

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

THE MONDAY MEMO
J-School Generations Oct. 20 - 21



J-School Generations

Students and alumni are encouraged to attend J-School Generations on Oct. 20-21. This year's event will have some new features, including [J-Talk, a TED-style lecture event](#) featuring alumni speakers **Erica Hawthorne**, **Andy Marso** and **Johanna Maska**, who will share stories of inspiration and innovation that has guided them on their path in their lives and careers. Also new is a trivia/game show with students and alumni teaming up to win prizes. Find out who this year's [alumni guests](#) are and see the [schedule of events](#).

Faculty and staff news



Associate Professor Yvonne Chen's Strategic Campaigns class (above) welcomed their client, Kansas City Zoo, on Sept. 1. Client representatives **Sarah Gay** (marketing and communications manager) and **David Martinez** (school and community outreach coordinator) discussed challenges and opportunities to promote Zoomobile, a primary focus for campaigns this semester.

STARRK, a student Campaigns group (right), celebrated their Bronze Quills award from the International Association of Business Communicators with client **Michelle Keller** (vice president of Patient Services of Swope Health Services) on Aug. 30. Pictured are **Rylie Bicknell** and **Ali Peterson**

(bottom row, from left); **Michelle Keller**, **Teanna Totten**, **Shannon McGraw** and **Ryan Nelson** (top row, from left). **Krysti Cole**, another group member, was unable to attend. Their campaigns professor was **Associate Professor Yvonne Chen**.



Associate Professor Hyunjin Seo will present on the issue of digital inclusion in smart city projects during the Red Hot Research session at 4 p.m. Sept. 9 at the Commons in Spooner Hall. The session will feature professors from different disciplines whose research offers implications for smart city initiatives across the United States.

Seo's Strategic Campaigns class (below) welcomed on Aug. 29 three representatives from the Kansas City, Missouri, government: **Kate Garman**, innovation analyst; **Chris Hernandez**, director of city communications; and **Kelly Lynch-Stange**, senior advisor for digital communications and civic marketing. **Seo's class** is working with Kansas City, the client for the class this semester, to develop branding strategies for an innovation center to open in the city next year as well as marketing plans for smart city initiatives.



Student news and opportunities

Congratulations to student **Scott Chasen**, who is a national finalist in the Pinnacle Awards for Best Sports Game Story. Read about Chasen's summer internship covering the Kansas City Royals for MLB.com in our [Internship Experience Blog](#).

The Kansas Soybean Commission is offering scholarships to four Kansas journalism students to attend Biotech University on Oct. 27-28 at the Cronkite School of Journalism at Arizona State University in Phoenix. The scholarships will cover all travel expenses, hotel accommodations and meals for the students selected for this unique opportunity. [Get the details.](#)

Alan Blanchard, a representative with the Pulliam Journalism Fellowship, will be on campus Sept. 9 interviewing students committed to a career in news journalism. The interviews will be conducted at Stauffer-Flint Hall, Room 119. Juniors, seniors and graduate students as of Nov. 1, 2016, are eligible for the 10-week summer program. Students should have campus media experience and ideally, off-campus news internship experience. The program is scheduled for June 5-Aug. 11, 2017, at the Indianapolis Star or Arizona Republic. Students interested in securing an interview time should contact **Steve Rottinghaus**, career and outreach coordinator, at steve_rottinghaus@ku.edu or drop by his office in Stauffer-Flint, Room 120. More information about the program can be found at www.indystar.com/pjf.

Audrey Evans, a senior recruitment manager with advertising agency Division-D, will interview students on Sept. 15 for four full-time positions: account executive, assistant account executive, media buyer and account manager. Eight interview times remain. Students interested in interviewing should contact **Steve Rottinghaus**, career and outreach coordinator, at steve_rottinghaus@ku.edu or drop by his office, Stauffer-Flint, Room 120. For more on Division-D, go to <http://www.divisiond.com/>.

KJHK, KU's award-winning, student-run radio station, is recruiting new members for the fall semester. KJHK sports staff members have a chance to provide play-by-play announcing or sideline reporting for home football and basketball games; produce podcasts and vodcasts;

contribute to FM sports talk shows; and write articles for KJHK.org. [Apply here](#). KJHK is also accepting applications for DJs, archive staff, content staff, music staff, production staff and street team. To learn more about all the opportunities available at KJHK, you can visit [the website](#) or stop by the first all-staff meeting of the semester at 5:15 p.m. Sept. 7 in The Jay on Level 1 of the Kansas Union.

Associate Professor Carol Holstead, KSPA Director Eric Thomas and doctoral student **Ren Harn** have arranged a free showing of "[Design Disruptors](#)," a movie about technology innovation and design, at 5 p.m. Oct. 4 in Woodruff Auditorium. There should be plenty of seating, but [you can reserve a seat here](#).

The KU Advertising Club is having an info session and networking event at 7 p.m. tonight at Bullwinkles. The first meeting is at 7 p.m. Sept. 20 in Staffer-Flint, Room 100. For more information, email kuadclub@gmail.com.

Internships and jobs

Find job and internship opportunities on the J-School's jobs and internships web page. You can filter by job or internship and full- or part-time. And don't forget that our career and outreach coordinator, [Steve Rottinghaus](#), can help you with your search. Recent opportunities include:

Jobs

[Communication and marketing assistant](#), University of Colorado (Denver, Colorado)

[Writer](#), CyberCoders (Kansas City, Kansas)

[Production director](#), KOLN/KGIN-TV (Lincoln, Nebraska)

[Communications specialist/web content coordinator](#), Office of Kansas Securities Commissioner (Topeka, Kansas and remotely)

[Weekend anchor/reporter](#), 1011 News (Lincoln, Nebraska)

Internships

[Summer 2017 internships](#), The Seattle Times (Seattle, Washington)

[Social media marketing intern](#), Jennings Social Media Marketing (Leawood, Kansas)

[Public relations internship](#), INK Inc. Public Relations (Overland Park, Kansas)

[Video, publicity and social media internships](#), 360 Sports (Colorado Springs, Colorado)

[Communications intern](#), Missouri Mavericks (Independence, Missouri)

[TV host/reporter](#), Consumer News TV (Kansas City, Kansas)

[PR, media, social media internship](#), Integrated Animal Health (Lawrence, Kansas)

[Political campaign internship](#), Koster internship and fellowship program (Missouri)

See more job and internship opportunities [here](#).

Alumni update

Brenna Malmberg, 2011 J-School graduate, is now a writer/editor for Houzz in Palo Alto, California.

Jourdain Smallwood, 2016 J-School graduate, is a team leader with the Boys and Girls Club of Kansas City.

In Memoriam

Janis Johanson Haydon, 1956 J-School graduate, died June 28 in Des Moines at age 81. [Read her obituary](#).

Willie L. Wilson, 1974 J-School graduate, died July 23 in Sugar Creek, Missouri, at age 69. [Read his obituary](#).

John Roberts, 1977 J-School graduate, died Aug. 20 in in Sicklerville, New Jersey, at age 61. [Read his obituary](#).

Events

Freshman career workshop

The Career and Outreach Office is hosting a workshop for J-School freshmen from 1 to 2 p.m. Sept. 7 in the Clarkson Gallery. Topics to be discussed include resume and cover letter development, navigating the website, social media presence, and finding jobs on campus and in the area. Other workshops through the Career and Outreach Office are planned throughout the academic year. Check the Monday Memo calendar below for a schedule. For more information, contact Steve Rottinghaus at steve_rottinghaus@ku.edu

KSPA Fall Conference presentations

More than 700 of the most talented journalism students in the country will meet in Lawrence on Sept. 19 for the Kansas Scholastic Press Association Fall Conference. Faculty are invited to volunteer to present a session on their expertise or something that intersects well with high school journalism. The theme for the event is "Too Close to Call" to coincide with the upcoming elections and political journalism. However, all strategic communications and journalistic presentations are welcome. Deadline to sign up is Sept. 9. Find [more information here](#) and [sign up here to present](#).

Google-SPJ presentation: At the KSPA Fall Conference, we also will sponsor a session by Google and the Society for Professional Journalists focused on using Google's online tools for research. This session is open to faculty and students. Space will be limited, so [sign up soon here](#). More info can be found [here](#). (Priority will be given to faculty if space runs out before the Sept. 9 deadline.)

JTech workshops

Fall semester JTech Training will be the first and third Thursday of each month at 4 p.m. The second and fourth Thursday will be a JTech workshop for students to work on the previous week's topic or get help on a project. All JTech events will be in Room 101. September workshops are:

- Sept. 15: WordPress: Get started/how to
- Sept. 29: Bonus Session: Adobe Apps (Slate and Voice for storytelling)



Montgomery Symposium

One of the nation's premier digital marketing experts will headline the 2016 Montgomery Family Symposium on Oct. 7 at the Adams Alumni Center. **Mike Blinder's** presentation will be designed to focus on ways to increase revenue from digital operations at Kansas Press Association member newspapers. Blinder, founder of the Blinder Group, is internationally recognized as an expert on media advertising. The schedule is:

Breaking Down Digital, 9:30-11:30 a.m.

Look beyond selling legacy print offerings (and our local website) to remain competitive. Blinder will break down a list of digital services being sold by media groups around the world.

Lunch and program, 11:30 a.m. - 1 p.m.

Taking Digital To Market, 1-3 p.m.

This session will cover real-world case studies on how newspapers are bundling digital products with legacy offerings.

The J-School has several paid spots available to faculty or students. Please contact **Pam Fine** at pamfine@ku.edu to learn more. [Get more details here](#).

Celebrating Centennials

The William Allen White School of Journalism and Mass Communications is a sponsor for "Celebrating Centennials," a program to honor the 100-year anniversary of the Pulitzer Prize and the Baldwin City Library.

The library was selected by the Kansas Humanities Council to participate in its 2016 Pulitzer Prize Centennial Campfires Initiative program. The program in Kansas, "The Pulitzer Project in Kansas: William Allen White and Freedom of Speech," explores issues related to freedom of speech, democracy today, the role of William Allen White in Kansas history, and the impact of the Pulitzer prizes in journalism.

University of Kansas faculty, staff and students are welcome to attend the events at the library, 800 Seventh St., Baldwin City. Admission is free. All events begin at 7 p.m.

The event schedule:

Sept. 27

Writing workshop: "Flying through the Alphabet: A Poet's Tools"

Led by Baker University Assistant Professor of English and writer-in-residence **Marti Mihalyi**.

Oct. 25

Informance: "William Allen White: The Kansas of His Time"

KU professor emeritus **Jack Wright** will tell about the life and times of the KU alum and Emporia Gazette editor, Kansas' first Pulitzer prize winner.

Mark your calendars

Sept. 7: Career and Outreach Connection for Freshmen, 1-2 p.m., Clarkson Gallery

Sept. 14: Career and Outreach Connection for Sophomores, 1-2 p.m., Clarkson Gallery

Sept. 19: KSPA Fall Conference at the Kansas Union

Sept. 21: Career and Outreach Connection for Juniors, 1-2 p.m., Clarkson Gallery

Sept. 28: Career and Outreach Connection for Seniors, 1-2 p.m., Clarkson Gallery

Sept. 29: Doughnuts with the Dean, 9 a.m., Clarkson Gallery

Oct. 9-11: Kansas Association of Broadcasters annual convention, Wichita

Oct. 13: Special dual session on portfolios LinkedIn and resumes with Career Services in Clarkson Gallery, 4 p.m.

Oct. 14: Faculty meeting, 1:30-3 p.m., 206 SF

Oct. 19: Career Fair Workshop and Networking, 1-2 p.m., Clarkson Gallery

Oct. 20-21: J-School Generations

Nov. 1: Career Fair, 10 a.m.-3 p.m., Kansas Union

Nov. 16: Doughnuts with the Dean, 9 a.m. Clarkson Gallery

Nov. 16: Networking that Works, 1-2 p.m., Clarkson Gallery

Dec. 9: Faculty meeting, 10-11:30 a.m., and lunch, 11:30 a.m.-1 p.m., Clarkson Gallery

Jan. 27: Faculty meeting, 1:30-3 p.m., 206 SF

Feb. 24: KSPA Regional Contest at the Kansas Union

March 10: Faculty meeting, 1:30-3 p.m., 206 SF

May 5: Faculty meeting, 10-11:30 a.m., and lunch, 11:30 a.m.-1 p.m., Clarkson Gallery

May 6: KSPA State Contest at the Kansas Union

To see all J-School events, go to <http://journalism.ku.edu/calendar>

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