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## Faculty News

**Associate Professor Max Utsler** wrote an article for MLB.com about the latest inductees into the Negro Leagues Baseball Museum's "Hall of Game." Check out the story [here](#).

Dr. Natty Mabachi of KU Medical Center spoke to **Associate Professor Barbara Barnett's** graduate seminar on qualitative research methods. Dr. Mabachi evaluated public service announcements on AIDS in Kenya and discussed her analysis of health messages.

**Professor Jimmy Gentry's** article, "Using social media to report financial results," appears in the March - April issue of *Business Horizons*, a journal published by the Kelly School of Business at Indiana University. *Business Horizons* has a higher impact score than *Harvard Business Review*, the *Sloan Management Review* and *Journalism & Mass Communication Quarterly*. Gentry wrote the article with Washington and Lee University professor Raquel Meyer Alexander.

**Assistant Professor Hyunjin Seo** is a member of a three-person proposal team receiving a \$25,000 grant from the Henry Luce Foundation to support a 2014 summer program in China aimed at promoting academic science engagement between the United States and North Korea.

On Thursday, April 17, **Associate Professor Mugur Geana** was an invited speaker at the 22nd Annual Research Forum, KU School of Medicine, Wichita. His presentation focused on the use of new media to promote and increase patient engagement, and included an overview of two of his successful research projects that used

innovative communication techniques to improve self-management of diabetes. The talk was attended by medical students, residents, clinicians, faculty, as well as a group of high school students visiting the School of Medicine.

**Associate Professor Doug Ward** will speak on Sunday, April 27, as part of an event called Academic Freedom and Responsibility in the Era of Social Media. Ward's presentation, *Beyond the Walled Garden*, will focus on the importance of digital literacy in helping students use social media and create a digital presence. The event, sponsored by the Joint Council of Kansas Distinguished Professors, will be from 1 to 5 p.m. at Alderson Auditorium in the Kansas Union.

## Student News



Journalism senior **Farzin Vousoughian** interviewed NFL Hall of Famer Gale Sayers last week for Good Morning KU. More clips of the interview will be aired on other shows throughout the spring. Check out the interview [here](#).

The journalism school's new News Wire service, through which student reporters have been providing coverage of the 2014 Kansas legislative session for news outlets throughout the state, was mentioned in this April 13 [New York Times article](#). The service is being used by approximately 20 news outlets across Kansas to provide meaningful legislative coverage to media outlets that often can't afford to assign a beat reporter to the Statehouse.

**Nikki Wentling**, a senior in news and information from McPherson, Kan., has accepted a position with the Arkansas Democrat-Gazette, a statewide newspaper based in Little Rock, Ark. She will work as a full-time general assignment reporter starting June 1.

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**Eric Pahls**, a sophomore in news and information from Beloit, Kan., has accepted a a summer internship with weekday morning talk show Morning Joe on MSNBC in New York City.

## Student Opportunity

*The University Daily Kansan* will host information sessions for the fall and summer 2014 semesters:

- Tuesday, April 22 at 6 p.m. in Dole 2092
- Wednesday, April 23 at 5 p.m. in Dole 2096
- Thursday, April 24 at 5 p.m. in Dole 2096

Candidates must attend one session in order to be considered for hiring. They are looking to hire print account executives, digital account executives, marketing specialists, creatives, social media specialists, and production engineers.

## Alumni News



John Lee, BSJ 1968 & MSJ 1972, was inducted into the Kansas Newspaper Hall of Fame on Friday, April 11, at the annual meeting of

the Kansas Press Association in Manhattan, Kan. Lee, pictured above in the center, is the former chief executive officer of Harris Enterprises, a newspaper group headquartered in Hutchinson, and former editor and later publisher of the *Hays Daily News*. Check out more information about Lee and his accomplished career [here](#).

## Campaigns Class Presentations

### Client: Red Dirt

Faculty: Associate Professor Hyunjin Seo

When: Tuesday, May 6 at 6 p.m.

Where: Alderson Auditorium of the Kansas Union

### Client: Student Health Services

Faculty: Associate Professor Bob Basow

When: Thursday, May 8 at 7 p.m.

Where: Alderson Auditorium of the Kansas Union

## Guest Speakers

**Lecturer Michael Vrabac** will have two guest speakers in his JOUR 611 class on Monday, April 21. They are both with adknowledge, a digital marketing company based in Kansas City with offices in various cities around the world. They were recently recognized by Glassdoor: Employee's Choice-Best Place to Work as the 24th best mid-sized U.S. company to work for in its sixth annual Employees' Choice Awards:

- Paul Herdtner- Communications Manager, Corporate Marketing
- Denea McMillin- PHR Lead Recruiter, Human Resources

On Tuesday, April 22, at 1 p.m. Keng Tong Lok, BSJ 2013, a marketing specialist with the firm Business Data Services Corporation in Overland Park, Kan., will lecture on Search Engine Optimization in **Associate Professor Tien-Tsung Lee's** JOUR 460 class.

## Mark Your Calendar

On Tuesday, April 22, at 11:30 a.m. in the Clarkson Gallery, **Associate**

**Professor Scott Reinardy** will host a lecture/discussion and Skype session with Sports Illustrated writer Gary Smith. A hot dog lunch will begin at 11:30 and the lecture/discussion will begin at 12:30. Smith and Reinardy will discuss story crafting. Please join us!

The School of Journalism Scholarship & Awards Ceremony will be Wednesday, April 23 at 4:00 p.m. in the Kansas Union Ballroom. Faculty and staff are invited to attend the ceremony honoring our student recipients. A catered reception will follow.

On Thursday, April 24, at 3 p.m. at the Dole Institute of Vanessa Gezari of the Columbia University Graduate School of Journalism will give a book talk. Join us as she discusses her book, "The Tender Soldier," which tells the story of the development of the Human Terrain System, a controversial Army program that sends civilian social scientists into combat zones with soldiers. A book sale and signing will follow the program.

The Monday Memo is the weekly internal newsletter of the KU School of Journalism. It is sent to journalism faculty, staff and students, as well as alumni who have requested it.

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KU School of Journalism and  
Mass Communications  
1435 Jayhawk Boulevard  
Lawrence, KS 66045

[jschool@ku.edu](mailto:jschool@ku.edu)