

# the open line

College of Journalism and Communications Intra-College Newsletter

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## WELCOME TO THE COLLEGE

The College of Journalism and Communications welcomes **Cheryl Bradley**, who is the new office manager in the deans office. Bradley most recently worked in the UF Particle Engineering Research Center where she was assistant to the director and associate director for research for the past three years. Prior to working at UF, Bradley worked for the University of Utah in the Department of Mining Engineering.



Bradley

The College also welcomes **Boaz Dvir**, the new director of communications. Dvir will serve as the new editor of *The Communicator* and as editor of *Open Line*. He has approximately 15 years



Dvir

of professional experience in journalism, as a writer, reporter, managing editor, and editor. Most recently, he worked for the American City Business Journals in Jacksonville and South Florida. Earlier, he was editor of the *Jewish Times* in Palm Beach County and has worked with the Sun-Sentinel Community Newspapers, Religion News Service, the *Jewish World/Tribune*, the *Jerusalem Post* and the *Jewish Journal*. He was an assistant editor and professional officer with the Israel Defense Forces Spokesman's Unit in 1990-91.

Dvir earned the bachelor of science degree in journalism from the University of Florida in 1988.

won third place sports action in *Popular Photography* magazine's 10<sup>th</sup> Annual International Picture Contest for a photo taken at UF's 2003 Orange and Blue game. Dean is now president of the UF student chapter of the National Press Photographers Association.

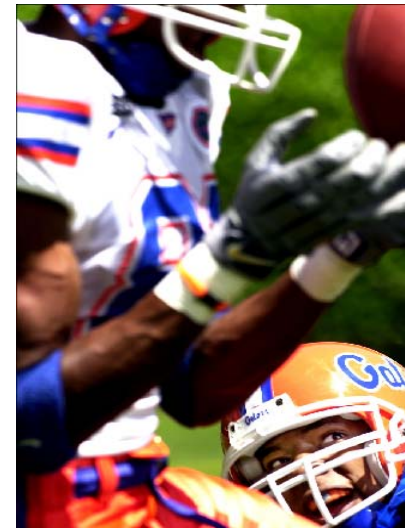


Photo by Daron Dean

To **Claudia Katz** (M.A. Student), who was named a student runner-up in the International Photo Art 2003 Exhibition for her photo titled, "Sunday Afternoon in Naples."

## CONGRATULATIONS



Molleda

To **Juan-Carlos Molleda** and **Candace Quinn** (M.A.M.C. 2003), whose article "Cross-National Conflict Shifting: a Global Public Relations Dynamic," has been accepted for

publication in *Public Relations Review*.

To **Michelle Hinson**, whose article, "What's My Line: Breaking Down

Silos between PR and Fundraising," appeared in the November edition of *The Measurement Standard*, the international newsletter on public relations measurement.



Hinson

To Journalism seniors **Daron Dean** and **Greg Undeen**, whose photographic work has been selected for the news/sports round of the Hearst Competition. Dean also

## NATIONAL RECOGNITION

The Documentary Institute has received a grant of \$10,000 from the National Endowment for the Arts to support the purchase of music rights for their documentary, *Negroes with Guns: Rob Williams and Black Power*. The Institute also received a grant of \$5,000 from the North Carolina Humanities Council to support screenings and panel discussions of the documentary in Charlotte and Monroe, N.C.

### ICA PRESENTATIONS

Congratulations to students and faculty members who will present the following papers at the International Communication Association annual conference, to be held May 27-31 in New Orleans.

**Jiyang Bae** (Ph.D.) and **Margarete Hall**, "Corporate Philanthropic Activity and Corporate Financial Impact."

**Spiro Kiouisis** and **Daniela Dimitrova** (Ph.D. 2003), "The Differential Impact of Web Site Content: Exploring the Influence of Source (Public Relations vs. News), Modality, and Participation on Audience Perceptions."

**Spiro Kiouisis**, Michael McDevitt, and **Xu Wu** (Ph.D.). "The Genesis of Civic Awareness: Agenda-Setting in Political Socialization."

Michael McDevitt and **Spiro Kiouisis**, "The Civic Bonding of Family and School: Bridging the Domestic Sphere and the Public Sphere."

**Belio A. Martinez, Jr.** (Ph.D. student) and **Juan Carlos Molleda**, "The Frames of Jornal Do Senado: A Public Relations Developmental Strategy."

**Mike Mitrook** and **Nancy Parish**, "Arena Challenge: Public Relations Efforts in Securing a New Arena by the Orlando Magic."

**Roxanne Watson** (J.D./Ph.D. student), "Toward a Model for the New Jamaican Access Regime: A Comparison of How the Australian and U.S. Courts Have Balanced the Competing Interests of Privacy and Public Access."

**Andrew P. Williams** (Ph.D. student) and **Spiro Kiouisis**, "Corporate Bias: *Time* Magazine and the Coverage of America Online."

**Andrew Williams** (Ph.D. student), "Examining Agenda Setting and Framing Theories from a Public Relations Perspective: Implications for Professional Practice."

### MORE CONGRATULATIONS

To **Josh Azriel** (Ph.D. student), whose paper, "The Internet and Hate Speech: An Examination of the U.S. Ninth Circuit Court of Appeals Decision on the Nuremburg Files," will be presented at the AEJMC Southeast Colloquium, to be held in Tampa, March 4-6.

To **Amanda Reid** (J.D./Ph.D. student), whose paper, "Play It Again Sam: Webcasters' Sound Recording Complement as an Unconstitutional Restraint on Free Speech," has been accepted for presentation at the Southern States Communication Association annual conference in Tampa.

To **Byeng Hee Chang** (Ph.D.), **Jiyang Bae** (MA ), and **Seung Eun Lee** (Ph.D.), whose paper titled, "Exploring Factors Affecting the Evaluation of Cable Network Brand Extension," has been accepted for presentation at the World Media Economics Conference, to be held in Montreal, May 12-15.

To **Seung Eun Lee** (Ph.D.) and **Byeng Hee Chang** (Ph.D. ), whose paper titled, "Joint Venture as Brand Extension: Focusing on Naming Strategies in Media Industry," has been accepted for presentation at the AEJMC Mid-Winter Conference to be held at Rutgers University, Feb. 27-29.

To Advertising student **Annie Tankhiwale**, whose is a finalist in the 2004 American Advertising Federation's Most Promising Minority Students Competition.

### FOR THE RECORD

**Sandra Chance** has been appointed to serve on the Board of Advisors of the Center for Governmental Responsibility at the University of Florida Levin College of Law.

**Julie E. Dodd** attended the AEJMC Scholastic Journalism Division's midwinter meeting at the Poynter Institute in St. Petersburg, Jan. 9-10.

**Linda Hon** has been reappointed to the Commission on Measurement and Evaluation, sponsored by the Institute for Public Relations. She is one of four academicians serving on the 23-member Commission, whose mission is to develop universal standards for evaluating public relations.

**John Kaplan** is one of the picture editors for the national best-seller, *America 24/7*. The photography book, culled from more than two million digital photographs, was recently listed in fifth place on the *New York Times* bestseller list for non-fiction titles, making it the best-selling photographic book in recent years.

The Society for News Design has appointed **Mindy McAdams** to a two-year term as a judge for the SND.ies: The Best of New Media Design competition.

**Helena Sarkio** has been appointed to the review board of "Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs," the first scholarly publishing venue that exclusively deals with weblogs as rhetorical artifact.

## AAA CONFERENCE PRESENTATIONS

Congratulations to Department of Advertising faculty members and students who will present the following papers at the 2004 American Academy of Advertising annual conference, March 25-28 in Baton Rouge.

**Chang-Hoan Cho and Hongsik (John) Cheon** (Ph.D. Student), "Dimensions of Interactivity: Face and Content Validity."

**Chang-Hoan Cho and Hongsik (John) Cheon**, "Standardization vs. Localization: A Meta-Analytic Assessment."

**Lisa Duke and John Sutherland**, "The Central Properties of Creative Concepts: A Qualitative Content Analysis of 583 Working Creative Professionals."

**John Sutherland, Steve Marshall** (Ph.D. student) and **Brian Parker** (Ph.D. student), "Real, Ideal and Undesired Self Concepts and Their Effects on Viewer Preferences: Whom Do You Love?"

**Jorge Villegas and Cynthia Morton**, "An Exploration of the Relationships between Source Credibility and Discrete Emotions in the Context of Terrorism Associated Messages."

## DEEPEST SYMPATHY

Faculty and staff members in the College extend deepest sympathies to **Sue Wagner**, whose father, **Command Sgt. Major (Retired) Anthony M. "Tony" Wagner**, 87, died Jan. 6 at Holmes Regional Medical Center in Melbourne.

## ON THE CALENDAR

**Feb. 19-20:** Advertising Advisory Council

**Feb. 27:** Board of Advocates Meeting

**March 6-13:** Spring Break

**March 11-14:** International Public Relations Research Conference in Miami

**March 23:** College of Journalism and Communications spring job and internship fair.

**March 24-25:** Telecommunication Advisory Council

**March 25-26:** Public Relations Advisory Council

**March 27-28:** Beginners Flash Workshop, Weimer Hall 3024, 8:30-5:30