

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.



*Students, the spring J-School Career Fair is this Wednesday! Talk to more than 30 companies looking to fill jobs and internships. See who's coming [here](#). For more information, email [steve\\_rottinghaus@ku.edu](mailto:steve_rottinghaus@ku.edu).*

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## Faculty and staff news

Congratulations to these faculty members on their promotions: **Barbara Barnett** to full professor; **Tien Lee** to full professor; and **Peter Bobkowski** to associate professor with tenure.

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## Research, conferences and presentations

**Professor Chuck Marsh's** paper, "Indirect Reciprocity and CSR: Importing Theory from Evolutionary Biology," has been accepted for presentation at the 24th Annual International Public Relations Research Symposium in Ljubljana, Slovenia, June 30-July 1, 2017.

**Associate Professor Hyunjin Seo** participated in a review meeting for the Freedom House's annual Press Freedom Index in its New York office on Feb. 27. Seo serves as an Asia-Pacific analyst for the Press Freedom Index, contributing to its reports and attending review meetings.

**Associate Professor Jonathan Peters** participated in a one-day conference, "Covering Trump: What Happens When Journalism, Politics and Fake News Collide," which was live-streamed last week from Columbia Journalism School. Watch a video of the event [here](#) (Peters discussion starts around 5:01). For the event, Peters wrote a report, "Politics and the Press: Covering the Democrats' Hacked Emails During the 2016 Election: Legal and Ethical Issues" about legal/ethical propriety of covering Democrats' hacked emails. [Read the report.](#)

**Associate Professor Yvonne Chen** presented "How to perfect your personal elevator pitch" to KU student leaders March 4 at the 2017 Blueprints Leadership conference. The talk discussed how body language, introspection and audience research shape the design and delivery of an elevator pitch. With at least 100 student leaders in attendance this year, Blueprints Leadership conference empowers student leaders of diverse backgrounds to practice leadership by learning more about themselves and building meaningful relationships with others in the community.

**Associate Professor Doug Ward** spoke last week at the Next Generation Learning Spaces conference in San Diego. His session, with Brittany Reynolds of TreanorHL, focused on creating partnerships to learn about use of classrooms and informal learning spaces and the cultural change needed to make new learning environments successful. Ward also spoke at last week's Student Learning Symposium about results of focus groups he has conducted with students about their

experiences at KU. He also led a session last month at the Edwards Campus Faculty Convocation about the effective use of evidence-based teaching practices.

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## Class guests

**Julie Etzler** and **Julie Kingsland** from Go Local Interactive and **Matthew Barnett** from Intouch Solutions visited **Associate Professor Hyunjin Seo's** J615: Social Media in Strategic Communication Class on Feb. 28. The speakers discussed how their agencies use search engine optimization (SEO) for digital marketing.

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## Student news and opportunities

### J-School student featured in Rock Chalk Weekly

**Maddie Irelan**, a J-School student who is on KU's rowing team, was one of the first students involved in "Good Morning KU" at Media Crossroads. Read about Irelan's journey at KU in the latest edition of [Rock Chalk Weekly](#).



Students in **Assistant Professor Peter Bobkowski's** J302 class are learning about primary sources by researching the histories of several buildings in Lawrence. Last week, they visited Watkins Museum and Spencer Research Library. Above, students looked at archival tax records and photos at the library.

Students in **Associate Professor David Guth's** J640: Strategic Campaigns class (below) conducted a focus group at Washburn University on March 1. The session was part of the research being gathered for the class client, the Kansas Expocentre. The class expresses its gratitude to Washburn Professor **Kathy Menzie** who recruited the participants and booked the location for the focus group. The students will present their final recommendations on May 2.



## Scholarships and fellowships

The \$5,000 Jim Murray Scholarship competition is now open. Deadline to submit an essay for consideration is April 7. Please contact **Professor Scott Reinardy** at [reinardy@ku.edu](mailto:reinardy@ku.edu) for the details.

The Kansas Pro Chapter of the Society of Professional Journalists expects to offer scholarships totaling at least \$7,000 this year to deserving college sophomores, juniors and seniors planning careers in journalism. Get the details and [download the application here](#).

J-School students entering their senior year who are focusing on broadcast or print journalism are encouraged to apply for the **C.W. Gusewelle** Journalism Scholarship. Deadline is April 14. [Learn more and download the application here](#).

The Asian American Journalists Association (AAJA) is accepting applications for the 2017 VOICES program, open to currently enrolled college students, graduate students and recent graduates. The program will take place July 24-29 during the week of the 2017 AAJA National Convention in Philadelphia. VOICES is a multimedia journalism training fellowship for college and graduate students, as well as a leadership program for mid-career journalists. Students will be mentored by professional journalists and will be expected to produce and complete news assignments at the 2017 convention. Transportation, convention registration and hotel expenses will be covered for the students selected. Visit [AAJA VOICES](#) for more information. Students of all races and ethnicities are encouraged to apply. Deadline is March 31.

## Contests and awards

### AEJMC logo contest

Student entries are being accepted for the official 2018 Association for Education in Journalism and Mass Communications conference logo. The winner will receive \$100. Deadline is March 31.

[Get the details](#).



**The Association of Food Journalists** is now accepting entries for its 2017 awards competition. The deadline is March 15. [View categories and how to enter here](#).

**Video Contest:** Applications are now being accepted for the the Future of News Video Contest, which seeks video entries from college students enrolled in journalism programs. The videos should

focus on why the future of media is bright and what inspired students to pursue journalism. Deadline is March 31. [Get the details.](#)

**Emily Taylor Awards:** Please consider nominating outstanding faculty, staff, students or alumni for the Emily Taylor Center Recognition Awards. There are 10 award categories, and nominations are due March 27. [Find details and the nomination form here.](#)

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## Internships and job opportunities

Find job and internship opportunities on 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. Recent opportunities include:

### **Jobs**

[Live events and experiences coordinator](#), CBS Radio Houston (Houston, Texas)

[Copywriter](#), KU Edwards Campus (Overland Park, Kansas)

[Director of marketing and promotions](#), KPTS (Wichita, Kansas)

### **Internships**

[Marketing/event planning internship](#), AngelPaws (Kansas City, remotely)

[Content marketing intern](#), A2advertising (Kansas City)

See more job and internship opportunities [here](#).

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## JTech training and tips

JTech Thursday this week will be a special session for **Assistant Professor Peter Bobkowski's** J302 students. Learn how to prep images for the web with some basic saving, cropping and corrections. All students are welcome to join at 4 p.m. March 9, Stauffer-Flint, Room 101.



### **This week's JTech tip: Security agent invoked**

If you see the message "Unapproved Caller SecurityAgent may only be invoked by Apple Software" on a device at the J-School, just restart the machine and proceed normally. No need to be alarmed.

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## Events

### **Women's Day Gala**

Journalist and social activist **Elizabeth Plank** will be a keynote speaker at the International Women's Day Gala sponsored by Student Union Activities on March 9. The free event is from 6 to 8 p.m. in the Kansas Union Ballroom. Semi-formal attire is encouraged.

### **Black Women in Sports event**

**Claire Smith**, award-winning sports journalist, editor and the first female writer to win the Spink Award from the Baseball Writers Association of America, will speak at "Black Women in Sports," a Women's History Month event at the Negro Leagues Baseball Museum in Kansas City, Missouri. The event is at 1:30 p.m. March 11 and is free with a paid admission to the museum. [Download the flier.](#)

# Big Event T-Shirt Design Contest



## Rules:

- One color imprint (green)
- Front imprint
- Big Event Executive staff reserves the right to make minor changes for printing viability.
- Must submit as a PDF with editing capabilities enabled.

Due: March 10

Submit to: [BigEventKU.Development@gmail.com](mailto:BigEventKU.Development@gmail.com)



## The Big Event KU

The Big Event at KU is holding a T-shirt design contest for students. The winning design will be printed on shirts worn by more than 3,000 students at the event on April 8. The designer will get his or her name on the back of each shirt. Deadline to submit designs is March 10. Submit to [bigeventku.development@gmail.com](mailto:bigeventku.development@gmail.com).

## Alumni update



2004 J-School graduates **C.J. Jackson**, veteran political journalist, and **Johanna Maska**, White House and presidential campaign veteran, discussed presidential transitions and what's unique about the new Trump White House last week at the Dole Institute of Politics. They also spoke to Lisa McLendon's J550 class on Wednesday (above), and they were featured in this [6News story](#).

**Andy Marso**, 2004 J-School graduate, has been hired by the Kansas City Star to cover health care. Since August 2014, Marso has covered health care at Kansas News Service, which is part of KCUR and was formerly called Kansas Health Institute News Service. [Read the Kansas City Star story](#).

## In Memoriam

**Thomas R. McIntyre**, 1971 J-School graduate, died Feb. 7 at the age of 67. [Read his obituary](#).

Mark your calendars

**March 10:** Faculty meeting, 1:30-3 p.m., 206 SF

**March 16:** Doughnuts with the Dean, 9-10 a.m., Clarkson Gallery

**April 20:** William Allen White Day

**May 1:** Doughnuts with the Dean, 9-10 a.m., Clarkson Gallery

**May 5:** Faculty meeting, 10-11:30 a.m., and lunch, 11:30 a.m.-1 p.m., Clarkson Gallery

**May 6:** KSPA State Contest at the Kansas Union

**May 13:** J-School Recognition Ceremony, 8 a.m., Lied Center

**June 11-15:** Jayhawk Media Workshop

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

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