



## THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 41, #14, OCTOBER 31, 2011

### J-SCHOOL FALL CALENDAR OF EVENTS:

- Nov. 1: **Journalism Learning Community (JLC)**, 100 Budig Hall, 3:55 – 4:40 p.m.
- Nov. 1: **Ad Club Meeting**, Chicago Portfolio School, 2094 Dole, 7:00 p.m.
- Nov. 3: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors). Bring a copy of a magazine you're finished reading to take part in a "magazine swap".
- Nov. 4: **PRSSA Day**, 100 Budig Hall, 9:00 a.m. – 4:00 p.m., Kansas City Public Library – Central (downtown). More details below.
- Nov. 4-5: **The Institute on Political Journalism presents "Journalism, Politics, & The Presidential Campaign of 2012", A Conference for College Journalists**, Washington, D.C. More details below.
- Nov. 7: **Ad Club/ PRSSA Meeting**, Starcom Media Vest group of Chicago, S-F 100, 6:00 p.m.
- Nov. 7: **Eric Morgenstern class visit**, Morgenstern (of Morningstar Communications) will visit Peter Bobkowski's JOUR 688 (Ethics and the Media) class.
- Nov. 7-8: **Starcom Mediavest Group visit**, Brielyn Dickerson (2007 alum) and Eliza Smithson (2010 alum) will visit and lunch with faculty and meet with classes. More details below.
- Nov. 10: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Nov. 11: **Ad Club/ PRSSA Agency Crawl, KC**, Department Zero, Barkley, Bernstein-Rein, VML, KCMO, 9:00 a.m. – 3:30 p.m. (You must be a paid member of Ad Club or PRSSA to attend the crawl. You must RSVP to KU Ad Club at [kuadclub@gmail.com](mailto:kuadclub@gmail.com).)
- Nov. 11: **Veterans Day**, USS & Unclassified staff holiday with supervisor permission

- Nov. 11: **Montgomery Symposium** – Adams Alumni Center, 9:00 a.m. – 4:00 p.m.
- Nov. 14-15: **The Richards Group visit**, Alex Cohen (2006 alum) and Alma Fuentes (brand management recruiter) will visit and lunch with faculty and meet with classes. More details below.
- Nov. 15: **Ad Club/ PRSSA Meeting**, The Richards Group of Dallas, 2094 Dole, 7:00 p.m.
- Nov. 16: **C.J. Janovy class visit**, Janovy, Director of Communications – KU Medical Center, will visit Peter Bobkowski's JOUR 688 (Ethics and the Media class).
- Nov. 17- 20: **JEA/NSPA (Journalism Education Association /National Scholastic Press Association) Fall National High School Journalism Convention**, Minneapolis, MN
- Nov. 17: **Mike Swenson class visit**, to Diana O'Byrne's campaigns class. We will have a faculty lunch with Swenson at 12:15 p.m. in 303 S-F. Please rsvp to Penny Hodge by Nov. 15.
- Nov. 18: **News & Information Track Meeting**, 9:30 a.m.
- Nov. 18: **Strategic Communication Track Meeting**, 9:30 – 11:30 a.m., 206 S-F
- Nov. 23-25: **Thanksgiving Break**, no classes 11/23-25, offices closed 11/24-25
- Nov. 29: **Ad Club/ PRSSA Meeting**, Networking/Social event with industry professionals, S-F 100, 7:00 p.m. Meet-and-greet session following meeting at the Oread Hotel.
- December: **Chancellor's Holiday Reception**, details TBA
- Dec. 1: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Dec. 6: **Journalism Learning Community (JLC)**, 100 Budig Hall, 3:55 – 4:40 p.m.
- Dec. 7: **Strategic Campaigns (Prof. Bob Basow)**, Kansas Union, time TBA
- Dec. 7: **Strategic Campaigns (Prof. Diane O'Byrne)**, BCBS, 5:00 p.m. dinner at KUAA, 7:00 p.m. presentation, Kansas Union
- December: **Strategic Campaigns (Prof. David Guth)**, location/time TBA
- Dec. 8: **Last day of fall classes**
- Dec. 9: **News & Information Track Meeting**, 9:30 a.m.
- Dec. 9: **Faculty Meeting**, 206 ST-F, 11:30 a.m. **\*\*PLEASE NOTE THIS IS A NEW DATE (meeting was previously scheduled for Nov. 18)\*\***
- Dec. 9: **Stop day**

- Dec. 11: **Journalism School Graduate Recognition and Reception**, Woodruff Auditorium, 1:00 – 2:30 p.m.
- Dec. 12-16: **Finals**
- Dec. 23: **Fall grades due**
- Dec. 26: **Christmas Holiday**, offices closed.
- Jan. 2: **New Year's Day Holiday**, offices closed.
- Jan. 16: **Martin Luther King Day Holiday**, offices closed.
- Jan. 17: **First day of spring classes**
- Feb. 3: **Faculty meeting**, 206 ST-F, 11:30 a.m.
- Feb. 10: **William Allen White Day**, Adams Alumni Center, Kansas Union & Stauffer-Flint Hall
- Feb. 24: **KSPA (Kansas Scholastic Press Association) Regional Competition**
- Mar. 9: **Faculty meeting**, 206 ST-F, 11:30 a.m.
- Mar. 19-23: **Spring Break**
- Apr. 17: **School of Journalism Awards and Scholarships Ceremony**, Woodruff Auditorium, Big 12 Room, 4:00 – 5:00 p.m.
- May 3: **Last day of Classes**
- May 4: **Faculty meeting**, 206 ST-F, 11:30 a.m.
- May 4: **Stop Day**
- May 5: **KSPA State Competition**
- May 7-11: **Finals**
- May 12: **Journalism School Graduate Recognition Ceremony**, Lied Center and Stauffer-Flint lawn.
- May 13: **Commencement**, Memorial Stadium, 10:30 a.m.
- May 28: **Memorial Day Holiday**, offices closed.
- Jun. 5: **First day of classes**
- Jun. 24: **Kansas Journalism Institute**

## FACULTY NEWS:

**Tien Lee** is a member of the ACEJMC re-accreditation team to visit the University of Louisiana – Lafayette from Oct. 30 – Nov. 2, 2011. Lee's article "An Analysis of Factors Predicting Attitudes towards Same-sex Marriage: Do the Media Matter" has been published in the *Journal of Homosexuality* (vol. 58, issue 10, 2011).

**Tim Bengtson's** Principles of Advertising class was visited by Kyle Craig, former KU student body president and former business manager of the *University Daily Kansan* on Monday, Oct. 31. Craig lectured on leadership and its importance in today's tumultuous times. Craig has been chief concept officer of Boston Chicken, chairman of Einstein Bros. Bagels, president of KFC-USA, chairman of Steak & Ale and national advertising director for Burger King. He has a B.A. from KU and an MBA from Harvard.

**Peter Bobkowski** presented his research on the disclosure of risk behaviors in social media at the 5<sup>th</sup> Conference on Emerging Adulthood in Providence, R.I.

**Mugur Geana** spent last week in San Jose, Costa Rica, meeting with representatives of the University of Costa Rica (UCR) School of Mass Communications, the School of Public Health, the Department of Graduate Programs and the university's International Office. **Geana** also met with representatives of the Office of Communications from the Costa Rican Social Security Ministry and visited communication agencies working on disease prevention campaigns. The purpose of his visit was to explore the possibility of initiating a multidisciplinary research collaboration between UCR and KU in the area of health communication, and builds upon the visit of UCR representatives to KU in October of 2010, and the visit of professors **Ann Brill**, **Barbara Barnett** and **Linda Lee** to UCR in spring of 2011. The concrete results of **Geana's** visit is an agreement to collaborate to submit a grant proposal on using Community Based Participatory Research (CBPR) to develop a health promotion campaign to address the epidemic of dengue fever in the Eastern province of Limon, Costa Rica. The joint KU-UCR project will engage partners from UCR's School of Mass Communications and School of Public Health, and KU's School of Journalism and Mass Communications and the Research Division of the Department of Family Medicine, School of Medicine. As part of this proposal, KU will provide training on CBPR to UCR partners in order to increase the health promotion and health communication research capabilities of UCR; it will also allow KU researchers to expand their area of research into health disparities affecting rural communities as well as indigenous populations living in Central America.

## ALUMNI NEWS:

**Kristina Pollard**, 2011, is the morning and midday producer at KLKN, Channel 8 Eyewitness news in Lincoln, Neb.

**Kevin Larson**, 2011, accepted a position as the weekend/web News Producer at KREM in Spokane, WA.

## STUDENT NEWS:

**Kim Scherman**, senior, received the KU Sustainability Leadership Award.

## MARK YOUR CALENDARS:

**PRSSA Day 2011** - Friday, Nov. 4, 2011, 9 a.m. - 4 p.m. at the Kansas City Public Library – Central (downtown), 14 West 10th Street, Kansas City, Mo. PRSSA Day 2011 will include panel presentation by senior PR professionals, a keynote presentation by Spike Jones, co-author of *Brains on Fire* and SVP Word of Mouth/Digital at Fleishman-Hillard ([askspike.com](http://askspike.com)), a "Day in the Life" of a New PR Pro discussion, a career fair to network and learn about job opportunities, a resume review clinic (optional), and an agency tour (optional). PRSSA Day is a chance for college students from across the Midwest to learn about careers in public relations, develop real world skills and find internship and job opportunities. PRSSA Day is sponsored by the Greater Kansas City chapter of PRSA. To register: <http://kansascity-prsa.org/meetinginfo.php?id=29> \$20 for PRSSA members and \$25 for nonmembers. *Registration fee includes breakfast, lunch, all events and a copy of the annual PRSSA Internship Directory.*

**Representatives from Starcom Mediavest Group in Chicago** will visit the School on Nov. 7 and 8. Brielyn Dickerson, 2007 J-School graduate, and Eliza Smithson, 2010 J-School graduate, will lecture in classes, meet with faculty and speak to a joint meeting of the KU Ad Club and PRSSA on Nov. 7 at 6:00 p.m. in room 100 Stauffer-Flint. There will be a faculty lunch in Room 303 S-F Nov. 8 from 11:30 – 12:30. Please RSVP to Penny Hodge.

**Representatives from The Richards Group in Dallas** will visit the School on Nov. 14 and 15. Alex Cohen, 2006 J-School graduate, and Alma Fuentes, brand management recruiter, will lecture in classes, meet with faculty and speak to a meeting of the KU Ad Club on Nov. 15 at 7:00 p.m. in room 2094 Dole. There will be a faculty lunch in Room 303 Nov. 15 from 11:30 – 12:30. Please RSVP to Penny Hodge.

**The Marine Corps Heritage Foundation** is now accepting submissions for its annual awards program. Each year, the Marine Corps Heritage Foundation presents a series of awards honoring the outstanding, creative work of individuals in preserving and propagating the history, traditions and culture of the Marine Corps. Marines and civilians alike may submit their own entries or the distinguished work of others for consideration. Awards will be presented at the Foundation's annual ceremony on April 21, 2012. Submissions deadline is December 31, 2011. For a detailed list of the awards as well as the submission requirements, please visit: <http://www.marineheritage.org/Awards.asp>.

**"FOR PRESS FREEDOM" CONTEST: Reporters Without Borders and CNN video contest.** Students should create high-quality, effective video PSA up to 50 seconds that seeks to answer the question "Why should we care about freedom of information?" One winning video will air on CNN on World Press Freedom Day (May 3, 2012), selected by an international jury of human rights leaders and media professionals. Students also have the option of representing their schools by adding their school's name and logo to the PSA with permission of an authorized University official. For contest information visit: <http://en.rsf.org/rules-17-10-2003,41205.html>