

PICTURE PERFECT



Back row: John Freeman, Kristin Nichols, Nick West, Andy Apicella, Meghan Schaub, and Alex Kolyer. Front row: Casey Lawson, Tricia Coyne, Jessica Crossfield, Morgan Petroski, and Andrea Morales.

Group sees presentation by leading photojournalists

For the 12th time in the past 14 years, **John Freeman** recently led students from the College to the Atlanta Photojournalism Seminar. Participants saw presentations by photographers from *TIME*, *National Geographic*, *The Los Angeles Times* and *The New York Times*, among other publications.

GLOBAL GATORS

PRSA Foundation awards Molleda nearly \$17,000

PRSA Foundation recently awarded Assistant Prof. **Juan-Carlos Molleda** nearly \$17,000 to continue building online resources for the Global Alliance for Public Relations and



Juan Carlos Molleda

Communication Management.

The alliance aims to boost public relations around the world by sharing ideas and best practices, seeking common interests and standards, and encouraging better understanding of each culture, according to its Web site, www.globalpr.org.

"We're producing business guides to help professionals, academics and students all over the world to navigate the complex national context in which the public relations profession develops and is practiced," Molleda said.

FUNDRAISING UPDATE

Alumni give \$45,000 for faculty, grad students

Rebecca Hoover recently announced two commitments to the College:

Del Galloway, PR 1981, MAMC 1983, pledged \$25,000 to establish the C. Del Galloway Professional Advancement Fund of Public Relations.



The former PRSA **Rebecca Hoover** president, who together with his partners recently sold his agency in Jacksonville, wants to help the College's faculty.

Stacey Shaw, JM 1970, pledged \$20,000 to set up the Joy Reese Shaw Graduate Assistantship/Fellowship for Newspaper Journalism in honor of her late mother, who was an investigative reporter for *The Miami Herald*. Stacey is director of communications for the Herberger College of Fine Arts at Arizona State University.

BANQUET BEQUEST

Wright considers new venue for April 5 annual event

The annual College Awards Banquet may switch venues. **John Wright** announced that he's considering Emerson Hall for the April 5 event, which starts at 6 p.m.

PAPER TRAIL

Morris, Duke-Cornell publish

Handbook of Advertising (Thousand Oaks, CA: Sage) will publish "Emotions in Advertising" by University of Southern California Prof. **David W. Stewart**, **Jon Morris**, and USC doctoral student **Aditi Grover**.

Two papers Morris co-authored have been accepted for presentation at the 2006 AAA Conference:

- "The Six-Construct Model of True Brand Loyalty," by **JooYoung Kim, PhD 2003**, assistant professor at University of Georgia; Morris; and industry consultant **Joffre Swait**.
- "Measuring and Mapping Four Dimensions of Purchase-Decision Involvement," by Kim, Morris, and **YongJun Sung**, assistant professor position at the University of Texas-Austin.

Critical Readings: Violence and the Media (Open University Press) includes "Between Feminine Empowerment And Subjugation: Sexualizing the Violent Female Hero in the Buffy Vampire Slayer Video Game" by **Magdela Labre, MAMC 2005**, and **Lisa Duke Cornell**.

Journal of Communication will publish "Exploring Influential Factors on Music Piracy across Countries" by doctoral student **Eyun-Jung Ki, Byeng-Hee Chang, PhD 2005**, and **Hyoungkoo Khang, PhD 2005** in June.

Business Research Yearbook will publish "Integrative Theory and Collective Efficacy as Predictors of Intention to Participate in a Campus Nonviolence Campaign" by doctoral student and Alumni Graduate Fellow **Bumsub "Gabriel" Jin** and Charles Lubbers, a University of South Dakota professor.

They will present "Understanding the Predictors of Behavioral Intention for Communication Campaigns: An Application to Campus Violence Prevention" at the 2006 International Communication Association in Dresden, Germany.

CAPITAL CAMPAIGN

UF still in 'silent phase' of \$1.2 billion campaign

The "silent" phase of UF's third comprehensive capital campaign, which started July 1, is expected to continue for the next year or two. It aims to raise \$1.2 billion.

"The campaign is in what is referred to as the 'silent' or 'leadership' phase, when extensive research and needs assessment is conducted and lead gifts are identified," said **Christopher Brazda**, the Foundation's assistant vice president of public relations.

Once the silent phase is over, the campaign "takes on a much more visible and promotional character, referred to as the 'public' phase," he said.

CALENDAR

- Feb. 22:** Spring Colloquium Luncheon/Lecture in 3032, 11:45a.m.
Feb. 26: "A Celebration of Wine"
March 6-8: Telecommunication Advisory Council Meeting
March 11-18: Spring Break
March 21: Spring Internship & Job Fair
Mar. 22: Spring Colloquium Luncheon/Lecture in 3032, 11:45a.m.
March 23-24: Public Relations Advisory Council
Mar. 30-2: AAA Meeting
April 26: Classes end
May 6: Commencement, 2 pm
May 11: Alumni Reception
May 16: Summer A begins

STUDENT SUCCESS

College chooses photographers for Hearst's second round

John Freeman recently selected photojournalism students **Jarrett Baker** and **Matt Marriott** to represent the College in the second round of the Hearst photojournalism competition – news/sports.



John Freeman

John Kaplan will coordinate the third and final round, picture story/series, later this month.

Photojournalism student **Danny Ghitis** placed fourth in the portrait feature round, while **Jessica Crossfield** placed 18th.



John Kaplan

Doctoral student and Alumni Graduate Fellow **Sangwon Lee** recently made the 2004-2005 National Dean's List.

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 publication.

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

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

MEETING EXPECTATIONS



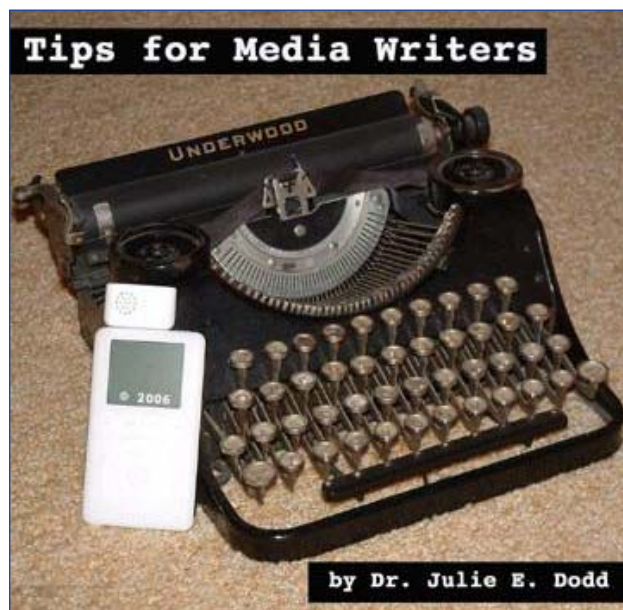
Andy Lewis, Julie Dodd and Meredith Cochie attend the AEJMC Scholastic Journalism Division meeting.

Dodd, Cleary, Ambassadors AEJMC gathering at Poynter

Julie Dodd, Johanna Cleary and Journalism & Communications Ambassadors Meredith Cochie and Andy Lewis recently attended the AEJMC Scholastic Journalism Division meeting at the Poynter Institute. Dodd served as moderator for a panel on using podcasting in communications classes.

TECH TITANS

Dodd Podcasts tips



Julie Dodd is Podcasting her “Tips for Media Writers” for students on iTunes.

“The Podcasts provide advice for class assignments,” she said, “and some include interviews with former MMC 2100 students.”

The Podcasts are available on iTunes under the Dodd section.