J-SCHOOL SPRING CALENDAR OF EVENTS:

Apr. 3:  Ad Club meeting, 7:00 p.m., 2092 Dole.

Apr. 5:  Faculty Lunch with both Charlotte Kirk Howard and Ramsey Moshen in S-F 303 at 12:15 p.m.

Apr. 10: PRSSA meeting, 100 ST-F, 7 p.m. (officer elections)

Apr. 16  Budig Teaching Professorship of Writing Lecture, Alderson Auditorium, Kansas Union. Doug Ward will give his lecture at 4:00 p.m., followed by a reception in the Traditions Area.

Apr. 17:  Ad Club meeting, 7:00 p.m., 2092 Dole.

Apr. 17:  School of Journalism Awards and Scholarships Ceremony, Big 12 Room, 4:00 – 5:00 p.m. **Please note this location has changed. It was previously scheduled to be in Woodruff Auditorium**

Apr. 24: PRSSA meeting, 100 ST-F, 7 p.m. (officer transition meeting)

May 1:  Ad Club meeting, 7:00 p.m., 2092 Dole.

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, 8:30 a.m., Lied Center and Stauffer-Flint lawn.

May 13: Commencement, Memorial Stadium, 10:30 a.m.

May 28: Memorial Day Holiday, offices closed.
First day of classes

Kansas Journalism Institute

**FACULTY/STAFF NEWS:**

Mugur Geana's article, "Improving Health Promotion to American Indians in the Midwest United States: Preferred Sources of Health Information and Its Use for the Medical Encounter," has been accepted for publication in the *Journal of Community Health*. The manuscript is the result of his research collaboration with colleagues from the Department of Family Medicine, KUMC.

Jerry Crawford's article, “A link to the future: A pilot study look at how Historically Black Colleges And Universities with journalism and mass communications units use the Internet in recruiting,” has been published in the journal *Contemporary Issues in Education Research*. The study examined how HBCUs and Predominantly White Institutions (PWIs), like KU, should use technology along with more traditional recruiting methods to connect with prospective students. Also, Crawford presented his research, “Choosing Higher Education: Goodbye to the digital divide,” during a workshop as part of the 2nd Annual Spring Symposium on the Scholarship of Diversity on March 29 at KU. The presentation examined how the digital divide, as first defined by the 1968 Kerner Commission, has possibly narrowed between whites and minorities, in regard to the access to technology.

Tien-Tsung Lee’s study on ‘everyday differences’ of liberals and conservatives was featured on KU Today. The study examines the psychographic differences between people who self-identify as liberal or conservative. He will present the research in May at the International Communication Association Convention. [http://www.news.ku.edu/2012/march/28/views.shtml](http://www.news.ku.edu/2012/march/28/views.shtml)

Simran Sethi’s paper, “To Defend & Protect: Sustainability in the U.S. Military,” has been accepted for the upcoming Environmental Security: Academic and Military Perspectives conference, to be held in Lawrence April 23-24. Her study explains the psychological barriers to engagement on climate change, detailing how expanded discourse on national security and energy independence, revised framing of efficiency and return on investment, and activation of cultural values of patriotism and self-sufficiency can foster expanded engagement among diverse—and currently disengaged—constituents.

Scott Reinardy’s manuscript, "TV sportscasters 1, Burnout 0: Resources sideline the job stressors of sports broadcasters," appears in the Spring 2012 issue of the *Journal of Sports Media*.


Frank Jurden, director of strategy for VML, will be a guest speaker in Patty Noland’s Message Development class Monday, April 9.

Doug Ward has been selected to participate in the Best Practices Institute of the Center for Teaching Excellence. He plans to work on creating elements for hybrid courses, which will combine online lectures, quizzes and other material with in-person classroom discussions and labs. Participants receive a $1,000 grant.

Hyunjin Seo’s proposal to the KU New Faculty General Research Fund has been awarded.
Crystal Lumpkins’ manuscript titled “Hollywood and Breast Cancer Prevention among African American Women: An Analysis of Breast Cancer Risk Narratives in the California ‘Every Woman Counts Campaign’ was recently accepted for publication in the *Journal of Media and Communication Studies*. She also is a discussant in an upcoming panel titled "Contributions by Women Academicians to Intercultural Dialogue in Multicultural Societies." The event is sponsored by the Intercultural and Interfaith Dialog Student Association and will take place noon to 1 p.m., Thursday, April 19 at Alderson Auditorium in the Kansas Union.

**David Guth** was a panelist at the Global and Local Iterations of Demonstrations event Wednesday, March 28, at the Spencer Museum of Art. His presentation was on the “Public Relations of Protest.”

*Image courtesy of the Spencer Museum of Art, University of Kansas*

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**FACULTY / STAFF OPPORTUNITIES:**

Final client presentations for Jimmy Gentry's Capstone in Marketing Communication class will be: The American Restaurant, 2 p.m. Thursday, April 5, at the restaurant at Crown Center; Children’s Mercy Family Health Partners, 7 p.m. Monday, April 9, Room 100 Regents Center, and Charlie’s House, 7 p.m. Thursday, April 12, Room 100 Regents Center.

**CTE is pleased to host a series of workshops with teacher/scholar John Bean**

Bean is the author of a popular book on teaching in higher education titled *Engaging Ideas: The Professor’s Guide to Integrating Writing, Critical Thinking, and Active Learning* in the Classroom. Bean is a professor of English at Seattle University and the author of many articles and books on composition and argument. KU professors who have read *Engaging Ideas* have identified it as one of the most thoughtful and practical books they've read on teaching in higher education.

Faculty, instructional staff, and GTAs will have several opportunities to interact with Prof. Bean. His general workshop will be held:

**THURSDAY, APRIL 5**

Powerful Homework, Engaged Class-Time: Designing Critical Thinking Problems that Promote Deep Learning while Teaching Disciplinary Inquiry and Argument: 2:30 – 4 p.m., Big 12 Room of Kansas Union.

When confronted with engaging problems, students come alive in the classroom. This workshop focuses on ways to design critical thinking problems that will help students learn important concepts in your courses as well as disciplinary skills of inquiry, analysis, and argument. The workshop will suggest ways for incorporating these tasks into your course design: as class preparation writing assignments, as tasks for small group problem solving, or as ways to deepen and extend whole class discussions.

*RSVP: Email cte@ku.edu by Monday, April 2*
Other opportunities include the following:

THURSDAY, APRIL 5
Book Club Breakfast: 8 – 9 a.m., Center for Teaching Excellence, 135 Budig
If you've read any part of Prof. Bean's book, you're invited to join us for an informal discussion of his ideas during breakfast at CTE.
RSVP: Email cte@ku.edu by Monday, April 2

Engaging Ideas Seminar: 9:30 – 10:45 a.m., CTE, 135 Budig
During the seminar, participants will discuss with Prof. Bean two of his chapters: "How Writing is Related to Critical Thinking" and "Helping Students Read Difficult Texts." We're asking participants to read the chapters, then by Monday, April 2, send me a brief description of an idea they want to use in a class and would like to discuss. We'll forward the paragraphs to Prof. Bean before he arrives in Lawrence, and he will identify which ones to address during the seminar. We'll ask participants to share their ideas during the seminar, and Prof. Bean will have an opportunity to respond to them and promote general conversation on the key ideas and practices the examples raise. Please note that space for this seminar is limited.
RSVP: Email Judy Eddy at jeddy@ku.edu by Monday, April 2

FRIDAY, APRIL 6
One-on-One Meetings: To be scheduled any time between 9 – 11:30 a.m.
If you won't be able to attend one of the April 5 sessions, you're invited to meet one-on-one with Prof. Bean. Contact me at jeddy@ku.edu to schedule a 30-minute appointment.

If you have any questions or need more information, please contact Judy Eddy at jeddy@ku.edu.

CTE Innovations in Learning Grant 2012
CALL FOR APPLICATIONS—DEADLINE APRIL 23
The Center for Teaching Excellence (CTE) is offering one $10,000 grant (with potential renewal) to help groups of faculty members develop a culture that supports innovative teaching and fosters deep student learning. Programs, departments, and informal interdisciplinary clusters are invited to submit applications for projects that propose ways to build this culture by integrating sustained attention to teaching innovation and the improvement of learning into the regular and recurring activities of the group. For complete information, contact:
Dan Bernstein, Center for Teaching Excellence, at 864-4199 or djb@ku.edu.

Alumni/Student News:

ESPN founder Bill Rasmussen will speak on Wednesday, April 4 at 7 p.m. as part of Student Union Activities Student Lecture Series. Tickets are free for KU students and $5 for the general public - available in the SUA Box Office, Kansas Union, level 4. This event is co-sponsored by the School of Journalism, KJHK and Coca-Cola.

Be a Journalism Student Ambassador. The Journalism Student Ambassador Program is now accepting applications. Enthusiastic News/Info and Strat Comm students encouraged to apply. Contact Wayne Larson, waynel@ku.edu, S-F Room 117, for more information. Jayhawkjournalism.org/contact. Applications due April 8.

KU PRSSA officer elections will be held April 10. Candidates will have 30 to 60 seconds to say why they wish to be an officer and what new ideas they could bring to the group. PRSSA Officer Applications are available, due April 2 in the PRSSA mailbox. Officer turnover is April 24. Contact club president Virginia Downing at ginid08@ku.edu for more information.
Alumna **Haley Harrison** is now to a reporter for KMBC in Kansas City. She was a general assignment reporter at D.C.’s WJLA.

**Taylor Lewis** has been selected to participate in the New York Times Student Journalism Institute. The program, which is co-sponsored by the National Association of Black Journalists, will be held May 13 to 28 in New Orleans. Students work with editors and reporters from the Times and the Boston Globe in creating and editing stories, photos, graphics and video for an institute website. They will also publish a newspaper.

**Justin Henning**, alumnus and social media coordinator at KU University Relations, visited Hyunjin Seo’s Social Media in Strategic Communication class to discuss how social media is used in branding higher-education institutions.

For the second year in a row, **The University Daily Kansan advertising staff** won Best in the Nation among college newspapers with a circulation above 30,000 at the College Newspaper Business & Advertising Managers’ 2012 convention in Miami. **Joe Garvey**, 2011, won Best Ad Manager of the Year. **Graham Greene** is the Ad Designer of the Year. **Lorin Jetter** won the Saturday Morning Sell Off mock client call and $250. **Kelsey Connolly**, Garrett Lent, Korab Eland, Jordan Decker, Ross Newton, Becca Ross, Laura Sweet, and advisor Jon Schlitt also attended the conference.

The UDK also won:
Best of Category – Best Rate Card
1st place – Best Promo ad – Full Color
1st place – Best Training Program
1st place – Best Sales increase of a Special Section
2nd place – Best ROP Group Promo
2nd place – Best Sales incentive

**STUDENT OPPORTUNITIES:**

For more Student Opportunities, visit: [http://www.journalism.ku.edu/services/student-opportunities.shtml](http://www.journalism.ku.edu/services/student-opportunities.shtml)

The Lawrence Journal-World is looking for freelance features writers for Go!, Pulse and [Lawrence.com](http://www.lawrence.com). Writers would be called upon as needed and are paid per article. Story topics include parenting, families, profiles, arts, entertainment and health. We are also looking for writers who can generate their own story ideas. If interested, contact Katie Bean at go@ljworld.com, and be prepared to furnish writing samples.

**Kansan Web Workshops** are being held 4/3, 4/10, 4/17 and 4/24. The sessions are free and will teach HTML and CSS. Contact tshedor@kansan.com or visit [http://media.kansan.com/static/workshop/index.html](http://media.kansan.com/static/workshop/index.html) for more information.

**PHILIP WHITCOMB ESSAY CONTEST**

Please encourage all undergraduates at the University of Kansas to enter the annual Philip Whitcomb Essay Contest. The contest honors Philip W. Whitcomb, a native Kansan, who was a Rhodes Scholar, a distinguished journalist, and a KU Ph.D.

Essays should be no longer than 3,000 words. Guidelines say they should address “the relationship of knowledge, thought, and action in public affairs and public policy.”
The contest committee interprets this broadly. An essay may deal with any topic that is or should be of broad public interest. The topic might be political, literary, artistic, intellectual, scientific, or technological. The important thing is that the essay make plain the importance of the topic, that it be written for a broad public, and that it deal, in one fashion or another, with the relations between knowledge, thought, and action. Appropriate essays based on honors essays, term papers, and the like, would be welcome.

Cash Prize of $500  
Prize Book  
Recognition on Whitcomb Plaque

Essays are due to  
Nunemaker Center by 4:00pm on Friday, April 13, 2012  
Further information is available at 864-4225 or  
http://honors.ku.edu/current_students/scholarships/whitcomb.shtml.

Nantz Award and STAA All-America program  
Applications are being accepted through April 16 for the 2012 Jim Nantz Award and STAA All-America program, recognizing the nation's most outstanding collegiate sports broadcasters.

The Jim Nantz Award will be presented June 11 at the National Sportscasters and Sportswriters Association award banquet in North Carolina. The winner will receive hotel accommodations and access to all of the events associated with NSSA's four-day-weekend awards celebration.

For application details, a history of the award, and video of last year's presentation, visit:  
http://www.staatalent.com/all-america  
Contact:  
Jon Chelesnik  
CEO, STAA  
(949) 215-6713  
http://www.staatalent.com

Hearst Awards Competition Deadlines:  
Multimedia Competitions Team Multimedia Storytelling – News: April 10

Contact Scott Reinardy for details.