



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 42, #25, FEBRUARY 18, 2013

J-SCHOOL CALENDAR OF EVENTS:

Spring 2013		
Feb. 21	Joel Zeff will be on campus to visit.	If you would like to have him visit your class, he is available at noon and 3:30 p.m.
Feb. 22	KSPA Regional Competition	
Feb. 27	Brownbag research lunch. Faculty will discuss their papers for the June ICA conference.	104 SF, Noon – 1 p.m.
Mar. 1	Promotion & Tenure meeting	1:30 – 2:30 p.m.
Mar. 8	Faculty Meeting	206 SF, 1:30 – 3 p.m.
Mar. 18-22	Spring Break	
Apr. 16	School of Journalism Awards & Scholarships Ceremony	Kansas Room & Malott Room, 4 – 5:30 pm
Apr. 25-28	JEA/NSPA Spring Convention	San Francisco, CA
May 9	Last day of classes	
May 10	Faculty Meeting	206 SF, 1:30 – 3 p.m.
May 10	Stop day	
May 12-17	Finals	
May 18	J-School Graduate Recognition	8:30 a.m., Lied Center and 9:30 a.m., Stauffer-Flint lawn
May 19	Commencement	Memorial Stadium, 10:30 am
May 27	Memorial Holiday	Offices closed
Jun. 4	First day of classes	
Jun. 23--27	Kansas Journalism Institute	

FACULTY/STAFF NEWS:

On Feb. 12, **Kerry Benson** was the featured speaker at Sprint, as part of the company's Engage series, a monthly learning opportunity for all Sprint employees. During the session, Benson discussed the art of persuasion in everyday communication. In addition to the live presentation, webcast and audio access were available to employees. Organizers for the event said Benson's presentation had the "largest reservation numbers ever." Kelly Crane and Lauren Baxter attended the presentation to make contact with Sprint employees and discuss the benefits of Marketing Communications at KU Edwards Campus.

Mark Mears, J-School alumnus, sponsor of the **Bengtson Mentor Award** and president of Mimi's Cafe, headquartered in Tustin, Calif., was on campus on Tuesday, Feb. 12, to provide a briefing session on his brand for students in **Tim Bengtson's** Strategic Campaigns class and to outline the particulars of the project students will be working on for the remainder of the semester. Mears will return May 15 to evaluate student research and strategic communication proposals.

Carol Holstead was the featured speaker at PRSSA Feb. 12. She spoke on design and typography.

Retired J-School **Prof. Larry Day** spoke at **Jerry Crawford's** J636 Documentary class on Wednesday, Feb. 13, 2013. Prof. Day presented his work in Cuba through the years and shared with the class his three documentaries that were filmed in Cuba. Prof. Day gave a historical perspective of Cuba's government and culture – and the risks he and the crews took in filming in a totalitarian country. The principal discussion for the class was "telling the story". Prof. Day stressed the importance of research and basic journalism tenets. Prof. Day will also speak to Dr. Crawford's Ethics class on Tuesday, Feb. 19th. Prof. Day will be lecturing on "Covering the Falkland Island War as a Freelance Journalist."

Hyunjin Seo participated in a review meeting for the Freedom House's annual Press Freedom Index in its New York office. Seo serves as an Asia-Pacific analyst for the Press Freedom Index contributing to its reports and attending review meetings.

Debbie Snyder, senior human resources consultant with The World Company, interviewed 17 students for internships in news and advertising on Feb. 15. **Patty Noland** was in charge of organizing the meetings.

Dr. Muger Geana has initiated a collaboration with the KU School of Business to help find a sustainable solution for some of the problems he uncovered while doing research on dengue fever in the Province of Limon, Costa Rica. Two teams of students from the entrepreneurship class under the direction of Wallace W. Meyer, Jr., Director of Entrepreneurship Programs at the School of Business, have taken the community of Luis XV as a client for the Spring semester, and are developing a market study and a business plan to address the garbage collection problem in this community. Luis XV is one of the villages where the research project conducted by **Dr. Geana** in association with colleagues from the University of Costa Rica is trying to improve knowledge and change attitudes and behaviors on dengue fever prevention. The research is funded by UCR and KU through the Office of International Programs.

STUDENT / ALUMNI NEWS:

Tim Tyson is an assistant media relations manager with FEMA External Affairs, working on Hurricane Sandy recovery. He will be taking over New York City media relations work this week.

STUDENT AND FACULTY OPPORTUNITIES:

Hearst Award Entry Deadlines

Feb. 19: Multimedia: Enterprise Feb. 26: Photo: Picture Story/Series
March 6: Writing: Personality/Profile April 2: Writing: Breaking News
April 9: Multimedia: Team Reporting – News

Peer Advisor position through the UAC

Applications are due by 2/22/13. There is an information session on Wednesday, 2/20 at 5:30 in the Drive Room of the Burge Union. www.advising.ku.edu/programs/peeradvisors

2013 CCNMA Journalism Scholarships

APPLICATIONS: send email to ccnmainfo@ccnma.org

AVAILABLE: visit our website at www.ccnma.org or call CCNMA at (310) 458-8040

QUALIFICATIONS: • Latino heritage • Resident of California or attend a California college • Commitment to a career in journalism • Understanding of Latino issues

AWARDS: \$500 to \$1,000

DEADLINE: April 1, 2013

Fellowship Opportunity

The Health Communication Research Center at the University of Missouri School of Journalism is accepting applications for the 2013 Smith/Patterson Fellowship. The application deadline is **March 15, 2013**.

The Smith/Patterson Fellowship is a summer fellowship designed for a current Master's student studying science journalism, health communication or a related discipline. The Fellowship is competitive and the selected Fellow will receive a stipend up to \$3,000.

A full description of the program and the application process are available online at <http://hcrc.missouri.edu>.

The Fleishman-Hillard St. Louis Internship Program - accepting applications for Summer 2013 session (May 23 – Aug.30, 2013)

While at Fleishman-Hillard, interns have the opportunity to work with counselors to develop and execute traditional and digital media campaigns; write news releases, research papers, pitch letters and other correspondence; participate in new business opportunities; and coordinate events.

Applicants need at least a 3.2 GPA average and must have completed their junior year of undergraduate study, however, recent graduates are preferred. Applications are welcomed from students with concentrations in all major areas, but backgrounds in journalism, mass media, communications, public relations, and radio and television broadcasting are given first consideration. Experience in digital communications and/or media convergence is required.

March 1 deadline:

- Resume
- Cover letter expressing interest in the internship program
- Writing samples (three if possible): Examples would be something written for a classroom assignment (press release, pitch letter, media kit), a campus newspaper or magazine article, or an essay, letter, or memo of some sort
- Letter of recommendation from a former teacher, employer, or personal reference (teacher or employer are preferred)
- Transcript (*can be unofficial*)
 - This additional information can be sent via e-mail to stlouisinterns@fleishman.com or mailed to:

Intern Coordinator
Fleishman-Hillard Inc.
200 North Broadway
St. Louis, MO 63102

Please note, intern positions are full-time, 8:30 a.m. to 5 p.m. Monday through Friday, paid positions.

If you haven't already, visit the Web site for more internship program information at <http://fleishmanhillard.com/careers/internships-scholarships/st-louis-internships/>

Robert Novak Collegiate Journalism Award

Win \$2,500 and fly to DC for an award ceremony at the National Press Club this summer. Submit your outstanding article or series of articles to the [Robert Novak Collegiate Journalism Award](#) contest.

The entry deadline is **April 15, 2013**. Please visit www.DCinternships.org/IPJ/Awards for details and submission guidelines.

Institute on Political Journalism in Washington, DC

Sponsored by The Fund for American Studies **Final Application Deadline – March 7**

Scholarship Funding Still Available

www.DCinternships.org/IPJ

Do you have plans yet for this summer? Have you thought about spending 8 and half weeks in Washington, DC completing a media related internship and earning credit from George Mason University?

The final application deadline for the summer 2013 **Institute on Political Journalism** in **Washington, DC** is coming up on **March 7**. It's not too late to apply – there are many exciting **internship** opportunities available and generous **scholarship funding** to be awarded.

Spend your summer gaining real-world experience that will help set you apart when it comes time to find your first job after graduation. Here are some examples of intern projects that you could work on this summer:

- Cover a press conference at the National Press Club.
- Attend a strategy meeting with coalition groups advocating for clean energy policies.
- Make media pitch calls on behalf of a client whose is promoting her latest book.

- Serve as call screener for a radio talk show.
- Brainstorm ideas for a Congressional candidate's latest television commercial.
- Interview participants at a campaign rally.
- Edit video and audio sound bites for an online news site.
- Collect "man on the street" interviews for a 24-hour news radio station.
- Write script copy and create graphics for political TV program.

In addition to an internship and classes, our program provides housing in furnished apartments in downtown DC, planned social activities, professional development seminars, and numerous opportunities for networking.

APPLICATION INSTRUCTIONS

Applications will be accepted on a rolling basis until March 7. To learn more about the programs and to begin an online application, please visit www.DCinternships.org/IPJ. Questions may be directed to 202.986.0384 or admissions@tfas.org. We look forward to receiving your application!

Internship Opportunity

The KU Dance Marathon is seeking students interested in advertising and PR to assist the KU Dance Marathon Director. This would provide the opportunity for students to build their portfolio. They would be working with several news organizations around the community to help get the word out about KUDM throughout the year up until the marathon in November. The committee application is on kudm.org. Anyone interested would apply under Media Relations.

Author, journalist, technology activist, and Boing Boing co-editor Cory Doctorow to present this year's Richard W. Gunn Memorial Lecture

Doctorow will present this year's Richard W. Gunn Memorial Lecture on Feb. 28 at 7:30 p.m. Don't miss hearing one of the most interesting thinkers of our time talk about some of our most-relevant issues. This is a free event held in the Alderson Auditorium of the KU Student Union. Jayhawk Ink bookstore will have copies of his books available for purchase and to get signed by the author.

Vance Publishing Scholarship Opportunities

The award is given in the amount of \$1000 to a student who excels in the field of journalism and/or publishing studies. To learn more about BPEF click [here](#). To learn more about ABM click [here](#).