



## Research notes insider investors to mimic

According to new research by two School of Business professors, company insiders at firms that advertise achieve higher portfolio gains than those at firms that aren't advertising. These findings demonstrate that insiders' knowledge of their company's advertising expenditures is a strong informational advantage for them when it comes to trading, the researchers say.

[Full Story](#)

### TODAY'S HEADLINES



### Brackfest 2013

The Advancement Board for KU Medical Center and The University of Kansas Hospital will host Brackfest 2013 on Monday, March 18, at the College Basketball Experience in Kansas City, Mo.

[Full Story](#)

### TODAY'S EVENTS

#### MEETING

#### [Research Sharing at the Commons](#)

Thursday, March 14, 2013  
4 p.m.-5:30 p.m.  
Spooner Hall  
The Commons  
[View all events](#)

### CAMPUS NEWS



### Exhibit: 'Conversation XIV: Water'

An installation of modern and contemporary works from the Spencer Museum of Art's permanent collection, opening March 23, explores artists' perspectives on water. A subtle visual dialogue emerges between the Kaw River of Kansas and the Yangtze of China.

[Full Story](#)

### KU choral ensembles to perform

KU choral ensembles will present a concert at 7:30 p.m. March 26 at the Lied Center, featuring arrangements of popular Brazilian folksongs, spirituals and a movement from a Korean Mass.

[Full Story](#)



### TWITTER

[@jmarchiony](#) Beautiful morning in KC! Jayhawks vs. Texas Tech at Sprint Center today at 2 pm C.T on ESPN2. #kubball  
[pic.twitter.com/QMmqQZRFK8](http://pic.twitter.com/QMmqQZRFK8)  
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### FEATURED MULTIMEDIA



KU ALUMNI ASSOCIATION

[Fashion forward: Memorable KU uniforms](#)

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