

The Monday Memo is the weekly newsletter of the KU School of Journalism. It is sent to journalism faculty, staff, students and alumni who have requested it.

The Monday Memo

Students, save the date (March 8) for the spring J-School Career Fair! Talk to more than 30 companies looking to fill jobs and internships. See who's coming [here](#). For more information, email steve_rottinghaus@ku.edu.

Faculty and staff news



Dean Ann M. Brill visited Ottawa High School last week to award senior Gavin Wade the John P. and Mary Kaiser Scholarship, a full-ride scholarship to KU to study journalism. John Kaiser was a 1951 J-School graduate and Ottawa, Kansas, resident. Gavin is co-editor of his high school newspaper and plans to study news/information. He is pictured above with Dean Brill and his sister and mother.

Assistant Professor Jonathan Peters is traveling to New York this week to speak at New York University and Columbia University, which tapped him in December to write a 12,000-word report about the 2016 presidential election and the Podesta/DNC email disclosures, with an eye toward the

reporting on them and the legal/ethical issues raised. Peters will preview the report at NYU and present it formally at Columbia, where he will appear alongside **Brian Stelter**, host of CNN's "Reliable Sources"; **Elisabeth Bumiller**, Washington bureau chief of The New York Times; **Brian Ross**, chief investigative correspondent of ABC News; **Ben Smith**, editor-in-chief of BuzzFeed; **Steve Adler**, president and editor-in-chief of Reuters; and **Tom Hamburger**, reporter for The Washington Post. The report will be published in the Columbia Journalism Review after Peters presents it.

Assistant Professor Peter Bobkowski, Assistant Professor Joseph Erba and Associate Professor Hyunjin Seo served as discussants for the Graduate Research Conference held in the Kansas Union on Feb. 24.

Associate Professor Hyunjin Seo is a panelist for "Perspectives: Activism, Protest & Change" in the Lawrence Public Library Auditorium from 7 to 8:30 p.m. March 1. The event is organized by the KU Honors Program.

Associate Professor Yvonne Chen presented to 387 high school students and their guests for Junior Day "Inside the Classroom" on Feb. 20. Junior Day gives high school students an opportunity to learn from KU faculty, discover KU's traditions, and explore campus. In her talk, Chen shared what the William Allen White School of Journalism and Mass Communications has to offer with examples from her past campaigns.

Research and presentations

A KU study by J-School faculty on gender and perception of leadership in Vietnam found that men are cited as sources at a much greater rate than women, coverage focuses much more on female leaders' physical appearances and roles within the family, and journalists are influenced by their own biases in the coverage. Authors of the study were **Assistant Professor Hong Vu, Associate Professor Barbara Barnett, Associate Professor Tien-Tsung Lee** and **Hue Trong Duong**, doctoral student at the University of Georgia. [Read the KU News story.](#)

Matt Tidwell, doctoral candidate, had his paper, "Where I stand: How CEOs convey activism through the annual shareholder letter," accepted to the Association for Education in Journalism and Mass Communication Midwinter Conference at the University of Oklahoma in Norman.

Class guests

Husain Ebrahim, doctoral candidate who worked as a journalist and public relations practitioner in Kuwait, was invited by **Associate Professor Barbara Barnett** to share his experiences with her J590 International Communications class on Feb. 21. Ebrahim explained step-by-step stages of working abroad in the international journalism field. In addition, he illustrated how Kuwait, which ranks first in the Persian Gulf region in terms of freedom, is open to foreign journalists, especially Americans.

Kyle McQuaid and **Parker Land** with GTB, a division of WPP, a world leader in advertising and marketing services, visited **Mike Vrabac's** Sales Strategies class today. McQuaid is senior vice president and responsible for the Oklahoma region. Parker is management supervisor for the Kansas City area and has held various positions with GTB/Team Detroit in Kansas City and Scottsdale.

Student news and opportunities



Students from the JOUR 585: Multimedia Sports Journalism broadcast the Kansas vs. Missouri hockey game live on Feb. 23. KU defeated MU 5-2. View a replay of the broadcast on the [KUJH website](#).

Applications for Mortar Board, a national senior honor society emphasizing academics, service and leadership, are now open to any student who will be a senior next year. The application deadline is March 3. Learn more about Mortar Board and how to apply [here](#).

Alternative Breaks is a service-learning organization that sends students on weeklong trips across the country during academic breaks where students meet fellow Jayhawks, learn about issues relating to modern volunteerism, travel across the country, and have rewarding experiences. Learn about the [eight sites and organizations](#) involved in this summer's program, from May 16 to May 26.

Scholarships and fellowships

The \$5,000 Jim Murray Scholarship competition is now open. Deadline to submit an essay for consideration is April 7. Please contact **Professor Scott Reinardy** at reinardy@ku.edu for the details.

The Kansas Pro Chapter of the Society of Professional Journalists expects to offer scholarships totaling at least \$7,000 this year to deserving college sophomores, juniors and seniors planning careers in journalism. Get the details and [download the application here](#).

J-Schod students entering their senior year who are focusing on broadcast or print journalism are encouraged to apply for the **C.W. Gusewelle** Journalism Scholarship. Deadline is April 14. [Learn more and download the application here](#).

Undergraduate and graduate journalism students of Greek American heritage may apply for annual \$5,000 scholarships in memory of **Peter Agris**, the late founder and publisher of The Hellenic Chronicle. Deadline is March 1. [Get the details](#).

Students interested in pursuing a career in sports are encouraged to apply for the **Larry Whiteside** Scholarship. Winners will receive a free trip to the 2017 NABJ Convention & Career Fair in New Orleans, including registration, lodging, a round-trip flight and a meal stipend. Deadline is March 1. [Get the details](#).

The deadline is Feb. 28 for J-Schod upperclassmen to apply for the American Advertising Federation of Kansas City Foundation scholarship. The AAF-KC annually awards scholarships to students who show a desire to empower themselves with knowledge of the advertising, communications, marketing or graphic arts industries. [Get the details](#).

The Asian American Journalists Association (AAJA) is accepting applications for the 2017 VOICES program, open to currently enrolled college students, graduate students and recent graduates. The program will take place July 24-29 during the week of the 2017 AAJA National Convention in Philadelphia. VOICES is a multimedia journalism training fellowship for college and graduate students, as well as a leadership program for mid-career journalists. Students will be mentored by professional journalists and will be expected to produce and complete news assignments at the 2017

convention. Transportation, convention registration and hotel expenses will be covered for the students selected. Visit [AAJA VOICES](#) for more information. Students of all races and ethnicities are encouraged to apply. Deadline is March 31.

Contests and awards

The Association of Food Journalists is now accepting entries for its 2017 awards competition. The deadline is March 15. View categories and how to enter [here](#).

Applications are now being accepted for the the Future of News Video Contest, which seeks video entries from college students enrolled in journalism programs. The videos should focus on why the future of media is bright and what inspired students to pursue journalism. Deadline is March 31. [Get the details](#).

Internships and job opportunities

Find job and internship opportunities on the J-School's jobs and internships web page. You can filter by job or internship and full or part time. And don't forget that our career and outreach coordinator, [Steve Rottinghaus](#), can help you with your search. Recent opportunities include:

Jobs

[Digital and print media specialist](#), League of Kansas Municipalities (Topeka, Kansas)

[Administrative assistant for director of communications](#), KNEA (Topeka, Kansas)

[Tom Murphy Fellowship/account executive](#), Octagon (Chicago, Illinois)

[Chicago regional representative](#), KU Office of Admissions (Chicago, Illinois)

[Multimedia journalist](#), KAWE/KAWB (Brainerd, Minnesota)

[Web editor](#), KSNT (Topeka, Kansas)

[Multimedia journalist](#), KSNT (Topeka, Kansas)

[Bureau reporter](#), Gray Television (Manhattan, Kansas)

[Traffic reporter](#), CBS radio (Houston, Texas)

Internships

[Advertising agency internship](#), WONGDOODY (Seattle and Los Angeles)

[Public relations/social media summer internship](#), Blishful Thinking (Mission Hills, Kansas)

[News internship](#), Miami County Republic (Paola, Kansas)

[Graphic design intern](#), Theater League (Kansas City, Missouri)

[Public relations/marketing intern](#), Worlds of Fun (Kansas City, Missouri)

[Summer magazine internship](#), Mother Earth News (Topeka, Kansas)

[Editorial intern](#), Community Impact (Frisco, Texas)

[Summer internship](#), Kansas City Business Journal (Kansas City, Missouri)

[810 Radio summer internship](#), Sports Radio *10 (Kansas City, Missouri)

See more job and internship opportunities [here](#).

JTech training and tips

This week's JTech Thursday will be all about Adobe Apps. The focus will be ways you can start your design or video projects with Adobe Mobile Apps. iPads will be provided, but you can download Photoshop Mix, Photoshop Fix, Premiere Clip or Comp to your device prior to the workshop on Thursday, March 2.



This week's JTech tip: File extensions

File extensions can tell you a lot about what is going right (or wrong) with a project. Typically a program's native extension will look similar to the program's name. For example, the extension for Photoshop native files is .psd, and the extension for Microsoft Word documents is .doc or .docx. The extension is at the end of the document's name and is preceded by a '.' One common error is for users to put in additional '.' which confuses what the actual extension is. For example, naming a document REALLY.final.doc instead of REALLYFINAL.doc.

The program automatically adds the extension, so just remember to keep file names simple. Some extensions are not easily recognizable. If you are having trouble opening, displaying or printing a file,

begin by examining the file type and then converting the type to a more common, usable file type. If you Google the file type you can easily find what you can convert it to and what can be used to convert it.

Events

Black Women in Sports event

Claire Smith, award-winning sports journalist, editor and the first female writer to win the Spink Award from the Baseball Writers Association of America, will speak at "Black Women in Sports," a Women's History Month event at the Negro Leagues Baseball Museum in Kansas City, Missouri. The event is at 1:30 p.m. March 11 and is free with a paid admission to the museum. [Download the flier.](#)

Free leadership conference

J-School students are invited to attend a free Blueprints Leadership Conference from 9 a.m. to 3:30 p.m. March 4 in the Kansas Union. Students will take part in mini leadership sessions and will get breakfast, lunch and a t-shirt at no cost. [Register here.](#)



The image is a promotional poster for a t-shirt design contest. On the left, the title "Big Event T-Shirt Design Contest" is written in a large, green, cursive font. Below the title is the "BIG Event at KU" logo, which features a stylized "BIG" with "Event at KU" underneath. In the center, there is a list of rules: "Rules: • One color imprint (green) • Front imprint • Big Event Executive staff reserves the right to make minor changes for printing viability. • Must submit as a PDF with editing capabilities enabled." Below the rules, it says "Due: March 10" and "Submit to: BigEventKU.Development@gmail.com". On the right side of the poster, there is a white t-shirt with green text that reads "See your design on 4,000 student shirts." and "And we will list your name on the back with our sponsors!". The background of the poster is a light green color.

The Big Event KU

The Big Event at KU is holding a t-shirt design contest for students. The winning design will be printed on shirts worn by more than 3,000 students at the event on April 8. The designer will get his or her name on the back of each shirt. Deadline to submit designs is March 10. Submit to bigeventku.development@gmail.com.

Conquer For Good

Will & Grail, a local brand innovation company, is hosting Conquer for Good, a half-day event at the Gem Theater that features talks by leaders working to build a thriving ecosystem of social enterprise and purpose-driven companies in Kansas City. Sponsors include the Kansas City Area Development Council, City of Kansas City, the Kansas City Business Journal, Startland News and more. KU faculty and students can use the promo code KANSAS at checkout for free tickets at EventBrite. [Learn more and register here.](#)

Alumni update

Join 2004 J-School graduates **Johanna Maska** and **C.J. Jackson** at the Dole Institute at 4 p.m. March 1 for the first edition of the Spring 2017 Discussion Group series. Jackson (POLITICO) and Johanna Maska (former White House director of press advance) will examine and interpret the first 100 days of the Trump administration as they happen. RSVPs are not required but are appreciated [here](#). If you are unable to attend this discussion, other Discussion Group dates this semester are: March 15, March 29, April 19, April 26 and May 3.

Michele Berendsen, 2001 J-School graduate and Lied Center marketing communications director, met with **Associate Professor David Guth's** JOUR 640 Strategic Campaigns students last week. The class is preparing integrated marketing communication plans for the Kansas Expocentre, and Berendsen talked with students about the challenges and opportunities of venue promotion.

J-School graduates **Norm Bilow** and **Fritz Heffinger**, who both own agencies in Chicago, announced a collaboration last week. Bilow's agency, The Escape Pod, announced that it had bought a stake in Heffinger's marketing agency, OutCold, to form The Escape Pod Group together with digital agency partner ORA Interactive. Bilow is a 1997 J-School graduate, and Heffinger is a 2005 J-School graduate. [Read the news release here.](#)

In Memoriam

Norma Jean Tucker, 1951 J-School graduate, died, Jan. 29 in Overland Park, Kansas, at age 88. [Read her obituary.](#)

Mark your calendars

March 8: J-School Career Fair, 10 a.m.-3 p.m., Kansas Union
March 10: Faculty meeting, 1:30-3 p.m., 206 SF
March 16: Doughnuts with the Dean, 9-10 a.m., Clarkson Gallery
April 20: William Allen White Day
May 1: Doughnuts with the Dean, 9-10 a.m., Clarkson Gallery
May 5: Faculty meeting, 10-11:30 a.m., and lunch, 11:30 a.m.-1 p.m., Clarkson Gallery
May 6: KSPA State Contest at the Kansas Union
May 13: J-School Recognition Ceremony, 8 a.m., Lied Center
June 11-15: Jayhawk Media Workshop

To see all J-School events, go to <http://journalism.ku.edu/calendar>

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