



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 42, #24, FEBRUARY 11, 2013

J-SCHOOL CALENDAR OF EVENTS:

Spring 2013		
Feb. 11	Mike Swenson visit	Swenson will visit David Guth's StratCom I class. If you would like to have him visit your class, please contact Guth.
Feb. 11-12	Jim Chastain from RealityCheck Consulting Network will be on campus to interview interns.	Reserve your interview time by contacting Patty Noland at pnoland@ku.edu .
Feb. 13	Sean Branagan and Jim Chastain visit / faculty lunch	See details below. RSVP to Kerry Navinsky by Feb. 11.
Feb. 22	KSPA Regional Competition	
Feb. 27	Brownbag research lunch. Faculty will discuss their papers for the June ICA conference.	104 SF, Noon – 1 p.m.
Mar. 8	Faculty Meeting	206 SF, 1:30 – 3 p.m.
Mar. 18-22	Spring Break	
Apr. 16	School of Journalism Awards & Scholarships Ceremony	Kansas Room & Malott Room, 4 – 5:30 pm
Apr. 25-28	JEA/NSPA Spring Convention	San Francisco, CA
May 9	Last day of classes	
May 10	Faculty Meeting	206 SF, 1:30 – 3 p.m.
May 10	Stop day	
May 12-17	Finals	
May 18	J-School Graduate Recognition	Lied Center and Stauffer-Flint lawn
May 19	Commencement	Memorial Stadium, 10:30 am
May 27	Memorial Holiday	Offices closed
Jun. 4	First day of classes	
Jun. 23--27	Kansas Journalism Institute	

FACULTY/STAFF NEWS:

Hyunjin Seo's manuscript, "Online Social Relations and Country Reputation," has been accepted for publication in the *International Journal of Communication*.

The School of Journalism and KU Athletics partnered to broadcast the Jayhawks Challenge Indoor Track and Field event at Anschutz Pavilion on Jan. 25th. The event was broadcast live on KUJH-TV. It was the first live track meet broadcast on KUJH and the five plus half hours of coverage made it the longest event ever broadcast live on KUJH. **Terry Bryant** and **Cal Butcher** organized the effort.

A video of "**Common Ground: The Media, the Military and Post-Traumatic Stress**" is now online at: <http://www.youtube.com/playlist?list=PL-ANMTYxOGfUXZUngEt4csrxRD78Da5HJ>

The workshop, funded by the Robert R. McCormick Foundation, was coordinated by **Prof Barbara Barnett**.

Dr. Mugur Geana and **Royetta Rodewald** visited the Prairie Band Potawatomi Nation reservation on February 5th, 2013 for the first official meeting of the Community Advisory Board (CAB) for the study on developing an online resource for diabetes management. They were joined by Dr. Allen Greiner, Director of the Research Division of the Department of Family Medicine, KUMC, who contributed to the discussion and also presented to the CAB the intervention study on screening colonoscopy that he is currently implementing in the American Indian community.

To reduce time and costs associated with traveling to CAB meetings, Dr. Geana is using an innovative approach for getting timely feedback from CAB members on the initial phases of interface tailoring for the online application, by using a web-based survey application - Survey Artisan (developed by Dr. Geana). After the CAB meeting Dr. Geana and Ms. Rodewald conducted a series of in-depth interviews with residents of the reservation who are also diabetic patients in order to better understand the cultural dimensions of disease perception and interpersonal communication practices to be used in the information tailoring process for the online application.



Photo: "Mr. Jimmy Potter, Dr. Allen Greiner, Ms. Mamie Rupnicki and Ms. Royetta Rodewald posing for a quick photo with two of the Community Advisory Board members on February 5th, 2013. Mr. Potter is also member of the Prairie Band Tribal Council; Ms. Rupnicki is a former Chairman of the Tribal Council and a tribal elder, with extensive knowledge on the history, cultural dimensions and traditions of the Prairie Band."

STUDENT AND FACULTY OPPORTUNITIES:

Faculty portrait sessions this week

Marketing Communications will hold free, walk-in faculty portrait sessions on **Feb. 13 and 14** in Murphy Hall. The sessions will run from 8:30 a.m. to 4:30 p.m. in the Crafton-Preyer Theater.

It will only take a few minutes out of each faculty member's day and they will receive three to four photographs for their review and approval. They are encouraged to dress in business attire with neutral or muted colors. Prints and patterns distract, while black and white fabrics are hard to reproduce pleasingly.

[Click here for other portrait opportunities.](#)

Faculty Lunch / Special Visitors to J-School

The J-School is hosting a joint faculty lunch on **Wednesday, Feb. 13**, for **Sean Branagan**, Director of the Center for Digital Media Entrepreneurship at Syracuse University, and **Jim Chastain**, KU Alumnus, and founder of RealityCheck Consulting Network. Branagan is a guest speaker for **Hyunjin Seo's** Social Media in Strategic Communication class. Chastain is visiting the J-School to interview students for internships for his research consulting firm. **The luncheon will be from 11:30 to 1 in room 303 S-F.**

Nobel laureate to give public lecture on financial innovation

Nobel laureate and financial economist **Robert Merton** will present "A Next-Generation Solution for Funding Retirement: A Case Study in Design and Implementation of Financial Innovation" at 1 p.m. **Feb. 15** at the Dole Institute of Politics.



Merton received the Nobel Prize in Economics in 1997 for his work on the Black-Scholes-Merton model for pricing options. This model remains one of the best ways to determine the value of derivative securities, and it is considered one of the most important concepts in modern financial theory.

During his visit, Merton will meet with university officials, School of Business finance faculty, students and advisory board members. His presentation will include comments by KU alumnus David Booth.

Hearst Competition Deadlines:

Students, contact **Scott Reinardy** for more information or to submit an entry. Students can win up to \$2,600 for first place and the top five place winners also receive cash prizes. These awards are considered the Pulitzer Prize of college journalism.

Feb. 12: Television: News

Feb. 26: Photo: Picture Story/Series

April 2: Writing: Breaking News

Feb. 19: Multimedia: Enterprise

March 6: Writing: Personality/Profile

April 9: Multimedia: Team Reporting – News

Peter Sagal to visit KU

Writer and humorist Peter Sagal will speak at 7 p.m. **Monday, Feb. 18** in the Ballroom on level 5 of the Kansas Union.

The event, presented by Student Union Activities (SUA) as part of its annual Student Lecture Series, will include an audience Q&A and a book signing. Tickets are free for KU students with valid ID, and \$5 for the general public. Advance tickets and student ticket vouchers are available at the Union Programs Box Office, on level 4 of the Kansas Union. For more information, call (785) 864-7469 or visit www.suaevents.com.

2013 CCNMA Journalism Scholarships

APPLICATIONS: send email to ccnmainfo@ccnma.org

AVAILABLE: visit our website at www.ccnma.org or call CCNMA at (310) 458-8040

QUALIFICATIONS: • Latino heritage • Resident of California or attend a California college • Commitment to a career in journalism • Understanding of Latino issues

AWARDS: \$500 to \$1,000

DEADLINE: April 1, 2013

Fellowship Opportunity

The Health Communication Research Center at the University of Missouri School of Journalism is accepting applications for the 2013 Smith/Patterson Fellowship. The application deadline is **March 15, 2013**.

The Smith/Patterson Fellowship is a summer fellowship designed for a current Master's student studying science journalism, health communication or a related discipline. The Fellowship is competitive and the selected Fellow will receive a stipend up to \$3,000.

A full description of the program and the application process are available online at <http://hcrc.missouri.edu>.

The Fleishman-Hillard St. Louis Internship Program - accepting applications for Summer 2013 session (May 23 – Aug.30, 2013)

While at Fleishman-Hillard, interns have the opportunity to work with counselors to develop and execute traditional and digital media campaigns; write news releases, research papers, pitch letters and other correspondence; participate in new business opportunities; and coordinate events.

Applicants need at least a 3.2 GPA average and must have completed their junior year of undergraduate study, however, recent graduates are preferred. Applications are welcomed from students with concentrations in all major areas, but backgrounds in journalism, mass media, communications, public relations, and radio and television broadcasting are given first consideration. Experience in digital communications and/or media convergence is required.

March 1 deadline:

- Resume
- Cover letter expressing interest in the internship program
- Writing samples (three if possible): Examples would be something written for a classroom assignment (press release, pitch letter, media kit), a campus newspaper or magazine article, or an essay, letter, or memo of some sort
- Letter of recommendation from a former teacher, employer, or personal reference (teacher or employer are preferred)
- Transcript (*can be unofficial*)
 - This additional information can be sent via e-mail to stlouisinterns@fleishman.com or mailed to:

Intern Coordinator
Fleishman-Hillard Inc.
200 North Broadway
St. Louis, MO 63102

Please note, intern positions are full-time, 8:30 a.m. to 5 p.m. Monday through Friday, paid positions.

If you haven't already, visit the Web site for more internship program information at <http://fleishmanhillard.com/careers/internships-scholarships/st-louis-internships/>

AAF-KC Foundation Scholarship Application Now Available

The application closes at 11:59 PM on **Feb.15, 2013**.

Each year, the American Advertising Federation - Kansas City (AAF-KC) provides worthy college students majoring in advertising, marketing, graphic design and related fields with a scholarship, including:

- Financial assistance of \$750 per semester
- One-year support and counsel of a mentor from the membership of AAF-KC
- One-year membership in AAF-KC
- Invitations to attend all regular program activities of AAF-KC at no cost while in school (excludes annual ADDY Awards show)
- All AAF-KC mail and email notifications
- Membership in the American Advertising Federation

Students, get started on your application any time by visiting www.aafkcfoundation.com.