



# THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 42, #9, OCTOBER 1, 2012

## J-SCHOOL CALENDAR OF EVENTS:

Fall 2012		
Oct. 2	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Oct. 3	International Visitor Leadership Program - U.S. Foreign Policy Process and the Role of Media, A Project for India	<i>Open conversation, 11:30 a.m. - 12:15 p.m. in 303 Stauffer-Flint.</i>
Oct. 5	Staff meeting and lunch	<i>Lunch in 104, 12:00 to 1:00 p.m., Meeting in 303, 1:00 - 3:00 p.m.</i>
Oct. 6-9	Fall Break (Saturday - Tuesday)**	<i>No classes</i>
Oct. 10	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Oct. 10	<i>Kyle Craig visits</i>	<i>He visits Tim Bengtson's Strategic Campaigns (J640) class at 9:30-10:45 a.m. and Denise Linville's Marketing Fundamentals (J820) class at the Edwards Campus at 7:10 p.m. Additional info below</i>
Oct. 12	Faculty PRO training	Stauffer-Flint 107, 9:30 - 11:00 a.m.
Oct. 15	Steve Koonin, President, Turner Entertainment Networks - Lecture	Sponsored by the School of Business, Lied Center, 3:00 p.m.
Oct. 16	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Oct. 17	<a href="#">Ed2010 University of Kansas Chapter</a> Q&A with the editors of <i>KC Magazine</i> , <i>Good Health KC</i> , and <i>KC Business</i>	6:30 p.m. in Stauffer-Flint 204
Oct. 19	Faculty PRO training	<i>Stauffer-Flint 107, 2:00 - 3:30 p.m.</i>
Oct. 21-23	KAB Convention	<i>The Doubletree Hotel by Hilton, Wichita, KS</i>

Oct. 23	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Oct. 25-27	J-School Generations	<i>J-School Generations</i> <a href="#">Facebook</a> <a href="#">J-School website</a>
Oct. 27	KU Homecoming vs. Texas	<i>100th anniversary of KU Homecoming</i>
Oct. 30	Mike Swenson visit (Guth's JOUR 201 class)	<i>2:30 - 3:45p.m.</i>
Nov. 2	Faculty Meeting <b>** NEW DATE**</b>	<i>206 SF, 1:30 - 3:00 p.m.</i>
Nov. 2	Stratcom Track meeting	<i>12:30 - 1:30 p.m., S-F 206</i>
Nov. 6	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Nov. 6	Dave Peacock visit	Peacock is a KU J-School grad and the former president of Anheuser-Busch. Details below.
Nov. 9	Entrepreneurship Event featuring U.S. Senator Jerry Moran (R-Kan.)	<i>Lied Center</i> <i>Details TBA</i>
Nov. 9	Montgomery Symposium: Journalists and the Courts	<i>Will be held at the Kansas Supreme Court building</i>
Nov. 12	Veterans Day (observed)	<i>USS &amp; UPS staff holiday with supervisor permission</i>
Nov. 13	Jeff Taylor class visits	See information below in Faculty opportunities
Nov. 13	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Nov. 15-16	PTSD Conference and Alumni reception	Washington, D.C.
Nov. 15-18	JEA/NSPA Fall National High School Journalism Convention	San Antonio, TX
Nov. 20	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Nov. 21-23	Thanksgiving Break	<i>No classes 11/21-23, offices closed 11/22-23</i>
Nov. 27	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Nov. 29	Sir Robert class visit (Guth's J201)	Details TBA
December	Campaigns Presentations	(See specific dates below)
Dec. 4	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Dec. 6	Last day of fall classes	
Dec. 7	Stop day	

Dec. 10-14	Finals	
Dec. 11	Bengtson Campaign Presentation - Minsky's Pizza	7:30 - 10:30 a.m., Alderson Auditorium (Kansas Union)
Dec. 21	Fall grades due	
Dec. 24-25	Christmas Holiday	<i>Offices closed</i>
Jan. 21	Martin Luther King Day Holiday	<i>Offices closed</i>
<b>Spring 2013</b>		
Jan. 22	First day of spring classes	
Feb. 8	William Allen White Day - Frank Deford is the 2013 recipient of the national citation.	<i>Adams Alumni Center, Kansas Union &amp; Stauffer-Flint Hall, additional details tba</i>
Feb. 1	Faculty Meeting	206 SF, 1:30 - 3:00 p.m.
Feb. 24	KSPA Regional Competition	
Mar. 8	Faculty Meeting	206 SF, 1:30 - 3:00 p.m.
Mar. 18-22	Spring Break	
Apr. 16	School of Journalism Awards & Scholarships Ceremony	<i>Kansas Room &amp; Malott Room, 4:00-5:30 pm</i>
Apr. 25-28	JEA/NSPA Spring National High School Journalism Convention	<i>San Francisco, CA</i>
May 9	Last day of classes	
May 10	Faculty Meeting	206 SF, 1:30 - 3:00 p.m.
May 10	Stop day	
May 12-17	Finals	
May 18	Journalism School Graduate Recognition Ceremony,	<i>Lied Center and Stauffer-Flint lawn</i>
May 19	Commencement	<i>Memorial Stadium, 10:30 am</i>
May 27	Memorial Holiday	<i>Offices closed</i>
Jun. 4	First day of classes	
Jun. 23-27	Kansas Journalism Institute	

## FACULTY/STAFF NEWS:

**Barbara Barnett** received the Commander's Award for Public Service from the Department of the Army on Friday at Fort Leavenworth, during the conclusion of the Media and the Military workshop. Lt. Gen. David G. Perkins presented the award.

**Terry Bryant** spoke to a group of enthusiastic high school students about telling stories with video. They learned tips and techniques to make their videos look more professional.

**Lisa McLendon** gave a presentation at KSPA called 10 Things That Make Writing Look Sloppy (And How To Fix Them), a quick primer on grammar, punctuation and accuracy.

**David Guth** presented an overview of Campaign 2012. He discussed both the role of journalists and strategic communicators in the American political process.

**Tim Bengtson** made a presentation titled "Vitamins for the Creative Mind." He discussed Steve Jobs' definition of creativity, helped students work through the "9-dots problem," showed acclaimed examples of creativity in advertising and marketing and reviewed the four steps in the classic creative process paradigm.

**Bob Basow, Patty Noland and Arooj Zafar** (student) presented "How to Design Effective Advertising for your High School Newspaper." Several of the 20+ students reported that their high schools now include electronic editions and video links; some have ceased publishing a print edition.

**Malcolm Gibson's** essay "[Lesson's from the Blue Room](#)" was published Sunday in *The Virginian-Pilot* in Norfolk, VA. The *Virginian-Pilot* also published his essays "[Decades Later, Student Write in Gratitude](#)" during summer 2011.

**Carol Holstead** presented a session on Tips for Better Design at the KSPA fall conference on Sept. 24.

Holstead will teach a publication class at Blue Valley North High School on Oct. 3, a journalism school recruiting visit arranged by Wayne Larson.

Holstead will introduce Eula Biss, the author of KU's first common book, at her lecture on Oct. 4. Holstead served on the University's Common Book Steering Committee. She was invited to introduce Biss by the Office of First-Year Experiences, which is part of the provost's office. Biss's will give her talk, "Who, Then, is One's Neighbor?" at 5 p.m., Oct. 4, in the Kansas Union Ballroom.

**Peter Bobkowski** welcomed Jessica Salazar, KU grad and Media Relations Manager for Children's Mercy Hospitals and Clinics, to his J608 class on Monday, Oct. 1.

**Doug Ward** led a session on online teaching last week for the Center for Online and Distance Learning. The session, What I've Learned Teaching Online, was the first in CODL's Lunch & Learn series.

Ward's article on the forces driving online education was republished by MindShift. The article was originally published by [PBS MediaShift](#).

On Friday, September 29, **Mugur Geana** attended the meeting of the Kansas Hispanic and Latino American Affairs Commission in Topeka, Kansas. Geana has been nominated a technical advisor for the Commission on health and on community outreach.

## ALUMNI AND STUDENT NEWS:

**Tim Shedor** critiqued two high school websites during KSPA.

Journalism school ambassadors **Courtney Moore, Megan Ryan, and Ellen Reinecke** gave tours of Stauffer-Flint and Dole to visiting KSPA students that morning.

**Travis Diesing** captured video footage and interviews from students about the fall conference and the importance from KSPA. He is using this footage in order to make a promotional video for the organization.

## OPPORTUNITIES:

### **Faculty:**

**Dave Peacock**, KU journalism grad and former president of Anheuser-Busch, will be here Tuesday, Nov. 6<sup>th</sup>. Please let Kerry Navinsky know if you'd like Dave to speak to your class. Peacock stepped down as president of Anheuser-Busch last year. He was president for four years and with the company for 17 years, responsible for such campaigns as the "whazzup", the lizards and of course, the many Super Bowl ads. He also oversaw the development of AB's social media marketing efforts.

**Steve Koonin:** Sponsored by the School of Business, Lied Center, October 15, 3:00 p.m.

### **Students:**

Do you want to talk magazines? Come to the [Ed2010 University of Kansas Chapter Q&A](#) with the editors of *KC Magazine*, *Good Health KC*, and *KC Business* on Wednesday, October 17 at 6:30 p.m. in Stauffer-Flint 204. This is a great way to learn about editing jobs and the magazine industry. Questions? Contact Maggie Young at [ukansas.eoc@ed2010.com](mailto:ukansas.eoc@ed2010.com)

See Scott Reinardy to submit your work for the Hearst 2012-2013 student journalism awards.

The American Copy Editors Society offers scholarships each year to students who are pursuing a career in editing. Juniors, seniors and graduate students are eligible. The application requires a resume, an essay, headline samples and three references. Finalists also take a timed editing test online. Students may apply [here](#). Winners receive either the \$2,500 Aubespain scholarship or one of four \$1,000 scholarships. Plus, the five winning students will be given free registration and help with travel expenses to attend the 2013 ACES national conference, April 4-6 in St. Louis.

**Kyle Craig** visits the J-School Wednesday, Oct. 10. He visits Tim Bengtson's Strategic Campaigns (J640) class at 9:30-10:45 a.m. and Denise Linville's Marketing Fundamentals (J820) class at the Edwards Campus at 7:10 p.m. Kyle is a KU alumnus, where he was student body president and business manager on *The University Daily Kansan*. After leaving KU, he went to Harvard Business School where he earned an MBA. His first job was with Foote Cone & Belding, followed by a host of jobs with client companies, mostly restaurant chains. Kyle has been chief concept officer of Boston Market, chairman of Einstein Bros. Bagels, president of KFC-USA, chairman and CEO of the Pillsbury Group (Steak & Ale) and director of national advertising for Burger King. He lives in Denver and conducts leadership seminars throughout the country. He returns to KU at least once a year to visit with students and faculty.

BEA is seeking students to receive scholarships! We have almost \$20,000 to award and would love for it to be you (or one of your students...) [Applications](#) are due TWO WEEKS from today -- Thursday, October 11th.

Asian American Journalists Association Student Program Update: Don't miss this opportunity to learn from Poynter faculty about how to cover sports. The internship includes a crash course in sports journalism, a \$500 scholarship upon completion and an eight-week internship at a local newspaper covering sports. Our application deadline is November 2, 2012. Contact Nao Vang ([naov@aja.org](mailto:naov@aja.org)) with questions. (Sports Journalism Institute Internship [Application](#).)

Juniors and seniors studying print, online, broadcast and photojournalism are invited to apply for a semester-long reporting internship in Washington. Semester in Washington pays a stipend and provides free housing in furnished apartments. The deadline for spring and summer applications is

Nov. 1. Interns report for the web-based [Scripps Howard Foundation Wire](#) and may also report for campus, hometown or other news organizations. Interns work with an experienced Washington editor to choose, report and edit stories. Tours of Washington journalism and government institutions and guest speakers are part of the program. Interns produce multimedia coverage using social media, blogs, online stories, videos and slideshows. Spring interns will cover the inauguration.

**2013 program and application deadline dates:**

Spring 2013 (Jan. 7 to April 12). Stipend \$2,520, plus free housing. Application deadline postmark:  
**Nov. 1, 2012**

Summer 2013 (June 10 to Aug. 16) Stipend \$1,800, plus free housing. Application  
deadline postmark: **Nov. 1, 2012**

Fall 2013 (Sept. 9 to Dec. 13) Stipend \$2,520, plus free housing. Application deadline postmark:  
**March 15, 2013**

The foundation also supports an [intern](#) in each term who reports for the Hispanic Link News Service. The term, application deadline, pay and housing are the same.