Tom Grimes

Professor
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(Last updated January 2026)

EDUCATION

Ph.D., Mass Communication, Indiana University. Dual concentrations in human information processing and media and public policy, 1986.

M.S., Journalism**,** Columbia University, 1974.

B.A., Philosophy, with a French Literature minor, University of Arkansas. Graduated *Magna Cum Laude*, 1973.

ACADEMIC POSITIONS HELD

Ross Beach Professor, A.Q. Miller School of Journalism & Mass Communications, Kansas State University, 1991 – 2007.

The Ross Beach chair is designed to allow its occupant the opportunity to explore research questions related to broadcast and electronically conveyed information. It provides the occupant an annual salary supplement, a reduced teaching load, plus the use of an account that pays for travel, memberships, and expenses associated with research.

Joint appointment Clinical Professor, Department of Clinical Child Psychology, The University of Kansas, 1999-2007.

Received the Certificate of Merit in 1999 as conferred by the faculty of the Clinical Child Psychology Program, for "teaching and research contributions to graduate training in clinical child psychology."

Assistant Professor, School of Journalism & Mass Communication, University of Wisconsin – Madison, 1986-1991.

Served as broadcast sequence head and interim director of graduate studies at UW-Madison.

Associate Instructor, School of Journalism, Indiana University, 1983-1986.

Instructor of record for broadcast production and writing courses while a Ph.D. student.

Assistant Professor, Department of Journalism & Mass Communication, University of Arkansas – Little Rock, 1982-1983.

Served as broadcast news sequence head.

TEACHING FELLOWSHIPS

Poynter Institute Teaching Fellow, 1992.

Gannett Teaching Fellow, Indiana University, 1986.

COURSES TAUGHT

Undergraduate

- Journalism history
- Depth reporting for senior reporting students (in partnership with the Lawrence *Journal-World*).
- News & Featuring Writing I & II
- Electronic journalism I & II
- Mass communication & society
- Media and American Cultural Diversity
- Information gathering for the mass media
- Documentary production for broadcast and cable television
- Public affairs reporting
- K-State's principal convergence course, which use new digital technologies as platforms for message distribution.

Graduate

- Depth reporting for graduate students (in partnership with the Lawrence *Journal-World*).
- Mass media research methods
- Social statistics for mass media research
- Experimental design for media research
- Seminar on children and television
- Mass communication theory
- I served on several Ph.D. committees (Kansas State and University of Kansas' Clinical Child Psychology Program, the University of Wisconsin-Madison School of Journalism and Mass Communication).

ADMINISTRATION

Director of Graduate Studies, School of Journalism and Mass Communications, Kansas State University, 1999 - 2000.

Assistant to the Provost (Kansas State University) for Telecommunications & Faculty Grievances (a paid position), 1998 - 2000.

Interim Director of the PhD program, University of Wisconsin-Madison, 1988 - 1990.

Publications:

Tešić, J., Stewart, N.K., Grimes, T., & Sokal, J.O. (in preparation for submission in 2026). Large Language Models can solve the Likert Scale problem: A translational science application from quantum physics to the psychiatric diagnoses of depression. Possible submission venues: *Journal of Psychiatric Research / Journal of Psychiatry /The Lancet: Psychiatry, or Pattern Analysis and Machine Intelligence*.

Grimes, T. (2025). Psychiatry's black box. *Current Research in Psychiatry, 5*(1), 1-8. ProBiologists, Publisher. ISSN: 2768-3702

Grimes, T. & Sussman, K. (2025). A commentary on methodological considerations for studying the psychological impact of social media. *Current Research in Psychiatry*, *5*(1), 17-21.

Grimes, T. & Lasser, J. (2025). The importance of the null hypothesis in the formulation of theory in media psychology. *New Ideas in Psychology*, Vol. 77, 1-8. https://doi.org/10.1016/j.newideapsych.2024.101142

Grimes, T. (2021). Two lessons for doing better empirical work. *Journalism & Mass Communication Monographs* ***23***(2), 149-153.

Grimes, T. & Dailey, S. (2020). Five things that went wrong with media violence research. In J.B. Wiest (Ed.). *Theorizing Criminality and Policing in the Digital Media Age*. Melbourne, AUS.: Emerald Publishing Ltd.

Dailey, S.L., Howard, K., Roming, S.M.P., Ceballos, N., & Grimes, T. (2020). A biopsychosocial approach to understanding social media addiction. *Human Behavior and Emerging Technologies, 2,* 158-167. https://doi.org/10.1002/hbe2.182

Robinson, A., Bonnette, A., Howard, K., Ceballos, N., Dailey, S., Lu, Y, & Grimes, T. (2019). Social comparisons, social media addiction, and social interaction: An examination of specific social media behaviors related to major depressive disorder in a millennial population. *Journal of Applied Biobehavioral Research*,

24(1), 1-14. e12158. https://doi.org/10.1111/jabr.12158

Ceballos, N. A., Howard, K., Dailey, S., Sharma, S., & Grimes, T. (2018). Collegiate binge drinking and social media use among Hispanics and non-Hispanics. *Journal of Studies on Alcohol and Drugs*, *79*(6), 868–875. https://doi.org/10.15288/jsad.2018.79.868 doi: 10.15288/jsad.2018.79.86

Grimes, T. & Peirce, K. (2013). Three reasons samples become separated from their populations in communication research. *Mass Communication and Society*, 16(3), 441-459.

Grimes, T., Frieman, J, & Bergen, L. (2008). How to reduce Type II errors in broadcast research. *Southwestern Mass Communication Journal*, *24*(1), 75-86.

Grimes, T. & Bergen, L. (2008). The epistemological argument against a causal relationship between media violence and sociopathic behavior among psychologically well viewers. *American Behavioral Scientist*, *51*(8), 1137-1154.

Grimes, T., Anderson, J. & Bergen, L. (2008). Media violence and aggression: Science and ideology. Los Angeles, CA. Sage Publications.

Anderson, J. & Grimes, T. (April 2008). Special issue of the *American Behavioral Scientist*, a social science journal published by SAGE Publications. Manuscripts that are accepted are required to pass through a 10% – 12% acceptance rate filter.

Bergen, L., Grimes, T. & Potter, D. (2005). How attention partitions itself during simultaneous message presentations. *Human Communication Research*, *31*(3), 311-336. (lead article in this issue) http://dx.doi.org/10.1111/j.1468-2958.2005.tb00874.x

Grimes, T. & Drechsel, R. E. (2006). The word-picture problem in television news. In A. Reynolds and B. Barnett (Eds.). *Communication and Law: Multidisciplinary Research Approaches*. Mahwah, N.J.: Lawrence Erlbaum and Associates.

Grimes, T., Bergen, L., Nichols, K., Vernberg, E., & Fonagy, P. (2004). Is psychopathology the key to understanding why some children become aggressive when they are exposed to violent television programming?, *Human Communication Research*, *30*(2), 153-181.

Gibbons, J., Vogl, R, Grimes, T. (2003). Source confusion for characters in a TV news story. *Journal of Broadcasting & Electronic Media*, *47*(1), 99-112.

Gibbons, J.A., Traxel, N.M., Vogl, R.J., & Grimes, T. (2002). The effects of story affect and story role on participants' memory for character gender in news stories. *The International Journal of Cognitive Technology*, *7*(2), 23-32.

Grimes, T. Vernberg, E. & Cathers, T. (1997). Emotionally disturbed children's reactions to violent media segments. *Journal of Health Communication*, *2*(3), 157-168.

Grimes, T. & Drechsel, R. E. (1996). Word-picture juxtaposition, schemata, and defamation in television news. *Journalism & Mass Communication Quarterly*, *73*(1), 169-180.

Grimes, T. (1996). Why we should not trust memories of TV news. *Visual Communication Quarterly*, *3*(4), 8-11.

Grimes, T., & Meadowcroft, J. (1995). Attention to television and methods for its measurement. In B.R. Burleson (Ed.), *Communication Yearbook Vol.18* (pp.133-161). Thousand Oaks, CA: Sage Publications.

Glenberg, A. & Grimes, T. (1995). Memory and faces: Pictures help you remember who said what. *Personality and Social Psychology Bulletin*, *21*(3), 196-206.

Grimes, T., Rimmer, A., & Boiarsky, G. (1994). TV news simulations and their interaction with viewer memory. *Communication Reports*, 7(1), 11-19.

Grimes, T. (1991). Mild auditory-visual dissonance in television news may exceed viewer attentional capacity. *Human Communication Research*, *18*(2), 268-298.

Grimes, T. (1990). Audio-video correspondence and its role in attention and memory. *Educational Technology Research & Development*, *38*(3), 15-25.

Grimes, T. (1990). The encoding of TV news messages into memory. *Journalism Quarterly*, *67*(4), 757-766.

Drew, D.G. & Grimes, T. (1987). Audio-visual redundancy and TV news recall. *Communication Research*, *14*(4), 453-461.

Issues that are best approached through qualitative-cultural analyses:

Grimes, T. & Bergen, L. (2001). The notion of convergence as an epistemological base for evaluating the effect of violent TV programming on psychologically normal children. *Mass Communication and Society*, *4*(2), 183-198.

Bergen, L. & Grimes, T. (1999). The reification of normalcy. *Journal of Health Communication*, *4*(3), 211-226.

Murray, J.P., Menninger, R.W. & Grimes, T. (August, 1993). "Glued to the TV set: Rethinking a national obsession." *The Brown University Child and Adolescent Behavior Letter*, *9*(8). p.8. 10% acceptance rate.

Vernberg, E. M., Nichols, K., Fonagy, P., Grimes, T., & Stratman, A. (October, 2000). Emotional expression of children while viewing violent movie scenes. Poster presented at the Kansas Conference on Clinical Child Psychology, Lawrence, Kansas.

Non-scholarly creative work:

2006 Co-winner of Telly Award (Silver) for best local documentary, "Ethanol: Fuel For The Future" with Dale Goter, KPTS-TV (PBS Wichita, KS), and Bambi Landholm (K-State). Goter, Landholm, and I submitted the documentary as KPTS entrants. My participation was uncompensated and listed as "service" for purposes of annual review at Kansas State. See: http://www.tellyawards.com/winners/list/?l=K&event=7&category=1&award=S

Editorial board membership:

(2007 - 2009) Editor: *Southwestern Mass Communication Journal*
(2006 - 2009) *Media Psychology.* Member of editorial board
(2025 -) *Current Research in Psychiatry.* Member of editorial board

Outside reviewer:

- *BMC Public Health*
- *Journal of Psychiatric Research*
- *Current Research in Psychiatry*
- *Clinical Practice and Epidemiology in Mental Health*
- *Journal of Behavior Therapy and Experimental Psychiatry*
- *Journal of Broadcasting & Electronic Media*
- *Human Communication Research*
- *Journalism & Mass Communication Quarterly*
- *Communication Yearbook*
- *Communication Research*
- *Mass Communication & Society*
- *Journal of Communication*
- *Centers for Disease Control*
- *Acta Psychologica*

Non-refereed publications:

Grimes, T. (January 15, 2004). "Television news the poorer for Haag's death." *Manhattan Mercury.*

Grimes, T. Bergen, L. (March 20, 2003). "Why TV is seen as being harmful." *Manhattan Mercury.*

Grimes, T., Bergen, L. (July 26, 2002). “TV babies” no quicker than anyone else. *Manhattan Mercury.*

Grimes, T. (June 18, 2002). Why broadcast journalism is failing in Kansas. *Manhattan Mercury*.

Grimes, T. (August 8, 1996). Why academic research is relevant to journalism programs. *Northwest Arkansas Times.*

Grimes, T. (August, 1995). The retirement of Robert MacNeil and the problems the *NewsHour* faces. Essay published by Knight-Ridder News Service and distributed to subscriber papers.

Murray, J.P., Menninger, R.W. & **Grimes, T**. (August 2, 1993). "Yes, mayhem does echo in our lives." *USA Today*, guest editorial, OpEd page, p.9A.

Grimes, T. & Murray, J. P. (November 12, 1991). "What does TV do to us?" *The Kansas City Star* front page, Style section vol.112, Number 56, E1-3.

Grimes, T. (April 10, 1989). "Where do we really get our news?"*Capital Times* (Madison, Wisconsin), guest editorial, OpEd page.

Grimes, T. (November 18, 1985). "Don't blame it all on TV." *The Dallas Morning News,* guest editorial, OpEd page.

Refereed (*****) and invited paper presentations:

***Grimes, T. (**2003) “The confidence of conviction.” Presented to the Western Communication Association. Salt Lake City, Utah.

Grimes, T.** , Nichols, K, Vernberg, E. & Bergen, L. (2002) “Is psychopathology the key to understanding why some children’s behavior becomes ‘aggressive’ when they are exposed to violent television programming?” Presented to the Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication annual conference, Miami, FL. ***This paper received CT&M’s Top Faculty Paper award.

Nichols, K., Fonagy, P., Vernberg, E., **Grimes, T**., & Stratman, A. (2000) Differential emotional expressions of children viewing violent movie scenes. The University of Kansas Clinical Child Psychology Conference (Lawrence, Kansas).

*****Hoekstra, S.J., **Grimes, T.** & Cozzarelli, C. (2000). The assimilation of soap opera portrayals into viewers’ relational knowledge structures. Presented to the

Association for the Education of Journalism and Mass Communication, Phoenix, AZ.

*****Gibbons, J., Vogl, R., **Grimes, T.**, & Thompson, C. (1999). Gender schema-driven recognition and attractiveness of characters in TV news stories. Submitted to the Midwest Psychological Association.

Grimes, T. (May, 1998). Does violent television harm normal children? Presentation made to the Kansas Medical Association's annual conference, Salina, Kansas.

Vernberg, E. & **Grimes, T.** (November, 1997) The putative interaction between violent television and children with psychopathic clinical diagnoses. Presented to the clinical staff of the Menninger Clinic, Topeka, Kansas.

***Grimes, T.** (November, 1997). How hype influences the veracity of local news. Presented to the National Communication Association, Chicago.

Grimes, T. (February 1996) The reaction of children with emotional disorders to violent movies. Kansas State University Department of Psychology Colloquium.

Grimes, T., Cathers, T., & Vernberg, E. (May, 1996). The reaction of children with emotional disorders to violent movies. American Psychological Association, Los Angeles.

Grimes, T. & Drechsel, R. (May, 1995). How schemata affect message processing of racial and gender roles. International Communication Association, Albuquerque, New Mexico.

Grimes, T. (September, 1993). Lecture: Memory and attentional processes in television news. Advanced Research Methods (graduate level), School of Journalism & Mass Communication, The University of Kansas.

Grimes, T. (April, 1993). Memory and faces: Pictures help you remember who said what. Kansas State University Department of Psychology Colloquium.

Grimes, T. (October, 1992). Gender and race schemata and their Implications for Human Memory. Institute for Social and Behavioral Research Colloquium, Kansas State University.

*****Glenberg, A. & **Grimes, T**. (November, 1991). Memory and faces: Pictures help you to remember who said what. Psychonomics Society, San Francisco.

Grimes, T. (October, 1991). Auditory-visual redundancy and its role in attention and memory. Kansas State University Department of Psychology Colloquium.

***Grimes, T**., Boiarsky, G., Rimmer, T. (May, 1991). News simulations and their interaction with viewer memory. International Communication Association, Miami, Florida.

***Grimes, T**. (August, 1989). How auditory and visual channel redundancy in TV news affects attentional and memory processes. Association for Education in Journalism and Mass Communication, Washington, D.C.

***Grimes, T**. (August, 1987). The role of memory in the recognition of television news messages. Radio and Television Journalism Division, Association for Education in Journalism and Mass Communication, San Antonio, Texas.

***Drew, D.G. & **Grimes, T**. (August, 1985). The effect of audio and video redundancy in audio and video recall in television news. Radio and Television Journalism Division, Association for Education in Journalism and Mass Communication, Memphis, Tennessee.

Grants, grant applications, and fellowships ($540,000 in awarded grants):

(2020) Howard, Krista, Ceballos, Natalie, Dailey, Stephanie, **Grimes, Tom** Grant Does Social Media Make Us Sick? A Pilot Study on the Effects of Social Media on Physiological Reactivity and Mental Health MIRG Funded: $23,784.00 Dates Funded: July 2018 - February 2020

(2020) Howard, Krista J. (Principal), Ceballos, Natalie A. (Supporting), **Grimes, Thomas** (Supporting), Dailey, Stephanie L. (Supporting), Lu, Yongmei (Supporting), Lee, Hsun M. (Supporting), Sharma, Shobhit (Supporting), Lawrence, Grayson B.(Other). Does Social Media Make Us Sick? A Pilot Study on the Effects of Social Media on Physiological Reactivity and Mental Health, MIRG, Texas State University, $23,784.00. (Funded: July 2018 - February 2020). Grant

(2019) Grimes, T., Ceballos, N., & Howard, K. $20,100 accelerator grant. Texas State University.

(2006) Grimes, T., Bergen, L., & Goter, D. (**funded**). Grant application made to the Kansas Department of Homeland Security in the amount of $80,000. This grant seeks to establish a state-wide biosecurity emergency notification service. Under the terms of the grant application, should there be a biosecurity threat to the people of Kansas, Kansas State University would initiate a live, state-wide

broadcast that would tell viewers of Kansas Public Television the nature of the bio-threat and what they should do to respond to the threat.

- Goter, D., & **Grimes, T.** (**funded**). Grant application made to the Information Network of Kansas in the amount of $136,300 for the refurbishment of the A.Q. Miller School of Journalism & Mass Communications television studio, which is located in the basement of the state Capitol Building, Topeka, Kansas. This studio is our student "capitol bureau," which allows our electronic journalism students to report for Kansas Public Television during the legislative session from January to May annually.

- **Grimes, T.**, Bergen, L., & Potter. D. (**funded**). Grant application made to the National Association of Broadcasters in the amount of $2,100 for continuation of a study, which appeared in Human Communication Research in July 2005.

(2005) Grimes, T., Bergen, L. (**denied**). Grant application made to the Kansas Humanities Council to fund eight television programs featuring the Poet Laureate of Kansas.

(2004) Invited by the Centers for Disease Control's Center for Injury and Prevention Control to review reviewer for research grant applications for work that examines the relationship between the consumption of media violence and psychological harm to juveniles.

(2003- 2004) Goter, D., **Grimes, T.**, Gentry, M.B. (**funded**). Kansas Health Foundation grant to produce nine 30-minute television news reports on the state of health care in Kansas. These reports appeared once a month for nine months beginning in September, 2003 on Kansas Public Television stations KPTS/11 Wichita, KTWU/11 Topeka, and KOOD/9 Western Kansas as television specials. I decided to become a co-applicant in order to use my portion of the grant as a teaching tool for "Advanced Electronic News Reporting" (MC585). As such, students in this advanced, senior and graduate student level course will prepare stories about different health care topics. The funding amount was $25,000.

(2002) Fonagy, P., Vernberg, E., Nichols, K. & **Grimes, T.** (**denied**). This is a grant application made to the NASA Bio-Medical Research Institute (Ref # NSBRI 99-02). This was a three-year grant request for continuation of the recently concluded Menninger Clinic research grant. We asked for $792,000 and proposed using a series of advanced psychophysiological measures for predicting the long-term effects of cortisol stress on brain structures, which control aggressive behavior, by massive consumption of violent media content.

(2000) Pomeroy, D. & **Grimes, T.** (**funded**). Grant application to the PBS Democracy Project, which was sponsored by the Corporation for Public Broadcasting (CPB), for $6,338 PBS Democracy Project to produce a special live on-hour broadcast on the race for the Second Congressional District in Kansas.

I both hosted and produced the broadcast, which was aired on October 15, 2000.

- Bergen, L. & **Grimes, T.** (**denied**). A grant application to the Fund for the Improvement of Post-Secondary Education (U.S. Department of Education) for the study of the efficacy of media literacy training within a public school setting.

(1999) Bergen, L. & **Grimes, T.**, (**denied**). Menninger Foundation, Manhattan-Ogden Public Schools. Grant application to Lucent Technologies for $250,000 for fund experimental media literacy training.

- Bergen, L. & **Grimes, T.**, (**denied**). Grant application for supplementary funding for the Kaiser grant (below). Kansas Health Foundation: $18,000.

(1999- 2000) Bergen, L., **Grimes, T.**, & Bressers, B. (**funded)**. Grant application for Kaiser Family Foundation to sponsor a television documentary series on rural health care in Kansas: $10,000.

(1998) Bergen, L., **Grimes, T.**, Goulding, N. (**denied**). Grant application to the Department of Education's Fund for the Improvement of Postsecondary Education: $240,000. The U.S. Congress revoked all funding for F.I.P.S.E. grants shortly before final funding decisions were made.

(1997- 2000) Fonagy, P., Vernberg, E., & **Grimes, T**. (**funded**). "Psychopathic children's reaction to violent TV segments": $80,000 application to the Menninger Research Foundation, The University of Kansas, Kansas State University.

(1996 - 1999) U.S. Department of Education: Goals 2000 for State of Kansas. Appointed by Kansas Governor Joan Finney.

(1996) Gabrielli, W., Cathers, T., Vernberg, E. & **Grimes, T**. (**denied**). "DBD children and their reaction to violent television segments: A five year plan of study": $375,000 application to the National Institute of Mental Health.

- **Grimes, T**., Bergen, L., Cathers, T., & Vernberg, E. (**denied**). "Social cues in television and disturbed children's inability to interpret them": $5,000 application to the National Association of Broadcasters.

(1993-1994) Murray, J.P., & Menninger, R., & **Grimes, T**. (**funded**). However, the evaluation score given the project fell below the funding cutoff, so the project never received money.) "Sorting epistemologies: What we know about the effect of violent TV on children": $150,000 application to the National Institute of Mental Health.

(1993-1994) Murray, J.P., Smith, C.A., Wray, E., **Grimes, T**., McGowan, J.M. Dunham, L., & Smith, E.A. (**denied**). "Pigs wings: Multicultural and intergenerational television for young children" : $200,000 application submitted to the National

Endowment for Children's Educational Television, an agency of the U.S. Department of Commerce.

(1993) Peak, C. & **Grimes, T**. **(funded)**: $60,000 application to the Dane Hansen Foundation. The grant was used to place our best Kansas State University students (as measured by GPA) in isolated Western Kansas communities in order to help local citizens solve economic and commercial trade problems.

(1992) **Grimes, T**. Fellow, Institute for Social and Behavioral Research, Kansas State University.

- **Grimes, T**. Poynter Fellow, Poynter Institute for Media Studies, St. Petersburg, Florida.

- **Grimes, T**. **(funded)** $60,000 broadcast instructional equipment grant application to the John Teitze Foundation of Kansas City, Kansas.

(1991) Glenberg, A. **(funded)**. I was a collaborator in research funded by the U.S. Air Force Office of Scientific Research: $60,000. From this collaboration resulted Glenberg, A & **Grimes, T**. Memory and faces: Pictures help you remember who said what. (Personality and Social Psychology Bulletin, 1995).

(1989) **Grimes, T**. University of Wisconsin Graduate School Research Grant, 1989, $12,000.

(1987) **Grimes, T**. University of Wisconsin Graduate School Research Grant, 1987, $8,000.

MISCELLANEOUS PROJECTS

- KSU: Faculty adviser, Women in Communications (1992-1996).

- KSU: Search Committee Chair for broadcast journalism position (Fall, 1992).

- KSU: Serve on the A.Q. Miller School's Research Committee.

- KSU: Serve on the university's Human Subjects Committee.

- KSU: Supervised or served on eight Ph.D. committees in experimental and clinical psychology at K-State, The University of Kansas, and the Menninger Clinic. Served on 17 master’s committees at K-State.

- University of Wisconsin-Madison: Research Chair, Radio-Television Journalism Division, Association for Education in Journalism & Mass Communication (1990, 1991).

- UW-Madison: Served on the School of Journalism and Mass Communication's Graduate Admissions Committee, which makes admission decisions, curriculum decisions for the masters and Ph.D. curricula, and approves Ph.D. course proposals.

- UW-Madison: Supervised or served on three Ph.D. committees and 15 masters committees.

- UW-Madison: Adviser: PR/Communications Committee, The Nature Conservancy of Wisconsin.

- UW-Madison: Unpaid consultant to the Graduate School of Journalism, Columbia University, Spring, 1990. Helped revise the broadcast journalism sequence curriculum.

PROFESSIONAL EXPERIENCE

(2001 - 2006) Executive producer for Kansas Public Television's annual broadcast of the governor's State of the State address.

(1997 - 2002) Unpaid consultant to the news department at KTKA-TV, ABC, Topeka, Kansas.

(2000 - 2001) Producer, photographer, and video tape editor of a documentary series on rural health care in Kansas, sponsored by the Kaiser Family Health Foundation, and airing from November 2000 through February 2001on all three Kansas Public Television stations.

(October 15, 2000) Producer and host of a live one-hour election special on the Second Congressional District race in Kansas produced at the studios of KTWU/11, the PBS TV station in Topeka. The program was funded by the Corporation for Public Broadcasting's Democracy Project.

(1997 - 2000) Reporter and interviewer for What's the Big Idea? Aired on the state's three PBS member stations: KTWU, Channel 11 - Topeka; KPTS, Channel 8, Wichita; and KOOD, Channel 9, which serves all of western and southwestern Kansas. This series was funded by the Kansas State Department of Extension Services.

(1996 - 1999) Unpaid on-air host and executive producers of Kansas Illustrated (KTKA-TV, Topeka ABC affiliated station, aired 10:30 each Sunday morning).

(1982 – 1983):

- Executive producer and moderator, Arkansas Week, a weekly news analysis program on the Arkansas Educational Television Network (PBS), a state-wide television network.
- Executive producer and moderator of Perspectives, a weekly news interview program on cable Channel 29 serving the City of Little Rock.

- Executive producer, TV 29 News Update, a nightly news update service on Little Rock cable Channel 29.
- Producer and host, Weekend Arkansas: Special Edition, Arkansas Radio Network (CBS). A weekly three hour live news interview program capitalizing on state and national interviews.
- Broadcast consultant and instructor in broadcast journalism for the U.S. Army Reserve, Arkansas detachment.

(1981) Served as editor and host of the nationally televised PBS series entitled Exchange, a five part documentary series that aired as a summer replacement for *Bill Moyers' Journal*, which was not produced during the summer.

(1978):

- Hosted and produced six state-wide broadcasts originating from Dallas that examined the candidates and issues in the state's six most important political races during the 1978 mid-term elections.
- Produced a video segment for KERA's nationally televised Elections '78 series. The segment I produced examined the political climate of the Southwest.
- Served as the Washington segment producer for Inflation-The Sky's the Limit, a live one hour nationally broadcast special produced by KERA and originating from four different parts of the country.
- Hosted and produced a 30-minute state-wide broadcast originating live from Washington that profiled the radically different composition of the Texas congressional delegation elected in November, 1978.

(1973) WCBS News, New York. Desk Assistant

(1973 - 1974) ABC News, New York. Production Assistant, "ABC Evening News"

(1974 - 1975) KXAS-TV (NBC) Dallas. Reporter / photographer. Anchor, Today in Texas, a local program inserted into the Today program.

(1975 - 1978) KERA-TV (PBS) Dallas. Reporter / photographer

(1976 - 1978) KERA-FM news director and drive time anchor of a morning news analysis program. Host of weekly television news analysis program on KERA-TV entitled This Week with Tom Grimes.

(1978 - 1982) KERA-TV, Director of Public Affairs and news anchor of the daily news analysis program entitled News Day.

Management of this broadcast was my responsibility at KERA from 1978 through 1982. This was a week nightly live 30-minute news analysis program similar in format to the *NewsHour with Jim Lehrer* and to *Nightline.* The broadcast usually included three segments that were preceded by a video taped backgrounder, followed by an in-studio discussion. Because KERA was the nation's first PBS member station

to have a satellite downlink (1977), these in-studio interviews were as likely to take place from Washington, Boston, Chicago or Los Angeles as they were in KERA's studios. I was not only the nightly news anchor for the broadcast, but the news director as well. I administered a staff of between 12 and 20 persons, depending on the year in question.

UNIVERSITY NEWS RELEASES REGARDING RESEARCH AND OUTREACH PROJECTS

Tuesday, April 22, 2003

K-STATE PROFESSOR'S STUDY ON HOW WE REMEMBER TV NEWS SELECTED AS ONE OF BEST EXAMPLES OF SOCIAL SCIENCE RESEARCH IN MEDIA LAW OVER PAST DECADE

MANHATTAN — One of the most unusual, yet persistent, problems television broadcasters face is what Tom Grimes calls "unintentional defamation."

"This takes place when TV news viewers' memory plays tricks on them and they end up 'remembering' the facts of a TV news story in a way that defames an innocent person portrayed in the news story," said Grimes, the Ross Beach research chair in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University.

"People tend to use stereotypes to remember a person's role in a news story," Grimes said. "So if a black policeman is shown arresting a white criminal, some viewers may remember the black policeman as the criminal, and the white criminal as the policeman, thus defaming the black policeman."

Grimes said instances in which this type of mistake has happened have led to several defamation suits against both TV stations and networks over the past three decades.

Grimes detailed this odd quirk of human memory in a 1996 publication in Journalism & Mass Communication Quarterly with research colleague Robert E. Drechsel, a professor of journalism and
mass communication at the University of Wisconsin-Madison.

The Grimes and Drechsel study was selected last week by Lawrence Erlbaum Publishing Company editors as one of the best examples of social science research in media law over the past decade. It will be featured in a new book, published by Erlbaum, "Communication and Law: Multidisciplinary Research Approaches," which will appear later this year.

Grimes and Drechsel documented for the first time the components of human memory and information processing that result in this interesting, yet annoying, phenomenon.

An update of this study appears this month in the latest issue of Journal of Broadcasting & Electronic
Media, a refereed scholarly journal published by the Broadcast Education Association.

In this latest publication, Grimes teamed with Jeff Gibbons and Rod Vogl, psychology Ph.D. graduates, to further explore the cognitive processes that lead to this type of false memory. Gibbons, Vogl and Grimes showed that the phenomenon is a function of stereotyping, and that it can be defeated by activating what psychologists call "semantic elaboration."

"That means making viewers think about what they are seeing and hearing so that they remember the message better," Grimes said.

"We also discovered that by showing viewers a photo of a wrong-doer's face before a video new story about that wrong-doer, a viewer's tendency to mis-remember who did what to whom is aborted. This can be done by showing a still shot of the wrong-doer's face next to the news anchor as the news anchor reads the introduction to the video taped news story that contains the wrong-doer. This is an otherwise common production practice in TV news, and is known as a box-wipe."

Gibbons, Vogl and Grimes discovered that placing a box-wipe of a wrong-doer's face next to the news anchor is especially important when women or minorities are the principal actors in TV news stories in which stereotyping might put them in the role of a wrong-doer.

Kansas State University is a comprehensive, research, land-grant institution first serving students and the people of Kansas, and also the nation and the world.

Monday, July 21, 2003

CANADA'S 'DAILY PLANET' SCIENCE PROGRAM COMING TO K-STATE TO PRODUCE STORIES ABOUT K-STATE TELEVISION RESEARCH

MANHATTAN -- A field production team from Canada's version of the Discovery Channel is scheduled to be on the Kansas State University campus July 29-31 to prepare stories about K-State research on television news comprehension and television violence.

The production team is from the "Daily Planet," a nationally broadcast science program which airs on Canada's Discovery Channel.

K-State A.Q. Miller School of Journalism and Mass Communication faculty members Lori Bergen and Tom Grimes, along with former CBS News correspondent Deborah Potter, have conducted an 18-month, multi-experimental study on the effect of the visual clutter that accompanies many television news programs. According to the researchers, it's most noticeable on CNN's Headline News and includes stock market quotes, weather reports and news crawls at the bottom of the screen. The information appears while the news anchor is presenting a news story. The news anchor usually appears in the upper third of the TV screen.

Bergen, Grimes and Potter wanted to know whether this visual clutter makes it more difficult for TV viewers to understand the news stories that are being presented by the news anchors. In an experimental setting, the researchers presented viewers with two versions of CNN Headline News: the original version, as seen on Headline News, and a digitally manipulated version in which the visual clutter was removed and the news anchor was enlarged to fill the entire TV screen.

According to the researchers, viewer attention is overwhelmed by all the visual clutter and viewers remember fewer story facts when the clutter is present.

Grimes said the study is of interest to Canadian audiences because Canadian television also has news programs that mimic U.S. news show formats.

The "Daily Planet" team also will produce a story about the on-going debate over the impact of violent television on children. The report will examine the research of John P. Murray, K-State professor of family studies and human services, as well as work by Grimes and Bergen.

Murray is an internationally known media researcher whose work has shown that violent television can be psychologically harmful to children who watch a steady diet of it. He has testified before the U.S. Congress and the Kansas Legislature about his research. He also is the author several books and journal articles on children and TV violence.

Grimes and Bergen conducted a three-year series of experimental studies at the Menninger Clinic in Topeka. Their work suggests that violent television programming does not psychologically harm normal children, but does harm children who are already psychologically disturbed. Their studies were recently accepted for publication by Human Communication Research, a leading national communication research journal.

Joining Grimes and Bergen on the Menninger study are Kathie Nichols, a practicing clinical psychologist in Lawrence; Eric Vernberg, a professor of child psychology at the University of Kansas; and Peter Fonagy, a clinical psychologist at the Anna Freud Children's Clinic at the University of London. Fonagy also is the Freud Memorial Professor of Psychoanalysis at the University of London and the Marie and Scott Smith Chair in Child Development at the Karl Menninger School of Psychiatry and Mental Health Sciences in Houston, Texas.

The "Daily Planet" TV stories will air this fall on the Discovery Channel in Canada. The stories also may eventually appear on "Science Central," a program which airs on the Discovery Channel in the United States.

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Wednesday, August 27, 2003

K-STATE STUDENTS TO PROVIDE TV COVERAGE OF KANSAS HEALTH CARE

MANHATTAN -- There will be more televised news about the state of health care in Kansas due to a $25,000 grant from the Kansas Health Foundation.

The grant was awarded to Kansas State University's Tom Grimes, an associate professor in the A.Q. Miller School of Journalism and Mass Communications, and colleagues Dale Goter, a news producer and journalist for Wichita's public television station, and Mary Beth Gentry, an associate dean at the University of Kansas Medical Center in Kansas City.

The grant will fund a series of television news stories this year and next about Kansas health care. The stories will air on "Kansas Week," a 30-minute weekly statewide news and public affairs program, hosted by Goter, which airs on the state's three public television stations (KPTS-TV, Wichita; KTWU-TV, Topeka; KOOD-TV, Bunker Hill) Friday evenings at 8:30 p.m.

KPTS-TV (PBS/Channel 8 Wichita) will administer the grant under Goter's supervision.

"I applied for the grant on behalf of the students I teach each spring semester in the Advanced Electronic News Reporting class," Grimes said. "Students will use my share of the grant money to finance stories they will produce next spring, to examine health care issues in Kansas. These stories will air periodically from January to May on 'Kansas Week' in the form of videotaped field reports."

"By providing our students with access to Kansas Public Television audiences, as well as to cable television audiences through the school's new student cable television service, we believe we are providing our students with an unprecedented opportunity to do real television for the benefit of a lot of Kansans, both here in Riley County and statewide," said radio-television sequence head and associate professor Steve Smethers.

Grimes' students have been working with and supplying stories for "Kansas Week" since 1998. With the Kansas Health Foundation grant, this will be the first time his students will have support to pay for the expenses that are often incurred in producing stories for statewide public television audience consumption, Grimes said.
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Fall Season Arrives, TV Screens Get More Cluttered

By WENDY A. LEE

Kyra Sedgwick, star of “The Closer” on TNT, walks under a police tape and scans the screen with her flashlight. And every time she does, she makes Gretchen Corbin, a technical writer in Berkeley, Calif., irate.

The promotional ads for “The Closer” run in the bottom right of the screen during other TNT programs — a graphic called a snipe. But for Ms. Corbin, who sometimes watches movies that have subtitles, the tiny images block the dialogue.

“Some ad just took over the entire bottom of the screen so I missed what the characters said to each other,” said Ms. Corbin, describing a recent experience. “And it’s TV, so you can’t rewind.”

Snipes are just the latest effort by network executives to cram promotions onto television screens in the age of channel surfing, ad skipping and screen-based multitasking. At first, viewers may feel a slight jolt of pleasure at the sight of a new visual effect, they say, but over time the intrusions contribute to the sense that the screen is far more cluttered — not just with ads, but with news crawls and other streams of information.

For better or worse, viewers say, the additions are making the experience of watching television more closely mirror the feeling of using a computer.

That may be so, network executives say, but the extra content is here to stay. The snipes — not to be confused with bugs,

those network logos that pop up in screen corners during shows — are important enough to the beleaguered television industry that the networks plan to tolerate the backlash.

This fall ABC is introducing the “ABC Start Here” campaign, which consists of a series of icons in the lower right of the screen that direct viewers to related content in other media, like books, DVDs and Web sites. At the end of “Ugly Betty,” for instance, a shopping icon could direct viewers to places where they could buy Betty’s shoes, or an iTunes icon could invite them to that site to buy episodes of the show. The point, said Marla Provencio, an ABC executive vice president of marketing, is “to accommodate viewers’ multimedia, multichannel habits and still lead them back to ABC.”

ABC tested the icons in July and will introduce them gradually this fall to get viewers familiar with the shorthand. To minimize complaints, ABC will keep the icons and all similar visuals silent.

“We do not want to invade in the viewers’ space so much that we intrude on their experience,” said Ms. Provencio.

Promotional content on what the industry calls the “lower third” of the television screen is “the way of the world these days,” Ms. Provencio said. ABC, she said, tries to make sure that the embedded ads do not interrupt, say, “a dramatic moment on ‘Grey’s Anatomy’ ” but the network does want to remind people they are watching ABC.

Viewers say that snipes and bugs are degrading their experience of watching television. Even some performers seem to resent the assaults on their work’s integrity. At last week’s Emmy Awards, the comedian Lewis Black delivered a blow against screen clutter, yelling, “We don’t care about the next show. We’re watching this show.”

Network executives say that the trend toward busy screens is an attempt to cater to the tastes and habits of younger viewers, who reflexively toggle among screens, online and on cellphones.

David Grazian, a sociologist at the University of Pennsylvania, said that television is simply borrowing a successful feature from the video game industry. “Screen clutter can be extremely eye catching, especially for the viewer who surfs between several channels,” he said.

Viewers of MTV, VH1 and sports channels have come to expect frenetic programming. At ESPN, there has been a conscious effort to pump up the visual excitement of the viewing experience, said Norby Williamson, executive vice president of programming. “The key word in television these days is engagement,” he said.

The network first introduced a crawling banner of sports scores to the bottom of the screen in 1985, has recently introduced more aggressive visuals, such as a Monday Night Football score box in the center of the screen that changes into other bugs and banners. Today’s viewers today are conditioned to have a lot going on at once, Mr. Williamson said, adding, “Everything is shifting. Television has to shift, too.”

Sports commentators have always promoted their networks during broadcasts, but now they have extra reminders. Last month during CBS’s broadcast of the United States Open semifinals between Svetlana Kuznetsova and Anna Chakvetadze, a mini-trailer for “Survivor: China” ran on the bottom of the screen. Mary Carillo, who was providing commentary, promptly observed that Ms. Kuznetsova would likely “survive” the match (and she did).

The trend toward visual clutter has also reshaped television news broadcasts, where the familiar sight of a lone anchor talking to a camera has grown increasingly rare.

On CNN, the hyperactive pace of Wolf Blitzer's nightly news show "The Situation Room" is so extreme that it was parodied on "Saturday Night Live." With one glance at the screen, is it really possible to absorb the United States military strategy in Iraq, or that a thunderstorm is moving over the Midwest, the Standard & Poor's index is up 16.95 points, and Sean Combs has separated from his girlfriend? "Our pixel footprint can get way out of control," acknowledged Jonathan Klein, the president of CNN U.S., referring to the television industry in general.

Research suggests that packed screens can impede comprehension. Tom Grimes, a journalism professor at Texas State University in San Marcos, Tex., said that people who are looking for quick information like stock quotes or a weather update can handle a certain amount of clutter. But "if they're trying to listen to a reporter describe a complicated series of events, it's very difficult to absorb that information" with too great a visual barrage, he said.

With the Internet offering an increasingly sophisticated yet chaotic visual experience, television must decide how much it wants to mimic the computer, said Aslam Khader, vice president for marketing and strategy of Ensequence Inc., an interactive media company in Portland, Ore. "TV is having to reinvent itself," he said.

The question remains how many self-promotions the networks can dish up without degrading the quality of their shows. Sherry Sklar, a writer in Phoenix, Ariz., said visual clutter on television "has gotten worse — more movement and more intrusive" in recent months.

During a drama, if a character from a different show suddenly walks across the bottom of the screen, “it’s a total disconnect and ruins your suspension of disbelief,” Ms. Sklar said, adding, “I mainly watch PBS and HBO, probably because they don’t do as much of this stuff.”