

the open line

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College of Journalism and Communications

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LANGUAGE OF DIPLOMACY



Ambassadors Joie Sheffield, Mary-Kate Rosack, Jackie Ferrer, Shannon Zabele, and Kari Pfeiffer attended the National High School Journalism Convention in Atlanta.

Ambassadors attend high school convention

Journalism and Communications Ambassadors **Kari Pfeiffer**, **Joie Sheffield**, **Mary-Kate Rosack**, **Shannon Zabele** and **Jackie Ferrer** recently attended the National High School Journalism Convention in Atlanta. They worked with high school students – judging advertising, reporting and yearbook competitions – and hosted a workshop, “Bringing College Journalists to Your Staff.”

“It was exciting to get to share our passion for the field with students who are making decisions about their futures in journalism and communications,” Pfeiffer said.

GIVING IS BELIEVING

Brechner gives \$50,000; Foundations \$12,500

Sandra Chance and **Bill Chamberlain** will share \$50,000 given by **Marion Brechner** for support and enhancement of their freedom of information activities.

Also, the College recently received \$2,500 from the Blake Family Foundation and \$10,000 from the Lancaster-Stuart Foundation for undergraduate scholarships.

PERSONAL APPEARANCES

Faculty show up in Tallahassee, Chicago

Sandra Chance recently testified before the Florida Supreme Court’s Committee on Privacy and Court Records at Florida State University’s College of Law in Tallahassee. The committee then



Sandra Chance

asked for her help in crafting a balance between privacy rights and online access to information.

Linda Hon served as a panelist last month on “Public Relations



Linda Hon

Honors Its Scholars” at the National Communication Association (NCA) Conference in Chicago.

Julie Dodd recently attended the Quill and

Scroll board of trustees meeting at the University of Iowa. The board elected her vice president. She also attended the Journalism Education Association convention in Atlanta. Dodd, a JEA board member, chaired the nominations committee and led a roundtable discussion of scholastic press association directors. She presented “Creating a Web site with Dreamweaver” and “Using Handheld Computers in Journalism Classes,” with **Judy Robinson, Ph.D. 2000.**

Happy Holidays! Happy Holidays! Happy Holidays! Happy Holidays! Happy Holidays!

PAPER TRIAL

Prolific Chan-Olmsted publishes several articles



Sylvia Chan-Olmsted

The *Journal of Broadcasting and Communication* recently published **Sylvia M. Chan-Olmsted's** "Transnational Expansion Strategy in Media Industries: A Comparative Analysis of Acquisitions versus alliances." Chan-Olmsted also co-wrote the following:

- "Exploring the Effects of Cable TV Web Sites on Cable TV Network Branding and Viewership" in the *Journal of Broadcasting & Electronic*, with L. Ha of Bowling Green State University.
- "Global Media Diversification Strategy and Performance: Assessing the Relationship Between Dual Diversification and Firm Performance in Media Industries" in the *Journal of Media Economics*, with **Jaemin Jung, Ph.D. 2003**, of the University of West Florida.
- "The Profiling of Cable Modem Broadband Subscribers: Characteristics, Perceptions, and Satisfaction" in the *Journal of Targeting, Measurement, and Analysis for Marketing*, with Jung and **Jack C.C. Li, Ph.D. 2000**, of the University of West Florida.
- "Comparative Effects of Public Relations and Brand Attitudes on Purchasing Intention" in the *Journal of Marketing Communications*, with **Jeesun Kim, MA 2003**.

- "Competitive Advantage of Broadband Internet: A Comparative Study Between South Korea and the United States" in *Telecommunications Policy*, with **Choongok Lee, MA 2002**.

Other recent publications:

The October-December *Howard Journal of Communications* features "Sporting Images in Black and White: Race in Newspaper Coverage of the 2000 Olympic Games" by Marie Hardin, **Julie Dodd**, Kristie Walsdorf and **Jean Chance**. Dodd's Fall 2000 Sports Media helped in analyzing the data for this study.

"Challenges in Colombia for Public Relations Professionals: A Qualitative Assessment of the Economic and Political Environments" by **Juan-Carlos Molleda** and Prof. **Ana-María Suárez** of the University of Medellin, Colombia, will run in the spring 2005 issue of *Public Relations Review*.

Perspectives accepted doctoral student **Xu Wu's** "American Patriotism and Chinese Nationalism: What if these two forces clash over the Taiwan Issue."

The *Asian Journal of Communication* accepted Wu's "Red Net over China: China's new online media order and its implications."



Xu Wu

STUDENT SUCCESS

College in second place in Hearst photojournalism

The College is in second place in the National Hearst photojournalism competition after students **Daron Dean** and **Liza Shurik** placed fourth and sixth, respectively, in the first round (portrait and features).

Dean, who will earn his bachelor's this month, shot some of his photos during a summer internship with the *Anchorage Daily News* in Alaska. Shurik included photos from her summer in Russia, where she interned with AP, and Nicaragua, where she

participated in **John Kaplan's** Florida Fly-Ins program.

Dean, who placed second nationally in the portfolio competition last year, is eligible to for the spring's portfolio competition.

In the 59th College Photographer of the Year Contest, Dean won bronze for spot news and two honorable mentions for portrait, and grad student **David Zentz** received honorable mention for spot news.

At the Atlanta Photojournalism Seminar earlier this month, Dean won second place in portfolio, third in pictorial and honorable mention in features.



Liza Shurik took this photo of a communist activist this past summer in Russia.



NEW GATOR: John Kaplan and his wife Li Ren-Kaplan recently flew to China to bring home their adopted 14-month-old daughter, Carina Yaming Kaplan. She's extending her lower lip to blow her hair out of her face.

LETTER

Judy Steverson writes: "Dear friends, sincere thanks to all of you. It meant more than you could ever know to receive your delightful get-well wishes.

"Honestly, I don't think I have ever seen a more beautiful dish garden. In fact, I almost sent a picture so you could enjoy the arrangement with me.

"I truly appreciate your thoughtfulness - not just during my surgery, but throughout the past five years. Working with F.S.P.A. and being a part of the College of Journalism and Communications has been an honor I will always cherish.

"Best wishes for a Happy New Year."

ON THE AIR

AM850 gets new Web site; WUFT-TV moves to Channel 3

AM850's new Web site, www.am850.com, is up and running. The station plans to add audio soon.

"We're hoping this Web site will help news students get a better grasp on the term 'media convergence' and how to integrate those sort of skills into what they're learning," said **Matt Adams**, creative services director for AM850 and Rock104.

Also, WUFT-TV moved to Cox Cable Channel 3. The former WUFT Channel 11 position was filled by a new UPN affiliate.

CALENDAR

Dec. 18: Commencement

Dec. 20: Grades due

Dec. 24: Christmas Eve

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.