



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 41, #10, OCTOBER 3, 2011

J-SCHOOL FALL CALENDAR OF EVENTS:

- Oct. 3-7: **PRSSA and Jayhawk Communications - Denim Day Effort**, Wescoe beach, 10:00 a.m. – 2:00 p.m.
- Oct. 4: **Journalism Learning Community (JLC)**, 100 Budig Hall, 3:55 – 4:40 p.m.
- Oct. 5 & 6: **Richard Louv, J-School graduate and author of “Last Child in the Woods”, visit and reception co-hosted with Natural History Museum**, Reception will be Oct. 5 at the Dole Institute, 10:00 a.m. More details below.
- Oct. 10 & 11: **Fall Break**, no classes.
- Oct. 12 - 14: **Mark Hamrick, Business Editor, Associated Press; President, National Press Club**, class visits and lunch with faculty, Oct. 13, 11:30 a.m. in 303 S-F. Please RSVP to Penny Hodge by Oct. 11. More details below.
- Oct. 13: **Andrew Ross Sorkin lecture**, Presented by the School of Business. Sorkin, the New York Times Chief Mergers & Acquisitions reporter, will speak on “The Global Economy: What’s Next” Oct. 13, 7:00 p.m., The Lied Center.
- Oct. 13: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Oct. 18: **Jane Pauley, Topeka Visit**, 1:00 p.m., Capital Plaza Hotel, 1717 SW Topeka Blvd., Topeka, Kan. For more information or to register, visit: <http://powerup2011.eventbrite.com/>
- Oct. 18: **Rich Claussen class visit and faculty lunch**, lunch will be held from 11:30 a.m. – 12:30 p.m. More details below.
- Oct. 21: **News & Information Track Meeting**, 9:30 a.m.
- Oct. 21: **Strategic Communication Track Meeting**, 10:00 a.m. – noon, 206 S-F
- Oct. 23–25: **Kansas Association of Broadcasters Convention**, Oread Hotel, Lawrence, KS.

- Oct. 24: **Thabiti Lewis – Presented by The Project on the History of Black Writing**, Kansas Union Lobby, 7:00 p.m. (Journalism School is a sponsor)
- Oct. 24–25: **Al Tompkins, Sr. Faculty Broadcast and Online, Poynter Institute**, class visits. We will have a faculty lunch Oct. 24, 303 S-F, 11:30 a.m. OR noon. Please RSVP to Penny Hodge by Oct. 21.
- Nov. 1: **Journalism Learning Community (JLC)**, 100 Budig Hall, 3:55 – 4:40 p.m.
- Nov. 4-5: **The Institute on Political Journalism presents “Journalism, Politics, & The Presidential Campaign of 2012”, A Conference for College Journalists**, Washington, D.C. More details below.
- Nov. 7: **Eric Morgenstern class visit**, Morgenstern (of Morningstar Communications) will visit Peter Bobkowski’s JOUR 688 (Ethics and the Media) class.
- Nov. 10: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Nov. 11: **Veterans Day**, USS & Unclassified staff holiday with supervisor permission
- Nov. 11: **Montgomery Symposium – Adams Alumni Center**, 9:00 a.m. – 4:00 p.m.
- Nov. 16: **C.J. Janovy class visit**, Janovy, Director of Communications – KU Medical Center, will visit Peter Bobkowski’s JOUR 688 (Ethics and the Media class).
- Nov. 17- 20: **JEA/NSPA (Journalism Education Association /National Scholastic Press Association) Fall National High School Journalism Convention**, Minneapolis, MN
- Nov. 17: **Mike Swenson class visit**, to Diana O’Byrne’s campaigns class. We will have a faculty lunch with Swenson at 12:15 p.m. in 303 S-F. Please rsvp to Penny Hodge by Nov. 15.
- Nov. 18: **News & Information Track Meeting**, 9:30 a.m.
- Nov. 18: **Strategic Communication Track Meeting**, 9:30 – 11:30 a.m., 206 S-F
- Nov. 18: **Faculty Meeting**, 206 ST-F, 11:30 a.m.
- Nov. 23-25: **Thanksgiving Break**, no classes 11/23-25, offices closed 11/24-25
- December: **Chancellor’s Holiday Reception**, details TBA
- Dec. 1: **Ed2010 KU Chapter meeting**, 204 S-F, 6:30 p.m. (A group for aspiring magazine editors)
- Dec. 6: **Journalism Learning Community (JLC)**, 100 Budig Hall, 3:55 – 4:40 p.m.
- Dec. 7: **Strategic Campaigns (Prof. Bob Basow)**, client TBA, Kansas Union, time TBA

- Dec. 7: **Strategic Campaigns (Prof. Diane O’Byrne)**, BCBS, 5:00 p.m. dinner at KUAA, 7:00 p.m. presentation, Kansas Union
- December: **Strategic Campaigns (Prof. David Guth)**, client TBA, location/time TBA
- Dec. 8: **Last day of fall classes**
- Dec. 9: **News & Information Track Meeting**, 9:30 a.m.
- Dec. 9: **Stop day**
- Dec. 11: **Journalism School Graduate Recognition and Reception**, Woodruff Auditorium, 1:00 – 2:30 p.m.
- Dec. 12-16: **Finals**
- Dec. 23: **Fall grades due**
- Dec. 26: **Christmas Holiday**, offices closed.
- Jan. 2: **New Year’s Day Holiday**, offices closed.
- Jan. 16: **Martin Luther King Day Holiday**, offices closed.
- Jan. 17: **First day of spring classes**
- Feb. 3: **Faculty meeting**, 206 ST-F, 11:30 a.m.
- Feb. 10: **William Allen White Day**, Adams Alumni Center, Kansas Union & Stauffer-Flint Hall
- Feb. 24: **KSPA (Kansas Scholastic Press Association) Regional Competition**
- Mar. 9: **Faculty meeting**, 206 ST-F, 11:30 a.m.
- Mar. 19-23: **Spring Break**
- Apr. 17: **School of Journalism Awards and Scholarships Ceremony**, Woodruff Auditorium, Big 12 Room, 4:00 – 5:00 p.m.
- May 3: **Last day of Classes**
- May 4: **Faculty meeting**, 206 ST-F, 11:30 a.m.
- May 4: **Stop Day**
- May 5: **KSPA State Competition**
- May 7-11: **Finals**
- May 12: **Journalism School Graduate Recognition Ceremony**, Lied Center and Stauffer-Flint lawn.

May 13: **Commencement**, Memorial Stadium, 10:30 a.m.

May 28: **Memorial Day Holiday**, offices closed.

Jun. 5: **First day of classes**

Jun. 24: **Kansas Journalism Institute**

FACULTY NEWS:

Patty Noland held a cover letter and resume workshop for PRSSA and Ad Club Sept. 20th for 60 people. Noland also presented to 81 students on “Careers in Journalism” at the KSPA fall conference.

Carol Holstead spoke on yearbook design at the KSPA fall conference. Holstead has also been appointed to the Common Book Committee, which will launch a campus-wide program to engage the first-year students in reading a common book. The initiative is one of the outcomes of the university’s strategic planning process.

Doug Ward’s article “iPads and the Embarrassment Factor” was published last week on the *Chronicle of Higher Education* website. <http://bit.ly/qSWLux>

Linda Lee has been selected to serve on the executive board of the Center for Global and International Studies at KU.

Peter Bobkowski participated in “Influence of Social Media on Youth Drug Use”, a conference call technical experts panel conducted by the University of Maryland’s Center for Substance Abuse Research, and sponsored by White House Officials of National Drug Control Policy.

Crystal Lumpkins has received a \$600,000 National Cancer Institute grant that will allow her to conduct a 5-year study to obtain crucial preliminary data to investigate the role of the African American church in communicating colorectal prevention among African Americans in Kansas City, MO and Kansas City, Kan.

Max Utsler, Wayne Larson and Gina Ford hosted Blue Valley broadcast instructor Bruce McRoberts and nine of his students for a visit on Wed., Sept. 28. The students are part of the across-the-district CAPS Program. The students sat in on Utsler’s Multimedia Writing and Production class before visiting the KUJH-TV control room to watch the 2:00 p.m. cut-in. The students then toured the rest of the Dole Center and met with Ford in the newsroom. The session concluded with a discussion led by Larson and Utsler, with the discussion focusing on admission KU, admission to the J-school and career paths.

Tom Volek and Barbara Barnett coordinated the fourth annual “Bridging the Gap: Media and the Military Workshop for Journalists”, held Sept. 25-30. The workshop, funded by the McCormick Foundation, allowed 17 national and international journalists to embed for a week at Fort Leavenworth and Ford Leonard Wood. At this year’s workshop, KU alumnus Gen. Gary Patton spoke to journalists from the Pentagon about his role in leading the military’s efforts to dismantle the “don’t ask, don’t tell” policy. Lt. Gen. Bill Caldwell also discussed standing up the Afghani army and police force with the journalists. Lt. Gen. Caldwell spoke by teleconference from Kabul. KU alumnus Matthew Erickson, who works at the *Basehor*

Sentinel, attended and KU student Corinne Westeman covered the event for campus media. Her blog detailing the daily events of the workshop is linked on the front page of the J-School website. See *Photo Below* (Credit: Photo by Harrison Sarles, Public Affairs Officer at the Command and General Staff College at Ft. Leavenworth. The photo includes: KU Students with 1SG David MacMullen, First Sergeant, F-Company, 1-48 Infantry Battalion (back row, right over Volek's shoulder) and LTC Timothy Atkins, commander, 1-48 Infantry Battalion (right, front row).



Barbara Barnett has received the Teaching-Related Education and Travel (TRET) grant from the Center for Teaching Excellence. The \$1,000 grant will allow her to attend the International Conference on the Scholarship of Teaching and Learning in Milwaukee Oct. 20-24.

ALUMNI NEWS:

Casey Baker, 2009, is a marketing Coordinator at Ascend Learning in Kansas City.

MARK YOUR CALENDARS:

Richard Louv visit and reception - J-School graduate Richard Louv will be honored at reception co-sponsored by the J-School, the KU Biodiversity Institute, the Lawrence Chamber of Commerce and Outside for Better Inside on Oct. 5, 10:00 a.m. - noon at the Dole Institute. Louv will be available to sign copies of his books. Faculty and students are encouraged to attend, schedule permitting.

Mark Hamrick visit and Lunch – J-School alum Mark Hamrick will visit Oct. 12 and 13. Hamrick is the business editor at the Associated Press and president of the National Press Club. He is available to speak to classes (he is already scheduled to speak in Peter Bobkowski's Ethics class Oct. 12, 12:30 – 1:45 and Patty Noland's Professional Development class Oct. 13, 2:30 – 3:20. There will be a lunch with faculty Oct. 13 at 11:30 a.m. in 303 S-F. Please RSVP to Penny Hodge by Oct. 11.

Rich Claussen Visit and Lunch – Rich Claussen from Bailey Lauerman will visit Oct. 18. Bailey Lauerman is a growing firm headquartered in Lincoln, Nebraska. Clients include Honeywell, ConAgra, Disney and Union Pacific. Claussen has been working to strengthen the agency's ties with KU. To find out more about Bailey Lauerman, please visit, www.baileylauerman.com. If you would like him to speak to one of your classes, please contact Patty Noland. A luncheon will also be held Oct. 18 from 11:30 to 12:30.

The Institute on Political Journalism presents “Journalism, Politics, & The Presidential Campaign of 2010”, A Conference for College Journalists – November 4-5, Washington, D.C. The youth vote will once again play a pivotal role in the Presidential campaign of 2012. Collegiate journalists will have the opportunity to report on the campaign and shed light on the competing claims of the candidates. This conference will provide practical tips on how best to cover the election while exploring the issues that are at stake. It will examine how religion, the economy, ideology, and the rough and tumble world of the campaign trail will offer college journalists plenty of copy for their school news operations.

Who May Attend The conference is open to undergraduate and graduate students with experience or interest in journalism, communications or politics. Deans, professors or media advisors from colleges and universities are invited to attend as well.

For further details on location, accommodations and to complete registration form, please visit [www.DCinternships.org/IPJ conf](http://www.DCinternships.org/IPJconf). Questions may be directed to Joe Starrs, Director of the Institute on Political Journalism, at jstarrs@tfas.org or 1.800.741.6964.

Class Opportunities, Spring 2011 - Looking for an advanced reporting class? If you're interested in learning to produce easy-to-access, high quality content that keeps KU students up-to-date on the issues they care most about during the upcoming political season, two classes may be of particular interest to you.

For the spring semester, J646 (Depth Reporting) and J636 (Opinion and Commentary) will be focused on political issues, providing students with instruction and experience in three areas of vital importance to today's cutting edge news organizations: content creation, curation and community.

Prof. Pam Fine's students in these classes will develop multimedia reporting, opinion pieces, graphics and other useful and engaging information for a new website, Facebook page and mobile media app, all designed to serve KU students who want to stay informed about political issues related to the state and national 2012 elections but don't particularly care about politics. The material will also be shared with campus and professional news outlets.

If you want to learn more, contact Prof. Fine at pamfine@ku.edu or her project manager, Brianne Pfannenstiel at Brianne.Pfannenstiel@gmail.com