



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 42, #41, JULY 15, 2013

J-School Calendar of Events:

Fall 2013		
Aug. 21	Faculty/Staff retreat	We will tour the Kansas City Business Journal, Johnson County Community College and Muller Bressler Brown. We will have lunch at the Cheesecake Factory. The chartered bus will leave from the J-School promptly at 8 a.m. More information will follow.
Aug. 23	Graduate student and GTA orientation and reception	Clarkson Gallery Graduate student orientation: 3 – 4:30 p.m. GTA orientation: 4:30 – 5 p.m. Reception: 5 – 6 p.m.
Aug. 25	Hawk Week / J-School Welcome event for new students on the Stauffer-Flint Lawn	1 – 3 p.m.
Sep. 13	Faculty Meeting	1:30 – 3 p.m. SF 206
Sep. 25	KSPA Fall Conference	Faculty: Contact Jeff Browne to participate as a presenter.
Oct. 3-5	J-School Generations	Details TBA
Oct. 21 – 27	Free Speech Week	http://www.freespeechweek.org/
Oct. 25	Faculty Meeting	1:30 – 3 p.m. SF 206
Dec. 13	Faculty Meeting	1:30 – 3 p.m. SF 206
Spring 2014		
Jan. 31	Faculty Meeting	1:30 – 3 p.m. SF 206
Feb. 6-7	William Allen White Day Festivities	Stauffer-Flint, Union, Alumni Association
Mar. 7	Faculty Meeting	1:30 – 3 p.m. SF 206
May 9	Faculty Meeting	1:30 – 3 p.m. SF 206

FACULTY NEWS:

Lisa McLendon had two sessions accepted for the annual ACP/CMA National College Media Convention in October in New Orleans. One is on writing headlines across platforms and the other is on how to make writing clean and clear.

Hyunjin Seo will receive the Promising Professor Award from the Mass Communication and Society Division of AEJMC during its annual conference in Washington, D.C. in August.

Jon Schlitt is in Chicago July 17th-20th to lead CNBAM's summer Ad Manager workshop where I'll be teaching 36 kids how to better lead their own college media organizations.

Kerry Benson wrote a column for the Kansas City Business Journal as part of the publication's "Ask the Professionals" series.

GROWING MINDS, GROWING BUSINESS

What's one key to effective persuasion in business communication?

Effective persuasion requires three elements – choice, self-interest, and simplicity. Of these, choice can be the most challenging to incorporate in your business communication.

People persuade themselves; all communicators need do is present a line of reasoning. Effective reasoning starts a conversation, aloud or internally, which allows your target to feel there's a choice. When people feel they have choices, they're more likely to work toward outcomes where everyone benefits.

Because they persuaded themselves, their conviction endures.

You may fear if you include choices when trying to persuade others you'll lose control over outcomes, or, you aren't sure how to do it. But even the simplest argument without choice for your target is less convincing.

Revisit your message's purpose and goal. Choice may be more visible when you know exactly what you want to accomplish.

Avoid yes or no questions, which stop thought. Your persuasive power is diminished if the target must restart the thinking process. Also avoid either-or options. The cake-or-Brussels-sprouts model may seem the easiest choice, but, while immediately persuasive, it's not effective through time.

Use words that provoke thought and choice, such as the Five Ws. Asking what, when, where, why and who will help your target inherently feel as if there's choice.

You can persuade well, you can persuade poorly, or you can refuse to persuade. But you have a choice.



FEATURED GUEST NEWS:

Frank Deford, the 2013 William Allen White National Citation recipient, received the National Humanities Medal from President Obama in the East Room of the White House on July 10. Read more about his honor [here](#).

SCHOLARSHIPS AND INTERNSHIPS:

USA TODAY Collegiate Correspondent Program

[USA TODAY College](#) is a digital publication run inside the USA TODAY brand written by student journalists. It allows college students and interested professionals to keep a pulse on the news from a student's perspective.

The Collegiate Correspondent Program is a semester-long opportunity for aspiring journalists to gain relevant reporting experience and practical news writing skills. Content produced by participants in the Collegiate Correspondent Program will be published on USA TODAY College and across USA TODAY's digital platforms.

Participants conduct original reporting from the perspective of a college student. Writers will also participate in interview sessions with prominent USA TODAY reporters and editors to further enhance their growing skill sets.

The application for the fall Collegiate Correspondent Program will open on Monday, July 15th and will close on Monday, July 29th.

For more information:

Program Application: <http://usat.ly/mS8YGo>

Program FAQ: <http://usat.ly/obqgPq>

Alumni Testimonials: <http://usat.ly/XnxyID>