

# J SCHOOL LINKS

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## J-School hires alumna for communications spot

The School of Journalism recently hired KU alumna Jennifer Kinnard as its first communications coordinator.

Kinnard will develop and implement internal and external strategic communications for the School through public relations, special events, the Web site and various other publications. One of her projects will include revamping J-Links.

"My primary goal is to identify the School's communications needs and create and execute an action plan," Kinnard said.

Kinnard said the new position could create many opportunities for improvement. For example, Kinnard said the J-School's excellence in convergence should be better publicized and communicated to those involved

with the program and the School.

"We're cutting edge, but people are not always aware of the outstanding quality of programs, faculty and students right here in the J-School," Kinnard said. "The converged curriculum is something that really appealed to me and brought me to the J-School."

Kinnard previously worked as public information officer for the city of Blue Springs, Mo., where she revamped and expanded the communications program. She also worked as a public relations account executive at Harmon Smith Inc. Advertising in Kansas City, Mo.

Kinnard is a 1997 graduate of the University of Kansas with a journalism degree in business communications.

Contact her at [jkinnard@ku.edu](mailto:jkinnard@ku.edu) or at (785) 864-7644 for more information on the School's communications efforts.



Communications Coordinator Jennifer Kinnard joined the J-School staff Fall 2002.

## J-School teams up with the Kansas City Business Journal for class project

Taking a reporting class this semester provides 20 students with the opportunity to have their work published in *The Kansas City Business Journal*.

Teaming up with four staff members of the *Journal*, the School of Journalism is offering Topics in Journalism: Business Reporting, in

which students meet weekly deadlines, learn from business reporting professionals and write stories that appeal to the Kansas City business community.

Senior Justin Henning worked for the *Charlotte Business Journal* in North Carolina as an intern last summer. He said he was looking forward to writing business stories again.

"As it turns out, it's a really interesting field because everything revolves around money," he said.

Manny Lopez, associate editor of the

*Kansas City Business Journal*, said business writing was similar to writing for metro sections of other newspapers.

"I think they're going to realize that business journalism is journalism," he said.

Lopez, who was recruiting coordinator for the School of Journalism from 1998 to 2000, is teaching the class with editor Brian Kaberline, December 1987, managing editor Russell Gray, May 1988, and health care reporter M. Steele Brown. Christy Bradford, journalism lecturer, is coordinating the class.

## Kansan columnist sees national fame

Meghan Bainum calls her recent fame a "blur."

The former senior sex columnist for *The University Daily Kansan* has been interviewed so many times she has lost count, she said. Bainum was the *Kansan's* controversial columnist, who has appeared in stories about college sex columnists in *The New York Times*, *USA Today*, *Playboy.com*, *The Associated Press* and other national publications.

"It's been a crazy semester with all the

publicity," Bainum said last fall. "I'm not very good with the whole fame thing."

Antonia Simigis, writer for *Playboy.com*, said she wanted to interview Bainum for a story on college sex columnists after reading about her in a September 2002 Associated Press story. So Simigis read her columns online and contacted her about the story.

"We thought her columns were pretty fun," Simigis said. "She seemed like a perfect sex columnist."

Bainum came up with the idea for a sex column after writing a final project on fetishes and turn-ons for the *Kansan*.

A year later, during the Fall 2001 semester,



Columnist Meghan Bainum  
Photo courtesy of the *Kansan*

Bainum convinced *Kansan* editors to start the column in *Jayplay*, the Thursday entertainment supplement to the *Kansan*.

Bainum passed on writing her column this semester.



## Online class relaunches famous founder's Web site

His name graces the University of Kansas' William Allen White School of Journalism, and now he has a new Web site bearing his name, too.

Associate Professor Ann Brill wanted to make White's legacy accessible to students, alumni and others by updating the School's Web site pages devoted to White.

Brill and her Online Journalism students redesigned the William Allen White Web site during Fall 2002 to attract more visitors to learn about White's life, career and influence on others.

"Our goal as a class was to enhance the site," Brill said. "We wanted to attract a larger audience including people across the country with an interest in White."

Students reconstructed the site, originally created by *The Emporia Gazette*, and created additional pages containing updated information about White's background and honors given in his name to outstanding journalists by the William Allen White Foundation.

Brill's class presented the site to the William Allen White Board of Trustees during its annual meeting on William Allen White Day, February 7, 2003. For more information and to view the Web site, visit [www.ku.edu/~jschool/waw](http://www.ku.edu/~jschool/waw).



Professor Ann Brill (second row on the left) is pictured with her Online Journalism class and Christopher White Walker (in front of bust). He is the great-grandson of William Allen White and current editor and publisher of the *Emporia Gazette*.

## Student honors and awards

Lauren Beatty, Leah Shaffer and Amy Schmitz accepted Dow Jones Newspaper Fund Editing Internships for summer 2003.

Christa Lobaugh, Cassie Hicks, Elena Detrixhe, Kelli Christman, Kelly Bietka and Claudia Borge, members of Public Relations Student Society of America, received scholarships to attend the international conference of the Public Relations Society of America in November in San Francisco.

Eve Lamborn traveled to Indiana University to attend a seminar for winning first place in the Roy W. Howard Public Affairs Reporting national competition.

The Jayhawk Journalist won third place for a single issue of an ongoing magazine in the Association for Education in Journalism and Mass Communication magazine contest. Frances Gorman received honorable mention for her individual startup magazine, *Ballroom*.

## Journalism faculty and staff news

James K. Gentry, dean of journalism, will receive the Society of American Business Editors and Writers' Distinguished Achievement Award at the society's 40th anniversary meeting in Boston in April. Gentry was the society's first executive director, serving from 1984 to 1990 while at the University of Missouri.

Larry Baden, lecturer in journalism, received a Golden Key National Honor Society Award.

David Guth and Charles Marsh, associate professors in journalism, have signed contracts with Allyn & Bacon publishing company to write two new books, one on strategic writing and the other on public relations case studies.

Kerry Benson, lecturer in journalism, and Malcolm Gibson, general manager of *The University Daily Kansan*, were finalists for this year's HOPE Award.

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### In Memoriam

Mary Liz Kennedy Montgomery

Robert Lawrence Piper & Maryann Bodine

Piper