



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 42, #13, OCTOBER 29, 2012

J-SCHOOL CALENDAR OF EVENTS:

Fall 2012		
Oct. 30	Mike Swenson visit (Guth's JOUR 201 class)	2:30 - 3:45p.m.
Nov. 1	Mark Potts visit	Please let Penny know if you are available on Thursday, November 1 st . He will come to the School to meet with you and have lunch. He'll also tour our facilities. He will visit between 10 a.m. to 1 p.m. and you can join when you are available.
Nov. 2	Faculty Meeting	206 SF, 1:30 - 3:00 p.m.
Nov. 2	Stratcom Track meeting	12:30 - 1:30 p.m., S-F 206
Nov. 6	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Nov. 6	Dave Peacock visit	Peacock is a KU J-School grad and the former president of Anheuser-Busch.
Nov. 6	Guth will give special lecture, "Election Night in America," in Jour 201.	<i>Lecture will feature television coverage of the U.S. elections back to 1948. Faculty and staff are invited to attend. Class meets in 100 SF from 2:30 - 3:45.</i>
Nov. 7	"Lunch and Learn" Graduate program informational session	Trozzolo Communications Group, 4 th Floor, noon
Nov. 8	"The Celebration of Democracy and Cookies" in JOUR 201 - Campaign 2012. (Guth)	A discussion of the election, the announcement of the winner of the "Who Wants to be a Pundit?" contest (student and faculty divisions) and, of course, cookies.
Nov. 9	"Lunch and Learn" Graduate program informational session	KU Edwards Campus - BEST Building, noon
Nov. 9	Entrepreneurship Event featuring U.S. Senator Jerry Moran (R-Kan.)	Lied Center (See invite below)
Nov. 9	Montgomery Symposium:	<i>Will be held at the Kansas Supreme</i>

	Journalists and the Courts	<i>Court building (REGISTRATION)</i>
Nov. 12	Veterans Day (observed)	<i>USS & UPS staff holiday with supervisor permission</i>
Nov. 13	Jeff Taylor class visits	
Nov. 13	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Nov. 16	PTS Conference/Workshop and Alumni reception	Washington, D.C.
Nov. 15-18	JEA/NSPA Fall National High School Journalism Convention	San Antonio, TX
Nov. 20	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Nov. 21-23	Thanksgiving Break	<i>No classes 11/21-23, offices closed 11/22-23</i>
Nov. 27	Professor Robert Rowland of the department of communication studies will discuss presidential inaugural addresses in JOUR 201-Campaign 2012 (Guth)	
Nov. 27	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Nov. 29	Sir Robert class visit (Guth's J201)	
December	Campaigns Presentations	
Dec. 4	Guth Campaigns Presentations: City of Greensburg, KS	JOUR 640 Strategic Campaigns presentation to representatives of the City of Greensburg, Kansas. 7:00 p.m. in the Clarkson Gallery in Stauffer-Flint. There will be a telecommunications links between the gallery and people in the Media Center in the Kiowa County Commons in Greensburg.
Dec. 4	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Dec. 6	Last day of fall classes	
Dec. 6	Basow Campaign Presentation - Straub International	7 p.m.
Dec. 7	Faculty - Special meeting to vote on curriculum	10 - 11:30 a.m. 206 S-F.
Dec. 7	Stop day	
Dec. 10-14	Finals	

Dec. 11	Bengtson Campaign Presentation - Minsky's Pizza	7:30 - 10:30 a.m., Alderson Auditorium (Kansas Union)
Dec. 21	Fall grades due	
Dec. 24-25	Christmas Holiday	<i>Offices closed</i>
Jan. 21	Martin Luther King Day Holiday	<i>Offices closed</i>
Spring 2013		
Jan. 22	First day of spring classes	
Feb. 8	William Allen White Day - Frank Deford is the 2013 recipient of the national citation.	<i>Adams Alumni Center, Kansas Union & Stauffer-Flint Hall, additional details tba</i>
Feb. 1	Faculty Meeting	206 SF, 1:30 - 3:00 p.m.
Feb. 24	KSPA Regional Competition	
Mar. 8	Faculty Meeting	206 SF, 1:30 - 3:00 p.m.
Mar. 18-22	Spring Break	
Apr. 16	School of Journalism Awards & Scholarships Ceremony	<i>Kansas Room & Malott Room, 4:00-5:30 pm</i>
Apr. 25-28	JEA/NSPA Spring National High School Journalism Convention	<i>San Francisco, CA</i>
May 9	Last day of classes	
May 10	Faculty Meeting	206 SF, 1:30 - 3:00 p.m.
May 10	Stop day	
May 12-17	Finals	
May 18	Journalism School Graduate Recognition Ceremony,	<i>Lied Center and Stauffer-Flint lawn</i>
May 19	Commencement	<i>Memorial Stadium, 10:30 am</i>
May 27	Memorial Holiday	<i>Offices closed</i>
Jun. 4	First day of classes	
Jun. 23-27	Kansas Journalism Institute	

FACULTY/STAFF NEWS:

CEHCUP news: Royetta Rodewald is the Executive Assistant to the Director of **CEHCUP**. Ms. **Rodewald** received her BA (Cum Laude) in Business Administration from Baker University. She is a member of the Prairie Band Potawatomi Nation where she worked as the Judicial Administrator for the Nation's Judicial Council for 12 years. During that time she was instrumental in implementing the Healing to Wellness Court, Peacemakers Circle and Employment Dispute Tribunal. Ms. **Rodewald** will assist in the day-to-day operations of the Center as well as providing support for CEHCUP's members and clients in their research, teaching and service activities addressing health communication to underserved populations. Her office is in Stauffer-Flint 111A.

Lisa McLendon co-presented an Editing Boot Camp workshop put on by the American Copy Editors Society in St. Louis, where I also attended the ACES board meeting (she is the vice president for

conferences). She also wrote for the "Sticky Issues" column in the current ACES newsletter.

Prof. Barbara Barnett traveled to the University of Costa Rica October 16-21. She taught a class on public relations theory, visited with officials from the journalism and medical schools, and met with administrators at the university's branch in Limon. She also participated in a focus group discussion with a local women's group in the rural community of Pococi. The focus group is part of a project, funded by a grant from KU's Office of International Programs, to reduce the incidence of dengue fever by training community members in health communication techniques. The project is coordinated by **Prof. Muger Geana**.

Jerry Crawford presented his research, "Journalism and mass communications students at HBCUs and PWIs: Saying goodbye to the digital divide" at Clute International Academic Conference, Las Vegas, Nevada on October 17, 2012.

Dr. Crawford was an invited presenter October 10th at KU's High School Black Leadership Symposium. His topic was, "Using Social Media for Organization Management". His presentation centered on how student groups and organizations often struggle to maintain effective communication throughout the organization, as well as maintaining progress from year to year. Discussed how to use the latest multimedia tools to help run their organizations more effectively and reduce frustration and miscommunication. He also presented, on October 23rd, at KU's Latino Leadership Symposium. The topic was, "Social Media and Leadership". He discussed branding, web design, career choices and higher education strategies. The symposiums were sponsored by the Office of the Provost, Office of Multicultural Affairs, Office of Admissions and Continuing Education. KU invited high school students, grades 9 -12, from throughout Kansas to participate in the day-long event.

J-School Generations 2012 brought together alumni, students, faculty and staff during several events Oct. 25 to 27. Classes on Thursday hosted 15 alumni throughout the day. Students, faculty and alumni enjoyed a hot dog lunch in the new Clarkson Gallery at noon. During the round robin networking session, 62 students interacted with 14 alumni about interviewing, starting a career, strengthening a portfolio and other career-related topics. At the evening reception, more than 80 alumni, faculty and staff enjoyed visiting over light appetizers and beverages.

On Friday, eight teams competed in the Friday Challenge. Students on the various teams came up with a solution to a journalism-related issue. Student participants included **Jordan Frederick, Kayla Soper, Jessica Bjorgaard, Josh Kurelic, Brent Bregner, Caitlin Doornhos, Carley Ogren, Justin Christian, Hailey Lapin, Sean Conderman, Jaclyn Baillergeon, Emily Hines, Jamal Clemons, Natalie Parker, Lauren Armendariz and Laney Harber**. Faculty team leaders were **David Guth, Tien Lee, Tim Bengtson, Chuck Marsh, Scott Reinardy, Max Utsler, Lisa McLendon and Barbara Barnett**. At the luncheon in the Kansas Room, 75 alumni, faculty and students interacted and enjoyed the Italian buffet. On Saturday, 68 people visited the tailgate tent. Faculty, staff and deans in attendance were **Ann Brill, Barbara Barnett, Tom Volek, Tien Lee, Scott Reinardy, Patty Noland, David Guth, Max Utsler, Jerry Crawford, Terry Bryant, Wayne Larson, Natasha Veeseer, Kerry Navinsky, Cade Cruickshank and Cal Butcher**.

The J-School Generations planning committee included **Patty Noland**, chairperson, and members **Corrie Moore, Mike Williams, Natasha Veeseer, Kerry Navinsky, Kelly Crane, Nikki Epley, Brian Bracco, Eric Morgenstern, Joel Zeff, Kylee McCullough, Gavin Fodemski and Emma McElhaney**.

Tim Bengtson was honored at the Generations reception with the Bengtson Faculty Mentor Award, presented by alumnus Mark Mears, one of Bengtson's former students.

ALUMNI AND STUDENT NEWS:

Adam Pracht book of short stories recently became available for purchase - "Frame Story: Seven Stories of Sci Fi & Fantasy, Horror & Humor." It is available in all standard formats at Smashwords.com, on Kindle and as a paperback on CreateSpace.

OPPORTUNITIES:

Faculty

Support our social media efforts for the Center for Excellence in Health Communication to Underserved Populations (CEHCUP). Please like us on [Facebook](https://www.facebook.com/CEHCUP) and follow us on [Twitter](https://twitter.com/CEHCUP).

Students

Every year, PRSSA and Ad Club partner up and take their members on an agency crawl in Kansas City, Mo. This year PRSSA and Ad Club are visiting four agencies on Friday, Nov. 9th:

9 - 10 a.m. SHS Sullivan Higdon & Sink
10:30 - 11:30 a.m. Barkley/Crossroads

11:30 - 1:30 p.m. LUNCH

1:30 - 2:30 p.m. Bernstein-Rein
3 - 4 p.m. VML Agency

There is limited space. Club members should let officers know they would like to participate by Nov. 2nd.

Dave Peacock, KU journalism grad and former president of Anheuser-Busch, will be here Tuesday, Nov. 6th. Please let Kerry Navinsky know if you'd like Dave to speak to your class. Peacock stepped down as president of Anheuser-Busch last year. He was president for four years and with the company for 17 years, responsible for such campaigns as the "whazzup", the lizards and of course, the many Super Bowl ads. He also oversaw the development of AB's social media marketing efforts.

Entrepreneurship Event featuring U.S. Senator Jerry Moran (R-Kan.)

THE UNIVERSITY OF KANSAS

A celebration of Global Entrepreneurship Week

In a partnership of THE SCHOOLS OF BUSINESS, ENGINEERING AND JOURNALISM

10 AM	MODERATED PANEL DISCUSSION FEATURING AREA ENTREPRENEURS
11:15 AM	NETWORKING LUNCH
12:15 PM	AN INTERVIEW WITH SENATOR JERRY MORAN BY DEAN NEELI BENDAPUDI
1 PM	ENTREPRENEURSHIP INFO SHOWCASE (smaller and startup companies, resources for entrepreneurs, internet with KU students)

FRIDAY NOVEMBER 9, 2012
LIED CENTER OF KANSAS PAVILION

Free and open to all KU students but space is limited and reservations are required. Email entresopku.edu by Wednesday, Oct. 31, to reserve your spot. Please park in lot 300, sections C and D.