

the open line

College of Journalism and Communications Intra-College Newsletter

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CONGRATULATIONS

To **Peg Hall**, whose article, "Fund Raising and Public



Relations: A Comparison of Program Concepts and Characteristics," has been accepted for

publication in the *International Journal of Nonprofit and Voluntary Sector Marketing*.

To **Ted Spiker**, who has three articles accepted for publication in *Sports Illustrated Women*. "Your Best Body, Some Assembly Required" and "How Fit Are You?" appear in the September and November issues respectively, and "Sister Acts" has been accepted for the December issue.

To **Meg Lamme**, who in October presented a paper titled, "Beyond Barnum and Bernays: Rethinking Public Relations History," at the annual convention of the American Journalism Historians Association in Nashville.

To **Bernell Tripp**, who made two presentations based on her paper titled, "Lewis Tappan and the Friends of Amistad: The Crusade to Save the Abolitionist Movement," at the recent Symposium on the 19th Century Press, the Civil War, and Free Expression, in Chattanooga, Tenn.

NATIONAL RECOGNITION

UF advertising students **Jaclyn Derlly**, **Addam Ralston**, **Natalie Gora**, and **Jacque McCullough** and their faculty adviser, **Lisa Duke**,



(l to r): Jacque McCullough, Jaclyn Derlly, Addam Ralston, Natalie Gora, Lisa Duke.

were awarded the 2002 Collegiate Gold ECHO for their campaign, "The Royal Treatment," Oct. 20 at the International ECHO Awards Ceremony in San Francisco. The event, hosted by comedian Kevin Nealon,

took place during the DMA 85th Annual Conference at the Moscone Convention Center. Hallmark Cards, Inc. provided the challenge in this year's Collegiate ECHO competition: to introduce mothers to Hallmark card and gift products across all channels including retail stores, their 800 number, Web site and subsidiaries. George Pimentel, Hallmark General Manager--Consumer Relationship Marketing complimented the work of the students. "Many of the entries demonstrated good creative and analytical thinking and exceeded our expectations," Pimentel said. "It's exciting to see such strong work coming from the next generation of marketing professionals."

FOR THE RECORD

Julie Dodd attended the Quill and Scroll board of trustees meeting at the University of Iowa, Oct. 18-19. Quill and Scroll is an international honorary society for high school journalists.

ON THE CALENDAR

Nov. 11: Veterans Day Holiday

Nov. 15: No Classes

Nov. 16: Homecoming

Nov. 16-19: PRSA, San Francisco

Nov. 20-24: NCA, New Orleans

Nov. 28-29: Thanksgiving Holidays