

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



---

## Faculty and Staff News

**Associate Professor Mugur Geana** discussed enrollment in cancer clinical trials and presented preliminary results of the Accrual to Cancer Clinical Trials Project at the Midwest Cancer Alliance midyear physicians meeting Nov. 13. The study, funded by Midwest Cancer Alliance and the University of Kansas Cancer Center, aims at developing an evidence-based strategic communication campaign to increase recruitment of patients into cancer clinical trials. **Assistant Professor Joseph Erba** is a co-investigator on the project.

**Assistant Professor Jonathan Peters** published a [Columbia Journalism Review column](#) exploring some of the free-speech issues that have surfaced during protests at the University of Missouri. Several news organizations, including The Wall Street Journal and the Los Angeles Times, quoted his column in their stories. Peters is scheduled to appear this week on several shows to discuss race relations and free speech on college campuses. Among the outlets are: KQED in San Francisco, KPFK in Los Angeles, KCUR in Kansas City, and The Steam via Al Jazeera.

**Chef Rick Martin** and **Debbie Rascoll** visited **Associate Professor Tim Bengtson's** Message Development labs last week (Nov. 10 and 12) to brief students on Limestone Pizza, the brand that his students are working on for the rest of the semester to prepare a strategic plan. Martin and Rascoll will return to both labs in early December to critique students' work and select the plan they think would be most effective.

**Associate Professor Yvonne Chen** presented a 90-minute talk on social media and health promotion to staff of the KU Work Group for Community Health and Development and its Wyandotte community partners on Nov. 13. This talk discussed how to integrate the health communicator's social media toolkit from the Centers for Disease Control and Prevention, content calendar, and social media measurement matrix into community health promotion.

**Matt Tidwell**, doctoral student, attended the Public Relations Society of America (PRSA)

International Conference last week in Atlanta. While there, he attended a planning meeting for PRSA's strategic communications MBA initiative research committee.

Please welcome **Patrick Allen** to the J-School as the new associate development director. Allen was most recently the director of alumni relations and annual giving at Kansas City University of Medicine and Biosciences. Before that, he worked as the manager of sales and marketing with the Sports Turf Managers Association in Lawrence. Patrick received an undergraduate degree in education from KU and an MBA from Rockhurst University. You can reach Allen at [pallen@kuendowment.org](mailto:pallen@kuendowment.org).

## Pioneer Award winner

**Assistant Professor Peter Bobkowski** was one of six educators who received the National Scholastic Press Association's Pioneer Award at the National High School Journalism Convention in Orlando, Florida. The award is the NSPA's top honor for journalism educators and honors those who have gone above and beyond to advance scholastic journalism through years of dedicated service.



---

## Student News

### Milestone for Media Crossroads

"Good Morning KU" celebrated its 300th show on Nov. 11, which was shot from Wescoe Beach (right) and featured live shots from Anschutz Library and Stauffer-Flint Hall. The show's crew is pictured below. Director **Cal Butcher** estimates that 200-250 students have worked on "Good Morning KU" since its first episode.



Watch the 300th episode [here](#). Watch Butcher get a surprise from the students [here](#).



## Social media spotlight

J-School senior **Allison Kite** was featured in KU News social media posts last week. Kite spent the spring 2015 semester in Washington, D.C., as an intern at Scripps Howard Wire.

[See the post here.](#)



## From KU to Kazakhstan

**Sophomore Garrett Farlow**, who is majoring in journalism, Slavic languages and literature, and political science, was featured in a blog post from the College of Liberal Arts & Sciences. Farlow spent the summer as an intern at the The Kazakhstan Press Club & PG Communications.

[Read the post here.](#)

## Internships

**The Kansas City Star** sports department is seeking an intern for summer 2016 to cover community sports and help out with video and reporting from Royals games and Chiefs training camp. Students would work for 10 weeks for class credit. To apply, send a brief cover letter, resume and writing samples no later than Nov. 30 to sports editor **Jeff Rosen** at [rosen@kcstar.com](mailto:rosen@kcstar.com) or 1729 Grand Blvd., Kansas City, MO, 64108.

**USA TODAY College** is looking for undergraduate journalism students to apply for its Collegiate Correspondent Program. Collegiate Correspondents will work remotely from their respective campuses to research, pitch, report and produce one story per week for a period of 17 weeks. Their work will appear on USA TODAY and across Gannett's network of 93+ media organizations. Deadline to apply is Nov. 18. Learn more [here](#).

**The Omaha World-Herald** is looking for reporting interns for summer 2016. The internship pays \$10 an hour plus a \$1,000 scholarship after successful completion of the internship. Learn more [here](#).

**Sunflower Publishing**, a division of The World Company in Lawrence, is seeking an intern to market several spring publications through social media, assist with event planning and provide editorial support. The intern must be available to work between 8 a.m. and 5 p.m. Monday through Friday, approximately 10 hours per week, through June 2016. Learn more [here](#).

**Forbes** is looking for an intern/freelance reporter to help produce one of its most popular issues, which includes the annual ranking of the world's billionaires. Must be able to work December through February. This is a paid internship with opportunities to write for Forbes.com. Learn more [here](#).

**The Freeman East Asia Internship** Initiative and the KU Office of Study Abroad (OSA) anticipates offering \$4,000-\$6,000 scholarships to intern abroad in East Asia during the summer or fall 2016. Internships must be completed for credit and for a minimum of six weeks. Learn more [here](#).

Make plans to attend the Internship Fair at the Kansas Union on Nov. 17. Check out the [employer list](#).

Find internship opportunities at many large news organizations at [Poynter.org](#) or check out the J-School's [jobs and internships](#) web page. You can filter by job or internship and full or part time. And don't forget that our career and outreach coordinator, [Steve Rottinghaus](#), can help you with your search.

---

## Other student opportunities



Students are encouraged to enter the Hearst Journalism Awards Program for outstanding work in writing, broadcast, photojournalism and multimedia categories. Scholarship prizes range from \$1,000 to \$5,000. Deadlines vary for each category. Learn more at the [Hearst Awards](#)

[website](#), then contact [Susanne Shaw](#), [Doug Ward](#) or [Lisa McLendon](#) so they can help you submit your work.

Each year, students are eligible to apply for School of Journalism scholarships. All students admitted to the school are encouraged to apply. Students who receive KU renewable scholarships should note that the School of Journalism will likely be funding those scholarships during your junior and senior years. Students receiving renewable scholarships should still apply for journalism scholarships; additional funds may be available. Applications are due Dec. 1. [Apply here.](#)

**The Bryan-College Station Eagle** is looking for a photographer/videographer. The job is heavy on SEC sports coverage, so it requires sports photography and video experience. Learn more [here.](#)

**The Carnegie-Knight News21 program** invites journalism students to apply for this prestigious opportunity. The program begins with a virtual seminar during the spring 2016 semester taught by Leonard Downie Jr., former editor of The Washington Post. Students will conduct research and learn from experts on civil rights in America. The seminar is followed by an immersive reporting experience in the summer, led by News21 Executive Editor Jacqueline Petchel, a Pulitzer Prize-winning investigative journalist. Students work out of a newsroom at the Walter Cronkite School of Journalism and Mass Communication in downtown Phoenix and travel the country to report and produce their in-depth, multimedia stories. Learn more [here.](#)

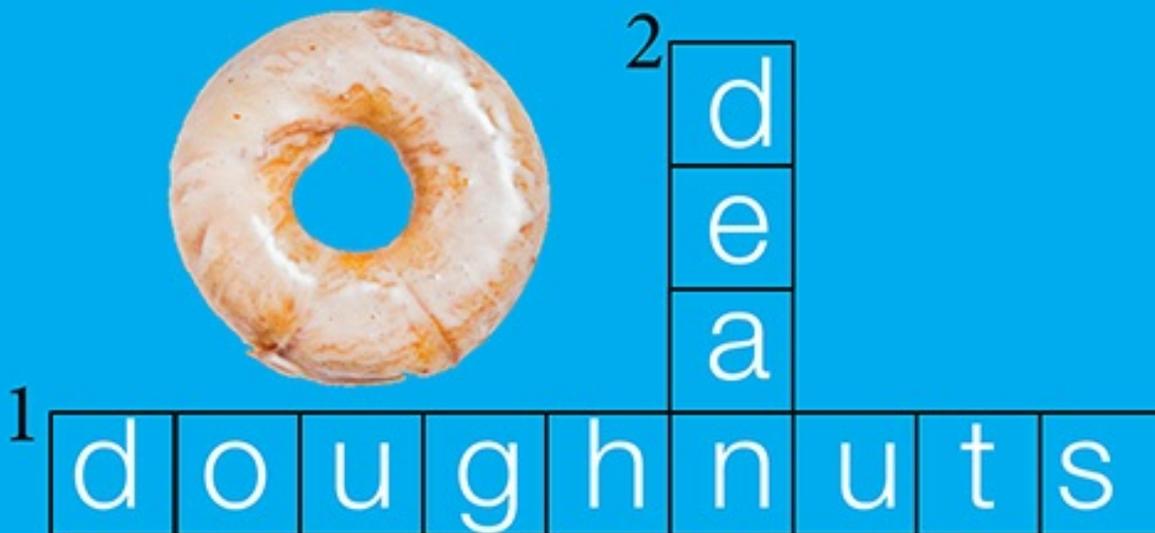
**The BEA Festival of Media Arts** is accepting entries for its international exhibition of student work in the following competitions: audio, documentary, interactive multimedia, two-year/small colleges, news, scriptwriting, sports and video. Winners will receive recognition and exhibition of their work during BEA's annual convention in Las Vegas, April 17-20, 2016. Deadline is Dec. 15. Learn more [here.](#)

**The Scripps International Innovators Cup** invites colleges and universities to pit their best student team around a new media business idea with other teams from around the world. The contest promotes student innovation around media entrepreneurship and highlights creativity and entrepreneurship as it is being implemented in communication and journalism school curricula and student clubs. The Innovators Cup Prize awards one team a top prize of \$5,000. Learn more [here.](#)

**The University of Kansas McNair Scholars Program** is seeking applicants for 2015-2016. The application is open until Nov. 27, 2015. The McNair Scholars Program helps low-income, first-generation college-going and underrepresented minority undergraduates prepare for doctoral study. Students who participate in this program are provided with paid research opportunities, faculty mentors, a GRE preparation course and tutoring. News and information or strategic communication majors looking to take their research to the next level are encouraged to apply. Learn more [here.](#)

---

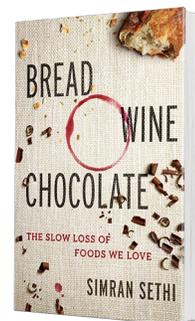
## Events



**Doughnuts with the Dean:** Enjoy a doughnut and have a chat with **Dean Ann Brill** at 9 a.m. Nov. 18 in Clarkson Gallery.

## An evening with author Simran Sethi

**Simran Sethi**, award-winning journalist and author of "Bread, Wine, Chocolate: The Slow Loss of Foods We Love," will speak about the lack of food biodiversity at 6:30 p.m. Dec. 8 at The Commons in Spooner Hall. The evening will feature sustainably sourced food by Hank Charcuterie, Queen of Tarts, and 1900 Barker Bakery and Cafe. The event is co-sponsored by the KU Biodiversity Institute and the William Allen White School of Journalism and Mass Communications. [Read this story](#) about Sethi in today's Boston Globe.



---

## Alumni Update

**Sarah Stern**, 2013 J-School graduate, is now public relations manager for Netflix, Latin America.

---

## In Memoriam

**Richard Thaemert**, 1978 J-School graduate, died Oct. 20 at age 59. Read his obituary [here](#).

---

## JSchoolTech

**Nov. 20:** InDesign Q/A. Students can bring projects and get help about InDesign. We will also delve into interactive PDFs.

**Dec. 4:** Final JTech of the semester will be on using social media and online analytics to drive decisions.



- Got an idea for next semester's JTech? Let me know [here](#).
- If you need help on a final project, make an appointment to work one on one with Heather Lawrenz. Email her at [halawrenz@ku.edu](mailto:halawrenz@ku.edu).

- Labs will be closed Nov. 25-29 for Thanksgiving break and will reopen Nov. 30.
- Follow [@JSchoolTech](#) on Twitter.

## Mark your calendars

**Nov. 18:** Doughnuts with the Dean, 9-10 a.m., Clarkson Gallery

**Nov. 25-27:** Thanksgiving break; no classes Nov. 25-27, offices closed Nov. 26-27

---

**Dec. 11:** Strategic communication track meeting, 9-10 a.m., SF 206

**Dec. 11:** News/info track meeting, 9-10 a.m., SF 303

**Dec. 11:** Faculty meeting with lunch afterward, 10-11:30 a.m., SF 206

**Dec. 11:** Stop day

**Dec. 24-25:** Christmas holiday; offices closed

---

**Jan. 1:** New Year's Day holiday; offices closed

**Jan. 18:** Martin Luther King Jr. Day holiday; offices closed

**Jan. 29:** Strategic communication track meeting, 11 a.m.-12:30 p.m., SF 206

**Jan. 29:** News/info track meeting, 11:30 a.m.-12:30 p.m., SF 303

**Jan. 29:** Faculty meeting, 1:30-3 p.m., SF 206

---

**March 2:** Journalism Career Fair, Kansas Union

**March 14-18:** Spring Break

---

**April 1:** Strategic communication track meeting, 11 a.m.-12:30 p.m., SF 206

**April 1:** News/info track meeting, 11:30 a.m.-12:30 p.m., SF 303

**April 1:** Faculty meeting, 1:30-3 p.m., SF 206

**April 14:** School of Journalism Awards and Scholarship Ceremony and William Allen White Foundation Citation presentation, Kansas Union, Ballroom

**April 14-17:** JEA/NSPA Conference, Los Angeles

**April 15:** William Allen White Foundation Board of Trustees meeting, Kansas Union, Alderson Auditorium, followed by the Burton W. Marvin News Enterprise Award presentation and lunch, Kansas Union, Ballroom

**April 21-23:** Kansas Press Association convention, Overland Park

**April 29:** Strategic communication track meeting, 11 a.m.-12:30 p.m., SF 206

---

**May 6:** Stop day

**May 6:** News/info track meeting, 9-10 a.m., SF 303

**May 6:** Faculty meeting with lunch afterward, 10-11:30 a.m., SF 206

**May 7:** KSPA State Competition, Kansas Union

**May 14:** School of Journalism Recognition Ceremony, Lied Center and Stauffer-Flint lawn

**May 15:** Commencement

**May 30:** Memorial Day holiday; offices closed

---

To see all J-School events, go to <http://journalism.ku.edu/calendar>

