



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 41, #9, SEPTEMBER 26, 2011

J-SCHOOL FALL CALENDAR OF EVENTS:

- Sept. 25-30: **Bridging the Gap: A Military Experience for Journalists**, an intensive weeklong workshop at Ft. Leavenworth and Ft. Leonard Wood.
- Sept. 27: **Consensus Presents Civility Results at Dole Institute**, 7:30 p.m. Consensus Consulting will present the finding of its focus groups.
- Sept. 28: **Research Brownbag**, Faculty are encouraged to attend the first research brownbag of the semester in 104 S-F, 11:30 a.m. - 12:30 p.m. ****Please note the new date and time for this event (originally scheduled for September 22nd).****
- Sept. 25-Oct. 1: **Homecoming Week**
- Sept. 30: **Homecoming/Alumni Open House**, KUJH Newsroom, 4:00 – 6:00 p.m.
- Sept. 30: **News & Information Track Meeting**, 10:00 a.m.
- Sept. 30: **Research Presentation, Teresa Lamsam**, 303 S-F, 9:00 – 10:00 a.m.
- Oct. 1: **Homecoming Game**, KU vs. Texas Tech, 99th Anniversary of KU Homecoming
- Oct. 3-7: **PRSSA and Jayhawk Communications - Denim Day Effort**, Wescoe beach, 10:00 a.m. – 2:00 p.m.
- Oct. 4: **Journalism Learning Community (JLC)**, 100 Budig Hall, 3:55 – 4:40 p.m.
- Oct. 5 & 6: **Richard Louv, J-School graduate and author of “Last Child in the Woods”, visit and reception co-hosted with Natural History Museum**, Reception will be Oct. 5 at the Dole Institute, 10:00 a.m. More details below.
- Oct. 10 & 11: **Fall Break**, no classes.
- Oct. 12 - 14: **Mark Hamrick, Business Editor, Associated Press; President, National Press Club**, class visits and lunch with faculty, Oct. 13, 11:30 a.m. in 303 S-F. Please RSVP to Penny Hodge by Oct. 11.
- Oct. 13: **Andrew Ross Sorkin lecture**, Presented by the School of Business. Sorkin, the New York Times Chief Mergers & Acquisitions reporter, will speak on “The Global Economy: What’s Next” Oct. 13, 7:00 p.m., The Lied Center.
- Oct. 13: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Oct. 18: **Jane Pauley, Topeka Visit**, 1:00 p.m., Capital Plaza Hotel, 1717 SW Topeka Blvd., Topeka, Kan. For more information or to register, visit: <http://powerup2011.eventbrite.com/>
- Oct. 21: **News & Information Track Meeting**, 9:30 a.m.

- Oct. 23–25: **Kansas Association of Broadcasters Convention**, Oread Hotel, Lawrence, KS.
- Oct. 24: **Thabiti Lewis – Presented by The Project on the History of Black Writing**, Kansas Union Lobby, 7:00 p.m. (Journalism School is a part sponsor)
- Oct. 24–25: **Al Tompkins, Sr. Faculty Broadcast and Online, Poynter Institute**, class visits and lunch with faculty, TBA
- Nov. 1: **Journalism Learning Community (JLC)**, 100 Budig Hall, 3:55 – 4:40 p.m.
- Nov. 10: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Nov. 11: **Veterans Day**, USS & Unclassified staff holiday with supervisor permission
- Nov. 11: **Montgomery Symposium – Adams Alumni Center**, 9:00 a.m. – 4:00 p.m.
- Nov. 17- 20: **JEA/NSPA (Journalism Education Association /National Scholastic Press Association) Fall National High School Journalism Convention**, Minneapolis, MN
- Nov. 17: **Mike Swenson class visit**, to Diana O’Byrne’s campaigns class. We will have a faculty lunch with Swenson at 12:15 p.m. in 303 S-F. Please rsvp to Penny Hodge by Nov. 15.
- Nov. 18: **News & Information Track Meeting**, 9:30 a.m.
- Nov. 18: **Faculty Meeting**, 206 ST-F, 11:30 a.m.
- Nov. 23-25: **Thanksgiving Break**, no classes 11/23-25, offices closed 11/24-25
- December: **Chancellor’s Holiday Reception**, details TBA
- Dec. 1: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Dec. 6: **Journalism Learning Community (JLC)**, 100 Budig Hall, 3:55 – 4:40 p.m.
- Dec. 7: **Strategic Campaigns (Prof. Bob Basow)**, client TBA, 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
- December: **Strategic Campaigns (Prof. David Guth)**, client TBA, location/time TBA
- Dec. 8: **Last day of fall classes**
- Dec. 9: **News & Information Track Meeting**, 9:30 a.m.
- 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. 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 NEWS:

Simran Sethi will co-present at a CTE mini-workshop on Sept. 28th from 12:00 – 1:00 p.m. on “Teachable Moments: Privacy Issues in an Era of Show and Tell”. This workshop will focus on: How KU’s policy on privacy intersects with contemporary culture, values and tools of student engagement; How can you use social media in your courses; What should you avoid doing? What are the grey areas?; How can we model effective uses of social media that students can take into their careers/lives?

Sue Novak presented two sessions at the KSPA conference on Sept. 21: Grammar and AP Style, and Ethics in the Media.

Max Utsler presented at KSPA, acquainting students with the large number of jobs available in sports marketing, sales and promotion. Most of the conversation centered on minor league baseball, minor league hockey and NASCAR with an emphasis on how the KU J-School can prepare you for jobs in those areas.

Terry Bryant presented a workshop at KSPA on Video Storytelling. He had about 40 students along with nearly a half dozen high school teachers in his workshop. He talked to students about how to make their videos look professional and gave them tips for producing award winning entries for those submitting work to state and national contests.

Jimmy Gentry will make a half-day presentation on understanding financial statements as part of a day-long program entitled “Business Journalism Boot Camp” on Tuesday, Oct. 4, in Minneapolis, MN under the sponsorship of the Reynolds Center for Business Journalism at Arizona State University.

Scott Reinardy presented “Using Social Media in Sports Journalism” at KSPA. He discussed ways of incorporating social media into the sports coverage of student newspapers, TV broadcasts and websites.

Doug Ward presented a poster session “Where in the World? The uses and possibilities of GIS in media history” at the Representing Knowledge in the Digital Humanities conference in Lawrence. He also gave a session title

"Beyond the Inverted Pyramid: Using Alternative Story Forms" at the KSPA conference. Ward is serving as a beta tester for a new version of Camtasia Studio multimedia production software.

Wayne Larson visited high schools and community colleges as far west as Garden City in September. He also visited schools in Kansas City with help from faculty members and current students. He will be visiting high schools in the Wichita area in early October and more high schools in the Kansas City area later in the month. Larson will also represent the J-School at four upcoming college fairs.

Linda Lee's J 435 class Skyped with their "client" Popchips and its chief marketing officer Brian Pope and brand manager Stefanie Grossman from San Francisco. **Patty Noland** discovered the chips and **Lisa Loewen** contacted the company, which was eager to address a mid-western audience. The students will be creating traditional print, TV and radio executions for Popchips to hone their production skills but will also be producing new social media approaches for the brand. The Skype session was recorded for Professor Harold Hutt's class at the University of Costa Rica. Lee teaches the class along with Noland, **Eileen Hawley**, **Crystal Lumpkins** and **Michelle Wood**.

Gina Ford and Natasha Veese hosted a workshop for reporting students Sept. 24 to work on on-air presence, tease writing, anchoring and interview gathering skills.

STUDENT NEWS:

Christy Khamphilay (sophomore), Gretchen Hess (freshman) hosted a roundtable discussion titled "Making the Transition from High School to College Journalism" at the KSPA conference. They styled the session as a Q&A and explained why they chose to continue their journalism studies at KU, what they took from their high school publications and the opportunities and benefits from their time in the J-School.

Benjamin Harris Wilinsky and Amber Lynn Jackson are finalists for the 21st annual Ex.C.E.L. Awards. The award provides a \$500 scholarship to two students and the winners plan a leadership conference during the spring semester. The 10 nominees were selected based on leadership, effective communication skills, involvement at KU and in the Lawrence community, academic scholarship and the ability to work with a variety of students and organizations. Willinsky is a senior from Overland Park majoring in journalism and Spanish. Jackson is a senior from Kansas City, Kan. majoring in journalism.

ALUMNI NEWS:

Greg Farmer is the KC Star's new AME in charge of local coverage. Farmer was a former Kansan editor who received top honors in both Advanced Reporting and Advanced Editing. His story appeared in the Sept. 24 paper.

MARK YOUR CALENDARS:

Research Brownbag - J-School colleagues are invited to attend the first research brownbag meeting of the semester. The meeting will take place Wednesday, Sept. 28th from 11:30 a.m. to 12:30 p.m. in 104 S-F. New faculty members Hyunjin Seo and Peter Bobkowski will discuss their research projects. Arriving late or leaving early based on your teaching schedule is not a problem. Presenters for the rest of the semester are needed. If you are interested, please contact Tien-Tsung Lee. ****Please note the new date and time for this event (originally scheduled for September 22nd).****

Richard Louv visit and reception - J-School graduate Richard Louv will be honored at reception co-sponsored by the J-School, the KU Biodiversity Institute, the Lawrence Chamber of Commerce and Outside for Better Inside on Oct. 5, 10:00 a.m. - noon at the Dole Institute. Louv will be available to sign copies of his books. Faculty and students are encouraged to attend, schedule permitting.