

# the open line

College of Journalism and Communications Intra-College Newsletter

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## CONGRATULATIONS

To **Juan-Carlos Molleda**, **Colleen Connolly-Ahern** (Ph.D. student) and **Candace Quinn** (M.A. 2003), who won the 2003 PRSA Educators Academy Top Faculty Paper Award. They received a \$500 prize at the PRSA national convention in New Orleans held Oct. 25-28. The paper was titled, "Cross-National Conflict Shifting: Expanding a Theory of Global Public Relations Management through Quantitative Content Analysis."

To **Juan-Carlos Molleda**, whose article, "Public Relations Licensing in Brazil: Evolution and the Views of Professionals," was published in the fall issue of *Public Relations Review*. Molleda's coauthor, Andréia Athaydes, is the Latin American Coordinator of the Brazilian Federal Council of Public Relations Professionals, the body that regulates the practice in Brazil.

To **Juan-Carlos Molleda** and **Mary Ann Ferguson**, whose article titled, "Public Relations Roles in Brazil: Hierarchy Eclipses Gender Differences," has been accepted for publication in the *Journal of Public Relations Research*.

To **Meg Lamme**, whose dissertation received honorable mention for the 2003 American Journalism Historians Association awards. The awards, newly renamed the Margaret A. Blanchard Dissertation Awards, are given in honor of Peggy Blanchard, UF alumnus and University of North Carolina professor. Lamme was recognized at the AJHA annual convention held Oct. 2-4 in Billings, Mont. where she presented a paper titled, "The Campaign Against the Second Edition of Hell: An Examination of the Messages and Methods of the Anti-Saloon League of America Through a Framework of Public Relations History, 1893-1933," and participated in a panel titled, "Generations: A Celebration of Women Defining the Westward Experience." She also was elected to a three-year term on the AJHA board of directors.

To **Helena Sarkio**, who presented "Describing and Interpreting Specific Instances of Teenage Girls' Online Communication: Why Qualitative Research Works So Well in Cyberspace" at a symposium titled, "New Research for New Media," organized by the Institute for New Media Studies at the University of Minnesota, and "Teenage Girls And Feminism Online: Could It Work?" at the Association of Internet Researchers conference held Oct. 16-19 in Toronto.

To **Kaye Trammell** (M.A.M.C. 2002 and Ph.D. student), who presented a paper titled, "Impact of Source Credibility in Assessing Online Health Messages Based on Culture," at the Association for Internet Researchers conference in Toronto.



Juan Carlos Molleda



Meg Lamme



Kaye Trammell

## IN MEMORY

The College of Journalism and Communications extends deepest sympathy to the family of **Willie Crawford**, who died in a tragic accident Oct. 20. Crawford, a supervisor for custodial workers in Weimer and Weil halls worked in Weimer Hall for over 15 years. Dean Emeritus Ralph Lowenstein called Crawford, "one of the university's most faithful employees. He will always be remembered both as a friend and a colleague by faculty and staff members in the College."

## MORE CONGRATULATIONS

To **John Freeman**, whose photographs were featured in the summer issue of Wichita State University's alumni magazine, the *Shocker*. The magazine included a three-page spread of digital photographs taken primarily with



Freeman photos as featured in the *Shocker*

an amateur-market digital camera as part of Freeman's project to demonstrate that professional-quality pictures can be taken with a simple camera. The University of Missouri's alumni magazine, *MIZZOU*, also featured a one-page profile on Freeman and the project in its summer 2003 issue. A similar compilation of Freeman's images was presented last summer as a juried creative project at the AEJMC convention in Miami Beach.

## MORE CONGRATULATIONS

To **David Bulla** (Ph.D. student), who presented a paper titled, "Republican Editors Defend Brigadier General Milo Hascall's Suppression of Democratic Newspapers in Civil War Indiana," at the AJHA convention in Montana.

To **Harvey Ward** and everyone who worked on WUFT-FM's recent membership campaign which resulted in 1,159 listeners pledging over \$115,000. The campaign was the third most successful in history. Ward thanked everyone involved, including WUFT management team members **Brent Williams**, **Henri Pensis** and **Rick Lehner**, as well as Membership Department members **Debbie Booth**, **Brenda Woods** and **Wink Summers**.

To **David Carlson**, who is author of a chapter titled, "The History of Online Journalism," which appears in the new book, *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*. The book was edited by Kevin Kawamoto of the University of Washington and includes contributions from Adam Clayton Powell III, Rich Gordon and John V. Pavlik.



Harvey Ward

## FOR THE RECORD

**Juan-Carlos Molleda** led a UF delegation of eleven public relations students who visited private and public organizations, domestic and global public relations firms and radio and television stations in Puerto Rico Oct. 6-12. The group also attended the V International Public Relations Forum sponsored by the Inter-American Confederation of Public Relations and the Association of Public Relations Professionals of Puerto Rico. Molleda closed the event with a lecture titled, "Multiculturalism and Diversity in Public Relations: A Latin American and Caribbean View." A version of the presentation was published in *Tendencias*, the ARPP magazine.



UF delegation at the global public relations firm in Burson-Marsteller

**Julie Dodd** was elected to her fourth 3-year term on the Quill and Scroll board of trustees at the board meeting at the University of Iowa, Oct. 17-18. Dodd also was one of the five judges to select the Dow Jones Newspaper Fund 2003 High School Journalism Teacher of the Year. Earlier this semester Dodd presented "Your Syllabus and the First Week of Class" at UF's orientation for the 400 new teaching assistants.

**Spiro Kiouis** was a participant in a special research seminar on agenda-setting theory at the University of Texas at Austin Oct. 17-18. Participants were invited by Dr. Maxwell McCombs and included researchers from Syracuse University, the University of Texas Pan American, and Meiji University in Japan.

**Helena Sarkio** has been invited to be an affiliate faculty member for the Center for Women's Studies and Gender Research in the College of Liberal Arts and Sciences.

## DEEPEST SYMPATHY

The College extends its deepest sympathy to the family and friends of three staff members who lost family members in the past few weeks. **Tim Brueckner's** mother, Patricia Brueckner of Treasure Island, passed away Oct. 12. **Alana Kolifrath's** father, Roger K. Prunier, passed away Oct. 8, and **Amie Smith's** stepfather, Kunibert W. Gatz of Palm City, FL, passed away Oct. 17.

## ON THE CALENDAR

- Nov. 7-8:** Homecoming
- Nov. 8:** Alumni Homecoming Brunch
- Nov. 10:** Brechner Center for Freedom of Information Award Celebration, 5-7 p.m. at the Thomas Center
- Nov. 11:** Veteran's Holiday
- Nov. 20-23:** NCA Convention
- Nov. 27-28:** Thanksgiving Holidays
- Dec. 10:** Classes End
- Dec. 11-12:** Reading Days
- Dec. 13-19:** Exams
- Dec. 20:** Commencement
- Dec. 22:** Grades Due



*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](mailto:jwright@jou.ufl.edu).