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## Graduation

The School of Journalism and Mass Communications will hold its 2014 Graduate Recognition Ceremony and Hooding for Master's Degree Graduates on Saturday, May 17, at 8:30 a.m. at the Lied Center. Faculty are encouraged to arrive at the Lied Center by 7:45 a.m. The procession will begin promptly at 8:30 a.m. **The ceremony will be live streamed**

at <http://www.journalism.ku.edu/live/graduation>, so that graduates can share their special day with family members who cannot attend the ceremony in person. There will be a picnic reception on the lawn of Stauffer-Flint Hall immediately following the ceremony. Please join us!

## Katich Creativity Award



**Assistant Professor Jerry Crawford** received the 2014 Katich Creativity Award at the faculty & staff luncheon on Friday, May 9. Pictured above with Jerry (from left to right) are **Dean Ann Brill** and Laura Katich. The Katich Creativity Award is annually given to a tenure-track or tenured faculty member in the School of Journalism and Mass Communications who demonstrates creativity in teaching, research, service or a combination of these areas. Congratulations, Jerry!

## Faculty News

**Visiting Professor Dawn Fallik's** first public radio piece is scheduled to air Friday, May 16, on National Public Radio's *Morning Edition* at 6:36, 7:36 and 9:36 a.m. It's about how KU is one of six schools nationwide to offer a carillon class. She learned that it is a bad idea to pitch a piece where you have to climb over a hundred steps with a lot of equipment to get the story.

**Associate Professor Doug Ward** gave a workshop on using iPads for teaching and learning to the faculty of Bishop Seabury Academy in Lawrence.

**Knight Chair in News, Leadership and Community Pam Fine** attended ASNE's "Hacking News Leadership" seminar at the University of Texas in Austin May 3-4. The event focused on how news leaders and technology specialists can collaborate to produce new kinds of reporting and storytelling. Sessions focused on data-driven reporting, apps, storytelling, tech tools, workflow and leadership with speakers from Vox Media, *The Texas Tribune*, *The Washington Post*, Yahoo and other national and regional media organizations. For more information, check out the Twitter tag: [#hackleaders](#)

**Lecturer Kerry Benson** was the keynote speaker on May 2 at the annual spring conference for the International Public Management Association for Human Resources. She spoke on persuasion. The IPMA-HR Greater KC Chapter is a non-profit organization comprised of human resource professionals from area cities, counties, state, federal and non-profit organizations throughout the Kansas City metropolitan area.

**Lecturer Patty Noland** served on a panel for Communications Studies 330 – Effective Business Communication – on May 8. The purpose of the panel discussion was for the students to learn more about how the job search process works and how to obtain a first job.

**Professor Jimmy Gentry** will teach "Finance and Budgeting for Communicators" online in the Master of Arts in Strategic Communication program at the School of Journalism and Mass Communication at the University of Iowa this summer. He also taught the course for UI last summer. Previously, he taught a similar class online for the University of Missouri School of Journalism for five years.

**Visiting Professor Bill Oates** is planning a busy summer, having just signed a book contract with Market Data Retrieval, a Dun & Bradstreet company. The book, "Digital Marketing Trends in the Education Market – 2014," will analyze trends in email campaigns, banner advertising and audience targeting with specialized cookies. Oates also has just completed a review of access, use and perceptions of teachers and students towards mobile phones as a tool for teaching and learning in Tanzania for the online publication *Computing Reviews*. Check it out [here](#).

**Associate Professor Max Utsler** worked this weekend at the Kansas Speedway in the press box for the Camping World Truck Series on Friday night and the NASCAR Sprint Cup Race on Saturday night.

**Associate Professor David Guth's** paper "Amber Waves of Change: Rural Community Journalism in Areas of Declining Population," has been accepted for publication by the *Journal of Applied Journalism and Media Studies*.

## Student News

Members of the newly formed Journalism Honors Advisory Board are:

- **Caitlin Culhane**
- **Darby Evans**
- **Erin Gartland**
- **Colleen Hagan**
- **Yu Kyung Lee**
- **Natalie Parker**
- **Sara Prendergast**

They met with **Associate Dean of Undergraduate Studies Barbara Barnett**, **Advisor Dan McCarthy** and **Associate Professor Doug Ward**, to share ideas on creating more opportunities for journalism honors students. Members of the advisory board sponsored a drop-in session for honors students on Friday in Stauffer-Flint Hall to share ideas for the fall and to gather suggestions for coping with finals.

**Nicole Nunes**, a senior from Wichita, Kan., studying strategic communication, has accepted a position with Alpha Delta Pi as a Leadership Consultant. Leadership consultants are representatives of the sorority who work with collegiate chapters throughout the academic year in areas such as officer training, recruitment and leadership.

The American Advertising Federation of Kansas City (AAF-KC) Foundation announced the winners of its annual scholarship, given to deserving students majoring in advertising-related fields from schools throughout the greater Kansas City area. The following journalism students won scholarships:

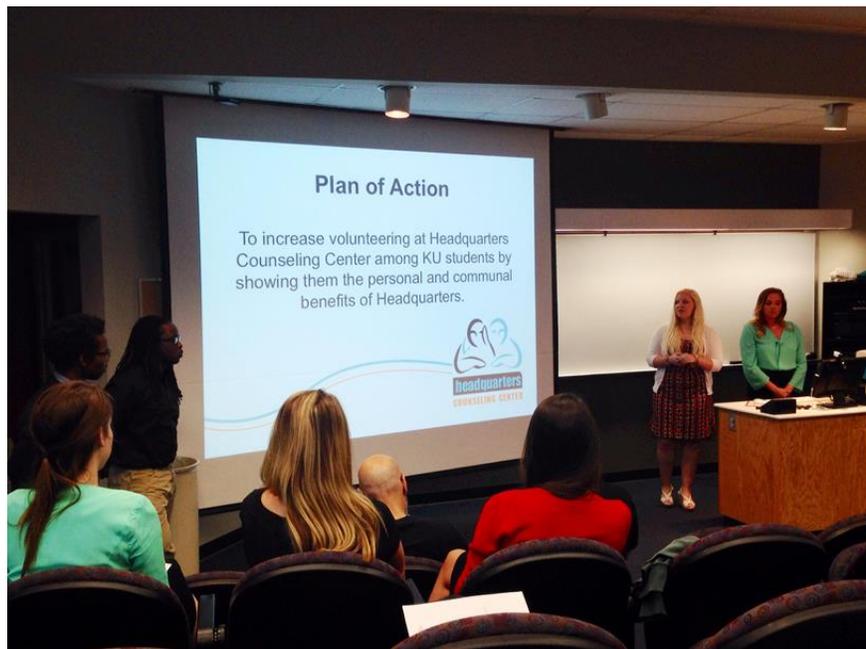
- **Jack Esberg**
- **Katherine Gilbaugh**
- **Marian McCoy**

Congratulations!

Message Development worked on strategic projects for three clients this semester. The students did an excellent job conducting research, developing strategy and creating tactics. All of the clients were extremely pleased with the results.

- **Lecturer Patty Noland's** class developed strategy for Lauren Alexandra, a baby boutique in Kansas City, Missouri. Ms. Pamela DiCapo was the client.
- **Associate Professor Tim Bengtson's** class developed strategy for Fresh Start Youth Services, a nonprofit in Kansas City, Missouri. Mr. James Gleaton was the client.
- **Lecturer Lisa Loewen's** classes developed strategy for Ten Thousand Villages, a gift store in Lawrence, Kansas. Ms. Alicia Erickson was the client.

**Assistant Professor Yvonne Chen's** JOUR 201: Special Topics in Journalism (Social Marketing) students presented their social marketing plan to **Headquarters Counseling Center** on Monday, May 12. Fifteen groups of students used a Pecha Kucha presentation format to inform the client about their approach they took and promotional materials they designed to address client's pressing issues.



Journalism students (from left to right) **Seth Dixon**, **Jourdain Smallwood**, **Shelby O'Neal**, and **Hayley Phillips** present their social marketing plan.

## Guest Speakers

Guest speakers in **Associate Professor Max Utsler's** JOUR 540: Sports, Media and Society class this semester included:

- Roger Twibell, former ABC Sports Announcer
- Danny Clinkscale, sports reporter, WHB 810 Sports
- Bob Fescoe, morning talk show host, KCSP 610 Sports
- Tom Keegan, sports editor, *Lawrence Journal-World*
- Jim Marchiony, KU associate athletics director

Guest speakers in **Associate Professor Max Utsler's** JOUR 512: The Business of Media class this semester included:

- Laura Lombardi, vice president, Textcaster
- Jim Jesse, music copyright attorney
- Kent Cornish, executive director of the Kansas Association of Broadcasters
- Dan Mulvenon, vice-president of the National Cable Television Cooperative
- Brian Bracco, general manager of KSHB-TV

Sammy Greenberg and Morgan Howell from Octagon in Norwalk, Connecticut, interviewed seven students on May 9 for the 2014 Tom

Murphy Fellowship. Sammy and Morgan also spoke to **Lecturer Patty Noland**'s Professional Development class. They shared several case studies and answered questions from the students.

## Student Opportunities

The Boys & Girls Club of Lawrence is looking for a college graduate to serve a one year, full-time position as an AmeriCorps VISTA assisting with marketing, fundraising and volunteer recruitment. The VISTA will plan, organize and design development-oriented resources to grow and diversify the organization's funding. The program starts July 14, 2014, and ends July 17, 2015. For more information, contact Erika Zimmerman at (785) 841-5672 or [ezimmerman@sunflower.com](mailto:ezimmerman@sunflower.com). Visit [www.bgclk.org/careers](http://www.bgclk.org/careers) to apply.

The Kansas Journalism Institute is looking for student resident assistants for the 51st Kansas Journalism Institute, which will be June 22-26, 2014, at the University of Kansas. Student resident assistants will perform a variety of duties including: assisting with registration, leading campus tours, supervising campers, helping KJI teachers with instruction, and helping students with homework. Student resident assistants will also participate in fun activities, such as a picnic dinner, games and a karaoke contest. Some resident assistants will be on duty overnight and stay in residence hall McCollum with the KJI campers, working with the professional lead counselor and the director of KJI to ensure that all camp, KU and residence hall rules are followed and that students make their way safely to and from classes. Please go to <http://employment.ku.edu/> and search Journalism to apply. For questions regarding KJI or this position, please email [2014kjidirector@gmail.com](mailto:2014kjidirector@gmail.com).

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

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