



## THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 41, #18, NOVEMBER 28, 2011

### J-SCHOOL FALL CALENDAR OF EVENTS:

- 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.
- Dec. 1: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Dec. 3: **Digital Diversity Summit**, 100 ST-F Hall, 11:00 a.m. – 4:30 p.m. (CST) (Details below)
- 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
- Dec. 8: **Strategic Campaigns (Prof. David Guth)**, Kansas Department of Commerce, Big 12 Room – Kansas Union, 7:00 p.m.
- 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. (Faculty holiday get together following meeting – see next item).
- Dec. 9: **Holiday Get Together** – 12:30 p.m. Resource Center, catered by Kansas Union catering.
- 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. 15: **Chancellor's Holiday Reception**, 3:30 – 5:00 p.m., Adams Alumni Center, Bruckmiller, McGee & All American
- Dec. 16: **Staff workshop**, 10:00 a.m. – 2:00 p.m., Courtside Room, Burge Union.
- 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/STAFF NEWS:

**Teresa Lamsam's** research with Haskell Indian Nationals journalism instructor **Rhonda LeValdo-Gayton** on how diabetes among Native Americans is portrayed in the media is the focus on an article on wellcommons.com.

<http://wellcommons.com/groups/wellness/2011/nov/26/study-sheds-light-on-diabetes-among-nati/>

**Simran Sethi** served as a guest blogger for the Business for Social Responsibility, is featured on the French blog "Constructing Our Future" and had her interview with Vermont Gov. Peter Shumlin featured online as well. Links listed below:

<http://www.bsr.org/en/our-insights/blog-view/in-your-words-journalist-and-author-simran-sethi>

<http://construirenotrefutur.tumblr.com/post/12600942734/simran-sethi>

<http://www.digitaljournal.com/pr/495963>

**Cara Farnell's** photo "Walking in a campus wonderland" won a prize as part of KUEA's photo contest.



## ALUMNI NEWS:

**Cassie Rupp**, 2010, appears on the second season of CMT's reality show "Sweet Home Alabama". The show takes 11 "city" and 11 "country" girls and pits them against each other as they try to win the heart of one man. Rupp earned the name "Rock Chalk Cassie" during taping. The show airs Fridays at 8:00 p.m. on CMT.

**Patrick Stacy**, May 2011, is now working full-time for the Kansas City Chiefs Customer Relations Department. He is also a guest blogger for a pro sports communications blog. Prior to joining the Chiefs, Patrick was a limited-term position through Octagon Marketing as an event coordinator for the BMW Drive for Team USA. He traveled throughout the Pacific northwest from June to August putting on events and assisting in BMW's efforts to raise money for the US Olympic team.

**Mark Shonka**, 2009, now works in brand management for The Richards Group. Shonka earned an MBA from KU in 2011. He joined **Alex Cohen**, 2008, and Alma Fuentes, brand management recruiter, on Nov. 14 and 15 as they visited J-School classes.

## ADOPT-A-FAMILY:

Our J-School graduate students have organized an Adopt-A-Family project again this year through the Ballard Center in Lawrence. This year, they've adopted a family of nine. J-School students and faculty are invited to participate in the program. J-School students and faculty are invited to participate in the program. We will ensure each member of the family receives a new outfit, a gift and a gift card for a holiday dinner. To meet these goals, we will collect gift cards to Walmart, Dillons, HyVee, Toys R Us, etc. Cash donations will be accepted as well. We will use cash donations to purchase additional gift cards for the family. If you would like to participate, the deadline is Thursday, Dec. 8 at 5:00 p.m. Please bring donations to the dean's office in 200 Stauffer-Flint or contact coordinator Alice Hunt to give donations directly to her. Clothing donations are also welcome. Please contact Alice Hunt for specific clothing needs. Graduate student Alice Hunt is leading this year's project. She can be reached at [alice.hunt@ku.edu](mailto:alice.hunt@ku.edu).

More information is also available at: <http://www.journalism.ku.edu/news/adopt-a-family.shtml>

## PROFESSIONAL CLOTHING DRIVE:

The officials in KU Career services (Journalism, Business, Engineering and Liberal Arts) are collecting donations for this year's professional clothing closet. The drive takes place through November. Donations will be part of the clothing closet housed at the University Career Center in the Burger Union. Students are able to pick out clothes to wear to interviews and career fairs.

The drive is accepting full suits, professional jackets or blazers, professional shirts and blouses, dress slacks, skirts in dark colors, ties, briefcases and portfolios. If you would like to donate, you may bring items to Patty Noland (120 S-F) until Dec. 1. If Patty is not in her office, the donation bin is inside the door next to her office (121 S-F).

## EVENTS:

**Digital Diversity Summit** - The University of Kansas School of Journalism and Mass Communications will co-host a digital diversity summit with the Online News Association (ONA) on December 3 as part of the J534 Diversity in Media class. The student-led summit will run from 11:00 a.m. to 4:30 p.m. CST in 100 Stauffer-Flint Hall and will focus on emerging issues in contemporary journalism including: net neutrality, media consolidation, broadband access in rural America, the role of citizen journalism in the Arab Spring, and comic journalism.

Schedule:

**11:00 – 11:05: Welcome from Simran Sethi, Associate Professor, KU William Allen White School of Journalism and Mass Communications** (@simransethi, @KUJournalism)

**11:05 – 12:20: Net Neutrality and Media Consolidation**

- *Openness and Access: The Two Pillars of Internet Policy*, Timothy Karr – Campaign Director, Free Press (@TimKarr, @freepress)
- *Media Policy for Social Change and Movement Building*, Amalia Deloney – Media Policy Field Director, Center for Media Justice (@guatemala, @mediajustice)
- *Putting Toll Roads on the Information Superhighway*, Michelle Janaye Nealy – Freelance Reporter and videographer (@michellejanaye)

**12:25 – 1:40: Bridging the Digital Divide**

- *Digital Divide(s): A Look at the Data*, Kathryn Zickuhr – Research Specialist, Pew Research Center’s Internet & American Life Project (@kzickuhr, @pewinternet)
- *Myths about the Digital Divide*, Jessamyn West – Community Technologist, MetaFilter.com (@jessamyn)
- *Crossing Digital and Social Divides in Los Angeles*, Kathleen Patton-Kimmel – CEO and President, Crossing the Digital Divide (@cddnp)

### **1:45 – 3:00: Grassroots Media on the Global Stage**

- *The Revolution Will Be Tweeted: The Effective Use of Social Media in The Arab Spring*, Dima Khatib – Latin America Bureau Chief, Al Jazeera (@Dima\_Khatib)
- *Graphic Voices: Comics Journalism and the Power of Non-fiction Visual Storytelling*, Dan Archer – Comics/ Graphic Journalist (@archcomix)
- *Mobilizing Friends and Followers: Effective Grassroots Activism and the Role of Social Media*, Lisa Dougan – Director of Field Outreach, Resolve (@lisadougan)

### **3:05 – 4:20: Accessibility and Opportunity**

- *The Best Day of My Life So Far*, Benita Cooper– Founder and Executive Director, The Best Day of My Life (So Far) (@bestdaysofar)
- *Seeing Anew: iPads and Cortical Visual Impairment*, Dr. Muriel D. Saunders – Assistant Research Professor, University of Kansas Life Span Institute
- *App 911: The Use of Technology in Disaster Communications*, Daniel Schaefer – Doctoral Candidate in Communications, Journalism and Mass Communication Technology Coordinator, University of Colorado-Boulder.

**4:20-4:30: Closing remarks from Jeanne Brooks, Community Engagement Manager, Online News Association (@jmfbrooks, @ona)**

## **FACULTY / STAFF/STUDENT OPPORTUNITIES:**

**CTI Mini-workshop – Privacy Issues and Peer Triads:** Nov. 30, 12:00 – 1:00 p.m., 135 Budig This lunchtime workshop was rescheduled from Sept. 28. The workshop will cover: How does KU’s policy on privacy intersect with contemporary culture, values and tools of engagement? How can you use social media in your courses? What should you avoid doing? What are the gray areas? How can we model effective uses of social media that students can take into their careers/lives? **Simran Sethi** will serve as one of the speakers for this session. A light lunch will be provided. Please register at [cte@ku.edu](mailto:cte@ku.edu).

**Mensa Education and Research Foundation 2011-2012 Scholarship Essay Contest:** Awards are made on the basis of an essay of no more than 550 words that describes the applicant’s career, vocational, or academic goals. It is NOT necessary that the applicant be a member of Mensa. The eligibility requirements are that the applicant be enrolled, for the academic year following the award, in a degree program in an accredited U.S. institution of post-secondary education, and that an applicant be residing in the participating local group of American Mensa of application. The general awards are unrestricted to age, race, gender, level of post-secondary education, grade point average and financial need. There are a few special restricted awards, some of which are listed on page two of the application. Winners MUST provide proof of school enrollment for Fall/Spring 2012-2013 prior to payment of award. For all requirements and to apply, fill out an application form, available at [www.mensafoundation.org/scholarships](http://www.mensafoundation.org/scholarships). **Submissions must be postmarked on or before**

Jan. 15, 2012.

**Hearst Awards Competition Deadlines:**

**Writing Competitions** Enterprise Reporting: Jan. 17 Sports Writing: Feb. 5 Personality Profile: March 6 Breaking News: March 27

**Broadcast Competitions** TV News: Jan. 31

**Multimedia Competitions** Narrative Multimedia Storytelling – Features: Dec. 6 The Human Condition: Jan. 24 News: Feb. 21 Team Multimedia Storytelling – News: April 10

**Photo Competitions** Picture Story/Series: Feb. 14

**Chronological Deadline Order** Multimedia: Narrative Multimedia Storytelling – Features: Dec. 6 Writing: Enterprise Reporting: Jan. 17 Multimedia: The Human Condition: Jan. 24 Broadcast: TV News: Jan. 31 Writing: Sports Writing: Feb. 5 Photo: Picture Story/Series: Feb. 14 Multimedia: News: Feb. 21 Writing: Personality Profile: March 6 Writing: Breaking News: March 27 Multimedia: Team Multimedia Storytelling – News: April 10

Contact [Scott Reinardy](#) for details.

**Funded Journalism Internship Program in Berlin** - Freie Universität Berlin and the German Academic Exchange Service (DAAD) are pleased to announce the fifth year of an intensive scholarship-supported summer seminar/internship program in Berlin for American journalism and communications students. The program is targeted primarily at currently enrolled undergraduate students, but graduating Seniors, recent graduates and Master's students will be accepted as well.

For the first six weeks of the program, participants will take part in a seminar series to expand their academic understanding of the politics, society and culture of Germany, and the country's current social conditions and media scene. During the second week, students will go on excursions within Germany together with journalism students from the Independent States of the former Soviet Union. The final five weeks consist of an intensive internship with a German newspaper, magazine, radio station or PR firm in or near Berlin.

Applicants must have at least "advanced intermediate" German skills to take part in the program, as the seminars and internships take place in the German language. The 15 applicants who are finally selected for the program will be awarded a monthly stipend of 650 Euros for the duration of their stay in Germany. DAAD will also provide health and accident insurance. Intercontinental travel is at the participants' expense.

The application deadline is January 31, 2012.

To find out about eligibility and the application requirements, please visit:  
<http://www.daad.org/page/internxchange/>

**Center for International Media Ethics (CIME) – Ethicontest 2011: “What are the ethical pitfalls of news photography from conflict or disaster zones and how should a journalist choose what to publish?”** The contest is open to aspiring and established media writers of all varieties, from journalists to freelancers to students. Deadline is November 30, 2011. The

details about how and to whom to submit an essay are available here:

[http://cimethics.org/index.php?option=com\\_content&view=article&id=60](http://cimethics.org/index.php?option=com_content&view=article&id=60)

**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