



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 38, #4, SEPTEMBER 1, 2008

FALL CALENDAR OF EVENTS:

The complete academic year calendar of events is online at www.journalism.ku.edu.

- Sept. 2: **TODAY is the deadline for students to apply to the School of Journalism.**
- Sept. 3: **Joel Zeff**, 1990, will visit the J-School. He is a successful motivational speaker and has established the Joel Zeff Chicken Piccata Scholarship at the School. During his visit he will meet with faculty and speak in Principles of Public Relations, Marketing Communication Production and Design, Ethics and the Media and Strategic Communication.
- Sept. 4: **Faculty/Staff Convocation**, Budig Hall, Rm. 130, 3:45 p.m.
- Sept. 5: **Promotion and Tenure Committee Meeting**, 11:30 a.m., Stauffer-Flint 206.
- Sept. 6: **Editors Day**, Alderson Auditorium, 1:30 p.m. The program will feature a panel discussion with political insiders, "Post Conventions: What's Next in Election 2008?" Panelists are **Bill Lacy**, director of the Robert J. Dole Institute of Politics and former campaign manager for Fred Thompson's presidential campaign; **Walter Shapiro**, Washington bureau chief for Salon.com; and **Raymond D. Strother**, author, political consultant and television political commentator. **David Guth** will moderate the panel.
- Sept. 14–19: **Bridging the Gap: A Military Experience for Journalists**, an intensive week-long workshop at Fort Leavenworth and Fort Riley.
- Sept. 15: **Direct Admit Welcome**, 5-6:15 p.m. in Journalism Resource Center, 210 S-F.
- Sept. 17: **Research Roundtable**, noon, 104 S-F.
- Sept. 19: **Strategic Communication Faculty Meeting**, 206 S-F, 10-11:15 a.m.
- Sept. 19: **Faculty Meeting**, 206 S-F, 11:30 a.m.
- Sept. 20: **KU Family Day**.
- Sept. 22: **KSPA Fall Conference**.
- Sept. 24 & 25: **Barbara Spurlock Moffet**, 1973, will be a professional-in-residence. She has worked on media relations, environmental projects and scientific research grants for National Geographic since 1977. In 1987, she helped start the communications division, which now serves as National Geographic's media relations and public relations office. **Please let Susanne Shaw know by Sept. 10 if you would like to have her in one of your classes.** She will visit with the Research and Writing class from 8-8:50 a.m., Sept. 24.
- Sept. 24 & 25: **New Student Orientation**, 100 S-F, 5:30 p.m.

- Sept. 25 & 26: **Kansas Transportation Research Institute Presidential & Congressional Forum on Key Transportation and Energy Issues**, hosted by **David Perlmutter**, Dole Institute of Politics.
- Oct. 2: **Wooldridge Scholarship Dinner**, Kansas Union English Room, 5:30 p.m.
- Oct. 8: **Research Roundtable**, noon, 104 S-F.
- Oct. 10: **Promotion and Tenure Committee Meeting**, 11:30 a.m., S-F 206.
- Oct. 10: **Deadline for faculty to submit sabbatical leave applications to Dean Brill.**
- Oct. 16 & 17: **Fall Break**, no classes.
- Oct. 22: **Kim Byrnes**, reporter/weekend anchor at WDAF-TV in Kansas City, will be a professional-in-residence. After graduating from the School of Journalism, Kim's first job was at KOAM in Pittsburg. From there, she went to KSP in Springfield, Mo., and then to WDAF. **Please let Susanne Shaw know by Sept. 29 if you would like to have her in your class.**
- Oct. 23: **Editorial-Writing Conference**, William Allen White House, Emporia.
- Oct. 31: **Journalism Senior Day**, Kansas Union, 9-11 a.m.; Lunch & S-F/Dole tour, 11-1:30 p.m.; student panel, 1:30-2 p.m. in Alderson Auditorium.
- Nov. 1: **Graduate program application deadline for spring admits.**
- Nov. 4: **Research Roundtable**, noon, 104 S-F.
- Nov. 7: **Faculty Meeting**, 206 S-F, 11:30 a.m.
- Nov. 11: **Veterans' Day**, USS and unclassified staff holiday with supervisor permission.
- Nov. 14: **Promotion and Tenure Committee Meeting**, 11:30 a.m., S-F 206.
- Nov. 21: **Promotion and Tenure Committee Meeting**, 11:30 a.m., S-F 206.
- Nov. 26–28: **Thanksgiving Break**, no classes 11/26-28, offices closed 11/27-28.
- Dec. 1: **J-School student scholarship application forms are due. This deadline has changed from Feb. 14 to Dec. 1.** The new scholarship form will be online and in Dole and S-F by Oct. 1.
- Dec. 2: **Research Roundtable**, noon, 104 S-F.
- Dec. 9: **Bob Basow's Strategic Campaigns class presentation to the Kansas Dept. of Commerce**, 7 p.m., Alderson Auditorium, Kansas Union.
- Dec. 11: **Last day of fall classes.**
- Dec. 11: **Mugur Geana's Strategic Campaigns class presentation**, 5 p.m., 100 S-F. Client to be announced later.
- Dec. 12: **Stop day.**
- Dec. 18: **Tim Bengtson's Strategic Campaigns class presentation to the Lied Center**, 1:30-4 p.m., Alderson Auditorium, Kansas Union.
- Dec. 19: **Last day of finals.**
- Dec. 25: **Christmas Holiday**, offices closed.
- Dec. 29: **Fall grades due.**

FACULTY NEWS:

Scott Reinardy's manuscript "Beyond Satisfaction: Journalists Doubt Career Intentions as Organizational Support Diminishes and Job Satisfaction Declines" has been accepted for publication with the *Atlantic Journal of Communication*. Publication is set for September 2009.

Tien Lee's article, "How Newspaper Readership Affects Political Participation," will appear in the summer 2008 issue of *Newspaper Research Journal*. It is co-authored with his former graduate student, Lu Wei, an assistant professor at the University of Rhode Island.

Simran Sethi is shooting op-eds in Kansas City, Mo., today. The segments focus on energy policy and are part of CNBC's integrated series on energy called "Powering the Planet." Sethi also is shooting segments for the upcoming business collaboration series hosted by Donny Deutsch in New York City on Sept. 5.

To be announced this week, **Sethi** will be awarded a Smith College Medal given to "those alumnae who, in the judgment of the trustees, exemplify in their lives and work the true purpose of a liberal arts education."

Sethi also is the guest editor of this month's *Lawrencian*, which will be released on Sept. 5. The issue includes an article by J-School junior **Lauren Keith** and excerpts from the *Huffington Post* series Sethi is writing with J-School alumna **Sarah Smarsh**. The Life Cycle series can be found at: <http://www.huffingtonpost.com/simran-sethi>

Marty Rosenberg will moderate a panel discussion on energy policy at GridWeek 2008, in Washington, D.C., Sept. 25. Tom Friedman of *The New York Times* will be one of the panelists.

STUDENT RECRUITING NEWS:

Samantha Mangino Hardy will represent the J-School at the Johnson County Hawk Talk, sponsored by KU's Office of Admissions and Scholarships, on Sept. 8 at Regnier Hall on KU's Edwards Campus. All high school seniors and their families in the greater Kansas City area are invited to the event. Several KU representatives will be in attendance, sharing information on various aspects of the University, including academic programs, co-curricular opportunities and school traditions.

CITIZEN JOURNALISM ACADEMY:

The Citizen Journalism Academy, hosted by the J-School and The World Company, is seeking participants. The course will focus on the economy this year. The class will be selected the week of Sept. 15. It runs for five consecutive Monday evenings, from Sept. 29 through Oct. 27. There is no charge. Applications are [online](#) through 5 p.m., Sept. 5. An article with more information appeared in the Aug. 10 *Lawrence Journal-World*.

STUDENT NEWS:

Winners of the national AEJMC Student Magazine Contest, which is organized by **Carol Holstead**, are:

- Consumer Magazine Article—Service and Information:
 - First place: "Spring Tune-up," by **Josh Patterson**
 - Third place: "Culture Shock," by **Seongbae Cheon**
- Consumer Magazine Article—Features:
 - Honorable mention: "All's Fair in LARP and War," by **Travis Brown**
- Single Issue of an Ongoing Print Magazine—Design:
 - Honorable mention: **Jayplay**, **Brenna Hawley** and **Bryan Marvin**, designers
- Start-up Magazine Project—Individual:
 - First place: **Stella**, **Kim Wallace**
 - Second place: *LeSport*, **Chris Horn**
 - Third place: *Entr'acte*, **Danae DeShazer**
 - Honorable mention: *Dulcinaea*, **Taylor Miller**

Rhonda LeValdo, graduate student, was highlighted on the [Center for Asian America Media blog](#) for her reporting on minority issues. As a [National Minority Consortia fellow](#) and teacher at [Haskell Indian Nations University](#), LeValdo's story focuses specifically on Native American college students, their views on the presidential candidates and how their lives are impacted by federal funding for education. You can view her story on the [PBS Online News Hour blog](#).

PRSSA officers for the 2008-2009 school year are: **Hannah Hartman-Frost**, president; **Alyssa Steffen**, vice president; **Vanessa Davis**, treasurer; **Kara Boeshaar**, secretary; **Megan Penrod**, director of professional development; **Lacey Breech**, director of member relations; **Taylor Wofford**, director of Jayhawk Communications; **Phil Hoefler**, assistant director of Jayhawk Communications; and **Todd Brown**, Web site developer. **Patty Noland** is the faculty adviser.

Danielle Hochman, junior, will be the stage manager for college football games that will air on ABC, starting this fall. The crew includes ESPN employees who will travel to work Big 12 games. As a stage manager, Danielle will be stationed in the media booth and communicate via headset with the director and associate director in the trucks telling what promotions or storylines will be coming up next.

ALUMNI NEWS:

Mallory Goldstein, 2008, is an assistant account executive at Bernstein-Rein in Kansas City.

Carol O. Hudler, 1977, is now president of Gannett's south regional group. Gannett recently announced the reorganization of its U.S. Community Publishing division, with five regional groups becoming four. Hudler has been president and publisher of *The News-Press* in Fort Myers, Fla., since 2000. She also has been group president of the Sun Coast Group since its inception in 2006. She began her journalism career in 1977 as the assistant to the advertising manager of Vance Publications in Kansas City. She held advertising and sales jobs at a number of publications before joining Gannett in 1988 as director of advertising at the Fort Myers newspaper. She also served as director and vice president of advertising at Gannett's Rochester, NY, newspaper.

Jessica Reber, 2008, will be producer of newscasts and online content for KAKE-TV, Wichita.

(Cody) Ryan Riggan, 2000, has been promoted to vice president of client development at [Kowabunga!](#), a provider of interactive performance-based advertising networks and technology platforms. In his new role as vice president of client development, he will be responsible for managing and expanding the revenue growth of Kowabunga!'s strategic client relationships, providing them with additional technology solutions and managed service options. Riggan has several years of industry experience, serving as director of marketing at ClickSpeed and working in the marketing and business development group at Virtumundo. Riggan also earned his M.B.A. from Baker University.

Hale Sheppard, 1993, is a shareholder in the Atlanta office of Chamberlain, Hrdlicka, White, Williams & Martin, where he represents clients during federal and state tax audits, criminal tax investigations, tax appeals, tax litigation and tax collection procedures. He recently became a member of the Editorial Board of the Georgia Bar Journal and the Board of Trustees of the Atlanta Tax Forum. He recently published the following articles: "It's In the Mail, Right? Recent Decision Emphasizes Limitations on the Mailbox Rule," *Practical Tax Lawyer*; "Make a Decision Already! Recent Case Highlights How IRS Inaction Can Stymie Taxpayers Requesting Abatement," *The Tax Adviser*; "From the Cradle to the Grave: What Remains of Interest Suspension under Section 6404(g)?," *Journal of Tax Practice & Procedure* and selected for republication in *The Monthly Digest of Tax Articles*; "When Bygones Aren't Bygones: Exploring Solutions for U.S. Persons with Undeclared Canadian Retirement Plans and Accounts," *International Tax Journal*; and "Beware of the Two-Hatted Tax Matters Partner: Analyzing How Dual Roles Can Impact TEFRA Litigation," *Journal of Passthrough Entities*.

Laura Snyder, 2005, is the communications coordinator for Black Hills Corp., a diversified energy company in Golden, Colo. She provides internal and external communications support for the oldest continuously operating coal mine in the U.S. and seven power plants in Gillette, Wyo., as well as Enserco, a Golden-based natural gas and oil-marketing subsidiary. Previously, she was communications coordinator for Aquila, Inc., in Kansas City.