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Faculty News

On Friday, February 28 **Associate Professor Max Utsler's** research was featured as the headliner in the [KU Today Newsletter](#).

Utsler published a study, conducted with **Susie Epp** (MSJ 2010), in the Journal of Sports Media analyzing the televised image repair strategies of Mark McGwire, Alex Rodriguez and Barry Bonds. They examined the efforts through the lens of image restoration discourse theory. While they used varying tactics, the athletes had essentially the same results.

Chad Milton, a First Amendment Attorney, will speak to **Lecturer Michelle Worrall Tilton's** JOUR 618 class this week. He has worked for media liability insurers and brokers in Kansas City and New York and has more than 30 years experience defending media cases.

Assistant Professor Hyunjin Seo visited Beijing, China from February 21-25 as part of a three-person U.S. delegation from the U.S.-DPRK Scientific Engagement Consortium. During her visit, she met with counterparts from North Korea's State Academy of Sciences giving a presentation on digital media use and presentation skills and discussing bilateral exchange projects. The meetings were funded by the Henry Luce Foundation.

Professor Jimmy Gentry's Edwards Campus class, "Entrepreneurship and Integrated Marketing Communication," started the semester with a visit to the Kauffman Foundation. Since then the class has visited with entrepreneurs Lacey Ellis and Stephanie Lashley, creators of LittleHoots, and Bruce Steinberg, creator of Fine Vines Artisanal Ketchup. They've also visited Google Fiber. Upcoming classes will visit the K.C. Startup Village and will hear from a number of entrepreneurs, including Barnett Helzberg. This week's class met

with Maria Meyers, CEO of U.S. SourceLink and K.C. SourceLink, to learn about the scale of regional entrepreneurship activity.

Lecturer Kerry Benson's information on persuasion was published in the March 1 edition of a new online newsletter the KU Edwards campus sends to external stakeholders. KU Edwards Marketing Director Elaine Warren says the newsletter is "an excellent opportunity to feature a KU staff or faculty member as an expert.

Visiting Professor Dawn Fallik [live-blogged](#) the opening and closing Olympic ceremonies for The Wall Street Journal's culture section. Fallik also wrote an article for Al-Jazeera America about the True/False Film Festival in Columbia, Mo. Check it out [here](#).

Professor Jim Avery from the University of Oklahoma discussed student-run agencies with the Strategic Communication faculty on Friday, February 28 between 10:30 and noon. He continued the discussion with faculty from both tracks over lunch. The meeting was organized by **Associate Professor Tien-Tsung Lee**.

H.O.P.E. Award

Lecturer Kerry Benson was one of five finalists for the Class of 2014's H.O.P.E. (Honor for Outstanding Progressive Educator) award given on Feb. 26. It was her ninth time as a finalist. The award, established in 1959, is determined by student vote and a Board of Class Officers interview. Way to go, Kerry!

Student News



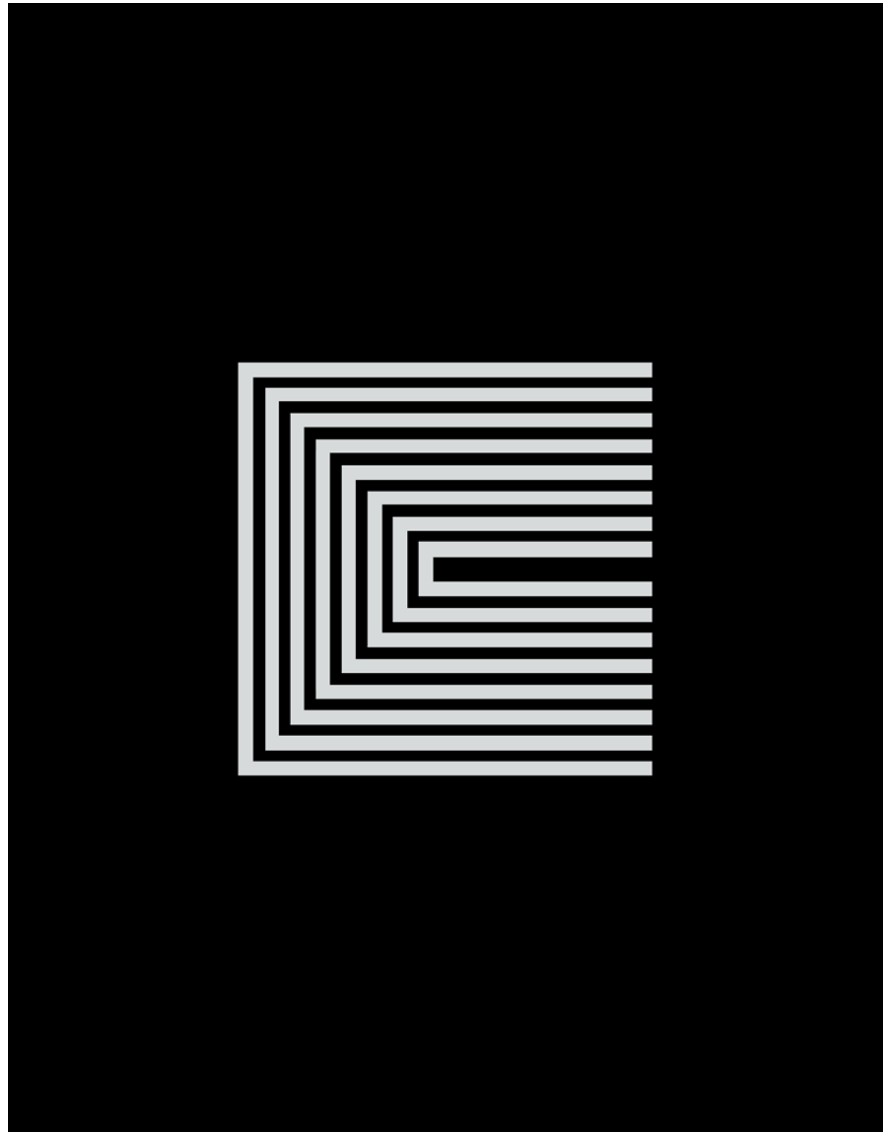
Director of Corporate Communications and Community Relations for Swope Health Services and **Lecturer Michelle Keller** was honored with the Arthur E. Lowell Award from the Kansas City chapter of the International Association of Business Communicators (IABC). The IABC presented the award to Michelle at the Business Communicators Summit, which took place at the KU Edwards Campus on February 27. The award recognizes business communicators in the Kansas City area who have qualities of excellence, achievement and civic involvement. For more information, check it out [here](#). Congratulations, Michelle!

A couple of weeks ago we mentioned in the Monday Memo that **Darius Lane**, a student in the Integrated Marketing Communications program, was going to be featured in the new advertising campaign for the KU Edwards Campus. The social media campaign begins this

week on various KU Edwards social media channels including Facebook and YouTube. To learn more about Darius, check out this [video](#).

Cheri LeBlond (MSJ 2012) and co-owner of the Downtown Overland Park-based mystery bookstore Mysteryscape, was featured in a recent article in the Kansas City Star.

Graduate student **Goran Ghafor** wrote a paper on the value disclosure of young adults through social media in the Iraqi Kurdistan Region as an emerging democracy. It was accepted for the Popular Culture National Conference in Chicago April 16-20. It is also under peer-review in the Gnovis online journal.



Junior Allyson Maturey won the Drop Cap Battle competition for her letter assigned during KU Design Week, a week-long group of events with themes spanning across four different design disciplines at the University of Kansas. This week unites the disciplines in the School of Architecture, Design and Planning. The programming is designed with hybridized themes, welcoming all individuals of any major. The goal is to create a stronger design community among the students. Her winning submission is pictured above. Way to go, Allyson!

Mark Your Calendar

The KU News & Info Club will host managing editor of DNAInfo New York Mike Ventura on Monday, March 3 from 7-8 p.m. in the Clarkson Gallery. He's going to talk about what it's like to cover news, politics, sports and features in a fast-paced digital news organization. He'll be available to answer career questions and any general questions students have about the news business.

Associate Professor Mike Williams invites faculty members to a brown bag lunch at noon on Monday, March 10. He will share some of the interesting things covered at the Journalism Entrepreneurship Educators workshop he attended at Arizona State in January.

On Friday, March 7 from 12:30-1:30 p.m. a Strategic Communication Track Meeting for faculty will be held in in Stauffer-Flint 206.

Student Opportunities

Summer break applications for Alternative Breaks are due Friday, March 7. Alternative Breaks provides hands-on volunteer opportunities to KU students. For more information about the program, head to their [website](#).

KJHK 90.7 FM, KU's student-run radio, is recruiting for all staff positions. If you're interested in joining KJHK's news, sports, multimedia, music, live events or promotions staff for the spring semester, head over to kjhk.org and fill out a [general staff application](#). Each staff meets weekly to go over current and upcoming projects. For more information about how to join a KJHK staff, contact Sarah Brennan at onlinecontent@kjhk.org.

The Monday Memo is the weekly internal newsletter of the KU School of Journalism. It is sent to journalism faculty, staff and

KU School of Journalism and
Mass Communications

students, as well as alumni who have requested it.

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