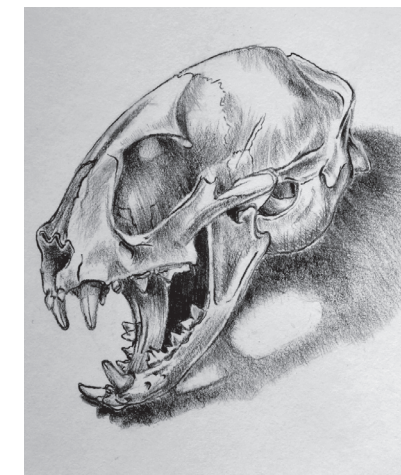
An example of her patience paying off? One of her illustrations — of a jockey on a horse in mid-stride — made the cover of the Journal of the American Veterinary Medical Association. That was in July 2002, 10 years after she had submitted it.

"The editors waited until they had an equine-themed issue," Hoover said. "It was a very cool surprise."

Hoover belongs to the Association of Medical Illustrators. Members are primarily artists who facilitate the recording and dissemination of medical and bio-scientific knowledge through visual media, according to the group's Web site. She is pursuing board certification through the association.

In her cubicle on the fourth floor of Trotter Hall, plants coexist with the computer Hoover uses to run Adobe Illustrator and Photoshop programs. An electronic tablet makes it easy to upload sketches. But she hasn't abandoned analog art: One corner of her work space holds the lamp and colored pencils necessary for some projects.

Of her 27-year career in the Col-



Mal Hoover works with such software as Illustrator and Photoshop, but she still uses pencil and paper to render illustrations like this one of a cat's skull. (Photos by Dave Adams)

leges of Veterinary Medicine, Hoover says simply, "I help instructors by providing visual materials." This is something of an understatement.

Hoover also creates logos, PowerPoint presentations and illustrations for researchers writing journal ar-

ticles. She also turns out tone drawings and stippled pieces.

In addition to relying on her for that work, faculty, staff and students also turn to Hoover for instruction on a variety of software packages.

"She has a unique position and a lot of talent," said Cindy Logan, manager of the Digital Information Services Center. "The detail she can create with an illustration is superb."

Though she has since made a career of her artistic abilities, Hoover didn't even know she had a talent for

Continued on back