

the open line

Vol. 38, No. 2

College of Journalism and Communications

Oct. 31, 2005



Juan-Carlos Molleda led a delegation of public relations students to Puerto Rico earlier this month. Among other places, they visited the Bacardi Corporation. Pictured with Molleda are master's student Alexis Buntin; Ana María Echenique, president of the Association of Public Relations Professionals of Puerto Rico; and undergraduate students Melissa Dominguez and Katie Caraway.

STUDENT SUCCESS

Student thesis wins award

Yimin Wang, MAMC 2005, recently won the prestigious Northwestern Mutual Best Master's Thesis Award, which is administered by the Institute for Public Relations. The title of her thesis was "Cross-National Conflict Shifting: A Case Study of the Dupont Teflon Crisis."



Linda Hon

The institute recognized **Linda Hon** and **Laurence Alexander** as advisors of winning graduate works.

Juan-Carlos Molleda served as her faculty advisor. Wang, an intern at Burson-Marsteller Beijing, will receive \$2,000, and Molleda will receive \$1,000 at the 44th Annual Distinguished Lecture & Awards Dinner Nov. 10 in New York City.

Molleda is the third College faculty member to advise a winning thesis. The



Laurence Alexander

FUNDRAISING UPDATE

College brings in \$275,000

Becky Hoover recently announced the following gift commitments to the College:

- With the help of **Roberto Espin, ADV 1969**, Hamilton Risk, a holding company of Kingsway Financial Services, is funding a \$100,000



Rebecca Hoover

endowment in international communication. The Kingsway Financial Professional Advancement Fund for International Communication will generate \$6,000 annually once it is fully funded and receives state-matching funds.

- **Charlie Mirabella, ADV 1981**, and **Joanne Mirabella** pledged \$50,000 to establish a professional advancement fund in honor of Charlie's parents **Sam Mirabella, BSBA 1951**, and **Marie Mirabella**. The endowment will support professional activities of students and faculty in the College.

- **Andy Fletcher, ADV 1979**, and **Amy Fletcher** pledged \$100,000 to establish the Andy and Amy Fletcher Endowment for Journalism and Communications Excellence. Income from the fund will be used to support teaching, research and programs in the College.

- **Leland Hawes Jr., JM 1950**, is establishing the Leland M. Hawes Jr. Internship Endowment. The \$25,000 endowment will provide about \$1,000 annually to support junior, senior or graduate students who are completing a for-credit internship.

PAPER TRAIL

Professors address advertising, newspaper, public relations issues

Journalism History will publish **Julian Williams'** "The Truth Shall Make You Free: The Mississippi Free Press 1961-1963" in its July issue.

Journalism & Mass Communication Quarterly recently accepted **Cory L. Armstrong's**

"How Newspaper Sources Trigger Gender Stereotypes," co-written with **Michelle Nelson**, a professor at the University of Wisconsin-Madison.



Cory Armstrong

Armstrong is also a co-author of "Expressive Responses to News Stories About Extremist Groups: a Framing Experiment," which has been accepted by *Journal of Communication*.

Doctoral student **Bill Renkus** and master's student **Danny Shipka** presented papers this month at the American Journalism Historians Association national conference in San Antonio. They initially wrote the papers for **Meg Lamme's** spring semester historical methods class. Renkus presented "Saving Dorothy Six: Union and Trade Press Coverage of Deindustrialization in the American Steel Industry from 1984-1988," and Shipka presented, "The Reagan Administration's Tar Baby: Communicating a Response to the November 1986 Iran Arms Crisis."

Public Relations Review will publish "Professional views on the Nigeria Institute of Public Relations' law and enforcement" by **Juan-Carlos Molleda**

and doctoral student **Abubakar Alhassan** in the 2006, volume 31 issue.

"Understanding Emotions in a Qualitative Setting" by **Cathy Gwynn, MAMC 1992**, and **Jon Morris**, will be printed in the winter issue of *QRCA Views*.

Janis Teruggi Page's "The perfect host: Indexical images of the female body as persuasive strategy in *House Beautiful*" appears in the summer 2005 issue (Volume 33, Number 3) of *Media Report To Women*.

The *Journal of Communication Management* recently accepted "Relationship Maintenance Strategies on Fortune 500 Company Web Sites" by **Linda Hon** and doctoral student **Eyun-Jung Ki**. Hon's "The Mosaic of Public Relations Evaluation" appears in the latest issue of *Organicom*, Brazil's leading referred journal for public relations research.

CHAPTER ONE

Hinson, Wegener help form fundraising professionals' chapter

Michelle Hinson and **Stuart Wegener** played a key role in forming a local chapter of the Association of Fundraising Professionals. The AFP Florida, Arredondo Chapter, will cater to North Central Florida.

Wegener will serve as the chapter's first president, and Hinson will be secretary. The AFP has 176 chapters.



Michelle Hinson

ON A SERIOUS NOTE

Kathleen Kelly thanks the College

Kathleen Kelly wrote the following to the College:

"The family of **Idun Mehrman** thanks you for your kind expression of sympathy. The flowers were lovely – your thoughts much appreciated."

CALENDAR

Nov. 8-9: Journalism Advisory Council

Nov. 11: Veterans Holiday

Nov. 17-20: National Communication Association Conference, Boston

Nov. 24-25: Thanksgiving

Dec. 1-2: Public Relations Advisory Council

Dec. 7: Classes End

Dec. 8-9: Reading Days

Dec. 10-15: Exams

Dec. 16-17: Commencement

Dec. 19: Grades Due

Dec. 26: Holiday

GET IN LINE

the open line seeks submissions

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

Deadline for submitting news 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.