

IN MEMORIAM

'Larger-than-life' Davis dies of a heart attack at 80

Buddy Davis died last week of a heart attack. He was 80. His wife **Margie** and their daughter and son were with him when he died. He earned a bachelor's in journalism in 1948 and a master's in 1952 from UF. He joined the journalism faculty in 1954 and retired in 1985. During most of his teaching career, he also worked at the *Gainesville Sun*. He won the Pulitzer Prize for editorial writing in 1971. That same year he was recognized as the College's second alumnus of distinction and was named a distinguished alumnus of UF.



Buddy Davis

In 1977, he received the Wells Key Award from Sigma Delta Chi. That year he also was named a Distinguished Service Professor at UF. In 1963, he received the Sidney Hillman Award for editorials

dealing with race relations and civil liberties.

"Buddy was larger than life while a faculty member and a legend to generations of journalism students," Dean **Terry Hynes** said. "He taught almost every course in the journalism curriculum at one time or another, so almost every student in the college had a class with him."

Many of his students put the lessons he taught them to good use, Dean Emeritus **Ralph Lowenstein** said.

"Buddy was simply a great teacher," he said, "and the outstanding editors that he produced throughout the nation is proof of that statement."

Davis' body will be cremated. The family plans to have a public memorial service, Sept. 5 at 3p.m.

ADVISORY ALERT

Pepsi exec joins PR Advisory Council

Angela A. Buonocore, vice president for corporate communications at The Pepsi Bottling Group, recently joined the Public Relations Department's Advisory Council.

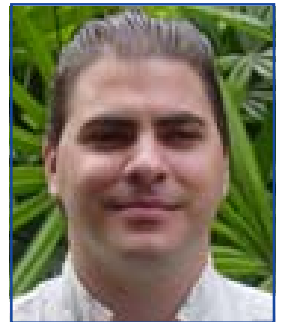
She informed **Kathleen Kelly** that she plans to attend the council's Dec. 2-3 meeting.

PAPER TRAIL

Madrid journal picks up Kiouisis paper

Sprio Kiouisis, **Maxwell McCombs**, University of Texas and **Iris Chyi**, Chinese University of Hong

Kong recently published "How the News Media Set the Agenda" in the Spanish journal *DOXA Com-*



Spiro Kiouisis

municacion: Revista Interdisciplinar de Estudios de Comunicacion y Ciencias Sociales.

Debbie Treise, **Elaine Wagner**, **Lindsay Minter** and **Linda Correll's** "Guidelines for Accommodations: What Advertising Teachers Need to Know About Working with Learning-disabled Students in Team-based Classes" will appear in the spring issue of the *Journal of Advertising Education*.



A room with a view

John Freeman took this photo earlier this month at his hotel room during the AEJMC Convention in Toronto. See story, Page 2.

ALL-AEJMC TEAM

Faculty, grad students, alumni a class act in Toronto convention

Faculty, grad students and alumni took the stage at the AEJMC Convention earlier this month in Toronto.

Professors, students, alumni, and other co-writers presented the following papers:

Doctoral student **Byeng-Hee Chang** and **Sylvia M.**

Chan-Olmsted:

“Relative Constancy of Advertising Spending: A Cross-national Examination of Advertising Expenditures and their Determinants.”



Sylvia Chan-Olmsted

Chan-Olmsted and doctoral student **Goro Oba:** “The World Media Landscape: A Comprehensive Examination of Media Markets and Their Determinants in 98 Countries.”

Chan-Olmsted: “Toward a Theory of Innovation Adoption by Media Firms: Strategic Entrepreneurship and the Commercialization of New Media Technologies.”

J. Robyn Goodman: “Mapping the Sea of Eating Disorders: A Structural Equation Model of How Peers, Family and Media Influence Body Image and Eating Disorders.” It won a top faculty paper in the Commission on the Status



J. Robyn Goodman

of Women.

Goodman and **Kim Walsh-Childers:** “Sculpting the Female Breast: How College Women Negotiate the Media’s

Image.” It was accepted for publication in

Journalism and Mass Communication Quarterly.

and doctoral students **Xu Wu** and **Trent Seltzer:** “First- & Second-Level Agenda-Building & Agenda-Setting Effects: Exploring the Linkages among Candidate Press Releases, Media Coverage, & Public Opinion during the 2002 Florida Gubernatorial Election.”

Meg Lamme and Dave



Meg Lamme

Westover,

MAMC

2004: “A Qualitative Study of Military-Media Relations During the War in

Iraq: Investigating Embedding, Discovering Relationship Theory in Action.”

Lynda Lee Kaid, grad student **Hyoungkoo Khang,** and **Jinyoung Tak** of Kiemyung University in Korea: “The Influence of Cultural Parameters on Videostyles of Televised Political Spots in the U.S. and Korea.” It received the Top Paper award in the International Communication Association Division and the *Asian Journal of Communication* Outstanding Paper Award.

Helena Särkiö: “Virtual Girls: A Framing Analysis of Girlhood in Four Online Girls’ Magazines.”

Faculty members participated in several panel discussions:

Linda Hon

participated in “Getting Published in AEJMC Divisional Journals.”

Meg Lamme

organized “Women’s Work: The Influence of Ideas in Women’s Movements.”



Linda Hon

She also helped conceive and moderated “How Countries Managed Their National Reputation in the Face of Crises.”

Kaid participated in “Getting Published in AEJMC Divisional Journals.”

Spiker participated in “How to Help Students Find the Best Ideas and Fresh Angles for Features.”

Also, **Jiyang Bae, MAMC 2004,** received the Public Relations Division’s Roschwalb Award, designed to encourage international study.

AEJMC’s national standing committee on Professional Freedom and Responsibility elected **Sandra**

Chance vice chair.

John Freeman



John Freeman

presented “Practice What you Preach in Photojournalism: How to Maintain Credibility and Inspire Creativity” in the “Great Ideas for Teachers” program.

He also chaired the Creative Projects call-for-entries in the Visual Communications division and moderated the session.

AEJMC appointed **Cynthia R. Morton** to a three-year term on its Membership Committee. The appointment begins in October.



Cynthia Morton

STUDENT SUCCESS

Jim Murray Scholar sets sights on sports

Journalism senior **Jeff Lippman** recently was named a Jim Murray Scholar. “I am an aspiring sports writer,” he said. “I would eventually like to work for ESPN and a newspaper writing articles and columns.”

TROPHY CASE

‘Negroes with Guns’ wins Urbanworld award



“Negroes with Guns” has been appearing in film festivals.

The Documentary Institute’s “Negroes with Guns” won the documentary feature category earlier this month at Urbanworld Film Festival in New York. Spike TV presented the award.

“Negroes with Guns” has also appeared in the IFP Los Angeles Film Festival, San Diego Film Festival, Black Harvest International Film Festival in Chicago and Hot Springs Film Festival.

NEXT MOVE

Kent retires, heads to ‘Lord of the Rings’ land

Kurt Kent retired from UF earlier this month. He’s developing a new doctoral program at a New Zealand university.

Kent joined the journalism faculty in 1970. In 1976-77, he headed the graduate division and the Communication Research Center.



Kurt Kent

“Under Kurt’s leadership, the College developed and implemented the Ph.D. program that the Board of Regents authorized in 1984 – after more than a decade of effort by the College’s graduate faculty,” Dean **Terry Hynes** said. “The implementation stage was crucial in establishing high standards for program quality and high expectations for student performance. Kurt provided a central leadership role in this regard as he collaborated with faculty to design and implement the program.”

Kent headed AEJMC’s International Division in 1977-1978.

“I hope you will join me in expressing appreciation to Kurt for his many contributions to the College,” Hynes said. “And best wishes for joy and success in his new venture!”

RETREAT REWIND

Annual retreat features Machen, Foley, awards

It may have been the most musical faculty retreat in the history of the College.

MC **Mike Foley** entertained the crowd throughout the day with his singing, dancing and humor; and Poynter Institute Senior Scholar **Roy Peter Clark**, Foley’s band mate for 12 years, spoke (and sang) about the connection between music and writing.

The day started with a 60-minute update by President **Bernie Machen**.

Dean **Terry Hynes** presented the \$3,000 STAR awards to

Sandra Dickson, Juan Carlos Molleda, and Ted Spiker. She awarded the Flanagan Professorships, which include \$6,500 summer salary and up to \$17,000 for a grad student assistant, to **Debbie Treise and Sylvia Chan-Olmsted.**

Freedom Forum Visiting Professor **Philip Schwartz**, who received his bachelor’s in business administration and MBA from UF, participated in the retreat.



Mike Foley and Roy Peter Clark entertain faculty



Bernie Machen



Phil Schwartz

GRANT TAKEN

Kaid, Ferguson receive public health grant from the state

Lynda Lee Kaid and Mary Ann Ferguson received \$37,800 from the Florida Department of Health for “Development of a Public Health Education Series for Journalists.”

IN MEMORIAM**Classic 89 board member dies**

Pat Polopolus, longtime member and two-time president of the board for Friends of Classic 89 and Nature Coast 90, died earlier this month.

She is survived by two daughters, **Eleni Polopolus**, a WUFT staff member, and **Peggy Ford** of New York City.

CALENDAR

Aug. 23: Classes begin

Aug. 23-26: Drop/Add

Sept. 6: Labor Day

Sept. 9-10: Advertising Advisory Council

Sept. 16-17: Rosh Hashanah

Sept. 25: Yom Kippur

Sept. 28: New Student Orientation and Organizational Fair

Oct. 2: CLAST

Oct. 4: Annual AAJA Resume and Portfolio Critique Session

Oct. 5-7: Journalism Advisory Council

Oct. 7: World Press Institute Visit

Oct. 7-8: Telecommunication Advisory Council

Oct. 8: Board of Advocates Meeting 3-5pm

Oct. 26: Knight Division Job and Internship Fair

Nov. 11: Veterans Day

Nov. 12-13: Homecoming

Nov. 13: Homecoming Alumni Gathering

Nov. 25-26: Thanksgiving

Dec. 2-3: Public Relations Advisory Council

Dec. 8: Classes End

Dec. 9-10: Reading Days

Dec. 11-17: Exams

Dec. 18: Commencement

Dec. 20: Grades Due

Dec. 24: Holiday

GET IN LINE***the open line* seeks submissions**

the open line is usually published on the Monday following a payday, except during the summer and holiday periods. It can be accessed on the Web at www.jou.ufl.edu/pubs/openline/.

Deadline for submitting news (to the Dean's Office) is the Wednesday before the Monday of publication.

Boaz Dvir serves as editor, and **Olivia Jeffries** coordinates production.

Please send all news items to bdvir@jou.ufl.edu. Thank you.