

## **FACULTY CONFERENCES, PRESENTATIONS & MEDIA INTERVIEWS:**

**Jerry Crawford's** paper, "Journalism Education at Historically Black Colleges: Preparing Today's Students for the Challenge of Tomorrow," co-written with Dr. Barbara Hines, has been accepted to be presented at the second Journalism Practice and Journalism Studies conference to be hosted by the Cardiff School of Journalism, Media and Cultural Studies. Crawford was invited to present the paper and be a panelist for the conference to be held in Cardiff, Wales, September 9 and 10.

**Mugur Geana's** paper, "The Digital Divide: Self-reported health information needs and usage," was presented at the 2009 National Conference on Health Communication, Marketing and Media, Atlanta, Ga.

**Mugur Geana's** manuscript "Health Information-Seeking Behaviors Among Residents of a Multiethnic, Underserved, Urban Community: Does Ethnicity Matter?" has been selected for presentation at the 2010 ICA conference "Matters of Communication: Political, Cultural and Technological Challenges," Health Communication Division, June 22-26, 2010, Singapore.

**Mugur Geana** had two health-communication papers accepted for presentation at the 19th Wonca World Conference of Family Doctors, held in Cancun, Mexico, from May 19-23, 2010. This is the largest world conference for the field of family medicine, with more than 5,000 international participants.

**Scott Reinardy** submitted the paper "TV sportscasters 1, Burnout 0: Resources sideline the job stressors of sportscasters" to the Broadcast Education Association conference. The April conference will be in Las Vegas.

**Scott Reinardy** and **Jerry Crawford** submitted the paper "Feeling the love: Sportscasters score big with job satisfaction" to the Broadcast Education Association conference.

**Scott Reinardy's** paper "TV sportscasters 1, Burnout 0: Resources sideline the job stressors of sports broadcasters" has been selected as the No. 1 paper in the DEBUT category by the Research Board of the Broadcast Education Association Sports Division. The paper will be presented Friday, April 16, at the BEA convention in Las Vegas.

**Reinardy's** paper with co-author **Jerry Crawford III** titled "Feeling the love: Sportscasters score big with job satisfaction" was selected as the No. 2 DEBUT paper for the BEA Sports Division. The paper was presented Friday, April 16, at the BEA convention in Las Vegas.

**Mugur Geana's** research study *Health Information and the Digital Divide* has been accepted for presentation at the HINTS (Health Information National Trends Survey) Data User's Conference—Partners in Progress, to be held in Silver Spring, Maryland, on September 24-25, 2009.

**Max Utsler** presented a paper Jan. 12 at the NCAA Scholarly Colloquium in Atlanta titled "Athletic Department Expenditures and On-Field Results: A Study of the Big 12 Conference from 2000-2008."

**Chuck Marsh's** paper "Antecedents of Public Relations Planning and New Media Tactics in the Rhetoric of Isocrates" has been accepted for presentation at the 2010 annual conference of the International Communication Association in Singapore.

**Mugur Geana's** co-authored research papers "To be (online), or not to be: Impact of the digital divide on health information search and retrieval" and "Acceptability and perceived benefits of touch screen computers for cancer screening promotion in clinics serving low income and minority patients" have been accepted for presentation at EACH 2010 - International Conference on Communication in Healthcare, September 5-8, 2010, Verona, Italy.

**Scott Reinardy** submitted three papers to AEJMC, including, "Journalism's layoff survivors tap resources to remain satisfied;" "Journalism layoff survivors burn in Arizona, keep cool in L.A.;" and "Editor Toast: A study of burnout and job satisfaction among college newspaper editors." The third paper was co-authored with Vince Filak, University of Wisconsin-Oshkosh.

**Sue Novak** and **Tien Lee** have had their co-authored paper "Why and How Consumers Use the Internet: Online Uses and Gratifications Revisited" accepted by the Communication Theory & Methodology Division of AEJMC for presentation at the annual conference in Denver in August.

**Crystal Lumpkins'** abstract, "Investigating the Spirituality Well Being Scale (SWBS) and Its Role in Health Promotion of Breast Cancer Prevention Among African American Women," has been selected for a poster presentation during the National Conference on Health Communication, Marketing and Media to be held in Atlanta, Ga., Aug. 17-19.

**Simran Sethi's** proposal on "Curriculum as Conversation: Social Media in the Classroom (and Beyond)" has been accepted for the upcoming KU Teaching Summit. She will present as part of the track on alternative models for teaching.

**Mugur Geana** was invited to lecture on communication research methods to Erasmus students at the New Media course at Katho-HANTAL (Belgium). The lecture took place May 24 and was delivered online via Skype.

**Doug Ward** was featured in the May 10 issue of the *Oread*, KU's employee newsletter. The article is online at:  
[www.oread.ku.edu/~oread/2010/may/10/stories/ward.shtml](http://www.oread.ku.edu/~oread/2010/may/10/stories/ward.shtml).

**Bob Basow** and his Strategic Campaigns students were featured May 7 on WIBW-TV in a story on KU's Alcohol Summit. See the clip online at:  
<http://www.wibw.com/home/headlines/90694249.html> The class client was KU

Student Success. Its project was to help create a culture that helps students make responsible decisions about alcohol.

**Scott Reinardy** and **Jerry Crawford** presented papers at the 2010 BEA convention. Reinardy won top faculty research paper and his paper with Crawford won second place.

**Scott Reinardy** participated in a panel moderated by **Ann Brill** on "Covering sports events in a social media environment or How to Tweet Basketball Coverage." J-School graduate **Ryan Greene**, now a multimedia sports reporter with *the Las Vegas Sun*, also was on the panel at the 2010 BEA convention.

**Mike Williams** completed another of his monthly radio shows on KCUR as a panelist on "Up to Date" on April 20.

**Mugur Geana** participated in the National Science Foundation (April 26) and National Institutes of Health (April 27) grants updates workshops at the 2010 NCURA Region IV Conference in Omaha, Neb.

**Simran Sethi** is quoted in the City of Lawrence's 2009 Annual Report highlighting the environmental and sustainability efforts the City undertook in the last year: [http://www.lawrenceks.org/annual\\_report/2009](http://www.lawrenceks.org/annual_report/2009). Sethi is a member of the City's Sustainability Advisory Board and developed the City's climate plan as a member of the Climate Protection Task Force and chair of the working group on Climate Education, Policy and Outreach.

**Scott Reinardy** went to St. Petersburg, Russia, to meet with journalists at *Moy Rayon (My District)*, the largest newspaper in St. Petersburg. Reinardy also conducted a two-day seminar with professional journalists, and meeting with journalism students at the State University.

**Barbara Barnett** attended a Poynter Institute workshop entitled "New Curriculum for the New Journalism" in early January.

**Chuck Marsh** spoke about U.S. media trends to visiting professors from Eastern Europe and Central Asia Dec. 16 as part of the Applied English Center's International Faculty Development Program.

**Scott Reinardy** led a live chat titled "Women in the Newsroom: Burned Out and Fed Up" for the Association for Education in Journalism and Mass Communication Jan. 21. More than 80 people checked into the chat, which included several professional newspaper journalists and former journalists. To replay the chat, please click: <http://aejmc.org/topics/2010/01/live-chat-replay-women-in-the-newsroom/>.

**Denise Linville** presented a lecture at the KU Edwards Campus' Professional Edge Breakfast Series on Social Media Marketing Dec. 2. She discussed the keys to recent social media marketing success through case studies and

provided an outline of important resources to improve an organization's social media efforts. There were 171 business leaders in attendance, which was the largest audience to date for a Professional Edge breakfast series event.

**Jimmy Gentry** coordinated and taught a four-day seminar entitled "Strictly Financials," at the Reynolds National Center for Business Journalism at the Arizona State University School of Journalism and Mass Communication Jan. 5-8. The audience for the entire program was business journalists from around the country. For one day, participants also included professors attending a program at the Regents Center on teaching business journalism.

**Simran Sethi** keynoted the State of Kansas Parks and Recreation conference in Topeka on Jan. 27 in which she discussed biophilia and nature-deficit disorder.

**Simran Sethi** gave a presentation on environmentalism and faith at Lawrence's First Presbyterian Church on Jan. 31.

**Simran Sethi** was invited to participate in the Guggenheim Museum online panel discussion on sustainability and value in connection with the Museum's major exhibition of the art of Tino Sehgal.

**Simran Sethi** was profiled on the local PBS station KTWU program "Sunflower Journeys" on Dec. 17 at 7 p.m. The program covered the issue of sustainability and feature a profile of Sethi, as well as long-term environmental initiatives for K-State. <http://ktwu.washburn.edu/journeys/>

**Doug Ward** was profiled in *Kansas Alumni* magazine.

**Mugur Geana** presented his research on health information sources for Latinos in underserved urban communities at the 2009 "Cultivating Healthy Kansans" summit in Topeka Dec. 2.

**Mugur Geana** was an invited speaker at a Central and Eastern Europe (CEE) event organized by the student organization, AIESEC Kansas. His presentation focused on Romanian contributions to universal culture and science.

**Simran Sethi** keynoted the People to People International Global Youth conference in Washington, D.C., on Nov. 12.

**Susanne Shaw** was invited to speak on international accreditation at the world-renowned Schools of Journalism and Communication Deans Forum in Shanghai. It was sponsored by Fudan University in honor of its 80th anniversary.

**Mugur Geana** presented "The Digital Divide: Self-reported Health Information Needs and Usage" research poster at the 2009 Faculty Research Day and Poster Session at the Kansas Life Science Innovation Center at KUMC on Nov. 3.

**Jimmy Gentry** teamed with two-time Pulitzer Prize winning investigative reporter Jim Steele to present a day-long workshop on “Investigative Business Journalism” Oct. 21 in Los Angeles. Gentry discussed “Rethinking Financial Statements in Today’s Environment” in the morning and Steele discussed “Unearthing Financial Documents, Sourcing and Legal Considerations” and good writing in the afternoon. The program is sponsored by the Donald W. Reynolds National Center for Business Journalism at Arizona State University.

**Doug Ward** led a workshop titled "I Didn't Mean That" at the American Copy Editors Society regional conference Saturday in Columbia. Four students accompanied Ward to the conference: Melissa Johnson, Arthur Hur, Casey Miles and Jacob Muselmann.

**Pam Fine** was quoted in *American Editor* magazine in an article on how editors can help alleviate stress and build morale in newsrooms. The online magazine is available to members of the American Society of News Editors. Among her pieces of advice: encourage opportunities for staff members to work on projects that might not be in their everyday routines. “Create a way for them to share their ideas,” Fine said. “Then work with supervisors to give the idea creators an hour or two a week to work on them. See if three or four people want to work together on an idea to build collaboration and speed and create a greater possibility for esprit de corps and success.”

**Jimmy Gentry** presented a half-day workshop entitled "Teaching Financial Literacy" at the AEJMC convention in Boston.

**David Guth** presented his paper, "Wary of the Web, the underutilization of Web sites for public outreach by state emergency management agencies," from 1:30-3:00 p.m. on August 5. The paper is co-authored by former grad student **Gordon Alloway**. Guth also was a discussant for a PR Division poster session on Best Practices Studies from 8:15-9:45 a.m. on August 7 at the AEJMC convention in Boston.

**Carol Holstead** presented a teaching tip on design as part of a panel at the AEJMC convention in Boston Aug. 5-8. The session is called Magazine Marathon, and will be held from 1:30 to 3 p.m. on Aug. 5. She also presented the awards for the Magazine Division Student Magazine Contest on Aug. 7.

**Jesse Temple, Scott Reinardy and Max Utsler** presented a poster session, “Weathering the storm: How newspaper sports editors have adapted during changing times,” from 5 to 6:30 p.m., Aug. 6, at the AEJMC convention in Boston.

**Scott Reinardy** presented a poster session, “Kansas City Star journalists cope with stress and self-affirmation following layoffs,” from 12:15 to 1:30 p.m., Aug. 7, at the AEJMC convention in Boston.

**Scott Reinardy** and Mizzou’s **Keith Greenwood** presented “Self-trained and self-

motivated: Newspaper photojournalists strive for quality during technological challenges" from 11:45 to 1:15, Aug. 8, at the AEJMC convention in Boston. (Greenwood will present.)

**Scott Reinardy** presented "Kansas City Star newsroom layoff survivors aggressively cope with organizational change in an effort to maintain journalistic quality" from 11:45 to 1:15 p.m., Aug. 8, at the AEJMC convention in Boston.

**Barbara Barnett** presented a research paper at the AEJMC convention in Boston entitled "False Rape and Media Frenzy: Newspapers' Framing of the Duke Lacrosse Case."

**Barnett** participated in an AEJMC pre-conference panel, "Teaching the Introductory Mass Communications Course: Tips and Tactics." She was one of five panelists selected for the panel discussion.

**Barnett** was elected to serve as research chair for AEJMC's Commission on the Status of Women. She coordinated submissions of conference papers for the commission at the 2010 AEJMC meeting.

**Carol Holstead** participated in a round-table discussion on advising student magazines at the AEJMC convention last week.

**Scott Reinardy** assisted in developing a Sports Interest Group while at the AEJMC convention in Boston. The interest group will encourage the submission of sports-related media research to be presented at future AEJMC conventions.

**John Hudnall** presented the Honor's Lecture for the Scholastic Journalism Division at the AEJMC convention in Boston.

**Crystal Lumpkins** spoke to KCABJ (Kansas City Association of Black Journalists) workshop participants about the William Allen White School of Journalism on June 25.

**Max Utsler** organized and coordinated RBI at KU-College Day on July 6. This involved hosting 75 kids from the Reviving Baseball in the Inner City program in KCMO at KU. **Dean Ann Brill, Utsler, Scott Reinardy** and **Samantha Mangino Hardy** addressed the students as part of the day at KU.

**Pam Fine** was a panelist for a "citizen conversation" in Kansas City on the impact of the decline in local news reporting by *the Kansas City Star* and other traditional media. The panel, held June 4 at the Central Library, was moderated by KCPT Public Television's Nick Haines and also included Dave Helling, political reporter, *the Kansas City Star*; Steve Rose, publisher, Sun Publications; Tony Botello, writer and blogger, Tony's Kansas City; and John Landsberg, Bottom Line Communications.

**Jimmy Gentry** taught "Economics and Finance of the Media" for the online

Master's program of the School of Journalism at the University of Missouri this summer. He also taught three Web seminars on "Understanding Financial Statements" for the Reynolds Center for Business Journalism at Arizona State University.

**Simran Sethi's** interview with climate skeptic Bjorn Lomborg was featured in *The Huffington Post* on May 27.

**Simran Sethi** joined a representative from the Kansas City Center for Urban Agriculture June 4 to discuss the KCCUA urban farm tour, for which her J500 class created promotional/educational materials, on KCUR's "Up to Date."

**Simran Sethi** keynoted and served as faculty-in-residence at the ACPA Institute on Sustainability at Harvard University on June 11.

**Simran Sethi** is featured in Richard Seireeni's book "The Gort Cloud: The Invisible Force Powering Today's Most Visible Green Brands" (Chelsea Green, 2009). Seireeni offered a virtual lecture discussing his findings to Sethi's J840 class on July 24.

**Simran Sethi** is profiled in the August 2009 edition of *Planet Kansas*, the magazine of the Kansas Sierra Club. Sethi discusses her J500 Media and the Environment course, in addition to challenges around water rights and environmental justice.

**Simran Sethi** is featured in the fall issue of *Lawrence* magazine, discussing local social and environmental issues and her experiences in Lawrence.

**Jimmy Gentry** was a visiting professor at the Cronkite School of Journalism and Mass Communication at Arizona State University on Sept. 28. He discussed "Financial Statements in the Post-Crash World: Old and New Issues in Today's Environment."

**Jimmy Gentry** participated in a panel discussion, "Business Literacy for Communicators," sponsored by the Public Relations Society of America, on Oct. 1 at the KU Edwards Campus. Other panelists were Danny O'Neill, founder of the Roasterie, and Nancy McCullough, vice president and treasurer for the Kauffman Foundation. Jon Ratliff, a vice president at Trozzolo Communications Group, organized and moderated the panel.

**Simran Sethi** moderated the "Little Seed, Big Problem, Bold Solution" panel on the sustainable palm oil initiative, launched by the Rainforest Action Network and Seventh Generation. The event was Sept. 24 and featured Michael Besancon, senior global vice president of purchasing, distribution and marketing of Whole Foods Market; Jeffrey Hollender, co-founder, executive chairman of Seventh Generation; Leila Salazar-Lopez, rainforest agribusiness campaign director of Rainforest Action Network; and human rights activist Matilda Pilacapio, land owner in Milne Bay, Papua New Guinea.

**Ann Brill** spoke to this year's Kansas Honors Scholars and their families on Sept. 23. The 139 seniors from high schools in Douglas and Jefferson counties are being recognized for their academic achievements.

(<http://www.news.ku.edu/2009/september/10/khplawrence.shtml>)

**Pam Fine** was this year's kickoff speaker for the Lawrence Zodiac Club, a women's study group that meets during the academic year to discuss literature, art and other subjects of cultural interest. The club's focus this year is Pulitzer Prize winning work. Fine provided a brief overview and history of the prizes and shared her experiences as a four-time Pulitzer judge.

**Dick Nelson** participated in the RTNDA/Poynter Institute seminar "New Tech Creates New Problems," a discussion of ethical dilemmas in electronic media, in Kansas City Sept. 12.

**Patty Noland** attended a session on Sept. 14 at Entercom Radio, which owns eight stations in the Kansas City market. Career services professionals met with representatives from sales, production, Web site coordination and promotions. Among the presenters was Dustin Boehm, School of Journalism graduate, who is the promotions director at 610 Sports.

**Tim Bengtson** visited Prof. Sanjay Mishra's new product development undergraduate and graduate classes in the Business School on Sept. 15 to talk about creativity and the creative process.

**Mugur Geana** was the guest speaker last week at the 2009 National Medicare Workshop series in Kansas City, Mo. His presentation on "Using online social-interactive media and mass communication technologies to effectively promote your organization" was attended by 125 Medicare administrators from Kansas, Missouri, Oklahoma, Nebraska and Iowa.

**Simran Sethi** presented the service learning work of her summer J840 course to the citywide Community Cooperation Committee, an offshoot of the Community Commission on Homelessness created to assist Lawrence stakeholders in discussions around homelessness, on Sept. 1.

**Simran Sethi** was the premiere keynote in the University of Southern California lecture series "Green Heroes." The two-part series is a core requirement for the approximately 3,000 students in the entering class of 2010.

**Simran Sethi** moderated the inaugural panel at the Slow Money conference in Santa Fe, N.M., on Sept. 10. The panel is dedicated to preserving and creating sustainable food systems and features Paolo Di Croce, executive director of Slow Food International; Anthony Flaccavento, founding member and executive director of Appalachian Sustainable Development; Ann Wright, deputy under secretary for marketing and regulatory programs at the U.S. Department of Agriculture; and Fred Kirschenmann, distinguished fellow at the Leopold Center for Sustainable Agriculture at Iowa State University and president of Stone Barns



Center for Food and Agriculture in New York.

**Scott Reinardy** was the moderator for the session "Beating Burnout" at the Society of Professional Journalists convention in Indianapolis last weekend. The panel included Isha Cogborn, life coach for the Epiphany Institute; Aiesha Little, associated editor at Cincinnati Magazine; Renee Petrina, for copy editor at the Indianapolis Star; and Sony Smith, Web editor/reporter at the Orange County Register.

**Simran Sethi** is featured on the alternative health care portal Health World Online. An excerpt of the interview will launch on Health Insights Today (the Cleveland Chiropractic College health and wellness Web newsletter) today.

**Simran Sethi** lectured to the entering class of 2009 at the University of Southern California on Sept. 29 and 30. She is the first speaker in their two-part Green Heroes series and lectured on environmental justice and student activism.

**Doug Ward** led a panel titled "Making Connections in Journalism History" at the American Journalism Historians Association (AJHA) national convention in Birmingham, Ala., last week. The panel challenged association members to move beyond narrow research agendas and connect their work to themes of broader historical significance.

**Simran Sethi** keynoted the national delegates conference of the Golf Course Superintendents Association of America (GSSCA) in Kansas City Oct. 10. She presented on sustainability, resource management and the greening of golf.

**Mike Williams** was a guest Oct. 6 on "Up to Date" with Steve Kraske on 89.3 FM KCUR discussing the public's often unfavorable attitude towards the media.

**Jimmy Gentry** presented Oct. 5 and will present Oct. 16 workshops on "Rethinking Financial Statements" in New York City and Chicago as part of the Donald W. Reynolds National Center for Business Journalism's day-long programs, "Covering the 2009 Financial World."

**Geana's** research report on stakeholder acceptance of an interactive portal focused on tailored health information delivery for health maintenance and healthy living was presented Oct. 9 by Prof. Glen T. Cameron during the joint meeting of the University of Missouri Health Communication Research Center, Interdisciplinary Center on Aging and Reynolds Journalism Institute.

**Simran Sethi** lectured to staff, faculty and students on sustainability, leadership and activism at the University of Houston-Downtown on Oct. 30.

**Simran Sethi** was profiled on KTWU's "Sunflower Journeys" Dec. 17, at 7 p.m., with repeats Dec. 18, at 2:30, and Dec. 19, at 5 p.m. She shot the segment Oct. 25.

**Mugur Geana's** poster *"The Digital Divide: Self-reported Health Information Needs and Usage"* has been selected for presentation at the 2009 KUMC's Faculty Research Day and Poster Session, to take place at the Kansas Life Science Innovation Center on Nov. 3. In addition to his research, teaching, and service at the J-School, Geana holds an appointment as an assistant research professor at the KU School of Medicine.

**Simran Sethi** keynoted the Kansas Association of Conservation and Environmental Education state conference on Nov. 6. She screened videos made in Greensburg, Kan., in 2008 with students from her J500 Media and the Environment class.

**Simran Sethi** has been invited by The Ford Foundation and The Paley Center for Media to participate in a small, focused workshop on the green economy, the sustainability movement and the future of public media in the digital age. The workshop will be Nov. 23 at the Center for Social Media at American University in Washington, D.C.

**Simran Sethi** was an invited guest of the Paley Center for Media and Ford Foundation for a roundtable media discussion on sustainability to be held at American University in Washington, D.C., today, Nov. 23. Sethi also will be speaking about her work on "Oprah Winfrey," "Today" and other network shows in John Broholm's J201 Current Events: Media and Celebrities class on Nov. 24.

**Sue Novak** presented a research paper at the National Communication Association convention in Chicago on Saturday, Nov. 14. Her paper was entitled "Fighting for a Free Press in Russian Media: Anna Politkovskaya's Murder as Presented in the Newspaper Izvestiya."

**Mugur Geana's** paper "Health Information Seeking Behaviors Among Residents of a Multiethnic, Underserved, Urban Community" has been accepted for presentation at the 2009 Cultivating Healthy Kansas - A Leadership Summit on Health Promotion and Chronic Disease Prevention, Dec. 1-3 in Topeka.

**Simran Sethi** presented a virtual lecture on the intersection of environmentalism and faith to Chris Doran's "Christianity, Ecology and Public Policy" course at Pepperdine University in Malibu Nov. 17.

**Simran Sethi** co-presented a workshop, "Conversation as Activism," with Amanda Schwegler, associate director of the KU Center for Service Learning, at the 21st annual National Service-Learning Conference March 24-27 in San Jose.

**Mugur Geana** was a guest lecturer for KATHO (Katholieke Hogeschool Zuid-West Vlaanderen), Erasmus Program on Nov. 30. His lecture on Mass Communication Research Methods was delivered online via video link to an international audience (students from Romania, Hungary, Turkey, Latvia, Bahrain, France and

**Crystal Lumpkins** was interviewed by KBIA Radio 91.3 FM, the NPR station in Columbia, Mo., about her recently published article, "Generating Conflict for Greater Good: Utilizing Contingency Theory to Assess Black and Mainstream Newspapers as Public Relations Vehicles to Promote Better Health among African Americans." The interview aired on a Nov. 20 newscast. Her article also is getting national media coverage on the British Web site *Medical News Today* (<http://www.medicalnewstoday.com/articles/171722.php>).

**Simran Sethi** discussed her work in environmentalism and sustainability on the NetIP (Network of Indian Professionals) radio program "PrimeTime with NetIP," which will stream live on HumDesi Radio, North America's first ethnic digital radio network, on Feb. 17.

**Simran Sethi** will lecture in Malcolm Gibson's International Journalism class on Feb. 16, discussing alternative economic indicators to GDP and GNP.

**Simran Sethi** is featured in a recent article on DailyCamera.com, discussing the most environmentally-friendly flatscreen televisions: <http://bit.ly/b0tgQD>.

**Bob Basow's fall strategic campaigns class** was featured in this morning's "GO" section of *the Lawrence Journal-World*. The story is headlined "A Village Green: KU class investigates ways to unify campus green efforts."

**Simran Sethi's** commentary on Tino Sehgal's current exhibition "Contemplating the Void" for the Guggenheim Museum launched Feb. 22 at <http://www.guggenheim.org>. The conversation is moderated by Peter G. Brown and includes Sethi, Martha Buskirk and Juliet Schor as commentators.

**Simran Sethi** keynoted the environmental justice conference "Going Green from the Black Perspective" at the State University of New York at Stonybrook on Feb. 25.

**Simran Sethi's** J500 course Green Reporting, Green Building, Green Justice was mentioned in a *Mequoda Daily* article, "Why Legacy Publishers Should Recruit at Journalism Schools," as an example of classes advancing social media and "sustaining audiences by aggregating communities."

**Ann Brill** attended the Associated Schools for Journalism and Mass Communication 2010 workshop in Atlanta, Feb. 19-20. She spoke on "JMC Leadership in Tough Economic Times" as part of a panel of deans.

**Mike Williams** joined "Up to Date" host Steve Kraske on March 9 to talk about the case against the "angry commenter" and why some are calling for newspapers to stop allowing comment sections all together. "Up to Date" airs at 11 a.m. weekdays on KCUR 89.3 FM.

**Crystal Lumpkins** gave a presentation at Career Awareness Day for the Johnson County Chapter of Jack and Jill on Feb. 27. In her presentation she

talked about being a journalism professor and how to become one. More than 30 students between the ages of 9 and 13 attended the event. Other speakers included an engineer, lawyer, medical doctor, accountant and public health professional from the bi-state area. Jack and Jill of America, Incorporated, is an African-American organization of mothers who nurture future leaders by strengthening children ages 2-19 through chapter programming, community service, legislative advocacy and philanthropic giving.

**Bob Basow** presented "Engaging the University Community in Achieving Sustainability" at the New England Regional Campus Compact Conference at the University of Vermont on April 14. The conference on "Higher Education and the Greater Good: Meeting the Challenges of the 21st Century" convened educators who engage students in Community-Based Participatory Research. Basow's presentation focused on the work his Campaigns students did last semester for the KU Center for Sustainability and the KU Energy Council to engage the KU community in establishing a culture of conservation.

**Sue Novak** gave a Bremner Outreach Grammar Slammer presentation at the annual conference of the Kansas Professional Communicators (the state organ of the National Federation of Press Women) in Council Grove on Saturday, April 17. She reminded everyone that no matter what new technology we're using, good grammar is still a critical part of the foundation of effective communication.

**Bob Basow** and his strategic campaigns class were featured in the March 29 issue of *the Lawrence Journal-World* (<http://www2.ljworld.com/news/2010/mar/29/responsible-drinking-101/>) and on KCTV-5 in Kansas City March 30 (<http://www.kctv5.com/news/23000190/detail.html>) for their work on this semester's strategic campaign with KU Student Success. The class project is to help create a culture that helps students make responsible decisions about alcohol.

**Simran Sethi's** J500 Green Reporting, Green Building, Green Justice class hosted a virtual lecture and streaming Facebook feed with Grind for the Green founder Zakiya Harris on April 6. Grind for the Green utilizes hip-hop culture as a vehicle to attract and engage youth of color in the green movement.

**Simran Sethi** lectured on Sustainability, Social Justice and Business at Mills College Lokey Graduate School of Business in Oakland, Calif, on April 9. She will detail various definitions of sustainability, their applicability to business and routes to implementation.

**Simran Sethi** and Associate Director for the KU Center for Service Learning Amanda Schwegler will co-present at the National Service Learning conference in San Jose, Calif., March 26. The presentation, "Conversation as Activism," will focus on the intersection of journalism and service learning and highlight social media tools used in Sethi's classes.

**Simran Sethi** served as faculty in the Presidio Graduate School certification program in sustainability, lecturing on social justice, corporate citizenship and sustainability communications June 5.

**Simran Sethi** visited with Kelly McBride, Ellyn Angelotti and Bill Mitchell at The Poynter Institute April 26. She has been invited to give a presentation on the effective and ethical use of social media within the classroom and its implications for community engagement at the Institute's second Sense-Making conference in St. Petersburg, Fla. held this week. The conference will reconvene members of the Fifth Estate (the emerging landscape for news, information, community and citizenship) to help formulate a plan for training new voices in journalism.

**Simran Sethi's** Media and the Environment class presented its research and findings on community interest in the creation of a regional food network to members of the Douglas County Food Policy Council and stakeholders in the community on May 4. Stakeholders include County Commissioner Nancy Thellman, program and communications officer for the Douglas County Community Foundation Marily Hull, Freestate Brewery executive chef Rick Martin and Jane Stevens, Lawrence Journal World director of media strategies. The class has spent the semester working with the FPC to better understand community concerns and develop outreach materials that position local food as a solution to local economic, social and environmental challenges.

**Malcolm Gibson** held a session on "How to Get a Job; How to Keep a Job; How to Get Promoted" that was well-attended and well-received. It was at KACP's spring conference in Hutchinson Sunday and Monday. He is a board member and immediate past president.

**Doug Ward** led two workshops last week at the American Copy Editors Society national convention in Philadelphia. One session, "10 Essential Skills for 2010 and Beyond," considered skills that editors will need in the future. The other, "I Didn't Mean That," looked at unintended meanings that can emerge from verbal and visual information in print and online.

**Simran Sethi** lectured Feb. 11 to the Alternative Spring break group about natural capitalism and her work in advocacy journalism, and offered details on her current J500 Green Reporting, Green Jobs, Green Justice course. Students will be traveling to Oakland, Calif., over spring break to install solar panels on low-income housing as part of a service-learning project with GRID Alternatives. This work will be reported via videos and a Twitter feed on the sustainability Website [triplepundit.com](http://triplepundit.com).

**Mugur Geana's** co-authored article "Willing but Unwilling: Attitudinal Barriers to Adoption of Home-Based Health-Information Technologies Among Older Adults," resulting from a research collaboration with colleagues from the University of Missouri School of Journalism, has been accepted for presentation at the 2010 AEJMC convention in Denver, Colo.

**Susanne Shaw** was in Buenos Aires for the Inter American Press Association meeting. She participated in two workshops for the Latin American accrediting agency.

**Susanne Shaw** spoke to faculty, students and university administrators at Tsinghua University in Beijing on U.S. journalism and mass communication education and accreditation.

**Susanne Shaw** was at the American University of Sharjah In the United Arab Emirates last week for a mass communications program review. She also visited Addis Ababa University in Addis Ababa, Ethiopia.