

Simran Sethi was invited to join the Montara Circle, a gathering of 50 influential leaders who are working together to create change in the Peruvian Amazon. The Circle convened Feb. 9-10 in Montara, Calif. Attendees included Dr. Larry Brilliant, former director of Google.org, Jeremy Affeldt, MLB pitcher, Kindley Walsh Lawlor, vice president of social and environmental responsibility for The Gap, and Gary Bolles, consulting producer of TED.

Sethi also was an invited guest Feb. 9 of sustainable food leader Alice Waters to the Edible Schoolyard and Chez Panisse. (2/14/11)

Jimmy Gentry conducted a weeklong online seminar entitled "Unlocking Financial Statements" for journalists and corporate communicators, sponsored by the Reynolds Center in Business Journalism at Arizona State University. The seminar met for an hour, twice daily for the week of July 19-23. More than 200 people registered for the seminar, far more than for any previous online Reynolds program. (7/26/10)

Bob Basow attended the MOST of US conference, sponsored by Montana State University, July 14-16. He reported on the social norms campaign developed by his Spring 2010 Campaigns students to promote responsible drinking and to curb dangerous drinking practices at KU. Other presenters described similar projects at universities and high schools nationwide. (7/26/10)

Sethi is a 2010 fellow in the Poynter Institute's Sense-Making project, a Ford Foundation-funded program that is studying the integration of new media and democratic values. As part of this effort, Sethi was an invited participant in Poynter's conference "Fact or Friction: Building the Bridge Between the Fourth and Fifth Estates" at the Newseum on June 29. (7/26/10)

Jeff Browne will deliver the keynote address at the Arizona Scholastic Press Association's Fall Convention, Sept. 29, 2010, at Arizona State University in Tempe. More: <http://aipa.club.officelive.com/default.aspx> (8/23/10)

Sethi participated in a climate change debate moderated by Saturday Night Live comedian Andy Samberg on July 7. The debate, featuring Sethi and climate skeptic Phelim McAleer, is part of a larger effort to encourage climate action through innovative means. (7/26/10)

Sethi facilitated a science cafe at Free State Brewery on behalf of the KU Museum of Natural History July 20. The event was titled "Being Green: A Discussion of Race, Ethnicity and Class" and focused on environmental justice. (7/26/10)

Faculty activities at the AEJMC Convention in Denver (a final list will appear in the next Monday Memo):

Jimmy Gentry will present two sessions: "Sherman's Best: Teaching Tips from

the Barry Sherman Teaching Award Winners” and “Teaching Business Journalism: Different Approaches,” which is part of the Teacher of the Year session.

Crystal Lumpkins will serve as a speaker on a panel co-sponsored by the Public Relations and Minority and Communications Divisions titled “Health Promotion, Minority Populations and Health Reporting: Challenges for 2010 and Beyond.”

Barbara Barnett served as a judge for this year's Mary Ann Yodelis Smith award for feminist research given the by Commission on the Status of Women in the Association for Education in Journalism and Mass Communications. Barnett is a past recipient of the award.

Carol Holstead will present the awards for the Student Magazine Contest and attend the Magazine Division board meeting.

Tien Lee will serve as a discussant for a Communication Theory & Methodology Division session on information processing. He also will present a paper, co-authored with **Sue Novak**, to the same division. He will be on two panels; one on Sex, Media and Religion, and the other on political communication with a focus on ethnic minority populations and media. In addition, he will meet with potential applicants for the Stauffer Professor and assistant professor positions.

Pam Fine will serve on a panel, titled “Newsroom to Classroom: Adapting from JMC Pro to JMC Faculty.”

Scott Reinardy will present “Journalism Layoff Survivors Burn in Arizona, Keep Cool in L.A.” to the Media Management and Economics Division Aug. 4. He will moderate the “PF&R Panel Session: Ahead of the Curve: Multimedia and the Future of Sports Journalism” for the Sports Communication Interest Group on Aug. 5. He will present “Editor Toast: A Study of Burnout and Job Satisfaction Among College Newspaper Editors,” with Vincent Filak of Wisconsin-Oshkosh, to the Scholastic Journalism Division Aug. 7. He also will present “Journalism’s Layoff Survivors Tap Resources to Remain Satisfied” (which received Top Faculty Paper, First Place) to the Newspaper Division Aug. 7.

Pam Fine was interviewed and quoted in Joe Strupp’s blog on the national Media Matters website, which is online at:

<http://mediamatters.org/strupp/201008020033> (8/16/10)

Sethi was a keynote at the BlogHer 2010 national conference in New York on Aug. 7. She was part of a panel entitled "How to Use Your Voice, Your Platform and Your Power." BlogHer is the largest gathering of female bloggers in the world. (8/16/10)

Sethi will present at the Center for Teaching Excellence Teaching Summit Aug. 17. Her presentation, "Curriculum as Conversation: Social Media in the

Classroom (and Beyond)," is part of the Summit's innovation track. (8/16/10)

Jeff Browne, Pam Fine and Malcolm Gibson spoke to more than 100 Pittsburg High School students and area residents about their First Amendment rights Aug. 27 in a panel discussion hosted by Pittsburg High School Student Publications. (8/30/10)

Mugur Geana was interviewed in late July by CNN on the ethics of BP using digitally altered photos as part of their public relations campaign to showcase their efforts on controlling the Gulf oil spill. The article, by Jason Hanna, was published on July 22, and is online: http://articles.cnn.com/2010-07-22/us/bp.altered.photos_1_bp-spokesman-scott-dean-gulf-of-mexico-oil-spill-site?_s=PM:US (9/6/10)

Simran Sethi will keynote the 2010 Kansas Housing Conference in Topeka on Sept. 9. Her lecture will focus on the concept of housing justice and the ways in which government, business and civil society can work together to ensure fair and just housing for all. (9/6/10)

Simran Sethi will speak Sept. 14 at the Douglas County Hawk Talk, or KU information night, for high school students. Sethi will offer a mini-class on filing a story on a deadline and discuss her class trip to Oakland, Calif. (9/13/10)

Sethi will be a featured guest at the Niman Ranch farmer appreciation dinner in Des Moines, Iowa, on Sept. 17 and 18. Niman Ranch is the largest provider of sustainably-raised pork and beef in the United States. (9/13/10)

Carol Holstead spoke Sept. 16 at the Shawnee County Hawk Talk, or KU information night, for high school students. Holstead offered a mini-class on basic design skills. (9/20/10)

Simran Sethi will kick off the University of Texas-Pan American series on the environment Sept. 22 with the keynote, "The Expanding Continuum of Green," highlighting environmental efforts and opportunities across the U.S. (9/20/10)

Geana presented Oct. 4 to the American Cancer Society—High Plains Division the results from the evaluation of the health campaign he conducted this summer. It was aimed at increasing awareness of colorectal cancer screening among Latinos living in Wyandotte County, Kan. The research confirmed the value of health promotions conducted by combining direct community involvement through community health workers with dedicated media messages released through selected media outlets. The results from this project will be used as pilot data for an intervention proposal that will be submitted next year to the American Cancer Society. (10/11/10)

Mugur Geana will present the results of this summer's American Cancer Society funded campaign at the KU Cancer Center Research Symposium on Nov. 4: "When Media and Community Activism Join Forces—Promoting Colorectal

Cancer Screening to Latino Audiences in Wyandotte County, Kansas." (10/18/10)

Scott Reinardy presented "The evolution of American sports journalism in the 20th century," a research-in-progress paper, at the American Journalism Historians Association national conference in Tucson. (10/18/10)

Simran Sethi will give a presentation about Twitter in the classroom at the first "140 Characters Conference: Small Town." It will be held in Hutchinson, Kan., on Nov. 1 (<http://smalltown.140conf.com/schedule>). She will speak about her Green Reporting, Green Building, Green Justice class at the conference. (10/25/10)

Sethi will lecture to the Fresno Youth Arts Project, a non-profit that supports arts education for at-risk youth in Fresno, on Nov. 4. Sethi will be joined by local muralist Dave Lowenstein to discuss sustainability, environmental justice and public art. (11/1/10)

Susanne Shaw was at Fudan University in Shanghai from Oct. 23-28 reviewing its master's degree program, and at Hong Kong Baptist University from Oct. 29-Nov. 3, also reviewing its master's degree program. Both schools are interested in seeking U.S. accreditation. While in Hong Kong, Shaw saw **Jacqui Banaszynski**, a former Gannett Foundation professional-in-residence at the J-School for a semester, who now holds a Knight Chair at the University of Missouri School of Journalism. Banaszynski was participating in a Pulitzer Prize Winners Workshop for students at the Hong Kong Baptist School of Communication. (11/18/10)

Geana's research poster "When Media and Community Activism Join Forces: Promoting Colorectal Cancer Screening to Latino Audiences in Wyandotte County, Kansas" was presented at the KU Cancer Center Research Symposium on Nov. 4. (11/18/10)

Sue Novak held a J201 Advocacy Fair Nov. 2 to showcase her students' posters and videos with samples of their advocacy media and audience analysis for their chosen cause.

Simran Sethi and Dr. Julianne Malveaux, president of Bennett College for Women, will speak Nov. 11 at Wake Forest University in a lecture titled "My Neighborhood is Killing Me: Environmental Racism and a Call to Justice." (11/18/10)

Mugur Geana presented the HomeLink News prototype Nov. 9 to research partners from the Missouri School of Journalism, MU's Department of Family Medicine and the Interdisciplinary Center for Aging. The application, developed in collaboration with Professor Glen T. Cameron, provides an innovative approach to health information tailoring for older audiences and offers new business opportunities to media outlets interested in reaching this specific audience. Following the visit, Geana was selected to be a member of a multidisciplinary team working to secure federal and private funding for further project

development. (11/15/10)

Barnett, Cheryl Klug, Tien Lee, Cindy Reinardy and Susanne Shaw attended the ACEJMC site team training workshop Nov. 12-14 in Arlington, Va. (11/15/10)

Simran Sethi will participate in the Shift Network Greenshifters virtual series on advancing environmental conservation and building the green economy Nov. 17. Sethi will highlight tactics required to engage those who feel disconnected from their environment and disengaged from environmental discourse. (11/15/10)

Sethi will participate in "Protecting the Water Commons—Everyone's Business," a Q&A session with Maude Barlow, environmental journalist and advocate, Nov. 19. This is part of SRI in the Rockies, the annual national conference of the sustainable and responsible investing industry. *Recently, the United Nations recognized the human right to water and sanitation, and committed each country to provide its people with equitable access to its water commons. What will this mean for the socially responsible investor? What is the role for the private sector in solving the world's water crisis? Barlow will share her knowledge of the struggle to make water a public trust and human right, and, in conversation with Sethi, will challenge participants to help realize this hard earned new right.* (11/15/10)

Simran Sethi will be featured on KCUR's "Central Standard," at 10 a.m., Nov. 30, discussing Tweeting 101, the use of Twitter in the classroom and the upcoming digital summit on "Telling Stories of Diversity in the Digital Age." (11/22/10)

Simran Sethi will be featured on KCUR's "Central Standard" at 10 a.m., Nov. 30, to discuss the use of Twitter in the classroom and the upcoming Dec. 4 digital summit "Telling Stories of Diversity in the Digital Age." KCUR airs on 89.3 FM. Her class and the digital summit also are featured on the KU website, "With cell phones and laptops, students research diversity through social media," at: www.news.ku.edu/2010/november/29/socialmedia.shtml (11/29/10)

Barbara Barnett and Scott Reinardy attended the winter meeting of the Association for Education and Journalism and Mass Communication. The meeting was held Dec. 3-4 in Albuquerque. Reinardy, the chair for the Sports Communication Interest Group, and Barnett, the vice chair for the Commission on the Status of Women, helped plan the 2011 AEJMC conference, which will be held in August in St. Louis. (12/6/10)

Mike Williams will appear on "Up-to-Date" on KCUR-FM radio Dec. 7, at 11 a.m. (12/6/10)

Ann Brill, Malcolm Gibson and Jeff Browne attended an AP Educators breakfast this morning in Kansas City.

Browne was a panelist and presented on the state of scholastic journalism in Kansas and Missouri. (12/6/10)

Crystal Lumpkins gave a presentation last month at the North American Primary Care Research Group Conference in Seattle. (1/17/11)

Susanne Shaw participated in an international external review for the School of Journalism and Communication at Tsinghua University in Beijing from Dec. 14-20. **Shaw** also will be at Loyola University in New Orleans for a pre-accreditation review Jan. 18-21. (1/17/11) **Kerry Benson** presented a workshop on social networking for KU's Multicultural Scholars Program at the organization's winter conference on Jan. 28. (1/31/11)

Sethi will be offering a lunchtime presentation Feb. 2 at KU's Center for Teaching Excellence on the use of social media in the classroom. (1/31/11)

Kelly Crane and **Jammie Johnson** talked about the Marketing Communications Graduate Program at a KU Edwards Campus Information Session for prospective students Jan. 22. Along with learning about the program, attendees had the chance to meet other campus representatives and attend a free GRE prep session. The session drew a larger attendance than the same event last year. Evaluations were also positive. For the question "after learning more about the program, I will probably apply for admission," **84%** of all respondents indicated they strongly agreed with that statement. (2/7/11)

Simran Sethi's presentation at the Center for Teaching Excellence has been rescheduled for Feb. 22 from 12-1 p.m. at the CTE office, Budig 135. She will discuss "Curriculum as Conversation: Social Media in the Classroom (and Beyond)." *Social networks enable students to share their passions and concerns, and expand their education in directions that resonate with their deepest cares. Through immediate feedback loops, these dynamic, portable platforms enhance teaching by allowing educators to better understand the applicability and resonance of their teachings and immediately expand the scope of this education well beyond the classroom. This encore presentation from the KU Summit will detail ways in which educators can leverage these technologies within their own curricula.* If you'll participate, please read in advance "The Effect of Twitter on College Student Engagement and Grades" and "Social Networking Primer." E-mail Judy Eddy, jeddy@ku.edu, for copies of these articles. (2/21/11)

Simran Sethi will keynote the Starwood Next Course conference in Shanghai, China, on March 3. During her trip to Shanghai, Sethi will meet Peggy Lui, chairperson of *JUCCCE*, the Joint U.S.-China Cooperation on Clean Energy and one of *Time* magazine's Eco-Heroes of the Planet. She also will meet with Rachel MacBeth, Saatchi and Saatchi's first strategy and planning director for Greater China, and tour SAS High School's Roots and Shoots program, the first school organic garden of its kind in the area. (2/28/11)

Sethi will lecture on sustainability and environmental justice at Longwood

University in Farmville, Va., March 9. (2/28/11)

Sethi is included in the 2010-2011 Poynter Report. She is a Fellow in Poynter's Sense-Making project, an effort funded by the Ford Foundation and dedicated to encouraging democratic values and building connections between the Fourth and Fifth Estates. (2/28/11)

Doug Ward led a workshop titled "20+ Free or Inexpensive Tools for Enhancing Stories Visually" at the national convention of the American Copy Editors Society in Phoenix on March 19. (3/28/11)

Carol Holstead taught three mini-courses on design to a total of about 250 high school students and their parents for KU Senior Day, March 11. KU Senior Days are held through the spring semester. (3/28/11)

Simran Sethi keyed the fourth annual Breaking the Silence environmental sustainability conference in Kansas City March 12 to raise environmental literacy. http://www2.ijworld.com/news/2011/mar/13/fourth-annual-breaking-silence-conference-held-kan/?city_local (3/28/11)

Sethi's recent trip to keynote the Starwood Next Course conference in Shanghai, China, March 3 was reported on in *The Eagle Online*, which is published by the Advancement office of Shanghai American School. The article is online: <http://www.eagleonline.org/?p=3607> (3/28/11)

Sethi and students from her Green Reporting, Green Building, Green Justice class spent spring break in Oakland, Calif., completing a greywater installation and learning about water conservation, environmental justice and ways to report on social change via social media. They Tweeted live at twitter.com/search?q=%23KUH20. Photos from the project will be online soon. The class created a multimedia series for *Metropolis magazine* that will run for the next nine weeks. It can be followed on the hashtag #metropolisH20. The first two stories are online: www.metropolismag.com/pov/20110316/water-guns and www.metropolismag.com/pov/20110323/beyond-energy (3/28/11)

Mike Williams will be a featured speaker April 21 at the 50th International Conference "Media in the Modern World, St. Petersburg Readings" in St. Petersburg, Russia. He will also be a visiting professor at the School of Journalism at St. Petersburg State University where he will be lecturing on interactive media development, photojournalism and social media. (4/11/11)

Mugur Geana participated March 30 in a meeting on "Enhancing Health Initiatives in the Latino Community." Geana was named a member of the "Latino Health for All" task force for Wyandotte County, Kan. (4/11/11)

Max Utsler attended the BEA convention last week in Las Vegas. He stepped down as BEA president but will remain on the Board of Directors for one more

year. While there, he presented two papers. "Image Repair Through TV: The Strategies of McGwire, Rodriguez and Bonds," was co-authored with Susie Epp and tied for first place in the Sports Division. His second paper "Will Advertising on the Super Bowl Take You From Zero to Hero?" was co-authored with Jon Cassat. (4/18/11)

Mugur Geana led a presentation April 8 to members of the Kansas Board of Regents, who were in Lawrence visiting KU. The Regents' visit included a stop at the School of Journalism. Geana's presentation is online at:
<http://www.journalism.ku.edu/news/Regents2011.pdf> (4/25/11)

Barbara Barnett and **Tom Volek** traveled to Fort Leavenworth April 14 to teach a class on communication theories. The class is part of the Media and the Military course, in which KU students work with officers at the Command and General Staff College at Fort Leavenworth. (4/25/11)