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Lofflin's Keys to a Successful Journalist

1. You've got to be able to write *style* comfortably.
2. More things you do, further you go i.e. design, pictures, write, video
3. Need clips (what you've done)
4. Work for student paper and prove in-depth work
5. Find an internship and do work for commercial groups
6. Remember, it's not a 9-5 job. You have to be willing.
7. Have the mentality, "Whatever needs to be done, I'll do it."
8. WRITE EVERY SINGLE DAY!

Career Center News

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The Life of a Journalism Professor By: Nia Vaitai

In August 1966, a clueless 18-year old boy entered the halls of Baker University to embark on a journey that would lead him to a passion for words and art. John Lofflin, professor of journalism, reflects on the moment he fell in love with writing.

"During my freshman year in college I had to write an essay for English class," said Lofflin. "I guess my English professor gave the essay to the journalism professor who printed it in the school paper.

"When I saw my essay in print, I was cooked. I never wanted to do anything else after that."

Though it may be hard for many of his colleagues and students to believe, Lofflin was a very shy young man who viewed writing as a way to 'shout at a large number of people'. He wanted to be heard and journalism was a way to get his voice out without actually having to speak to people.

After graduating from Baker University with a Bachelor of Science in Journalism in 1970, Lofflin made his way directly into the field of journalism working for the McCook Daily Gazette, Sun Newspapers and the Raytown Tribune over the next ten years before going back to school to earn his Masters in Political Science from the University of Kansas (KU) in 1981.

"Once in the field, I knew what I really liked about it," says Lofflin. "I like the design and artistic aspects of the field and I really like telling people stories."

Although the thrill of telling stories was an aspect he much admired, it was limited to the less ghastly stories that would have any human being troubled and unable to really stay focused in life.

For a period of six-months, Lofflin covered the story of a missing young girl who was found murdered and whose suspect is still on trial today, 20-years later.

"It was really hard to shake from my mind," he says. "I had enough of it."

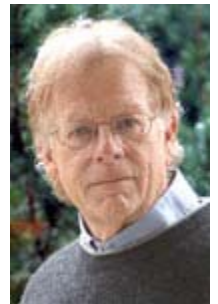
The need to get out and to find something less traumatic was what Lofflin needed to do and his active mind was surely the key to helping him overcome the stresses of such a disturbing story.

"I got hungry for learning," says Lofflin concerning his decision to become a professor. "I covered a lot of politics, but thought what I was writing was shallow."

While lingering through the halls of KU the day his master's thesis was signed, Lofflin came across an advertisement for a teaching position at Benedictine College in Atchison, Kansas teaching journalism. He applied for the position and three days later he got the job.

Lofflin only taught at Benedictine College for 4-years before stepping foot onto the hills of Park University where he has been teaching for the last twenty-three years. His experience and knowledge have taught Park University students the essentials necessary to make it in the field of journalism and in life.

The next time you walk through the south entrance of Copley Hall, make a note of the first door on your right and take the opportunity to meet a great professor who truly brings the world of journalism to reality.



KU Journalism Fair

Thursday, March 6th, 2008

10:00 am - 3:00 pm

Kansas Room - Kansas Union on the KU Campus

Open to journalism students from Park University. There will be approximately 20-25 employers. Dress professionally, bring copies of your resume and network with area employers.

A map of the campus is available at this site:

http://www.ur.ku.edu/ku_resources/parking_map.pdf

What year are you and what are you studying?

I'm a senior, preparing to graduate in May with a B.A. in Communication Theory and Human Relations.

What company do you work for and what is your current position?

I'm an intern at The Business Shrink in Parkville, Missouri and my title is an Administrative Assistant.

Tell us something about the company?

The Business Shrink is a new company based out of Chicago which focuses on understanding the psychology of business and money. Basically, it helps people become more knowledgeable about business and how to become successful.

***Information taken from:**

- <http://www.park.edu/studentlife/leadership/apply-servicetrips.html>
- <http://www.studentcity.com/spring-break-panama-city.html>



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By: Nia Vaitai

How did you find this position?

I found this position thanks to the Career Development Center. They emailed the position to Communication majors and I sent them my resume the same day so they could help me with it. Layne Prenger helped me update my resume and translate it from French to English.

**What process did you undergo in order to obtain your position?**

First, I went online to find out more information about the company and then I asked Layne to help update my resume for me. Once she did so, I sent my resume into the

company one morning and later that afternoon I got a reply from the CEO of the Parkville office, Kurt Iverson, and he set up an interview with me. I went in for the interview and at the end of the interview, before I left, he told me I was hired!

What were the most challenging points in your job search strategy?

Finding a paid internship. I already had an unpaid internship, but being an international student without a work permit, I really needed to find a company who was willing to offer me a paid internship despite my status.

**Do you have any tips or advice for our students?**

I encourage students to not focus only on paid internships. When it all boils down, the experience you gain is the most important factor of an internship. I believe it's a priceless experience that will pay off later in life. Be patient students! Also, the Career Development Center was very helpful in building my resume and preparing me for my interview as well, so go to them for help.

Student Stressor: Spring Break

By: Shakir Valiyev

There are several options when deciding to go on spring break. The first option would be to go on a "traditional" spring break and go to places such as: Cancun, the Bahamas, or Panama City. A second option would be to go on an alternative spring break sponsored by the school and a final option would be to go home.

My choice for spring break is Panama City Beach, Florida. Every year, over a ½ million college students travel to this most popular domestic destination. In Panama City, there are over 27 miles of beautiful white sand beaches along Florida's panhandle. There is also plenty to do for the study-weary college student. There are rock climbing walls, giant inflatable slides, and boxing with oversized gloves.

Panama City Beach is all about enjoyment, which means loads of great activities and beach clubs. For daytime excitement, you could try golfing, parasailing, jet skiing, waterskiing, kayaking, snorkeling, or diving. There is another side to the traditional spring break that should be mentioned. According to the March 2008 edition of Glamour Magazine, the average number of drinks consumed by women per day during spring break was 10. Also, forty percent of U.S. women on spring break drank until they vomited. A second option for spring break would be to go on a school-sponsored trip. According to the aforementioned Glamour article, nine percent of college women volunteer on an "alternative" spring break. This year, Park is going to Lancaster, Kentucky. According to the Park University Student Life website, during this trip you will spend time helping to improve the homes of Appalachian residents. There will also be many evening activities and entertainment.

A third and final option would be to go home and spend time with your friends and family.

Now you need to decide what the best spring break option is for you. Enjoy!

Layne Prenger, Director
Email layne.pregner@park.edu
Phone (816) 584-6350

Traci Klasing, Asst Director
Email traci.klasing@park.edu
Phone (816) 584-6407

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