

the open line

College of Journalism and Communications Intra-College Newsletter

VOL. 36

NOVEMBER 17, 2003

No. 5

SPECIAL CONGRATULATIONS

The 18th Annual Brechner Center for Freedom of Information Award Celebration was held Nov. 10 at the Thomas Center. The guest of honor was Seth Rosenfeld, a reporter with the *San Francisco Chronicle*. **Sandra Chance** presented the annual Brechner Award to Rosenfeld for his series, "Campus Files: Reagan, Hoover and the UC Red Scare." The series details how the FBI engaged in unlawful intelligence activities at the University of California at Berkeley and spent 15 years and over \$1 million trying to cover up agency activities.



Left to right, Sandra Chance, Seth Rosenfeld, Marion Brechner, Terry Hynes

CONGRATULATIONS

To **Magdela Labre** (Ph.D. student) and **Lisa Duke**, whose article, "Nothing Like a Brisk Walk and a Spot of Demon Slaughter to Make a Girl's Night: The Construction of the Female Hero in the Buffy Video Game," has been accepted for publication in the April 2004 issue of the *Journal of Communication Inquiry*.

To **David Bulla** (Ph.D. student) and **Greg Borchard** (Ph.D. 2003), who presented papers at the 11th Annual Symposium on the 19th Century Press, the Civil War, and Free Expression in

Chattanooga on Nov. 1. The symposium was sponsored by the University of Tennessee at Chattanooga. Bulla presented a paper titled "The Hascall-Edgerton Dialogues: A Free Expression Debate in Civil War Indiana." Borchard delivered his paper titled, "No History So Unerring as a Bundle of Old Letters: Clay's Alabama Letters Make Mud of the New York Tribune's 1844 Election Predictions." Borchard, who graduated in May, is a journalism professor at UNLV.

MORE CONGRATULATIONS

To **Xu Wu** (Ph.D. student), whose paper titled, "American Newspapers' Agenda-sending Function on Iraq and North Korea News Coverage," has been accepted for publication in *Media Asia*. Wu's paper, "China's New Online Media Order," has been published in "China & the Internet: Technology, Economy and Society in Transition." Wu also presented "Two Types of Web-keeping in China: A Comparative Study of the Organizational Force in China's Online Gate-keeping" at the Global Fusion Consortium, held Oct. 24-26 in Austin. He was invited as a discussant at the "First U.S. Foreign Policy Colloquium 2003," held June 5-8 in Washington, D.C. The colloquium was co-sponsored by the National Committee on U.S.-China Relations and the Elliott School of International Affairs at George Washington University.



Xu Wu

To **Heidi Noble**, **Jennifer Soporowski** & **Xavier Gonzalez** (M.A. students), who won a case study competition sponsored by *Sports Marketing Quarterly* for their article, "Cause-Related Marketing as a Marketing and Communications Strategy: The Partnership between Manchester United and UNICEF." The students presented their work at the Sport Marketing Association conference in Gainesville on Nov. 14.

FLORIDA COMMUNICATION ASSOCIATION

Graduate students in the College of Journalism and Communications contributed an entire panel at the Florida Communication Association Annual Convention, held Oct 16-18 in Kissimmee, Fla. The panel, which was moderated by **Lynda Lee Kaid**, was entitled, "Through the Eyes of the Media: Framing Mass Media Messages." The following papers were presented:

Cristina Popescu (Ph.D. student), "Legitimate Strategy versus Smoke Screen: Framing Philip Morris' Name Change to Altria"

Adam Leonard (master's student) "The Hermeneutics of Developmental Psychographics in Mass Communication"

Jennifer Ann Soporowski (master's student), "A Comprehensive Literature Review of Framing and Agenda Setting Theory"

Xu Wu (Ph.D. student), "Newspapers' Agenda Setting Function on Foreign Policy Issues."



Left to right, Cristina Popescu, Adam Leonard, Jennifer Ann Soporowski, Lynda Lee Kaid, Xu Wu.

FOR THE RECORD

Sandra Chance was a speaker at the University of South Florida's Forum of Free Speech, held Oct. 29 in Tampa. USF's Arab American Student Alliance and Leadership Organization sponsored the event.

Kaye Trammell (Ph.D. student; M.A.M.C, 2002) recently spoke at Harvard University as a part of BloggerCon 2003. The conference, a two-day user's conference about weblogs hosted by Harvard's Berkman Center for Internet and Society, invited Trammell to speak on a special "Weblogs in Education" panel. Weblogs, often called the "unedited voice of a person," is a type of

Web page that closely resembles an online journal. Trammell has integrated weblogs into the curriculum of "Reporting and Writing for Online Media," a senior-level online Journalism course. Trammell's dissertation research focuses on political communication on weblogs maintained by Hollywood celebrities.



Kaye Trammell

MORE CONGRATULATIONS

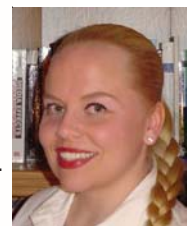
To **Meg Lamme**, whose dissertation received honorable mention for the 2003 American Journalism Historians Association awards. The awards,



Meg Lamme

newly renamed the Margaret A. Blanchard Dissertation Awards, are given in honor of Peggy Blanchard, UF Alumnus of Distinction 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. Lamme also will be a guest contributor to the next issue of *Atlanta Review of Journalism History* with an article titled, "Snatching Defeat from the Jaws of Victory: Communications of the Anti-Saloon League of America, 1920-1933."

To **Helena Sarkio**, who presented "Describing and Interpreting Specific Instances of Teenage Girls' Online Communication: Why Qualitative Research Works So Well in



Helena Sarkio

Cyberspace" at a symposium titled, "New Research for New Media," organized by the Institute for New Media Studies at the University of Minnesota. Sarkio also presented "Teenage Girls And Feminism Online: Could It Work?" at the Association of Internet Researchers conference held Oct. 16-19 in Toronto.

BEST WISHES TO

Polly Anderson, WUFT Director of Corporate Support, who has accepted the position of vice president of development with Alabama Public Television. In announcing Anderson's resignation, **Brent Williams**, WUFT's director of development and community relations, said that the financial support for Classic 89 and Nature Coast 90 has increased significantly under Anderson's direction. Her last day working at WUFT is Dec. 4.

NEW WUFT-TV ANCHORS

Congratulations to the following Telecommunication students who have been selected as WUFT-TV News Five anchors for spring semester 2003.

News Anchors

5:30 Newscast: **Hannah Langford** and **Carlos Torres**
Cox Cable Updates: **Michelle Smith**
First Edition: **Monica Buchanan**, **Ashley Glass**, **Cristina Koniver**, **Suzette Laboy**, **Thuy Phan**

Sports Anchors

5:30: **Jordan Hess**
First Edition: **Adam Barron**, **Bret Brillante**, **Ryan Fenton**, **John Rubin**, **Jaime Yoss**
(First Edition backups: **Marissa Bagg**, **Blake Cox**, **Lakendra Tookes**)

Weather Anchors

5:30: **Harrison Hove**
First Edition: **Talita Baca**, **Carissa Kranz**, **Alana Rocha**, **Lauren Rodriguez**, **Lakendra Tookes**

DEEPEST SYMPATHY

To **Brent Messer**, whose grandfather, Theodore Messer, passed away Oct. 1.

ON THE CALENDAR

Nov. 20-23: NCA Convention

Nov. 27-28: Thanksgiving
Holidays

Dec. 10: Classes End

Dec. 11-12: Reading Days

Dec. 12: End of Semester Faculty Meeting, 11a.m.

Dec. 12: Holiday Luncheon, 12 noon

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.