



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 42, #26, FEBRUARY 25, 2013

J-SCHOOL CALENDAR OF EVENTS:

Spring 2013		
Feb. 27	Brownbag research lunch. Faculty will discuss their papers for the June ICA conference.	104 SF, Noon – 1 p.m.
Feb. 27	Faculty lunch with alumnus Kevin Helliker, senior editor at The Wall Street Journal.	303 SF, Noon – 1 p.m. Please let Kerry Navinsky know if you plan to attend.
Mar. 1	Promotion & Tenure meeting	1:30 – 2:30 p.m.
Mar. 5	Ed 2010: Magazine Night	ST 204 (Time TBA)
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:

CEHCUP, directed by **Mugur Geana**, is currently working with the Johnson County Regional Prevention Center to assist them with developing a strategic communication plan targeting middle school students on the risks associated with alcohol consumption. As families play an important role in alcohol abuse prevention, **CEHCUP** has developed a survey, which will be administered to parents of two middle schools participating in this project to learn more about their knowledge, attitudes and behaviors. Providing know-how and support for community organizations developing communication campaigns is one of the service goals of the center.

John Emmert, former news director at WINK-TV in Ft. Myers, was a guest this week in **Max Utsler's** J620 TV News class and **Chris Bacon's** J210 class. Chris worked for John at WINK several years ago.

Max Utsler presented a paper at the International Association of Communication and Sport at the University of Texas on Feb. 23. The paper is titled: Star Crossed: An Exploratory Study of the Influence of College Football Recruiting Websites. Recent master's grad William Nolan is a co-author.

Kansas City Royals Broadcaster **Ryan Lefebvre** spoke to the KJHK sports staff on Feb. 22. He offered suggestions on how to get involved and be successful in sports broadcasting.

STUDENT / ALUMNI NEWS:

Kevin Helliker will visit the J-School on Feb. 27. He has worked 23 years for the Wall Street Journal, as writer, editor and bureau chief, in Dallas, London, Chicago and New York. He has covered beats ranging from retail, politics, automobiles, health, fitness and sports. In 2004, Helliker and Thomas Burton won the Pulitzer Prize for Explanatory Reporting on the basis of stories that changed medical protocol and demonstrably saved lives, by showing that (contrary to popular belief among physicians) aortic aneurysms are common, preventable and treatable. Now a senior writer and editor based in New York, Helliker works for the Journal's fast-growing sports desk, writing in particular about fitness, although his latest investigative story revealed significant fabrications never before uncovered in Truman Capote's 1966 bestseller, "In Cold Blood." A native of Wyandotte County, Helliker is a 1982 graduate of the University of Kansas, where he studied English literature and journalism.

Alumnae **Suzanne Miller** will be on campus Wednesday, March 6th, and Thursday, March 7th. She's available to speak to classes on either day.

In 1999, Suzanne founded her own PR agency in Dallas, SPM Communications. It's a national firm with offices in New York, Denver, Atlanta and Portland. They "promote and protect iconic food, restaurant, retail and franchise brands through public and media relations, social media strategy and crisis management. A few of her clients include Neiman Marcus, W Hotels, Chipotle, Marriott, Michaels and Cici's Pizza. She joined us last year for J-School Generations and spoke to several classes. Below is a blog post highlighting the experience of one of our student's: <http://spmcommunications.com/real-life-lessons-at-kus-j-school-generations>. Here's a link to her web site: <http://spmcommunications.com/>.

STUDENT AND FACULTY AWARD OPPORTUNITIES:

Hearst Award Entry Deadlines

Feb. 26: Photo: Picture Story/Series

March 6: Writing: Personality/Profile

April 2: Writing: Breaking News

April 9: Multimedia: Team Reporting – News

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.

SCHOLARSHIP, FELLOWSHIP AND INTERNSHIP OPPORTUNITIES:

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>.

AAJA (Asian American Journalists Association) Scholarship

The 2013 CIC/Anna Chennault Scholarship is a great opportunity for undergraduate students who are passionate about journalism. Not only does it provide a financial benefit, this scholarship offers a rare chance to network with professional journalists from all over the world.

Here are the essentials: \$5,000 total in scholarship
-\$1,100 towards paying for their travel and stay at AAJA's National Convention in New York
-\$3,900 directly to student for school

The scholarship is for rising sophomores, and the deadline to apply is **May 3rd, 2013**.

Apply online at this link: www.aaja.org/anna-chennault-scholarship

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/>

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.

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](#).

Alternative Summer Break Applications Due THIS Friday!

Applications are due this **Friday, March 1st** for **Alternative Summer Breaks**, a student-run organization that sends KU students on week-long service learning experiences at 10 exciting locations across the country. Alternative Breaks are a rewarding and inexpensive way to travel the country, finish requirements necessary to complete the Honors Program and be on your way to a certification in Service Learning. Apply at www.kualternativebreaks.com.

For questions, contact albreaks@ku.edu.