



KU WILLIAM ALLEN WHITE
SCHOOL OF JOURNALISM
& MASS COMMUNICATIONS
The University of Kansas

The Monday Memo

J-School News Bulletin

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IN OTHER NEWS

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Faculty News

Associate Professor Tien Lee and **Assistant Professor Yvonne Chen** will present their paper "Racial Attitudes, Egalitarian Values, and Media Use" to the Minorities and Communication Division at the AEJMC 2014 Conference in Montreal, Canada. **Chen** will also present "Pilot Evaluation of a UV Monitoring-Enhanced Skin Cancer Prevention Among Farm Youth in Rural Virginia" to the Communicating Science, Health, Environment and Risk Division at the AEJMC Conference.

Assistant Professor Hyunjin Seo's interdisciplinary research proposal, submitted in collaboration with Assistant Professor Fengjun Li of the KU Electrical Engineering & Computer Science Department, has been awarded a \$206,000 grant from the KU Research Investment Council. The project will develop a sustainable research program on credibility and security in social media and establish an interdisciplinary education initiative bringing together journalism, strategic communications, data science and information security. Seo also presented two research papers during the 2014 International Communication Association annual conference held in Seattle from May 22 to 26:

- "Political Cartoons in Social Media Age: Visual Narratives and Framing of Syrian Revolution on Facebook" (co-authored with **Doctoral Students Goran Ghafour and Ren-Whei Harn**).
- "Mind the Gap: Network Analysis and Computational Approaches to the Global Digital Divide" (co-authored with Stuart Thorson at Syracuse University).

Seo also chaired a Communication Technology Division session on government involvement in communication technology networks.

Associate Professor Tien-Tsung Lee visited two universities in Taiwan to give talks this month. On June 4, 2014, he spoke at

Minghsin University of Science and Technology, Hingchu, Taiwan, on teaching professional writing in English. On June 6, 2014, he spoke at the Institute of Cognitive Science, National Cheng Kung University, Tainan, Taiwan, on psychological and bio-political research on political ideologies.

Professor Chuck Marsh's article "Public Relations as a Quest for Justice: Resource Dependency, Reputation, and the Philosophy of David Hume" has been accepted for publication in *The Journal of Mass Media Ethics*. He has also been appointed to the committee to conduct the five-year performance review of Provost and Executive Vice Chancellor Jeff Vitter.

Associate Professor David Guth was interviewed by Baltimore public radio station WYPR about his book *Bridging the Chesapeake: A 'Fool Idea' That Unified Maryland*. The 10-minute interview was scheduled for broadcast on the station's "Maryland Morning" on Tuesday, May 27. He discussed the history of the Chesapeake Bay Bridge and the prospects for building a new one.

Associate Professor Max Utsler will serve as chair of the University Senate Athletic Committee for the coming school year.

Associate Professor Doug Ward led a workshop at the summer symposium of the Hybrid Learning Consortium at the Barstow School in Kansas City, Mo.

Student News

Doctoral Student Goran Sabah Ghafour's paper "Value Disclosure of Young Adults Through Social Media in the Iraqi Kurdistan Region as an Emerging Democracy" has been accepted for publication in the *Journal of Journalism and Mass Communication*. The journal is peer-reviewed and will be published in June.

The School of Journalism's Ad Club announces its 2014-15 officers:

- President - **Jack Esberg**
- Vice President - **Darby Evans**
- Secretary - **Emily Derrick**
- Treasurer - **Will Nye**
- Social Media Manager - **Kristen Hayes**
- Publicity Manager - **Abby Jones**

The School of Journalism's PRSSA chapter announces its 2014-2015 officers:

- President - **Nikki Bisht**
- Vice President - **Kate Watson**
- Secretary - **Alec Voss**

- Jayhawk Communications Coordinator - **Roderick Baugh**

These five KU journalism students were selected by the Kansas Association of Broadcasters to receive scholarships for the 2014-15 academic year:

- **Stephanie Bickel**, a Harper senior majoring in news and information
- **Allison Hammond**, an Overland Park senior majoring in news and information
- **Kayla Schartz**, an Ellinwood junior majoring in news and information
- **Dylan Sherwood**, an Emporia junior majoring in news and information
- **Bernie Verhaeghe**, a Bucyrus junior majoring in news and information

Sophomore Laura Furney served as the lead photographer for a Pursuit Channel production of bear hunting in Canada. Working with a bow hunting team from Lost Velvet Outdoors out of Manhattan, Kan., Laura spent a week outside of Winnipeg, Manitoba, setting cameras and video-recording day-to-day activities at Sandy River Outfitters. Laura also spent eight hours each evening in a tree stand waiting for a bear to approach. She credits the skills she learned in J210 for allowing her to feel confident and take charge of the production.

Alumni News

Dan Ferguson, BSJ 2001, is the new communications manager for the city of Shawnee, Kansas.

Kip Reiserer, BSJ 2010, is the new account coordinator at Mosaic Sales Solutions in Chicago. He specializes in social media/digital advertising.

Campus Connection

KU Edwards Campus Vice Chancellor David Cook highlighted **Integrated Marketing Communications student (and May 2014 graduate) Darius Lane** in his May 9th column in the KU Edwards Campus e-newsletter, *The Campus Connection*. Darius was also featured in the KU Edwards Campus's "You. Us. Anything." advertising campaign. For more on Darius' experience of juggling being both a working professional and a student, read about him and watch his video [here](#).

Lecturers in the News

Muller Bressler Brown Advertising was featured in a special section of The Kansas City Star on May 6, 2014, after being named one of 2014's Top 10 Small Businesses by the Kansas City Chamber. **Phil Bressler**, BSJ 1983, will teach the Branding in Marketing Communications course this fall in the IMC graduate program at the KU Edwards Campus. Also featured as one of the Top 10 Small Businesses was **Trozzolo Communications**. Founder and Executive Chairman, Pasquale Trozzolo, previously taught the Branding in Marketing Communications course at the Edwards Campus.

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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