



# THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 42, #4, AUGUST 27, 2012

## J-SCHOOL CALENDAR OF EVENTS:

Fall 2012		
Sep. 3	Labor Day	<i>No classes, offices closed</i>
Sep. 4	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Sep. 8	Band Day, KU vs. Rice	<i>TBA</i>
Sep. 11	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Sep. 18	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Sep. 21	Faculty Meeting	206** (updated location) SF, 1:30 - 3:00 p.m.
Sep. 23-28	MilJo (Media and the Military Workshop for Journalists)	Ft. Leavenworth, KS
Sep. 24	KSPA Fall Conference	<i>Kansas Memorial Union</i>
Sep. 25	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Sep. 28	KU Art Walk (J-School showcasing alumni and student photographer exhibits in Stauffer-Flint Hall)	<i>1:30 - 5:00, details TBA</i>
Oct. 2	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Oct. 6-9	Fall Break (Saturday - Tuesday)**	<i>No classes</i>
Oct. 10	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Oct. 16	Ad Club	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall. All meetings are scheduled on Tuesdays.
Oct. 21-23	KAB Convention	<i>The Doubletree Hotel by Hilton, Wichita, KS</i>

Oct. 23	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Oct. 25-27	J-School Generations	<i>J-School Generations</i> <a href="#">Facebook</a> <a href="#">J-School website</a>
Oct. 27	KU Homecoming vs. Texas	<i>100th anniversary of KU Homecoming</i>
Oct. 30	Mike Swenson visit (Guth's JOUR 201 class)	<i>2:30 - 3:45p.m.</i>
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. 9	Faculty Meeting	<i>206 SF, 1:30 - 3:00 p.m.</i>
Nov. 12	Veterans Day (observed)	<i>USS &amp; UPS staff holiday with supervisor permission</i>
Nov. 13	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
Nov. 15-16	PTSD Conference	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	PRSSA	All meetings will be held at 7:00 p.m. in 100 Stauffer-Flint Hall.
December	Campaigns Presentations	(tba)
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. 7	Stop day	
Dec. 10-14	Finals	
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>
<b>Spring 2013</b>		
Jan. 22	First day of spring classes	
Feb.8	William Allen White Day	<i>Adams Alumni Center, Kansas Union &amp; 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 &amp; 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:

**David Guth** will welcome **Mike Swenson**, president of Crossroads, to his [JOUR 201 - Campaign 2012](#) class from 2:30-3:45 on Tuesday, October 30. Mike is one of our most distinguished alums and has been a frequent speaker in many of our classes. Mike has expressed an interest in visiting other journalism classes while on campus and invites you to contact him at [mswenson@crossroads.us](mailto:mswenson@crossroads.us) if you would like him to speak to your class on that date.

**Mark Johnson** and **Jeff Browne** will participate in a panel with Kathy Kuhlmeier discussing the implications of the Kuhlmeier decision, during a symposium the UMKC Law School has put together Sept. 20-21. The symposium on school free speech will have the Tinkers, Kathy Kuhlmeier, Joe Frederick, and Mark Fraser participating, along with their lawyers (including the well-known Ken Starr, who argued the *Bong Hits 4 Jesus — Morse v. Frederick* — case in the Supreme Court).

**Peter Bobkowski's** article, "Student Media in U.S. Secondary Schools: Associations with School Demographic Characteristics" is published in the latest issue of *Journalism & Mass Communication Educator*. The study is co-authored with Mark Goodman and Candace Perkins Bowen of Kent State University. It is based on a comprehensive census of high school media the research team conducted in spring 2011.

Students in **Tim Bengtson's** section of Strategic Campaigns will be working on Minsky's Pizza this fall. Minsky's is headquartered in Kansas City and recently opened its first store in Lawrence. The client team from Minsky's will provide a briefing for students on Wednesday, Sept. 12. The team will consist of Gregg Johnson (founder and partner) and Kenny Kantner (general manager and partner) along with Minsky's graphic designer John "Mort" Mortensen and Mike Alexander, Minsky's advertising agent. Mike is a J-School alum, who took Advertising Campaigns in the 1980s.

The Strategic Campaigns class of **Dr. Mugur Geana** will have a unique opportunity this semester: They will run a real campaign, funded by the Kansas Department of Transportation, addressing the distracting behavior of texting while driving. The campaign was developed by last semester's campaigns class students; after implementation, the students will evaluate its impact and propose eventual changes in order to develop a standardized kit, so similar interventions can be easily implemented in other campuses across the state and maybe the nation. Furthermore, they will also work in preparing a strategic communication plan for high schools, to be implemented by KDOT in conjunction with other existent programs addressing distracted and impaired driving. The project is funded by a KDOT grant awarded in 2011 to Dr. Mugur Geana (Journalism) and Dr. Paul Atchley (Psychology).

**Dr. Mugur Geana's** study on the use of email for patient-provider communication was featured in the Summer 2012 issue of the *Kansas Medicine and Science* news magazine from the University of Kansas Medical Center. In September, Geana will present the results of this study, conducted in collaboration with Dr. Allen Greiner from the Department of Family Medicine, at the 2012 International Conference in Communication in Healthcare in St. Andrews, Scotland.

**Mike Williams** has been appointed to head the E-Learning & J Education subcommittee of the Online News Association.

### ALUMNI AND STUDENT NEWS:

**Mary Ryan**, 1985, is recognized in KU's Women of Distinction [calendar](#). Ryan is the Associate Dean at the KU Edwards Campus.

### OPPORTUNITIES:

#### **Faculty:**

The Journal of Media Education is now accepting submissions for consideration for upcoming issues. JoME is BEA's online journal focusing on pedagogy, faculty development, and curricular issues. For more information or to submit an article for consideration, please e-mail [David.Byland@okbu.edu](mailto:David.Byland@okbu.edu)

#### **Student:**

ABC News is hiring an entry level Production Secretary for 20/20. The job is an entry-level position at ABC News. It's an assistant role to the Senior Editorial Producer 20/20. Candidates must have strong editorial judgment, be a quick thinker and work well with people. The individual would have the opportunity to do some booking work on stories, as well as research and find possible stories for 20/20.

Apply [here](#) AND send email to 20/20 segment producer [Adam.B.Sechrist@abc.com](mailto:Adam.B.Sechrist@abc.com) (J-School 2006 alum).