



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 41, #21, DECEMBER 19, 2011

J-SCHOOL FALL CALENDAR OF EVENTS:

- Dec. 22 – Jan. 2: **The School of Journalism will be closed.** There will be no federal or campus mail deliveries during this time. The Dean's Office and Resource Center will be closed during this time and most of the staff will be unavailable.
- 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**
- Jan. 24: **PRSSA meeting**, time and location TBD.
- Jan. 31: **Ad Club meeting**, 7:00 p.m., 2092 Dole.
- 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 – CNN's Candy Crowley will receive this year's William Allen White Foundation National Citation. More details on the event at www.journalism.ku.edu.
- Feb. 24: **KSPA (Kansas Scholastic Press Association) Regional Competition**
- Feb. 28: **Ad Club meeting (joint meeting with PRSSA for career fair prep)**, 7:00 p.m., 2092 Dole.
- Mar. 1: **Ad Club meeting**, 7:00 p.m., 2092 Dole.
- Mar. 9: **Faculty meeting**, 206 ST-F, 11:30 a.m.
- Mar. 19-23: **Spring Break**
- Apr. 3: **Ad Club meeting**, 7:00 p.m., 2092 Dole.

- Apr. 17: **Ad Club meeting**, 7:00 p.m., 2092 Dole.
- Apr. 17: **School of Journalism Awards and Scholarships Ceremony**, Woodruff Auditorium, Big 12 Room, 4:00 – 5:00 p.m.
- 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**, 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:

Kerry Benson presented “Social Media: Communicating Like a Human – Not a Robot” at the KU Edwards campus on Dec. 7 as part of the University’s “Professional Edge” community outreach program.

Terry Bryant welcomed three broadcast professionals to the school to critique J-692 and J-693 students’ final presentations. The guests included J-School alums Nate Hill (News Director, KSNT-TV, Topeka, Kan.) and Julie Kellogg (Executive Producer at KCTV in Kansas City), as well as Gerry Roberts (Former Assistant News Director at KMBC in Kansas City).

Doug Ward’s article on how technology has reshaped etiquette and attention spans was published by *PBS MediaShift* on Dec. 14. The article, "New Etiquette Needed for Technology In (and Out of) Classrooms," is available at www.pbs.org/mediashift/2011/12/new-etiquette-needed-for-technology-in-and-out-of-classrooms348.html

Simran Sethi is featured in *Good Business* for her work on sustainability (<http://www.good.is/post/the-green-side-of-business-dodocase-plans-for-the-sustainable-road-ahead/>). She is also featured in the just-released book “Shift and Reset: Strategies for Addressing Serious Issues in a Connected Society” by Brian Reich (Wiley, 2011). Featuring interviews with more than twenty-five experts, authors, and organizational leaders whose experiences and insights provide powerful evidence to support Reich’s important calls to action,

the book examines the many ways nonprofits can capitalize on social media to accomplish their mission.

<http://brianreich.tumblr.com/shiftreset>

Faculty and graduate students from the School of Journalism are asked to contribute to the new initiative "**Droplets of Research**." This project, proposed by **Mugur Geana**, aims to stimulate collegial collaboration as well as being a repository of possible research ideas for graduate students, and to promote research at our school. Participants are requested to share research ideas that they have explored, but not immediately pursued. These preliminary findings should be shared as a short, but rigorous, one-page paper. There is no timetable for them, and everybody is welcome to publish. These "droplets" will be made available in a section of our school website, under the research tab, and their publication will be announced in the Monday Memo. The first "droplet" is provided by **Geana**: "Exploring the use of Facebook demographics as regional health indicators."

STUDENT NEWS:

Maggie Young, who started the ED2010 KU Chapter this semester (a group for aspiring magazine editors), recently launched her own web magazine, *Get Fit Get Life*. She will intern at *Parents Magazine* in New York next semester. To read Young's magazine, visit her site: (<http://getfitgetlife.org/>)

Janene M. Gier has accepted a general assignment reporter position for Kansas First News (KSNT-TV) in Topeka. She begins in January.

ALUMNI NEWS:

Jana Correa, 2007, is one of two remaining contestants in contention for \$1.5 million on "O Aprendiz", the Brazilian version of "The Apprentice". "O Aprendiz" is currently in its eighth season. Each season 16-18 candidates are selected to compete for a contract in a company for at least one year. The show follows the same format as "The Apprentice", with contestants dividing into teams and performing a series of tasks involving marketing, real estate, promotions, sales, finance, charitable activities, advertising and business management. Correa, a Macapa, Brazil native, was a marketing major and played volleyball for the University of Kansas from 2003 – 2006, appearing in three NCAA tournament runs.

FACULTY / STAFF/STUDENT OPPORTUNITIES:

The Walter J. Travis Society, Inc awards- The Walter J. Travis Memorial Scholarship in recognition of the remarkable accomplishments and contributions of Walter J. Travis in the game of golf. In his pioneering career, he was a champion amateur golfer, esteemed golf course architect, innovative turf grass expert, and prolific golf journalist. Travis was founder and editor of one of the most influential golf magazines of his time, *The American Golfer*. We encourage applicants to learn more about the man in whose honor this scholarship has been established.

Go to: www.walterjtravissociety.wordpress.com or http://en.wikipedia.org/wiki/Walter_Travis

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. **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.

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.

