

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.



Schedule for William Allen White Day

*Please note the following changes for William Allen White Day on April 20: The event will kick off at 3 p.m. with journalist **Bob Schieffer** participating in a Q&A discussion with J-School student **Jackson Kurtz**. Schieffer is attending on behalf of journalist **Charlie Rose**, who was scheduled to be the keynote speaker but is unable to attend for health reasons. Rose will receive the William Allen White Foundation National Citation award in absentia. Also attending will be **Judy Woodruff**, anchor of PBS NewsHour, who will give a tribute to her friend and co-worker, **Gwen Ifill**, who was awarded the citation last year and died Nov. 14, 2016. The annual Scholarships and Awards presentation will immediately follow the National Citation ceremony. The event is open to the public.*

Faculty and staff news

Associate Professor Genelle Belmas was featured last week in a [news segment on KSHB](#) and in a [KU News story](#) about her new course, Level Up and Game On: Gamification in the Professions.

Associate Professor Mike Williams continued his work as a university information resource about concealed handgun carry on campus by presenting three public forums to a broad range of groups during the past week. He has two additional groups scheduled this week and two the following week. Williams reports that a committee has created concise information about the KU weapons policy that faculty members are encouraged to include in their summer and fall syllabi.

Research, conferences and presentations

Journalism Education Association convention



Associate Professor Peter Bobkowski, Recruiter Vicky Reyes, Track Chairs Kerry Benson and Genelle Belmas and Kansas Scholastic Press Association Director Eric Thomas attended the Journalism Education Association convention last week in Seattle.

Thomas presented three sessions. Along with a photojournalism session and an interviewing session, Thomas discussed the recent story in Pittsburg, Kansas. Last week, students from the *Booster Redux* published a story that became national news as it called into question the credentials of their newly hired principal. Thomas, who helped the six high school students edit their story, walked through the timeline of how the coverage led to the principal's resignation. Thomas also provided on-site critiques for two schools and judged one of the nationwide contests. Read this [Columbia Journalism Review article](#) by **Assistant Professor Jonathan Peters** about what happened behind the scenes with the Pittsburg student journalists.

Benson and Bobkowski presented a session explaining what strategic communication is. Of the more than 70 high school students at the session, only two knew what the term meant. The goal was to present strategic communication as a viable college major for students with high school journalism experience.

Belmas presented a session on censorship to a group of about 50 students. The group talked about ways to combat censorship respectfully and thoughtfully and how to approach administrators in ways to make them understand how important student journalism is.



Jim McCrossen, (left) 1984 J-School graduate, accepted the National Scholastic Press Association Pioneer Award; he was nominated by Bobkowski and Thomas. McCrossen is the longtime teacher and adviser at Blue Valley Northwest High School. He was honored for his long tenure of advising, in addition to his service to the KSPA board and summer workshops, including KU's summer journalism workshop.



Associate Professor Max Utsler (above) chaired a jobs panel at the Kansas Association of Broadcasters' Student Seminar last week. The panel included **Marcellus Webster**, executive vice president of the National Association of Broadcasters; **Larry Riggings**, general manager of WIBW radio; and **Jesse Fray**, news director at KSNT-TV. KUJH-TV Executive Producer **Chris Bacon** chaired the high school show and tell session.

Assistant Professor Hong Vu, **Professor Barbara Barnett** and **Professor Tien Lee** have had a paper, "A role (in)congruity study on Vietnamese journalists' perception of female and male leadership" accepted for publication in the *Asian Journal of Communication*. **Hue Duong**, a doctoral student at the University of Georgia, also was co-author of the paper, which uses parts of the data from a research project funded by Oxfam in Vietnam.

The Universal Design for Learning Implementation and Research Network (UDL-IRN) organization held its fourth annual International Summit last week in Kissimmee, Florida, with a record number of participants. **Associate Professor Mike Williams** produced and directed the strategic marketing plan and created the visual elements of the multi-platform communications campaign that resulted in a 100 percent attendance increase over that of the 2016 Summit. More than 400 participants from 32 states and nine countries engaged in professional learning about UDL and its focus on meeting the needs of pre-kindergarten to college learners.

Jammie Johnson, graduate advisor, presented last week at Rust College for journalism and psychology students in Holly Spring, Mississippi.



Jammie Johnson (center) with Sharron Goodman Hill (left) and Martha Stovall.

Student news and opportunities



Fourteen J-School students attended the Kansas Association of Broadcasters Student Seminar on April 4 and picked up their broadcast awards. Pictured are: **Griffin Hughes, Nick Couzin, Alex McLoon, Alden German, Shane Martin, Carson Vickroy, Jacob Asherman, Chris Bacon, Alana Flinn, Madison Coker, Devan Burris**. Not pictured: **Associate Professor Max Utsler, Marissa Khalil and Libby McEnulty,**

Congratulations to **Johanna Hecht**, a senior studying news and information, who has received the KU Campanile Award, which was established by the Class of 2000 and is presented to a graduating senior by the Board of Class Officers in conjunction with the University Awards. The award honors a student's engagement in the classroom and involvement outside of the classroom. Hecht is already working full time for KSNT in Topeka producing multiple shows.



The Journalism Student Leadership Board set up a table on Wescoe Beach (below) on April 4 for Hug A Newsperson Day. Board members invited students to take a quiz on fake news and handed out cards with tips on identifying fake news. They also handed out cookies, lollipops and stickers.



The Journalism Student Ambassador Program is accepting applications for next year. The program consists of a select group of student volunteers who are committed to the positive promotion of the William Allen White School of Journalism and Mass Communications. Ambassadors lead tours of the J-School in Stauffer-Flint and Dole. In addition, the student volunteers represent the school at events and programs. Deadline to apply is April 14. Email katiehmiller@gmail.com for more information or to get the application. [Download the flier.](#)

ONA17 Student Newsroom and Innovation Lab, sponsored by Google, is now accepting applications for student journalists and mentors. The Student Newsroom and Innovation Lab immerses undergraduate and graduate college students in a digital media environment by providing hands-on experience during the three-day Online News Association Conference & Awards Banquet Oct. 5-7 in Washington, D.C. [Learn more.](#)



Congratulations to our award winners for Graduate Student Appreciation Week: (from left) **Matt Tidwell**, **Monique Luisi**, **Keri Meinking** and **Roseann Pluretti** with **Associate Dean Scott Reinardy**. Not pictured: **Husain Ebrahim**

KU Advertising Club

Feel free to attend the following KU Ad Club events at 7 p.m. in Stauffer-Flint Hall, Room 100, on these dates with the following speakers:

- April 25: **Mike Goff**, Goff+ Marketing
- May 2: **Sarah Vanlandingham**, ER Marketing
- May 9: **Gina Stingley**, Populous

Red vs. Orange

Cast your vote in Steam Whistle Creative's Red vs. Orange poll! Since day one of Steam Whistle Creative, the debate has been is the "brand color" more red or orange? You decide: Take a look at this image. Do you see red or orange? Visit steamwhistlecreative.org/redvorange to cast your vote!



Scholarships and fellowships

J-School 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.](#)

Octagon, the global sports, entertainment and experiential marketing arm of the Interpublic Group, is offering the Tom Murphy Fellowship to a recent KU graduate interested in pursuing a career in sports and entertainment marketing. The candidate will work closely with a variety of accounts and creative groups to learn about the intricacies of sports and entertainment marketing. The fellowship runs from June 14 to Dec. 14, and the compensation is \$2,700 a month. Deadline to apply is April 10. [Get the details.](#)

The Diversity and Inclusion Action Group at the William Allen White School of Journalism and Mass Communications is calling for proposals for a \$5,000 DIAG Summer Applied Research Award. The research award aims to promote applied research in an area of mass communication science that can directly benefit our understanding, acknowledgment, interaction with, research and/or acceptance of diversity. [Learn more here.](#)

In partnership with the Public Relations Society of America (PRSA) Foundation, Axia Public Relations is offering a \$2,000 annual scholarship for students interested in a career in public relations. [Get the details.](#)

Students interested in a career in broadcast engineering can earn up to \$10,000 in scholarship funding from the IEEE Broadcast Technology Society and the Association of Federal Communications Consulting Engineers. Deadline to apply is May 31. [Get the details.](#)

The Associated Press Sports Editors are sponsoring four \$1,500 scholarships for collegiate sports journalists. Collegiate sports journalists entering their sophomore, junior or senior years in 2017 are eligible for a scholarship, which will be awarded based on the students' journalistic work, their academic record, financial need and geography. Deadline is June 1. [Get the details.](#)

The Kansas Association of Broadcasters is accepting applications for its Broadcast Scholarship Program, which awards up to \$16,000 annually for tuition and books. Deadline is May 1. [Get the details.](#)

Contests and awards

All current undergraduates at the University of Kansas are invited to enter the annual Philip Whitcomb Essay Contest. \$500 is awarded for the winning essay. Deadline is April 21. [Learn more here.](#)

Students are encouraged to enter the 2017 Freedom of Speech PSA contest by creating a 30-second TV or radio public service announcement on what this invaluable right means to them. Winners will each receive \$2,500 and have their PSAs distributed to stations nationwide. Deadline is April 30. [Get the details.](#)

Internships and jobs

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 content coordinator](#), Ewing Marion Kauffman Foundation (Kansas City, Missouri)

[Digital associate](#), Standing Partnership (St. Louis)

[Sports information graduate assistant](#), Newman University (Wichita, Kansas)

[Marketing consultant](#), WIBW-TV (Topeka, Kansas)

Internships

[Fall strategic marketing and events intern](#), Lawrence Memorial Hospital Endowment Association (Lawrence, Kansas)

[Communications, social media and marketing intern](#), HOOPLA (Kansas City)

[Spring social media/entrepreneurship intern](#), The Agreeable Company (Kansas City)

[Summer sports internship](#), KWCH (Wichita, Kansas)

[Communications coordinator intern](#), The Olivia Collection (Lawrence, Kansas)

[Video internship](#), ShotTracker (Merriam, Kansas)

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

Ashley Maska has accepted an internship at FleishmanHillard in Kansas City for summer 2017. FleishmanHillard is a top global communications firm recently named the 2017 Agency of the Year at the North American Excellence Awards. Maska will rotate through different sectors, including Consumer Products & Services, Healthcare and Food, Beverages & Agribusiness during her internship.

Taylor Burke has accepted a job with Big Brother Big Sisters of Greater Kansas City as a sales developer and fundraiser. Her duties will include orchestrating the nonprofit's biggest event, Summer Bowl for Kids, which generates about \$800,000 in funds raised among more than 500 participating teams.

Resume and cover letter content session

As students prepare for summer internships and jobs after graduation, the J-School Career and Outreach Office will host a session on resume and cover letter content from 1 to 1:30 p.m. on April 12 at the Clarkson Gallery.

Student Spotlight

The Jayhawk Journalist alumni magazine will share current students' job and internship information in its May publication. We welcome information from the Spring 2017 semester and plans for the summer and fall.

Please include the following details:

- * Your name
- * Job or internship title
- * Time of internship (spring, summer or fall)
- * Location of job or internship

Forward the information by April 14 to **Steve Rottinghaus**, J-School career and outreach coordinator, at steve_rottinghaus@ku.edu.

Events

Fact-checking Boot Camp

Faculty members are leading fact-checking boot camps to share tips for evaluating and verifying news sources in a four-part series at the Lawrence Public Library. All sessions will be 6:30-8 p.m. in Library Meeting Room C:

- April 18: Gain strategies for effective online searching, plus ways to search and access public documents.
- April 25: Learn the telltale signs of news that may not be factually sound and about the online resources you can use to verify news stories.
- May 2: Uncover the ins and outs of filing requests for public documents under the Freedom of Information Act (FOIA) and Kansas Open Records Act (KORA).
- May 9: Follow the money in campaign and other political financing by learning about campaign finance laws and searching public records.

ACES Digital Editing Boot Camp

Register now for a ACES Digital Editing Boot Camp on April 21. This daylong workshop at the Kansas Union will cover:

- Writing and editing text in the digital space
- Digital headlines and SEO
- Engaging audiences through social media, curation platforms and e-blasts
- Digital analytics and innovation

[Get the details and sign up here.](#)

JTech training and tips

JTech Training: This week's JSchool Tech will be a workshop. Bring in your J-School projects and get some help at 4 p.m. April 13 in Room 101. There also will be a special JTech workshop at 1 p.m. April 14 in Room 101 for J300 students working on their infographics.

Complete this [training survey](#) for next year's JTech training.

JTech Tips:

Helpful hints and suggestions from **Heather Lawrenz** to make your tech life at the J-School go even smoother.

This week's tip: If you are on Resource Center laptops and wish to print, you must be logged into Jayhawk Wifi. Check this first.



Alumni update

Former J-School Dean **Mike Kautsch** was inducted into the Kansas Newspaper Hall of Fame on April 7. Kautsch was at the J-School for 18 years and was dean for 10 years. [Read the KU News story.](#)

Steve Frazier, 1978 J-School graduate and vice president at Amazon, will be on campus April 19 and sharing with students what it is like to work at Amazon. Frazier will highlight employment opportunities for job seekers in all majors at 4:30 p.m. April 19 in 1020 Capitol Federal Hall. Refreshments will be served, and attendees will have a chance to win Amazon devices and gift cards. [Download the flier.](#)

Forrest MacDonald, 1989 J-School graduate, was featured last week in a feature story in Artborne Magazine for his sculpture series, Wired Up, which includes seven characters created by "using fragments taken from deconstructing broken obsolete technologies." [Read the story.](#)

Mark your calendars

April 20: William Allen White Day, 3 p.m., Woodruff Auditorium, Kansas Union

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, 8:30 a.m., Lied Center

June 11-15: Jayhawk Media Workshop

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

University of Kansas | William Allen White School of Journalism & Mass Communications
785-864-7644 | jschool@ku.edu | journalism.ku.edu

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