

ACADEMIC & PROFESSIONAL SERVICE:

Scott Reinardy was a panelist during the Broadcast Education Association conference in Las Vegas on April 24. He discussed "Learning by Doing in a Multimedia Newsroom" on the panel "Convergence in Journalism Education: The Challenges and Opportunities." **Doug Ward** led a workshop called "What Else Can I Do With These Skills?" at the American Copy Editors Society national convention in Minneapolis last week. Six students also attended the convention: Kelsey Hayes, Luke Johnson, Samantha Speer, Liz Schubauer, Nora Simon and Sonya English.

Sue Novak served as judge of conference papers for the International Communication Division of AEJMC.

Simran Sethi will speak on "Sustainable Messaging" for KU's Professional Edge series on May 6.

Simran Sethi spoke May 4 at the Kansas Union on "Climate Justice: Reconciling the Disproportionate Burdens of Climate Change" for the National Science Foundation's C-CHANGE Colloquium Series. It was sponsored by NSF Center for Remote Sensing of Ice Sheets Program.

Ann Brill attended the meeting of the Accrediting Council for Journalism and Mass Communication in Portland, Ore., May 1 – 2. Dean Brill represents the Association of Schools of Journalism and Mass Communication, which consists of the deans and directors of journalism programs throughout the country.

Tom Volek is now the Associate Dean for Graduate Studies and Faculty Development for the J-School. In this role, he will be responsible for the administration and growth of the graduate program. The other component of this assignment includes such responsibilities as coordinating the mentor committees of pre-tenured faculty and assisting faculty members in learning about opportunities to manage and enhance teaching, research and service.

David Guth was a discussant for a high-density research session on crisis communications, and a panelist on how to lead curriculum change in today's challenging environment. (AEJMC-2008)

David Perlmutter was a presenter and discussant for the panel on "Blogging Politics: Press, Policy and the Public." His topic was "Political Blogs: An agenda for research." (AEJMC-2008)

Douglas Ward was on a panel on the work of Maurine Beasley, this year's recipient of the Eleanor Blum Distinguished Service to Research Award. Ward led the nomination, gathering letters of support from more than 20 communication scholars and former students of Prof. Beasley. (AEJMC-2008)

Carol Holstead moderated a panel on magazine design. (AEJMC-2008)

Scott Reinardy was a panelist on "Teaching Sports Communication Courses" at the AEJMC pre-convention. (AEJMC-2008)

Carol Holstead presented the awards in the student magazine competitions that she coordinated. (AEJMC-2008)

Doug Ward led an AJHA panel titled Turning Papers Into Journal Articles, with present and past editors of Journalism History and American Journalism.

Carol Holstead has become a consultant for *KU Giving*, the University's fundraising magazine.

Tim Bengtson serves on the KU Athletic Department's NCAA Certification Committee. His part deals with "Academic Integrity: Standards and Support." The work runs through next spring.

David Perlmutter organized and moderated the Kansas Transportation Research Institute "Presidential & Congressional Forum on Key Transportation and Energy Issues," Sept. 25-26, at the Dole Institute of Politics.

David Perlmutter was a panelist on "Beijing Olympics and the Global Community," a Hall Center for the Humanities Globalization(s) Seminar, Sept. 25.

David Perlmutter has been appointed as a member of the Editorial Committee of the University Press of Kansas.

Simran Sethi lectured on sustainable business communications to students in David Clark's Sustainable Enterprise class at Lipscomb University in Nashville on Oct. 25.

Carol Holstead led a Duke TIP session, a program for talented high school students, Nov. 8-9. Her session was on magazine design. Duke University developed the program in 1980 to identify talented students. TIP sessions are offered at universities across the country through honors programs.

Simran Sethi lectured on sustainability in Jeff Severin's Liberal Arts class LA&S 101: Topics In: Sustainability: Creating Environmental and Social Change on Nov. 11.

John Hudnall was at Kent State University Nov. 20-21 serving on a scholastic journalism panel for Student Free Expression Legislation. He was one of 25 people selected for this conference from across the nation.

Pam Fine co-led a workshop on reporting for multiple platforms at the Poynter Institute. The event was sponsored by the Society of Professional Journalists.

Mugur Geana was the guest speaker at the local AIESEC chapter. His talk addressed historic and cultural developments and current challenges in Eastern

Europe with a special focus on the role of diversity. AIESEC is the world's largest student organization, an international platform for young people to discover and develop their potential so as to have a positive impact on society.

Simran Sethi served as one of the faculty critics during the Industrial Design thesis presentation on Dec. 16.

John Hudnall attended the mid-winter meeting of the Scholastic Journalism Division of AEJMC Jan. 9-10, in St. Petersburg, Fla. He was selected to present the Honors Lecture at the AEJMC Convention in Boston, Mass., this summer.

Susanne Shaw went to Shanghai to visit Fudan University.

Simran Sethi was selected to participate in KU's Wheat State Whirlwind Tour.

David Perlmutter was an invited speaker at Texas Tech University to talk about the 2008 election and online social interactive media like blogs and YouTube.

Sue Novak and **Terry Bryant** have volunteered to be the J-School's spring commencement marshals.

John Hudnall conducted a session on editorial writing at the Columbia Scholastic Press Association Annual Convention March 18-20 in New York City.

Terry Bryant judged the video contest for Journalism Educators of Metropolitan Kansas City (JEMKC).

Pam Fine served as a contest judge in the large newspaper category for the Florida Society of Newspaper Editors during Spring Break. The awards will be announced at the group's annual convention this summer.

Max Utsler chaired a panel at the Broadcast Education Association Convention called BEA 101. Prior to the meeting he was installed as vice-president of academic affairs for the coming year.

Jon Schlitt is in Baltimore this week attending the WAUPM conference for college newspaper advisers and will be give a presentation called, "Managing student media in a down economy."

Ann Brill attend the board meeting and national championships of the Hearst Intercollegiate Competitions in San Francisco, June 3-7.

Barbara Barnett will moderate the AEJMC panel, "Self-Body Image, Athleticism, and Sport."

Simran Sethi will moderate a conversation with United Nations Secretary General Ban Ki-moon and New York Mayor Michael Bloomberg on multi-sector ways to mitigate climate change as part of her work with the nonprofit The

Climate Group on June 5.

Simran Sethi moderated two panels at the LOHAS conference in Boulder, Colo. – one on environmental media with Ed Begley Jr. and one on corporate sustainability with the director of corporate sustainability for Wal-Mart, Rand Waddoups, and the head of green initiatives for Whole Foods, Michael Besancon. She also spoke on the future of sustainable media with Bryan Welch, president of Ogden Publishing, based in Topeka.

Simran Sethi chaired the Education, Outreach and Policy working group for the Mayor's Climate Protection Task Force, 6/17.

Barbara Barnett served as midwinter conference research chair for the Association for Education in Journalism and Mass Communication's Commission on the Status of Women.

Simran Sethi was the guest editor of September's *Lawrencian*. *The Lawrencian* is a local monthly newspaper published by **Derek Helms**, a J-School graduate. The issue included an article by J-School junior **Lauren Keith** and excerpts from *the Huffington Post* series Sethi is writing with J-School alumna **Sarah Smarsh**. The Life Cycle series can be found at: <http://www.huffingtonpost.com/simran-sethi> **Sethi** also contributed an op-ed for the issue, and in "The Best of Lawrence 2008" section (nearly 4,000 people voted), she tied with Bill Self as "best local celebrity."

Marty Rosenberg moderated a panel discussion on energy policy at GridWeek 2008, in Washington, D.C., Sept. 25.

Retired professor **Rick Musser** consulted with the faculty and students at Mississippi University for Women about multimedia and online journalism for their student media, on Sept. 14.

David Perlmutter was host of the first Citizen Journalism Workshop at the BlogWorld & New Media Expo in Las Vegas. He organized sessions on journalistic writing, search techniques and legal and ethical issues. He taught a session on blogger-journalism relations. He also moderated another panel on new media and the 2008 election.

Simran Sethi moderated the Environmental Working Group panel: A Conversation About Chemicals and Our Children in Boston on Oct. 14. The panel addressed the impacts of chemicals on children, the importance of consumer products ingredient disclosure and the need for improved legislation.

Simran Sethi keynoted the North American Association for Environmental Education conference in Wichita on Oct. 17.

Susanne Shaw went to Riga, Latvia, to visit the public relations program at the Turiba School of Business. The public relations program wants to seek

accreditation for its graduate program. She also spoke to a public relations class. She also went to Buenos Aires to work with the Latin American accreditation program.

Simran Sethi moderated the kick-off panel for Bioneers by the Bay in New Bedford, Mass., on Oct. 23, interviewing green collar jobs advocates Van Jones and Majora Carter.

Sue Novak served as a reviewer of papers for the Central States Communication Association, Political Communications section.

David Guth was an on-air political commentator during Kansas Public Radio's election night coverage Nov. 4.

Tom Volek participated in a videoconference Oct. 31 between KU faculty and the faculty of St. Petersburg State University in Russia. KU faculty affiliated with KU's Center for Russian, East European and Eurasian Studies (CREES), of which Volek is one, discussed Tuesday's national elections with their counterparts from the various departments of SPBSU. KU's part of the videoconference originated from the CREES conference room in Bailey Hall from 8-9 a.m., Oct. 31.

Simran Sethi was featured Nov. 2 with Donnie Deutsch and Starbucks CEO Howard Shultz on CNBC's business program "Collaboration Now." She was part of the expert panel and the reporter on segments featuring eBay and Stone Barnes.

Simran Sethi was featured on Robert Greenwald's program "Meet the Bloggers" on Nov. 5, discussing renewable energy efforts in President Obama's first 100 days. Her thoughts on the first 100 days are also featured in [Worldchanging's First 100](#).

David Perlmutter spoke through a televideo connection to a group of Philippine journalists, political workers and educators about the American elections. The event was sponsored by the Department of State and the U.S. Embassy in Manila, Philippines.

Simran Sethi hosted the Martha Stewart Radio program "Whole Living" on Sirius 112 - XM 103 on Nov. 10, 11, 14 and 17 airing from 9-10 a.m. CT.

Simran Sethi spoke on the "Media and Sustainability" panel at the Investor's Circle conference in Boston on Nov. 12, alongside the editors of *GOOD* and *Ode* magazines.

Simran Sethi moderated a panel on local food systems with Dan Nagengast, Stuart Shafer, Andrew Roberts, Bob Bruce and others in a KU Environs event at the ECM on Nov. 13.

David Perlmutter conducted an international webtalk on the "The American Elections and Online Social-Interactive Media" sponsored by the U.S. Department of State and the U.S. Embassy in Kabul, Afghanistan, Nov. 3.

John Hudhall attended the JEA/NSPA national convention Nov. 13-15 in St. Louis. He conducted a session on opinion writing and one on feature writing.

Pam Fine and retired professor **Tom Eblen** conducted a one-day seminar Oct. 23 for editorial writers and columnists from Kansas newspapers at the William Allen White House in Emporia. The seminar included an overview of White's life and impact, a tour of the White home, discussion of the role of editorial pages in a changing media landscape, and a brief critique of columns submitted by the participants.

Pam Fine helped shape and lead the recently completed Citizens Journalism Academy at *The Lawrence Journal World*, an annual five-week program co-sponsored by the J-School. Citizens conducted interviews with Lawrence residents and business people to find out how they're doing in the down economy as part of a special report project that appeared in the newspaper.

Max Utsler was elected vice president of academic relations for the Broadcast Education Association at last week's board meeting in Washington, D.C.

Pam Fine attended a public hearing Nov. 17 in Chicago by the Knight Commission on the Information Needs of Communities in a Democracy. Fine is on an advisory panel to the commission which released a report and recommendations in February.

Simran Sethi spoke Dec. 2 about environmental communications in mainstream media at the Commonwealth Club in San Francisco on a panel entitled "Bio-Debatable: Busting Through the Clutter of Conflicting Eco-Messages."

Simran Sethi participated in the International Day of Action on Dec. 6, sponsored by the Lawrence Greenpeace chapter and held on-campus at the ECM. The event brought the community together during the week of the UN Conference on Climate Change.

Dean Ann Brill is a member of the expert committee reviewing proposals for the Canada Foundation for Innovation. The Foundation is an independent corporation created by the Canadian government to fund research infrastructure.

David Perlmutter was interviewed for separate articles on the Twitter phenomenon, appearing on the McClatchy News Service and in *the Lawrence Journal-World*.

David Perlmutter was interviewed for an article on "Saving Face on Facebook." It ran on *CareerCollegeCentral.org*.

The J-School was featured in the Feb. 3 *Lawrence Journal-World*. **Bob Basow, David Guth, Tien Lee, Chuck Marsh** and **Max Utsler**, with journalism student **Garrett Kelly**, critiqued the winners and losers of the 2009 Super Bowl commercials.

David Perlmutter was a guest on the Jeremy Taylor Show on 1320 AM (KLWN) radio in Lawrence. He spoke about online social-interactive media and campaign 2008 and the origins of text-messaging in World War II, dramatized in the movie "Valkyrie."

Jimmy Gentry will conduct a workshop entitled "Financial Communication: Communicating Company Results To Build Trust and Reputation" for the International Association of Business Communicators (IABC) on April 23 and 24 in Chicago. It will cover markets, financial statements and thinking strategically about financial statements.

Jimmy Gentry will teach Economics and Finance of the Media for the University of Missouri School of Journalism's online master's program this summer. This will be the third summer he has taught the course, which he created when he was on the Missouri faculty.

Simran Sethi was the speaker at the Lied Center for the state recognition of 400 academically talented seventh-grade students selected for the 2008 Duke University Talent Identification Program June 1. The Duke TIP students have earned SAT or ACT scores above the average scores of college-bound high school seniors.

Simran Sethi shot webisodes May 29 in Los Angeles for the Sundance Channel environmental justice series "The Good Fight." The videos include a "toxic tour" of the city, highlighting areas in South Los Angeles that receive disproportionate amounts of pollution and trash and profiling individuals working to clean up the community.

Jimmy Gentry discussed financial statements and their importance at the professional development meeting of the Kansas City chapter of PRSA June 10 at Lydia's.

Dean Brill attended the board meetings for the Hearst Journalism Awards steering committee in San Francisco this week.

David Perlmutter was an invited speaker on July 7 to talk about "Blogs & Politics, 2008" in KU Professor John Tibetts' class on "Politics and Society in Media."

Kelly Crane represented the Marketing Communications Graduate Program on June 10 at a KU Edwards Grad Program Info Session at Burns & McDonnell where she showed the new recruiting video and met one-on-one with prospective students. Program coordinators and program directors from seven other KU

Edwards graduate programs were also in attendance.

Jimmy Gentry attended the two-day “Portfolio Management and Institutional Investors Seminar,” conducted by the Options Institute at the Chicago Board Options Exchange in Chicago in August. He was the only academic participating.

Bob Basow, Mike Williams, and Jerry Crawford will attend the Michael Tilford Conference on Diversity and Multiculturalism, sponsored by the Kansas Board of Regents and Council of Chief Academic Officers, Oct. 2-3 at Wichita State University.

Simran Sethi shot op-eds in Kansas City, Mo. The segments focus on energy policy and are part of CNBC’s integrated series on energy called “Powering the Planet.” Sethi also is shooting segments for the upcoming business collaboration series hosted by Donny Deutsch in New York City on Sept. 5.

KU hosted two “Scholar Weekends” for the Duke University Talent Identification Program in fall 2008. The Scholar Weekends, scheduled for Oct. 3-5 and Nov. 7-9, will offer intensive courses taught by KU instructors. **Carol Holstead will teach Magazine Design.** The Program will challenge students academically while allowing them to get a taste of university life. Students in grades 8-12 who have been identified as gifted or talented by local school criteria or have participated in Duke’s Talent Identification Program can attend Scholar Weekends. The program is sponsored by the University Honors Program in cooperation with Duke’s Talent Identification Program.

Martin Rosenberg was one of four U.S. energy and environment journalists who traveled to Germany at the invitation of Germany’s ambassador to the United States to spend a week meeting with officials and experts to discuss energy and global warming policies. The group, which included journalists from China, Vietnam, the Philippines, Estonia and Chile, visited the world’s largest solar panel manufacturing plant and a pioneering facility that captures carbon dioxide produced by coal-fired power plants.

Susanne Shaw visited the department of mass communication at Qatar University in Doha, Qatar, last week. The acting department chair is Saadia Malik, who used to teach at the J-School. She also taught in the communications studies department at KU. Her husband, Khalid El-Hassan, was associate director of the African American studies department for seven years.

David Perlmutter was quoted in an Associated Press story and was interviewed for a BBC Radio segment on the Obama administration's decision to lift the ban on photography of the return of coffins of American war dead at Dover Air Force base.

Hudnall will give the Quill and Scroll banquet speech tonight, March 23, at Chase County High School in Cottonwood Falls, Kan.

Judging for the Kansas Scholastic Press Association's High School Journalist of the Year competition took place March 5. Judges included Mary Wallace, Malcolm Gibson, Matt Erickson, former Kansan editor, and Terry Rombeck, Lawrence Journal-World features editor.

Ann Brill, Barbara Barnett and Tom Volek, along with representatives from other schools and departments, met with the Deputy to the Commanding General, Dale Ormond, and other officials at the U.S. Army Combined Arms Center (CAC) at Fort Leavenworth May 5 to discuss funding of KU activities and initiatives with CAC.

Simran Sethi and City of Lawrence Mayor Michael Dever are featured on a Lawrence.com podcast and printed interview detailing the upcoming climate plan to be presented to the City Commission March 31. The podcast can be heard [online](#). Mayor Dever chairs the task force and Sethi is a member of the Climate Protection Task Force and chair of the working group on policy, education and outreach. Dever and Sethi also will be featured in the upcoming issue of The Lawrencian and are currently penning an op-ed for the Lawrence Journal World promoting the plan.

Mike Williams was a guest panelist on the radio show "Up to Date" on KCUR-FM, the public radio station in Kansas City. Discussion topics included media coverage of the swine flu, Pres. Obama's relationship with the media and the future of journalism. He has been asked to appear as a regular monthly guest on the show.

David Perlmutter was a guest on the Jeremy Taylor Show on 1320 AM (KLWN) radio in Lawrence. He spoke about Facebook and other social media.

David Perlmutter spoke about his book "Blogwars" (Oxford, 2008) at the 7th Annual Celebration of Books at the Hall Center for the Humanities.

Tim Bengtson has been elected to a three-year term on the Friends of the Lied board of directors, starting this spring.

Simran Sethi and Mayor Michael Dever co-authored an op-ed on the City of Lawrence climate plan for the Lawrence Journal-World on March 28. They detailed the efforts of the Climate Protection Task Force in an audio podcast on Lawrence.com and also will be featured in the next issue of The Lawrencian. The climate plan will be presented to the City Commission on March 31.

Simran Sethi will speak March 31 on environmental education and access at the national American College Personnel Association conference in Washington, D.C.

Simran Sethi will be the featured lecturer in the KU Art and Design/Hall Center Hallmark Symposium March 30, where she will lecture on sustainable design.

Simran Sethi will be featured on the “Oprah Winfrey Show” on Earth Day, April 22, discussing economical ways in which people can become more environmentally-friendly.

Simran Sethi will lecture in Alisa Branham's ADS 540 Design History class on April 20 on the ways in which sustainable design can advance social causes.

Pam Fine co-hosted a Webinar April 16 on behalf of the American Society of News Editors (ASNE) to present the latest census of working journalists in newspaper newsrooms. Fine is chair of the diversity committee.

Bob Basow, with the College of Liberal Arts and Sciences, hosted a reception at his home April 2 for officers and faculty at Ft. Leavenworth in the FA30 (Information Operations/Engagement) training program. The reception was held to honor the officers and bring together the CLAS and J-School faculty who have helped instruct the officers in the FA30 program over the years.

Jimmy Gentry is serving as one of three judges for the Best in the Best category of the Society of American Business Editors and Writers' Best in Business contest. After BIB judging is completed, Gentry's Best of the Best panel will review all the winning entries from all categories and will single out only those entries that rise far above the other winners. The other two judges are Allan Sloan, Newsweek's Wall Street editor, and Myron Kandel, the former financial editor for CNN.

Pam Fine led a session for professional journalists on "How to Champion Your Own Career" at SPJ's regional conference in Indianapolis April 4.

David Perlmutter was quoted in a Denver Post story about "The Rise of the Citizen Journalist" and the decline of mainstream media (www.denverpost.com/opinion/ci_11900591).

Patty Noland served on an intern panel for the Kansas City Attractions Associations on April 9. Kara Breitenstein, 2004, and Cassie Lane, 2008, organized the panel, attended by 52 members of the group. Breitenstein is the promotions manager at Highwoods Properties/Country Club Plaza, and Lane manages events and promotions at The Legends.

Chuck Marsh has been appointed to Lawrence's Mayor's Task Force on Peak Oil. The task force is charged with developing "a response plan in active consultation with the community that will address both a sudden crisis-related reduction of fossil fuels and a long term depletion of fossil fuels." The task force's Web address is www.lawrenceks.org/peak_oil.

Diane O'Byrne will make a presentation to the Kansas City Media Mix group April 22 titled “Sales Serendipity: Back to the Basics of Hard Work and Creative Selling to Make Your Good Fortune.

Simran Sethi will lecture on alternative indicators to GDP in Malcolm Gibson's international media class April 14.

Pam Fine moderated a "town hall" meeting on journalism ethics and credibility May 2 at the History Museum in St. Louis. Panelists for the community event, which was sponsored by the regional chapter of the Society of Professional Journalists, included Arnie Robbins, editor of The St. Louis Post-Dispatch; Tom Warhover, associate professor at the University of Missouri School of Journalism; Mike Murray, University of Missouri Board of Curator's professor and chair on the St. Louis campus; Bernie Hayes, veteran radio announcer and executive in St. Louis; Margie Freivogel, founding editor of The St. Louis Beacon, an online news site; Pat Gauen, assistant metro editor at The Post-Dispatch; and Matt Carlson, assistant professor of journalism at St. Louis University. The program was part of SPJ's ethics week and one of a dozen town hall meetings conducted in cities nationwide.

Ann Brill and **Susanne Shaw** attended the Kansas Press Association annual convention in Wichita, April 24- 25.