

the open line

College of Journalism and Communications Intra-College Newsletter

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No. 1

WELCOME TO THE COLLEGE

Youjin Choi joins the Public Relations faculty as an assistant professor, returning to UF, where she completed her M.A.M.C. degree in 2000. She earned the Ph.D. at Missouri. Choi's research focuses on ethical and gender issues in public relations, publicity measurement and advertisers' decision making. Her professional experience includes four years in mediation relations and community relations in Seoul, Korea.



Choi

Mike Foley joins the Journalism faculty as the college's first "career-instructional" faculty member. Foley spent most of his distinguished professional career at the *St. Petersburg Times*, where he served as executive and managing editor, vice president of communications and community relations and vice president, corporate affairs/spokesman. Foley was recognized as an alumnus of distinction by the college in 1994.



Foley

Helena Sarkio is a new assistant professor in Telecommunication specializing in broadcast news. Sarkio earned her bachelor and master's degrees at Iowa State and completed her Ph.D. at the University of Minnesota. Her professional experience includes work at television stations in Des Moines and Utica. Sarkio's



Sarkio

research focuses on gender and cyberspace and she is an active member of the Association of Internet Researchers.

Mark Leeps is the new WUFT-TV news director. Mark completed his M.A.M.C. degree at UF in 1988 and served as assistant news director and assignment editor for WUFT-TV 1988-1992. He was executive producer at the CBS affiliate Columbus, Ohio and the ABC affiliate in Lexington, Ky. and news director, assistant news director and news producer for the NBC affiliate in Columbia, S.C.



Leeps

Kathleen Kelly is the new chair of the Department of Public Relations. Kelly joins us from U.L. Lafayette where she held the Hubert J. Bourgeois Research Professorship. She holds B.S., M.A. and Ph.D. degrees from the University of Maryland. Kelly has achieved national distinction in public relations and as an authority on fund raising and is author of two leading books on the subject. She won the 1995 Pathfinder Award and recently was elected to membership in the Arthur W. Page Society.



Kelly

CONGRATULATIONS

To **Bridget Grogan**, who was promoted to WUFT-TV associate news director, effective Aug. 1. Grogan has worked for the past four years as assistant news director. She also teaches television news courses for the Department of Telecommunication.



Grogan

CHANGING PLACES

Best wishes to **Marilyn Roberts**, who has returned to full time teaching and research after serving as associate dean for graduate studies and research the past four years. Dean Terry Hynes credits Roberts for coordinating some significant changes in the Graduate Division. Graduate enrollment in the College reached an all time high this past fall with over 245 students enrolling. Roberts is a specialist in international advertising.

NEW STAFF MEMBER

Welcome to **Angie Stewart**, the new senior library technical assistant in the Neuharth Library. Stewart has been working in UF's International Center the past four years and has over 10 years experience in the Alachua County Library District.



Stewart

CONGRATULATIONS TO

Michael Palenchar (Ph.D student), whose paper, "Strategic Risk Communication: A Longitudinal Analysis of a Community's Emergency Response Awareness and Practices," has been named a "Top Four Paper" and accepted for presentation at the National Communication Association national convention, Nov. 19-23 in Miami Beach. Palenchar is the lead author and the co-author is Robert L. Heath.

Sanghoon Lee (M.A. student), **Jon Morris**, and **Chongmoo Woo** (Ph.D. student), whose paper, "The Communication Effect of Provocative and Humorous Advertising," was presented at the American Academy of Advertising Conference held in Broomfield, Co. March 27-30.

Jon Morris, who will present a paper titled: "Incorporating Emotions into Healthcare Segmentation," at the ARF Week of Workshops, Sept. 22 – 25, in New York City. Wes Michael, Vice President, NFO Migliara/Kaplan, a marketing research firm specializing in pharmaceutical research, will team with Morris to present the paper.

Spiro Kiouisis, whose article, "Explicating Media Salience: A Factor Analysis of New York Times Issue Coverage during the 2000 Presidential Election," has been accepted for publication in the *Journal of Communication*. Kiouisis' article, "Spiral of Moderation: Opinion Expression in Computer-Mediated Discussion," which he co-authored with Mike McDevitt and Karin Wahl-Jorgensen, has been accepted for publication in the *International Journal of Public Opinion Research*.

Maggie Labre (Ph.D. student) and **Kim Walsh Childers**, whose manuscript titled, "Friendly Advice? Beauty Messages in Web Sites of Teen Magazines," has been accepted for publication in *Mass Communication & Society*.

Meg Lamme, whose paper, "The 'Public Sentiment Building Society': The Anti-Saloon League of America, 1895-1910," has been accepted for publication in *Journalism History*.

Jon Morris and **Sanghoon Lee** (M.A. student), whose paper, "The Effect of Advertising on the Market Value of Firms: Empirical Evidence from the Super Bowl Ads," has been accepted for publication in the *Journal of Targeting, Measurement and Analysis for Marketing*.

Andrew Clark (Ph.D. 2003), whose article, "Your Asia Pacific Network: The Use of Radio Australia by the Australian Government," will be published in the *Pacific Journalism Review*, a peer reviewed journal published by Auckland University of Technology in New Zealand.

MORE KUDOS

To **Tim Wilkerson**, whose film, "Suddenly It Rained," received a bronze Telly Award, was shown at the CinemaTexas Film and Video Festival and has been admitted into competition in the Newport Beach, Calif. Film Festival and the D.C. Independent Film Festival. The film also has been submitted into festivals in Japan and Europe.

To **Ted Spiker** and the students and staff who worked on the Spring 2003 issue of *Orange & Blue*. The magazine won second-place for General Excellence and honorable mention for Editorial in the 2003 AEJMC Student Magazine Contest. **Dorian Wagner** was editor-in-chief and **Jessica Moats** was art director.

To telecommunication student **Matt Blubaugh**, who finished third nationally in the Hearst intercollegiate contest in the radio news division.

To the Public Relations Bateman Case Study team for a second place finish in the 2003 national competition in Somerset, N.J. Loyola University (New Orleans) finished first. Congratulations to team members **Amy Holtzman**, **Aja Ishmael**, **Ariana Ollila** and **Joy Senart** and to faculty advisers **Juan-Carlos Molleda** and **Jack Felton**.

To the following College of Journalism and Communications graduate teaching assistants who were awarded certificates by the Instructional & Development Communication Division at the International Communication Association annual conference, held May 23-27 in San Diego: **Colleen-Connelly Ahern** (M.A. 2002, Ph.D. student), **David Bulla** (Ph.D. student), **Daniela Dimitrova** (Ph.D. 2003), and **Andrew Paul Williams** (Ph.D. student).

FOR THE RECORD

Justin Brown was selected to participate in UF's First Year Florida program and will teach a 1 credit seminar designed to that help freshmen transition to college life.



Justin Brown

Debbie A. Owens (Ph.D. 1994) has been named head of the electronic media sequence at Murray State University.

Sandra Chance presented a lecture titled, "Fighting for Greater Access: The Role of the Legal System in Protecting Freedom of Information," at the Inter American Press Association's "Media and the Legal Attacks Press Institute" in Miami. The seminar included media lawyers from throughout Latin and South America.

Julie E. Dodd attended the Journalism Education Association/ National Scholastic Press Association Convention in



Julie Dodd

Portland, Ore. Julie is on the JEA board, serving as the liaison between the board and scholastic press association directors around the country. She also serves on the JEA Multicultural Commission and Certification Commission.

NCTA SEMINAR PAPERS

The following papers were presented by faculty and students attending the Academic Seminar at the 2003 National Cable Telecommunications Association Academic Seminar Conference, held June 7-8 in Chicago:

Justin Brown, "The Policy Variables Surrounding Interactive Television" and "Free Expression Implications of Broadband Open Access Policies."

Justin Brown and telecommunication undergraduate students **Anne Pizzato**, **Brian Weiss** and **Neil Weiss**, "Digital Must-Carry and the Case for Public Television."

ByengHee Chang (Ph.D. student), **JeeSun Kim** (M.A. student) and **SeungEun Lee** (Ph.D. student), "Exploring Brand Extension of Cable Networks: A Case Study of HBO."

Louisa Ha and **Sylvia Chan-Olmsted**, "Enhanced TV as Brand Extension: The Economics and Pragmatics of Enhanced TV to Cable TV Network Viewership."

Jae-Won Kang (Ph.D. student), "Predicting Prototype Interactive Television Use in a Contemporary Media Environment: An Integrated Adoption Decision Model."

Sylvia Chan-Olmsted served as moderator.



From left (first row): SeungEun Lee, Sylvia Chan-Olmsted, Jeesun Kim, and Anne Pizzato (second row): Justin Brown, Jae-Won Kang, Brian Weiss, Byeng-Hee Chang, and Neil Weiss

Kaye Trammell (M.A.M.C. 2002, Ph.D. student) recently attended the Oxford Internet Institute's (OII) Summer Doctoral Programme at the University of Oxford in England. The program included a select group of promising



Kaye Trammell

Internet Studies students from more than 15 nations around the world. Trammell is also a part of the Oxford Internet Research Network, an international group of scholars studying e-democracy, e-society, Internet policy and online learning initiatives.

MORE AEJMC AWARDS

AEJMC National Conference

Jeamin Jung (Ph.D. 2003) received the Kappa Tau Alpha research award for his paper, “The Bigger, the Better? Measuring the Financial Performance of Media Firms,” which was named top paper in the Media Management and Economics Division.

Samsup Jo (Ph.D. 2003) received the Kappa Award for his paper, “How to Measure Organization-Public Relationships: Measurement Validation in a Company-Retailer Relationship,” which was selected as top student paper in the Public Relations Division.



Group photo taken during the Florida, Georgia, Alabama reception in Kansas City, August 1, 2003

Michael Palenchar was lead author on the paper, “Sustained Strategic Risk Communication: A Longitudinal Analysis of Community’s Zones of Meaning,” which was named the top faculty/student paper in the Public Relations Division. Michael co-authored the paper with Robert L. Heath.

Byeng Hee Chang and Jung-Sook Lee’s paper titled “Refocusing the Issues in the Legal Protection of Databases,” won first place student paper in the Communication Technology and Policy Division.



From left: Seung Eun Lee, Jaemin Jung, Samsup Jo with award certificates



From left Justin Brown, John Wright, Courtney Barclay, Seung Eun Lee, Sandra Chance at an AEJMC poster session



From left: Amanda Reid, Daniela Dimitrova, Michael Palenchar at an AEJMC poster session

MORE AEJMC PAPERS

Justin Brown, “Applying First Amendment and Regulatory Constructs to the Internet.” Brown also served as moderator-panelist for the session: “Will Communications Policy Preserve Localism & Diversity?” co-sponsored by the Communication Technology & Policy and Mass Media Economics Divisions.

Roxanne Watson (Ph.D. student), “Can Cross Burning Be Constitutionally Proscribed? Sixty Years of Hate Speech Rulings Culminating in *Black v. Virginia*.”

Spiro Kiouis, “Compelling Arguments and Attitude Strength: Exploring the Impact of Second-Level Agenda Setting on Public Opinion of Presidential Candidate Images.”

FALL 2003 WUFT-TV ANCHORS AND PRODUCERSNews 5 at 5:30

News anchors: Jenny Bruwelheide, Scott Lea

Sports anchor: Mandy Mitchell

Weather: Danielle Slabaugh

COX NEWS

News anchors: Farnaz Javid

FIRST EDITION

News anchors: Michelle Brown, Nona Collins, Christie Ernest, Erin Gell, Michelle Smith

Sports anchor-producers: Jordan Hess, Jack Korpela, Keith Sonderling, Lakendra Tookes, Carlos Torres

Weather anchor-producers: Talita Baca, Marissa Bagg, Ashley Glass, Suzette LaBoy, Hannah Langford

ON THE CALENDAR

October 1-2: World Press Institute

October 2-3: Telecommunications Advisory Council

October 9-10: Public Relations Advisory Council

October 21: Knight Division sponsored Job and Internship Fair

October 22: Journalism Advisory Council



open line is usually published on the Monday following a payday, except during the summer and holiday periods and can also be accessed on the web at <http://www.jou.ufl.edu/pubs/openline/> 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.

BEST WISHES

To **Priscilla West**, who has retired after 40 years in the UF Library System and over 15 years as the senior library technical assistant in the Neuharth Library.

To **Greg Smith**, who has accepted an assistant professor position at Hofstra University in the Journalism and Mass Media Studies Department. WUFT-TV station manager Titus Rush credits Smith with directing over 8,100 newscasts during his eight years at UF.

To **Greg Borchard** (Ph.D. 2003), who has accepted a position as an assistant professor at the University of Nevada, Las Vegas.

MESSAGE OF THANKS

Tom and Judy Krynski wrote to thank the College for the thoughtfulness of faculty and staff members and the flowers sent for the funeral services of Tom's father, Eugene J. Krynski, who passed away May 19.

Peg Hall wrote to express gratitude for the flowers and for the kind thoughts and wishes following the death of her mother, Margarete E. Rooney, who passed away July 8.