



THE MONDAY MEMO

J-SCHOOL NEWS BULLETIN, VOL. 38, #21, JANUARY 26, 2009

CALENDAR OF EVENTS:

- Jan. 26: **Jon Meacham**, author and editor of *Newsweek*, will speak TONIGHT at 7:30 p.m. on "Faith and Politics: From George Washington to Barack Obama" at The Carlsen Center, Johnson County Community College.
- Jan. 27: **Ad Club Meeting**, 7 p.m., 2092 Dole. Bob Frohoff, VP Media and Research at MMG Worldwide, will be the guest speaker.
- Jan. 28: **Society of Professional Journalists Meeting**, 6 p.m., Journalism Resource Center, Stauffer-Flint. The theme for the first meeting is "Creativity Night" where Jill Jess of University Relations will discuss story ideas and where to find them. Free pizza will be served. Other items on the agenda include introducing the executive board, discussing SPJ socials, establishing two new committees—Community Service and Fundraising. There also will be a Q&A session, an open forum and official SPJ registration.
- Jan. 30: **News and Information Track Faculty Meeting**, 1:30 p.m., 303 S-F.
- Feb. 2: **Deadline to apply to the School of Journalism.** See www.journalism.ku.edu for more details.
- Feb. 3: **PRSSA meeting**, 7 p.m., 2092 Dole.
- Feb. 5 & 6: **William Allen White Day, honoring Tom Curley, president and CEO of The Associated Press.** See below for a detailed schedule.
- Feb. 10: **Ad Club Meeting**, 7 p.m., 2092 Dole.
- Feb. 13: **Faculty Meeting**, 11:30 a.m., 206 S-F.
- Feb. 17: **PRSSA Meeting**, 7 p.m., 2092 Dole.
- Feb. 20: **KSPA Regional Competition.**
- Feb. 24: **Research Roundtable**, 4 p.m., 104 S-F.
- Feb. 24: **Ad Club Meeting**, 7 p.m., 2092 Dole.
- Feb. 25 & 26: **New Student Orientation**, 5-6 p.m., 100 S-F
- March 3: **PRSSA meeting**, 7 p.m., 2092 Dole.
- March 10: **Ad Club Meeting**, 7 p.m., 202 S-F.
- March 16–22: **Spring Break. No classes.**

- March 24: **Ad Club Meeting**, 7 p.m., 2092 Dole.
- March 26: **Research Roundtable**, 4 p.m., 104 S-F.
- March 27: **Faculty Meeting**, 11:30 a.m., 206 S-F.
- March 31: **PRSSA Meeting**, 7 p.m., 2092 Dole.
- April 7: **PRSSA Meeting**, 7 p.m., 2092 Dole.
- April 14: **Ad Club Meeting**, 7 p.m., 2092 Dole.
- April 21: **PRSSA Meeting**, 7 p.m., 2092 Dole.
- April 28: **Ad Club Meeting**, 7 p.m., 2092 Dole.
- April 29: **Spring Awards/Scholarships Ceremony**, Woodruff Auditorium and Big 12 Room, 4–5:30 p.m.
- April 29: **Research Roundtable**, 4 p.m., 104 S-F.
- May 2: **KSPA State Competition.**
- May 5: **PRSSA Meeting**, location and time TBA.
- May 7: **Last day of classes.**
- May 8: **Stop day.**
- May 8: **Faculty Meeting**, 11:30 a.m., 206 S-F.
- May 15: **Last day of finals.**
- May 16: **Journalism Graduate Recognition Ceremony**, 8:30 a.m., Lied Center.
- May 17: **Commencement**, Memorial Stadium.
- June 14–18: **Kansas Journalism Institute.**

WILLIAM ALLEN WHITE DAY SCHEDULE:

- **William Allen White Foundation Dinner**, 6 p.m., Alvarado Country Club, Thursday, February 5.
- **J-School Faculty, Staff, Student and Media Breakfast with Tom Curley**, 9 a.m., Journalism Resource Center, Stauffer-Flint Hall, Friday, February 6.
- **William Allen White Foundation Trustee Breakfast Reception** at 9 a.m., **Business Meeting** at 9:30 a.m., Adams Alumni Center, Friday, February 6.
- **Lunch and Announcement of the Burton W. Marvin Kansas News Enterprise Award**, Noon, Kansas Memorial Union Ballroom, Friday, February 6.
- **National Citation Presentation**, 1:30 p.m., Woodruff Auditorium, Kansas Union, Friday, February 6.

BREMNER EDITING CENTER HOURS:

The Bremner Editing Center, located in 110 Stauffer-Flint, has announced spring hours. For more information see the coordinator, Sue Novak, 864-7623, novaks@ku.edu.

- Monday: 9 a.m. to noon; 12:30 p.m. to 2:50 p.m.
- Tuesday: 9 a.m. to noon; 12:30 p.m. to 4:30 p.m.
- Wednesday: 9 a.m. to noon; 12:30 p.m. to 2:50 p.m.
- Thursday: 9 a.m. to noon; 12:30 p.m. to 4:30 p.m.
- Friday: 9 a.m. to noon

Tom Volek is now the Associate Dean for Graduate Studies and Faculty Development for the J-School. In this role, he will be responsible for the administration and growth of the graduate program. The other component of this assignment includes such responsibilities as coordinating the mentor committees of pre-tenured faculty and assisting faculty members in learning about opportunities to manage and enhance teaching, research and service.

Bob Basow and **Simran Sethi's** article, "Teaching Climate Change Communication: Interdisciplinary Approaches," will appear in the second edition of an online journal published by the Center for Climate Change Communication, headquartered at George Mason University. The article was co-authored with **Steve Ingalls** of the Center for Remote Sensing of Ice Sheets (CRISIS), who worked with Basow's J676 Strategic Campaigns class in the fall semester of 2006.

Mugur Geana's paper "Code Switching and Consequences: Anti-Diabetes Public Service Announcements Targeting Rural Hispanics" has been accepted for presentation at the 2009 ICA Conference. Geana co-authored the paper with colleagues from Texas Tech University. The paper is the result of collaboration stemming from the Big 12 Conference grant that Geana was awarded in 2008.

Tien Lee's paper, co-authored with former graduate student **Chris Brott**, has been accepted for presentation at the International Communication Association annual conference in Chicago in May 2009. The paper, "The Common Grounds and Grand Canyons between Liberals and Conservatives - A *Life Style* Analysis," is based on the DDB Life Style survey data. The J-School purchased the 2006 dataset, which is available to our faculty and graduate students. Anyone interested please contact Tien.

Max Utsler and Dr. Stuart Esrock, University of Louisville, had an article published in the January 2009 online edition of *Feedback*, a Broadcast Education Association journal. The article is titled "The \$2.5 Million Dollar Bargain: Super Bowl Ads and Added Value." The article is online at www.beaweb.org. Esrock earned his master's degree at KU.

The summary of **David Guth's** study, "Untapped Potential: Evaluating State Emergency Management Web Sites 2008," will be reprinted in the next issue of *TsuInfo Alert*, the newsletter of the National Tsunami Hazard Mitigation Program. It is distributed to approximately 600 emergency managers, legislators and tsunami scientists of the five Pacific coast states, the Pacific Rim and worldwide.

David Perlmutter's report on "Top Transportation and Energy Issues Facing the Nation" was released by the KU Transportation Research Institute at a press conference in Washington, DC., in association with a meeting by the National Transportation Research Board. The report details findings and observations made at a conference that Perlmutter hosted in September at the Dole Institute of Politics of leading experts on transportation from industry, government and the academy. The report is available at: www.kutri.ku.edu/KUTRI-FORUM-REPORT-2008.pdf

Perlmutter's article, "Selecting Outside Evaluators," appeared in the *Chronicle of Higher Education*, Jan. 16. It is part of his regular column, "P&T CONFIDENTIAL." (<http://chronicle.com/jobs/news/2009/01/2009011601c.htm>)

Simran Sethi's entry on Environmental Justice has been accepted into the *Encyclopedia of Science and Technology Communication*, a Sage reference guide due out in 2010.

Dean Ann Brill is a member of the expert committee reviewing proposals for the Canada Foundation for Innovation. The Foundation is an independent corporation created by the Canadian government to fund research infrastructure.

Perlmutter was an invited speaker at Texas Tech University to talk about the 2008 election and online social-interactive media like blogs and YouTube.

Perlmutter was interviewed for separate articles on the Twitter phenomenon, appearing on the McClatchy News Service and in *the Lawrence Journal-World*.

Perlmutter was interviewed for an article on "Saving Face on Facebook." It ran on *CareerCollegeCentral.org*.

J-SCHOOL VISITORS:

Ana Adi, public relations consultant for Netlog, one of the largest European online social networks, lectured Jan. 22 on creative industries and the challenges for today's communicators in **Mugur Geana's** strategic campaigns class. The live lecture was accessible online over an audio and video connection from Edinburgh, Scotland.

Bobbi Bowman, diversity and membership director for the American Society of Newspaper Editors, is scheduled to visit with J-School professors and students March 1-4. Bowman was an editor at *the Washington Post*, *Detroit Free Press*, *USA Today* and *the Observer-Dispatch* in Utica, N.Y. before joining ASNE to head up its efforts to help make newsrooms and coverage more inclusive. She is scheduled to speak to three different classes including J301 Research and Writing; J695 Advanced Reporting and Writing; and J500 Media and the Military. Her subjects will include demographic changes in Kansas and the U.S.; the value of Census statistics in reporting; and the value of covering military families. She also is scheduled to have lunch with the eight J-school students in the Multicultural Scholars program. Faculty are invited to join Bowman for dinner on March 1 and/or dinner on March 3. If you are interested in having her speak to your class, please let Pam Fine know.

HARRIS NEWSPAPER GROUP JUDGES NEEDED:

The KU School of Journalism is the designated judge for the Harris Newspaper Group. Faculty volunteers are needed to judge various categories. Each category has numerous sub-categories and entries to be judged. Categories include: Newswriting; Graphics; Headlines; Photo; Design and Layout; Advertising; Production; Circulation; General; and Web Site. Harris Newspapers needs the **judging to be completed no later than March 31**. For details please see Malcolm Gibson, or refer to the e-mail he circulated Jan. 23. **Please let Malcolm know by this Wednesday what you would like to judge.**

STUDENT & SCHOOL NEWS:

Matt Erickson, Journalism senior from Olathe, has won first place in the In-depth Writing Competition of the Hearst Journalism Awards Program. His score also has contributed to the **KU School of Journalism being in the lead in the Intercollegiate Competition**. There were 92 students competing from 55 journalism schools across the country in the third writing competition of this academic year. Erickson will receive a check for \$2,000. The J-School will receive a matching grant. Erickson also qualifies for the National Writing Championship, which will be held in San Francisco this June.

John "Jack" Connor, Journalism senior from Overland Park, served on the state committee for the Presidential Inaugural Committee to plan Martin Luther King Jr. National Day of Service events in Kansas.

STUDENT OPPORTUNITIES:

NEW: ECM-KU Urban Studies Alternative Spring Break: The New York Experience will be March 14-21. **Applications are due Jan. 28 by noon**. This break is open to everyone, students and non-students, grads and undergrads. Please contact Jenn or Joshua at ecm.urban.alternativebreak@gmail.com with questions. The New York Experience is a crash course about the people, communities, history and culture of New York City.

NEW: Kansas Association of Broadcasters Awards and Seminar. Undergraduate and graduate students may enter, so long as he/she is enrolled full-time in any Kansas college or university during the current school year, or the spring semester of the preceding year. All material submitted must be the work of the student(s) and produced and aired (on broadcast, cable, or Web cast) during the current school year, or the preceding spring semester. Material must be received by close of business Feb. 23. Awards will be presented during the Awards Luncheon at the April Student Seminar. Entries will be judged on excellence, believability, creativity and effectiveness. Judging criteria as applicable, will include theme, phrasing, salesmanship, technical, opening and closing. **Send entries, entry forms and fees to the KAB office by February 23**. Send to KS ASSN OF BROADCASTERS, 2709 SW 29th St, Topeka KS 66614. For additional details and entry instructions please see www.kab.net.

NEW: Jim Nantz Award to be presented to the nation's top Collegiate Sports Broadcaster. Starting this year, Sportscasters Talent Agency of America (<http://www.staatalent.com>) will present the annual Jim Nantz Award to the nation's outstanding collegiate sports broadcaster. The award is the centerpiece of STAA's new sports broadcasting All-America program. Starting immediately, STAA is accepting submissions for All-America consideration from students, professors, employers and other broadcasting professionals. STAA will maintain a ranking of the nation's Top 20 collegiate sports broadcasters on the STAA Web site (www.staatalent.com). The top five sportscasters at the end of each scholastic year will be named STAA All-Americans. This year's winners will be announced June 5. In addition to a trophy, the Jim Nantz Award winner will receive a demo and resume portfolio package from STAA and one year in the industry-renowned STAA Talent Search, the most valuable resource available to sportscasters in the job market. The five STAA All-Americans will each receive three months in the STAA Talent Search, a certificate of achievement, and the prestige and exposure that come with being recognized by STAA as one of the nation's top young sports broadcasters. The Jim Nantz Award can go to an outstanding play-by-play announcer, sports update anchor or sports talk show host. Each winner will be presented the award for their ability in one or all of these areas. A rotating panel of other industry professionals will head the selection of the Jim Nantz award winner and the STAA All-Americans. All collegiate sportscasters enrolled in two or four-year schools as of February 1, 2009 are eligible. Candidates do not need to be clients or otherwise associated with STAA. Interested students should email a single mp3 audio file to AllAmerica@staatalent.com. MP3 file should include continuous, unedited samples of at least two of the following sports broadcasting skills: football, basketball, baseball and/or hockey play-by-play, sports updates (minimum two update samples) and sports talk. Play-by-play and sports talk segments must be at least six minutes each in length. Please also be certain to state your school and your expected date of graduation. For more information contact Jon Chelesnik, 949-215-6713, jon@staatalent.com.

The Advertising Club of Kansas City Foundation is offering scholarships for the Fall 2009/Spring 2010 semesters to advertising, communications, marketing and graphic design students. Students do not need to be a member of the Advertising Club of Kansas City to qualify. To apply online, students must visit www.kcadclub.com and go to About Us: Ad Club Foundation. The application process also requires an interview in Kansas City for students whose applications are considered. Students will be informed by mail, shortly after the application deadline, if they have been selected for an interview. For more information about the Ad Club Foundation Scholarship, e-mail Rachel Hack, rachel@kcadclub.com, or call (816) 822-0300. **Application deadline is Feb. 2.**

Applications are being accepted for Georgetown University's Summer 2009 Institute on Political Journalism program, June 6 - August 1, 2009, in Washington, D.C. Sponsored by The Fund for American Studies in partnership with Georgetown, the Institute combines substantive internships, courses for academic credit, career development activities, site briefings and lectures led by working journalists. For more information, see www.dcinternships.org/ipj. **PRIORITY DEADLINE OF Feb. 5.**

The Jack Kent Cooke Foundation is accepting nominations for its Graduate Scholarship Program. They anticipate awarding approximately 30 scholarships of up to \$50,000 a year to outstanding students beginning their first graduate or professional degree program in fall 2009. Each award may be renewed in subsequent years based on performance. The Foundation is a private, independent foundation established in 2000 by the estate of Jack Kent Cooke to help young people of exceptional promise reach their full potential through education. Candidates for the scholarship must be nominated by the faculty representative at their undergraduate institution. KU is invited to nominate two individuals for consideration for this scholarship. The Office of Graduate Studies is accepting applications from highly qualified candidates for review. (The Foundation does not accept applications directly from students.) Departments are encouraged to select one to two highly qualified students to encourage to apply. To be eligible for the program, a candidate must meet the following requirements: be a college senior OR a recent graduate (within the last five years); have a cumulative GPA of 3.5 or better on a 4.0 scale; plan to begin his/her first graduate degree program in the coming fall; be nominated by his or her undergraduate institution; and have unmet financial need. More information is available on the Foundation's Web site at www.jkcf.org. **Students should submit the necessary materials to Rochelle Bass-Montgomery (rm218@ku.edu) in the Office of Graduate Studies no later than 1 p.m., Feb. 13.** All applications will be reviewed by a committee and two nominees selected.

Roy W. Howard National Collegiate Reporting Competition. The Scripps Howard Foundation is offering nine winners an expenses paid journalism study experience in Japan and South Korea June 13-27. Entry information and forms are available at www.scripps.com/foundation. **Entry deadline is Feb. 28.**

Rich Clarkson, 1957, recently finished a book for the KU Alumni Association, "The Champions, Kansas Basketball at the Pinnacle." It covers in print and photos KU's three national basketball championships. Clarkson was the editor and the project manager was **Chris Steppig**, who graduated from KU three years ago with a degree in communications, and just three hours short of a journalism degree too. Among the essays Clarkson commissioned for the book was one written by **Mark Dent**, a current J-School student. The book came out last month.

Bryan Farley, 2006, is an account executive with Meredith KC (KCTV and KSMO). Previously he was an account executive at a local advertising agency.

Susan (Fotovich) McCabe, 1984, is celebrating her 20th anniversary as an independent public relations professional for marketing firms and small, privately-held companies. Additionally, she is a contributing writer to several Midwest business magazines and agribusiness publications. Her specialties include agribusiness, aviation, biosciences, animal health and commercial development.

Joanna Miller, 2002, is the internal communications manager for U.S. Bank's intranet Web site, USB Today. Previously, she was a reporter with Southwest Newspapers.

Britt Nichols, 1978, has opened his third winery, Vin Vivante, in Wamego, Kan., where in addition to rural economic development activism, Nichols continues to practice law and politics.

Anne (Hastings) Pedersen, 1991, is a financial advisor for Edward Jones in Lee's Summit, Mo.

Chip Rouse, 1970, has his own communications management consulting business, CFR Strategic Communications LLC, and is a consulting partner with Global Prairie Integrated Marketing Communications in Kansas City. Rouse retired at the end of 2007 as vice president of U.S. Communications and corporate philanthropy for the global pharmaceutical company sanofi-aventis after 27 years with the company.

Kathy Saunders, 1973, is vice president and general manager of KDFW FOX-4 and KDFI 27 in Dallas. She also is the chairman of the AT&T Cotton Bowl this year and next. She is the first female chairman of the Cotton Bowl's 73 years history.

Corky (Charles) Trewin, 1977, recently finished his 30th consecutive season as the team photographer of the Seattle Seahawks and is "looking forward to 20 more." He will double as the Seattle Sounders FC team photographer this March when Sounders FC begins its first season in two months. During the 1980s he was the team photographer for the Seahawks ('79-present), Seattle Mariners ('80-'90), Seattle Supersonics ('84-'89) and Tacoma Stars of Major League Indoor Soccer ('83-'86).

Gretchen Wieland, 2008, is development coordinator for the St. Bernard Project, a rebuilding nonprofit based just east of New Orleans. MTV chose her organization as one of three worldwide projects to highlight live on "Be the Change: Live from the Inaugural" event Jan. 20. More information on the organization is online at www.stbernardproject.org.

Melissa (Bell) Winter, 1986, teaches yoga in Colorado Springs where she lives with her husband Adam Winter (KU business grad May 1986) and their three children.