

# the open line

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College of Journalism and Communications

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Distinguished Alum Michael Connelly, Bernie Machen and Terry Hynes prepare for fall commencement.

## SPEAK EASY

### Faculty have their say

**Julie Dodd** recently served as moderator of “Online Education Opportunities for Scholastic Journalism Teachers” at the AEJMC Scholastic Journalism Division’s mid-winter meeting at the Poynter Institute in St. Petersburg. She also met with the Journalism Education Association’s Certification Commission to review questions for JEA’s Certified Journalism Educator and Master Journalism Educator exams.

**Cynthia R. Morton** will address The League of Women Voters of Alachua County/Gainesville and Gainesville Regional Utilities Wednesday on “How to Package and Promote Energy Efficiency: Applying Social Marketing Principles to the Development of Successful Conservation Campaigns.” The forum is open to the public.

## BOOK ‘EM

### Kaplan keeps his eyes on ‘America 24/7’

Working with editors from *Newsweek* and *U.S. News and World Report*, **John Kaplan** helped edit “California 24/7,” “Tennessee 24/7” and “Nevada 24/7.”

The books follow up “America 24/7,” the bestseller Kaplan also helped edit.



John Kaplan

## HALL OF FAME

### PR group names Peg Hall ‘2004 Member of the Year’

The Gainesville chapter of the Florida Public Relations Association recently named **Peg Hall** its “2004 Member of the Year.”

She won the recognition for “establishing and growing student membership in FPRA, opening doors for better collaboration between the UF faculty and the chapter, and advancing the public relations profession by forging alliances between practitioners and educators,” according to the chapter.



Peg Hall

## GLOBAL GATORS

### Brazil, Argentina, Chile await Molleda’s visit

**Juan-Carlos Molleda** will visit corporations and universities in Brazil, Argentina and Chile May 13-26 as part of the UF Center for International Business Education and Research’s Mercosur Program.



Juan-Carlos Molleda

“It is a great opportunity to understand firsthand the developments of South America toward a common market,” he said.

## PAPER TRAIL

## Cho publishes four articles

The *Journal of Advertising* recently published three **Chang-Hoan Cho** articles:

- “Why Do People Avoid Advertising on the Internet?” 2004, 33 (4), page 89-97, with **John Hongsik Cheon, Ph.D. 2004**, of Frostburg State University.
- “Internet Uses and Gratifications: A Structural Equation Model of Interactive Advertising,” 2005 summer issue, with **Hanjun Ko, Ph.D. 2003**, of the Kookmin University, Seoul, and **Marilyn Roberts**.
- “Cross-Cultural Comparisons of Interactivity on Corporate Websites: U.S., U.K., Japan, and Korea,” 2005 Summer issue, with **Hongsik John Cheon, Ph.D. 2004**, of Frostburg State University.



Julie Dodd

Also, the *Journal of Korean Academy of Marketing Science* recently published **Cho's** “Effects of Banner Clicking and Attitude toward the Linked Target Ads on Brand-Attitude and Purchase-Intention Changes.”

“Basic Applications of Handheld Computers,” by **Judy Robinson, Ph.D. 2000**, and **Julie Dodd**, appears in the December/January 2005 *Quill & Scroll*.



Marilyn Roberts

## CALENDAR

**Feb. 19:** CLAST Test

**Feb. 26- March 5:** Spring Break

**Mar.22-24:** Advisory councils for Advertising, Journalism, Public Relations and Telecommunications visit

**Mar. 24:** Knight Division Career Day

**April 20:** Classes end

**TBA:** Annual Awards Banquet

**April 21-27:** Reading Days

**April 23-29:** Exams

**April 30:** Commencement

**May 9:** Summer A begins

## 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/](http://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](mailto:bdvir@jou.ufl.edu). Thank you.

## WEAVING A WEB

## Armstrong seeks Internet links

**Cory Armstrong** hopes to have a reference Web site for investigative reporters up by the end of the spring.

She asks that faculty send her links to helpful journalism sites.



Cory Armstrong

## GIVING ADVICE

## Chamberlin signs on as mentor for Ph.D. students

**Bill Chamberlin** was appointed to the Graduate School's Doctoring Mentoring and Advising Awards Committee for this spring.



Bill Chamberlin