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CALENDAR

[See full J-School calendar for more information](#)

Dec. 12

Last day of classes

Dec. 13

Stratcom Track Meeting

Dec. 20

Last day of finals

Dec. 9, 2013

Faculty & Staff News

Professor Jimmy Gentry's article, "Using social media to report financial results," will be published in the spring by *Business Horizons*, the journal of the Kelley School of Business at Indiana University. The article is already online at the *Business Horizons* website. His co-author is Raquel Alexander, who is a member of the faculty at Washington and Lee University. At present, *Business Horizons* has a higher impact factor than *Harvard Business Review* and *Sloan Management Review*.

Kerry Benson presented on Dec. 4 on "Persuading Difficult People" -- as part of the KU Edwards Professional Edge series. Benson explained how specific persuasion concepts are best applied to distinctive personalities in the workplace and described how understanding the connections can make interacting with those personalities more productive.

Hyunjin Seo's article, "Three Korean Perspectives on U.S. Internet Public Diplomacy," has been published in the December issue of the *Public Relations Review*. Seo co-authored the study with Dennis Kinsey at Syracuse University.

For the seventh year, **Jimmy Gentry** will be the lead instructor for Reynolds Week at the Donald W. Reynolds National Center for Business Reporting at the School of Journalism and Mass Communication at Arizona State University in January. Gentry will provide two days of instruction for professional journalists attending the Strictly Financials program and another day for professors attending the Business Journal Professors program.

Guest speakers in **Max Utsler's** Sports, Media and Society class this semester included:

Dennis Dodd, cbssports.com

Blair Kerkhoff, Kansas City Star

Steve Wieberg, College Football Championship Selection Committee

Danny Clinkscale, Sports Radio 810

Frank Boal, KSHB-TV

Tom Keegan, Lawrence Journal-World

Jim Marchiony, KU Athletics Department

Mike Swanson, Kansas City Royals



Malcom Gibson was featured on the LJWorld's website in a 1993 picture with Nelson Mandela. Gibson met Mandela on a trip to South Africa that year.

Student News

KU journalism student

Jennifer Salva has been crowned Miss Topeka 2014.

Salva, a senior studying journalism, film & media studies and Arabic, hopes to promote her platform, "Meaningful Inclusion: Acknowledging Individuals with Special Needs as Assets to Our Community." Salva will compete in the Miss Kansas 2014 pageant in June.



Alumni News

Chris Halsne has joined KDVR, the Fox affiliate in Denver, as an investigative reporter.

Opportunities

Campaign presentations are going on now. You are invited to attend any or all of these sessions. These students have worked hard all semester to put together these outstanding presentations for their clients.

Professor: Bob Basow Client: KU IT

Tuesday, Dec. 10, at 7 p.m., Alderson Auditorium, Kansas Union

Professor: Mugar Geana Client: Kansas City Fringe Festival

Wednesday, Dec. 11, at 7:30 p.m., Clarkson Gallery (The presentations will be preceded by a show by KC Fringe performers starting at 7 p.m.)

Professor: Yvonne Chen Client: The Lecompton Historical Society

Thursday, Dec. 12, at 7 p.m., Territorial Capital Museum (640 E. Woodson, Lecompton, KS)

Professor: Tim Bengtson Client: Carlos O'Kelly's

Tuesday, Dec. 17, at 10:30 a.m., Alderson Auditorium, Kansas Union

Holiday Giving

To date, KU faculty and staff have raised approximately \$200,000 for the United Way. Another \$80,000 is needed to reach the goal for this year. Thank you for your support.

The J-School is coordinating an Adopt-a-family for the holidays again this year. Share some of your holiday spirit with those less fortunate.

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