

Several faculty and graduate students attended the AEJMC convention in Washington, D.C. Below is the list of their activities and presentations:

Peter Bobkowski

- Moderating session "Student Media, J-School Newsroom and Class Publications: Can they Coexist?"

Yvonne Chen

- Scholar-to-Scholar poster session "Evaluating Key Health Decision-making Benchmarks through General Media Literacy Outcomes to Improve Health Program Planning."
- Refereed Research Session "Does Inoculating Negative and Balanced Evaluative Media Literacy Interventions Influence Adolescents' Processing of Entertainment Narratives?"

Kristen Grimmer

- Refereed Research Session "Advising Brides: How Bridal Magazines Frame Ceremonial and Emotional Crisis Advice for Women."

Carol Holstead

- Presenting awards for the student magazine contest at the Magazine Division business meeting.

Tien Lee

- Scholar-to-Scholar poster session "What Are They Really Selling? A Content Analysis of Advertisements During Religious Television Programming."
- Scholar-to-Scholar poster session "A Multilevel Analysis of Individual- and Prefecture-Level Sources of Media Trust in Japan."

Tien Lee and Peter Bobkowski

- Presenting a co-authored research paper "Revisiting Opinion Leadership in the Online World: A Structural Equation Modeling Approach."

Scott Reinardy

- Refereed Paper Research Session "Constructing an Image: Sports Content in Social Media and Branding."
- Refereed Paper Research Session "Autonomy and Perception of Work Quality Drive Job Satisfaction of TV News Workers."
- AEJMC Graduate Student Info Expo.

Nathan Rodriguez

- Poster Presentation: Sharpening the 5 W's with Pentadic Analysis: Toward a Burkean Pedagogy.

Hyunjin Seo

- Paper Presenter "Visual Propaganda in the Age of Social Media: Twitter Images During 2012 Israeli-Hamas Conflict."
- Panelist - Promising Professor.
- Discussant Communication Technology Division: Top Student Papers.
- Mass Communication and Society Division business meeting. Recipients of the MC&S Promising Professor Award.

A special lecture, "The Kennedy Assassination: The Media and the Moment," will be held at 11:00 a.m. on Thursday, November 21 in the Clarkson Gallery. The lecture, a part of Professor David Guth's JOUR 503 Journalism History class, is in conjunction with the 50th anniversary of the JFK Assassination. Faculty and staff are invited. If you wish to bring students, please let Professor Guth know for the purpose of setting up chairs in the room.

Media Director and Content Strategist Brett Akagi was a faculty member at the National Press Photographers Association News Video Workshop in Norman, Okla., during spring break. Akagi teamed up with alum Greg Vandegrift, BSJ 1984, and spoke about team storytelling to 110 TV, radio, print and web professionals and students from the U.S., Denmark and Kenya. The workshop faculty consisted of reporters, photographers and editors from NBC, PBS, CBS, CNN, TV stations from Seattle, Minneapolis, Indianapolis, Denver, Tampa and San Diego. The workshop was an intense six days of morning and afternoon lectures, group and individual projects, one-on-one critiques, and evening breakout sessions. Akagi mentored 26 students with individual instruction and critiques. He was part of a panel for students called "After J-School." Akagi also helped produce content for the workshop's Facebook page during the week. KU J-School students Kayla Schartz and Harrison Drake also attended the workshop. They wrote nightly logs and a final paper on their experience.

Basow's JOUR 420: Advanced Strategic Communications class presented their recommendations to the eight member Lawrence/Douglas County Health Department management team.

Professor Barbara Barnett will deliver the keynote address at a symposium entitled "Transgressing Borders-Reporting from Conflict Zones," Oct. 10 in Vienna, Austria. Barnett was invited by the U.S. State Department to deliver the speech. She will discuss the journalism school's media and the military project, funded by the Robert R. McCormick Foundation. She and Prof. Tom Volek have coordinated the project for the past five years. Barnett is the chair of a subcommittee that will prepare materials for KU's reaccreditation by the Higher Learning Commission in 2015. Barnett is chairing the subcommittee on evaluation of student learning outcomes.

Barnett participated in a two-day workshop, "Reporting Sex Trafficking: A Local Problem with Global Dimensions," held Nov. 15 and 16 at the University of North Carolina-Chapel Hill. She facilitated a working session on self care for reporters who cover trauma.

Dr. Deborah Blum, School of Journalism candidate for Foundation Professor will present her Bold Aspiration Lecture, "The Poisoner's Guide for Life", in The Commons, Spooner Hall, on Tuesday, Aug. 27, at 4 p.m.

Peter Bobkowski met with with Mary Beth Tinker at the AEJMC Scholastic Journalism Division Teach In in Washington, DC. Tinker, one of the plaintiffs in the Tinker v. Des Moines student free speech case, shared her story during the daylong seminar for DC-area journalism teachers. Bobkowski was representing the National Scholastic Press Association, which co-sponsored the event.

Students in Tim Bengtson's Strategic Campaigns class will make their final presentations to the marketing team from Carlos O'Kelly's on Tuesday, Dec. 17, from 10:30 a.m. to 1:30 p.m. in Alderson Auditorium of the Kansas Union (4th floor).

Kerry Benson presented on Dec. 4 on "Persuading Difficult People" -- as part of the KU Edwards Professional Edge series. Benson explained how specific persuasion concepts are best applied to distinctive personalities in the workplace and described how understanding the connections can make interacting with those personalities more productive.

Associate Professor John Broholm presented his paper "Assessing Journalism Ethics Education: A Content Analysis of Assessment Plans" at the Broadcast Education Association's national convention in Las Vegas, Nev., on Monday, April 7. It was chosen as the outstanding debut paper in the Curriculum Assessment & Administration division.

Assistant Professor Yvonne Chen presented "Media Literacy and Cancer Control: A Case Study of Talking Health" at the KU Medical Center Science Friday meeting on January 24. The meeting is part of the Cancer Control and Population Health research program within the Kansas University Cancer Center, developed explicitly to identify better ways to bring cancer control efforts into high risk and underserved communities.

Chen's co-authored abstract was accepted for oral presentation at the 2014 Society for Nutrition Education and Behavior (SNEB) conference. Chen is the first author on this study, which examined the relationship between health literacy and media literacy related to sugar-sweetened beverages.

Chen presented a talk titled "Media and Health Literacy in Health Promotion" at the Red Hot Research session at the Commons on January 31. Faculty from all disciplines attended the research sharing sessions designed specifically for research exchange.

Kelly Crane presented on Relationship Marketing for Constituent Engagement at a SWAT Team meeting at the KU Edwards Campus. The event, hosted by Assistant Vice Chancellor Marilu Goodyear, brought together stakeholders from a variety of disciplines from both the Lawrence and Edwards Campuses to brainstorm new ways to market Edwards Campus-based academic programs and recruit students.

Professor Larry Day joined Assistant Professor Jerry Crawford's J636 Documentary class on Thursday, February 13th to share his lecture on "Cultural Awareness in Latin America and the World." Dr. Day's presentation included discussions on how movies and other media are rated and either denied or allowed to be shown in different countries and regimes. Dr. Day shared with the class the nuances and journalistic skills needed to work on projects in Cuba, in the face of restrictions of both the United States and Cuban governments. Dr. Day also shared his family's story of having someone living with a disability. The focus of this year's documentary class is "Disability Themes." The class is working with the Research and Training Center on Independent Living, here at the University of Kansas.

Visiting Professor Dawn Fallik was a moderator on the "Big Data" panel at the Association of Health Care Journalists' national conference last week in Denver. She talked about the pitfalls of big data (see: inaccurate Google Flu Trends - <https://www.newscientist.com/article/dn25217-google-flu-trends-gets-it-wrong-three-years-running#.U0LOtxbUOEw>) and how to find the local angles in multi-million record datasets.

Professor Pam Fine is working with the Kansas Press Association to organize this year's Montgomery Family Symposium. The Nov. 7 event, billed as a workshop for Kansas publishers, will focus on how media organizations can build digital revenues. Fine has lined up Gordon Borrell, a nationally known media analyst, as the main presenter during the event at KU's Adams Alumni Center. Ten slots should be available for students and faculty, so if you're interested in attending, please let Fine know.

Dr. Muger Geana was in Montreal last week attending the 2013 International Conference for Communication to Healthcare. Dr. Geana presented two research works: "Double Jeopardy: Latino Women, Information, Health and the Gender Divide," co-authored with Dr. Barbara Barnett, and "Tailored Health Information and Its Role in Improving Diabetes Management for Older Adults," co-authored with colleagues from KUMC and the University of Missouri. Dr. Geana also had several meetings with colleagues from the U.S., Canada and Europe exploring possible collaboration opportunities for CEHCUP and KU researchers.

Geana was an invited speaker at the 22nd Annual Research Forum, KU School of Medicine, Wichita. His presentation focused on the use of new media to promote and increase patient engagement, and included an overview of two of his successful research projects that used innovative communication techniques to improve self-management of diabetes. The talk was attended by medical students, residents, clinicians, faculty, as well as a group of high school students visiting the School of Medicine.

Geana's campaigns class successfully presented their strategic communication plans to their client, the Kansas City Fringe Festival on Wednesday, Dec. 11. Excerpts from the six presentations can be viewed at: <https://www.youtube.com/watch?v=0fNEfeOtUVg>

Advisor Kevin Lee attended the Kansas Academic Advising Network (KAAN) conference in McPherson on Friday, September 6.

Associate Professor Tien Lee and Assistant Professor Yvonne Chen will present their paper "Racial Attitudes, Egalitarian Values, and Media Use" to the Minorities and Communication Division at the AEJMC 2014 Conference in Montreal, Canada. Chen will also present "Pilot Evaluation of a UV Monitoring-Enhanced Skin Cancer Prevention Among Farm Youth in Rural Virginia" to the Communicating Science, Health, Environment and Risk Division at the AEJMC Conference.

Lee visited two universities in Taiwan to give talks this month. On June 4, 2014, he spoke at Minghsin University of Science and Technology, Hingchu, Taiwan, on teaching professional writing in English. On June 6, 2014, he spoke at the Institute of Cognitive Science, National Cheng Kung University, Tainan, Taiwan, on psychological and bio-political research on political ideologies.

Crystal Lumpkins gave a professional development seminar last month at the Fleishman-Hillard-Kansas City office titled, "Can Communications Actually Change Health Behaviors?" Health professionals from health care companies and organizations throughout the Kansas City metropolitan area attended the session.

Professor Chuck Marsh was a co-presenter for two sessions on "The State of the KU Core" at the recent KU Teaching Summit. On Aug. 9, he led a discussion about U.S. news media with 35 visiting international Fulbright scholars.

Marsh's paper "The Re-Emergence of Classical Stasis for Analysis and Execution of Apologias" has been accepted for presentation at 2014 International Communication Association conference. His paper "The Strange Case of the Goddess Peitho: Classical Antecedents of Public Relations' Ambivalence Toward Persuasion" has been accepted for presentation at the International History of Public Relations Conference.

Lecturer Lisa McLendon attended the CMA-ACP National College Media Convention in New Orleans, where she presented two sessions, one on headlines and one on cleaning up writing.

McLendon, Associate Professor Doug Ward, Hannah Wise, a senior from Wichita, Paige Lytle, a junior from Wichita, Tara Bryant, a junior from Lawrence, and Kaitlyn Klein, a junior from Omaha, attended the national conference of American Copy Editors Society in Las Vegas. They learned about—among other things—headline writing, accuracy and verification, AP Style, writing about people with disabilities and mental illness, plagiarism, sexist language, social media and dictionaries. They mixed with 330 other editors from a variety of industries in the U.S., Canada, Australia and England. They saw award-winning headlines and award-winning editors. They talked about words and news and work and fun, and they even had an Elvis sighting.

Associate Professor Scott Reinardy participated on a Kansas Association of Broadcasters' panel on Oct. 21 titled, "Future Proofing Your Station." Other panel members included Gary Shorman from Eagle Communications; Dawn Deeter-Schmeiz from the K-State School of Business; and Andy Nelson, from the K-State School of Journalism.

Reinardy's Statehouse Reporting class had an exclusive press conference with Gov. Sam Brownback on Wednesday, April 2. The students write for the KU Statehouse Wire Service, which distributes their stories to about 20 media outlets across Kansas. The reporters have produced more than 70 stories from the State Capitol this semester.

Assistant Professor Hyunjin Seo's paper, "Political Cartoons in Social Media Age: Visual Narratives and Framing of Syrian Revolution on Facebook," has been accepted for presentation at the 2014 International Communication Association (ICA) conference in Seattle in May. Seo co-authored the study with our Ph.D. students Goran Ghafour and Ren-Whei Harn.

Seo spoke about U.S.-North Korea academic science engagement at the University of Toronto on March 20 at the invitation of the 2014 INDePth conference organizer.

Seo's paper, "Mind the Gap: Network Analysis and Computational Approaches to the Global Digital Divide," was accepted for presentation at the 2014 International Communication Association conference in Seattle in May. This was co-authored with Stuart Thorson (Syracuse University).

Seo presented two research papers during the 2014 International Communication Association annual conference held in Seattle from May 22 to 26:

- "Political Cartoons in Social Media Age: Visual Narratives and Framing of Syrian Revolution on Facebook" (co-authored with Doctoral Students Goran Ghafour and Ren-Whei Harn).
- "Mind the Gap: Network Analysis and Computational Approaches to the Global Digital Divide" (co-authored with Stuart Thorson at Syracuse University).

Associate Professor Max Utsler attended the 44th annual Pop Culture Association conference in Chicago, where he presented a paper he co-authored with PhD student David Sutera on Vaudeville in Minor League Baseball: A Study of the 2013 Midwest League.

Utsler attended the annual convention of the Broadcast Education Association held in conjunction with the National Association of Broadcasters' Convention in Las Vegas April 6-9. He attended the meeting of the Past President's Council and was elected Vice-Chair of the Sports Division. He also served on two panels:

- Flipped, Blended or Hybrid: The Use of Emerging Technologies in Large
- Small Classrooms and From Competition to Collaboration: Cultivating Convergence in Student News Media.

Associate Professor Doug Ward co-led a session at the national conference of the American Copy Editors Society. The session, "Words of Respect," focused on writing about people with disabilities. Val Renault, communications coordinator of the Research and Training Center on Independent Living at KU, joined him in leading the session.

Ward gave a presentation titled "Crowdsourcing a Syllabus" at the Teach-a-Thon session of Journalism Interactive in College Park, Md.

Ward will speak on Sunday, April 27, as part of an event called Academic Freedom and Responsibility in the Era of Social Media. Ward's presentation, Beyond the Walled Garden, will focus on the importance of digital literacy in helping students use social media and create a digital presence. The event, sponsored by the Joint Council of Kansas Distinguished Professors, will be from 1 to 5 p.m. at Alderson Auditorium in the Kansas Union.

Associate Professor Mike Williams was one of two presenters discussing use of the KU common Book in our courses at the Teaching Summit Thursday, Aug. 22.