

the open line

College of Journalism and Communications Intra-College Newsletter

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NATIONAL LEADERSHIP

To **Joe Pisani**, who officially became the 2003 president of the American Academy of Advertising on Jan. 1. Pisani served one year as president-elect and two years as treasurer. The AAA membership includes 600 advertising and marketing educators and professionals worldwide. Pisani recently served as invited judge for entries in the ADDY (National Advertising) Awards Competition for the Imperial Polk Advertising Federation in Lakeland.

To **Sylvia Chan Olmsted**, who was selected as one of only seven educators in the country to serve on the Advisory Board for the Magness Institute at The Cable Center (www.cablecenter.org), the premier public information, education institution for the cable telecommunication industry.

FACULTY PUBLICATIONS

Ted Spiker's article, "Cover Coverage: How U.S. Magazine Covers Captured the Emotions of the September 11 Attacks—and How Editors and Art Directors Decided on Those Themes," has been accepted for publication in the *Journal of Magazine and New Media Research*.

Sylvia Chan Olmsted has three new publications. "Theorizing the Strategic Architecture of a Broadband Television Industry," was published in the *Journal of Media*

INTERNATIONAL AWARD

Congratulations to **John Freeman**, whose series of 10 photographs has been awarded Third Place Faculty Portfolio in the 2003 Photo Imaging Education Association's International Student-Teacher Photo Exhibition and Competition. The series of images, titled "NYC Bounces Back, #1 - #10," were produced in summer 2002." The photographs were shot in color but were submitted as black-and-white prints to give them what Freeman called "a sense of unity and seriousness following the events of 9/11."



Photo by John Freeman

There were 4,390 pictures entered by 1,222 entrants from 110 schools in seven countries. The 117 winning images will be exhibited at the association's annual convention in Las Vegas in March, then will tour the United States, Canada, Africa, the United Kingdom, South Africa and Australia. You can see the photographs online at <http://www.pieapma.org/gallery/2003/2003summary.htm>.



Photo by John Freeman

Economics. **Jae-Won Kang** (Ph.D. student) is the second author. "Consumers' Use of Enhanced TV Features and Interest in E-Commerce on Cable Network Web Sites" was published in *The International Journal of Electronic Commerce & Business Media*. Chan Olmsted's review essay, "Branding and Internet Marketing in the Age of Digital Media," was recently published in the *Journal of Broadcasting and Electronic Media*.

John Kaplan has published three magazine articles. The January issue of *PhotoWorld* magazine, published in China by the Xinhua News Agency, features the first of a series of articles about Kaplan's work. In the April issue of *Successful Photography* magazine, Kaplan's wrote the article, "12 Steps to the 'Perfect' Portfolio." In the same issue, he wrote a "Photography Clinic" column.

CELEBRATION VISITOR

NBC and MSNBC television journalist **Forrest Sawyer** visited the College on Jan. 10th as part of UF's 150th Anniversary Celebration.



Forrest Sawyer speaks with students in 3032. Photo by John Wright

Sawyer attended a luncheon in the College and answered questions and discussed journalism

and world events with students and faculty members. Sawyer later gave what was acclaimed as an outstanding speech during the 150th Anniversary Convocation in University Hall.

CONGRATULATIONS

To **Jorge Villegas** and **Cynthia Morton**, whose paper, "The Impact of Source Credibility on the Emotional Response to Threatening Appeals," was accepted for the 2003 American Marketing Association Marketing and Public Policy Conference, to be held May 29-31 in Washington D.C. The project was funded by the Dean's Seed Money.

To **Elaine Wagner**, who handled production for the recent 56-page issue of the *Journal of Advertising Education* (vol. 6, no. 2). This is the eighth edition of the publication that Wagner has designed the cover and handled pre-print production. She also wrote an invited commentary for the issue titled, "Producing the Journal: What Authors Can Do to Help."

To **William McKeen**, who was named, along with actor Jack Nicholson, musician Bob Dylan and

many others, to **Hunter Thompson's** "Honor Roll" in Thompson's new book, *Kingdom of Fear*.

To **Meg Lamme** and **Andrew Paul Williams** (Ph.D. student), whose abstract was accepted for presentation at the Sixth International, Interdisciplinary Public Relations Research Conference in March. The abstract is titled, *Image and Issue Control: Measuring the Agenda-Setting Influence of News Releases in the Online Environment*.

To **Michael Leslie**, who presented, "Televangelism and the Re-presentation of Africa: A Pilot Study of Content and Ideology in The 700 Club," at the annual meeting of the African Studies Association, Dec. 5-8 in Washington, D.C.

To **John Sutherland**, **Lisa Duke**, and **Avery Abernethy** (Auburn University), whose paper, "Market Intelligence: What Creatives Want to Know from Clients," was accepted for presentation at AAA national conference in Denver, March 27-30.

To **Chang-Hoan Cho** and **Hongsik John Cheon** (Ph.D. student), co-authors of two papers accepted for conference presentations. "Interactivity on the Internet: Cross-Cultural Comparison of Corporate Websites" and "Factors Influencing Advertising Avoidance on the Internet," will be presented at the AAA national conference in Denver. "What Makes People Hesitate: Understanding Reasons and Types of Online Shopping Hesitation," by Cho, Jaewon Kang (Ph.D. student) and Cheon also was accepted for the Denver conference. "Interactivity on Japanese vs. American corporate websites," by Cho, Cheon and Tatsuo Shoda, was accepted for presentation at the Asian-Pacific 2003 Conference in Japan.

To **Michael Palenchar**, whose paper, entitled, "Strategic Risk Communication and Community Relations: A Longitudinal Analysis of Emergency Response Awareness and Practices," was accepted for presentation at the Fifth International, Interdisciplinary Public Relations Research Conference in Miami, March 2003.

FOR THE RECORD

Linda Correll and **Elaine Wagner** were speakers at a panel on "Women in Advertising," held Jan. 13 as part a lecture series sponsored by the Department of Advertising.

Julie E. Dodd helped present a session on "Technology: In the Palm of Your Hands" at the Scholastic Journalism Division mid-winter meeting at the Poynter Institute on Jan. 11. Julie is the head of the division.

MORE CONGRATULATIONS

To **Roberto Westbrook** (M.A. student) and **Michael Martina** (JOU 2002), have been named among the 16 participants at the Poynter Institute's Visual Journalism Fellowship for College Graduates for summer 2003. Selection for the six-week program was competitive nationally, and acceptance was based on a portfolio consisting of photographs, QuarkXPress designs, web pages and a letter of recommendation. Westbrook and Martina will receive \$1,950 stipends from Poynter to cover expenses as they work with

experts in the field.

To **Kaye Trammel** (Ph.D. student), who was named the Florida Public



Trammel, left, with Florida Public Relations Association (Gainesville Chapter) Immediate Past President Nancy Dohn, APR

Relations Association (Gainesville Chapter)

“Member of

the Year” for 2002. Trammel is currently on the board of directors as the director of the Electronic Media Committee. She completed the M.A.M.C. program in May 2002.

ON THE CALENDAR

- Feb. 7:** Symposium on Converged Journalism
Feb. 23: WUFT “A Celebration of Wine”
Feb. 26-28: Journalism Advisory Council
Feb. 27-28: Advertising Advisory Council
March 5-6: Telecommunication Council
March 10-14: Spring Break
March 24-25: Knight Division's Spring Job and Internship Fair
April 3-4: Public Relations Advisory Council
April 10: College Awards Banquet: Reception 6 p.m.
April 25: College Retirement Celebration 4-7 p.m.
May 3: Spring Graduation, 9 a.m.
May 3: Graduation Reception in Atrium, 11 a.m.



open line is usually published on the Monday following a payday, except during the summer and holiday periods. Deadline for submitting news (to the Dean's Office) is the Thursday before the Monday of publication. **John Wright** serves as editor, and **Olivia Jeffries** coordinates production. Please send all news items to John Wright at jwright@jou.ufl.edu.

