



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 42, #5, SEPTEMBER 4, 2012

J-SCHOOL CALENDAR OF EVENTS:

Fall 2012		
Sep. 4	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Sep. 7	Friday Education session (FrEd) Topic: Grade Appeals	<i>10:30 a.m., 303 Stauffer-Flint. The J-School Advising office will be on hand to talk about the University's policies and a comparable J-School policy.</i>
Sep. 8	Band Day, KU vs. Rice	<i>TBA</i>
Sep. 10	Faculty Lunch and class visits: Jim Brown and Phil Bressler	11:00 a.m. - 12:15 p.m. 303 Stauffer-Flint
Sep. 11	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Sep. 18	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Sep. 21	Faculty Meeting	206** (updated location) S-F, 1:30 - 3:00 p.m.
Sep. 21	Stratcom Track Meeting	3:00 - 4:00 p.m., 206 Stauffer-Flint Hall
Sep. 23-28	MilJo (Media and the Military Workshop for Journalists)	Ft. Leavenworth, KS
Sep. 24	KSPA Fall Conference	<i>Kansas Memorial Union Session I - 10:10 - 10:55 Session II - 11:05 - 11:50 Session III - Noon - 12:45 Session IV - 12:55 - 1:40</i>
Sep. 25	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Sep. 28	KU Art Walk (J-School showcasing alumni and student photographer exhibits in Stauffer-Flint Hall)	<i>1:30 - 5:00, details TBA</i>
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. 5	Staff meeting and lunch	<i>Location TBA, 12:00 – 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. 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. 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> Facebook J-School website
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. 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. 9	Faculty Meeting	<i>206 SF, 1:30 – 3:00 p.m.</i>
Nov. 12	Veterans Day (observed)	<i>USS & UPS staff holiday with supervisor permission</i>
Nov. 13	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Nov. 15–16	PTSD Conference	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.
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>
Spring 2013		
Jan. 22	First day of spring classes	
Feb. 8	William Allen White Day	<i>Adams Alumni Center, Kansas Union & 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 & 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:

David Guth and **Chuck Marsh** have been commissioned by Pearson/Allyn & Bacon to begin work on the sixth edition of *Public Relations: A Values-Driven Approach* and the fourth edition of *Strategic Writing*. The new editions will be published for the Fall 2014 semester.

Chuck Marsh has been elected chair of the University Core Curriculum Committee. The committee is charged with certifying courses and learning experiences nominated by academic units for inclusion in the university's new core curriculum, scheduled to begin in Fall 2013. In 2011-2012, he served on the satellite and transition committees that wrote the plan for the new curriculum.

Guth's class had a "tweet-up" session on Twitter following Romney's acceptance speech. His students are planning to do another session following Obama's acceptance speech Thursday at the Democratic National Convention, during the debates and on Election Night.

Diane Etzel-Wise (associate coordinator) and Christopher Griffith (assistant coordinator) from Human Subjects Committee of Lawrence (HSC) visited **Tim Bengtson's** Strategic Campaigns class on Wednesday (Aug. 29) to provide an overview on how to design a research plan involving human subjects and to answer questions. Etzel-Wise and Griffith also explained the history and rationale of HSC.

Max Utsler gave two presentations last week on "The Big Bucks of Television and Sports" at Village Shalom University, a week-long educational program at the Village Shalom Senior Living Community in Overland Park.

Maggie Koerth-Baker, who graduated from the school in 2004, spoke to **Carol Holstead's** Multimedia Reporting class on Aug. 31. She discussed her work as a science writer and her book, *Before the Lights Go Out*, which explains how our energy systems were built and how they work. On Aug. 30, she had a book signing at The Raven, and on Aug. 31 she also spoke at Prospero's Books in Kansas City. She is the new science columnist for the *New York Times Magazine*.

Hyunjin Seo's manuscript titled "Identifying public perspectives of relationships with applications to public diplomacy" was accepted for publication in *Public Relations Reviews*. The manuscript was co-authored with Dennis Kinsey at Syracuse University.

Doug Ward's article "Pushing Through the Perils of Online Teaching" was published last week in the ProfHacker section of the *Chronicle of Higher Education* website.

Ward has been appointed to the University's Teaching and Learning Technologies Team, which will advise the senior vice provost and the chief information officer on learning management systems like Blackboard, and integration of tools to aid online and hybrid learning.

Ward is part of a working group evaluating companies that would help the University accelerate development of online degree programs. The group met last week with Academic Partners of Dallas. It met in late July with Everspring, a start-up company based in Chicago.

Bob Basow traveled to Kenya in June with the Community Development team of Kansas-To-Kenya. His videos on microfinance, women's health, literacy and E-readers, and construction and drip irrigation can be seen at kansas2kenya.com/videos. His story on the team's work ran in the *Lawrence Journal-World* on September 2.

ALUMNI AND STUDENT NEWS:

Christine Curtin, 2012, accepted a job at Walker Sands, a public relations firm in Chicago. Her blog was also picked up by [PR Daily](#).

OPPORTUNITIES:

Faculty:

National Conference for Media Reform (Denver 2013) [Proposal submission deadline](#) (Sep. 10, 2012)

BEA Panels, Papers, Nominations & Research call deadlines (September 15, 2012 – January 7, 2013): Visit [BEA online](#) for a full list of up-to-date deadlines and opportunities.

Students:

\$22,000 in Scholarships available through BEA. See the [online site](#) for full list of scholarships available for the 2013-2014 school year. Many deadlines are Oct. 7, 2012.

Interns needed for *J-Links*, the J-School's publication (printed twice a year). Writers, editors, photographers needed (mostly writers). To learn more and apply, contact Natasha Veeseer at tashj@ku.edu and Patty Noland at pnoland@ku.edu. Also visit [the internship board](#) to learn more on the positions available.

Thursday Tweet Challenge: Keep an eye on our J-School Twitter account ([@KUJournalism](#)) every Thursday. Be the first to answer the Tweet Challenge we send out (it may be an editing question, J-School history, etc.) and you can win a prize.