

# the open line

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College of Journalism and Communications

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Danny Ghitis, JM 2006, took this photo of classic cars cruising Chinatown in San Francisco during the May Hearst shootout. See story, Page 3.

## HONOR ROLL

### Foley named Cunningham Prof.

The College recently named **Mike Foley** the first Hugh Cunningham Professor in Journalism Excellence.

“Mike’s distinguished accomplishments and expertise as a journalist are complemented by his genuine concern that students receive the highest possible quality instruction,” Interim Dean **John Wright** said. “His high standards and effectiveness in the classroom make him the ideal recipient of the first Hugh Cunningham Professorship in Journalism Excellence.”

## MOVIN’ UP

### Hon senior associate dean

**Linda Childers Hon** became senior associate dean July 1.

“Since joining the faculty in 1994, Prof. Hon has established a distinguished record of teaching, research and service,” said **John Wright**, who became interim dean the same day. “She exemplifies the teacher/scholar role model that I believe is essential in this important position of leadership in the College.”

### Chance, Cho, Goodman, Kiouis, Molleda promoted

President **Bernie Machen** recently approved the promotion of **Sandra Chance** to professor and **Chang-Hoan Cho, J. Robyn Goodman, Spiro Kiouis** and **Juan Carlos Molleda** to associate professors.

### Alexander starts appointment at UF Graduate School

**Laurence Alexander** started as interim associate dean of the UF Graduate School July 1. His primary responsibility is for the UF Office of Graduate Minority Programs.

He also chairs the Graduate Curriculum Committee and assists with all aspects of graduate studies, said **Kenneth Gerhardt**, the school’s interim dean.

Alexander likely will teach one course a year at the College, he said.

### Carr new I-Tech czar

The College recently promoted **Rob Carr** to director of engineering and information technology.

The new position consolidates all of the College’s information technology functions with broadcast engineering functions in WUFT-FM-TV, WUFT-DT and WLUF-LP.

## AEJMC CONVENTION

### PR department dominates presentations

As usual, the College will have a strong presence at the annual AEJMC Convention on Aug. 2-5 in San Francisco.

The Public Relations Department faculty and graduate students' papers include:

"Issues and approaches to teaching blog management in public relations courses," by Ph.D. Alumni Fellow **Richard Waters** and **Jennifer Robinson**.



Robinson

"Understanding influence on corporate reputation: An examination of public relations efforts, media coverage, public opinion, and financial performance from an agenda-building and agenda-setting perspective," by **Spiro Kiouisis**, doctoral student **Cristina Popescu** and **Michael Mitrook**.

"The academy versus the profession: A comparative analysis of ethical discussion in public relations publications," by Mitrook and Danner.



Kiouisis

"Persuasion and ethics: Towards a taxonomy of ends and means," by **Ben Danner, MAMC 2006**, and Kiouisis.

"Talking to young voters: A content analysis on Web sites of Get-Out-the-Vote organizations," by PhD Alumni Fellow **Monica Postelnicu** and Kiouisis.

"Uses and gratifications in the Blogosphere: Identifying motives, antecedents, and outcomes of Weblog," by doctoral student **Trent Seltzer** and Mitrook.

"Pioneers in the Blogosphere: Profiling the early adopters of Weblogs," by **Byeng-Hee Chang** and Seltzer.



Choi

"Effects of entertainment television program viewing on students' perceptions of public relations functions," by **Youjin Choi**.

"The effects of media celebrity endorsement on blood donation: Meaning transfer and celebrity identification," by **Bumsub "Gabriel" Jin**.

"The effects of Mr. and Mrs. Reeve on public health and social issues: Celebrity identification and parasocial interaction," by Jin.

"Challenging the monolithic view of ethnic minorities in public relations' strategies: Hispanic culture-frames of the healthcare issue," by **Belio Martinez**.



Martinez

"Measuring the donor-non-profit organization relationship: The Impact of cultivation on donor renewal," by Waters.

"UF will be highly visible as a leader in public relations scholarship at the 2006 Convention," **Kathleen Kelly** said.

Also, "Effects of endorser credibility and message typicality on delayed attitude change," by **Joon Soo Lim, Ph.D. 2006**, won the Chaffee & McLeod Top Student Paper Award from the Communication Theory and Methodology (CTM) Division.



Kelly

**Sylvia Chan-Olmsted** will present two papers:

"Branding television news in a multichannel environment: An examination of network news brand personality, antecedents, and effects," by Chan-Olmsted and doctoral student **Jiyoung Cha**.

"The development of mobile television: Examining the convergence of mobile and broadcasting services in Korea," by doctoral student **Sangwon Lee** and Chan-Olmsted.

Master's student **Brian Pafundi** will present "Planting the seeds of constitutional conflict: A look at the legal landscape concerning residential power and the NSA's wiretapping program."



**PAPER TRAIL****New York Times posts McKeen piece online**

*The New York Times* recently posted **William McKeen's** "Serendipity," which first appeared in the *St. Petersburg Times*, on its college Web site.

**Sylvia Chan-Olmsted** recently presented two papers at the 7th World Media Economics Conference in Beijing:

"Assessing the international video marketplace: A longitudinal examination of the environmental factors affecting the export of U.S video media goods," by Chan-Olmsted and doctoral student **Goro Oba**.

"Video strategy of transnational media corporations: A recourse-based view examination of global alliances and patterns," by Oba and Chan-Olmsted.

The Fourth International Humanities Conference, The University of Carthage, Tunis, Tunisia, recently accepted **Linda Conway Correll's** "I get it! Bringing global English and creative diversity together."

*Journalism and Mass Communication Educator* recently accepted **Johanna Cleary's** "From the classroom to the newsroom: professional development in broadcast journalism."



Sylvia Chan-Olmsted meets with Jaemin Jung in Beijing.

**MOVIN' ON****Hynes bids College farewell**

**Terry Hynes** wrote: Thank you to all the faculty and staff of the College for making the past 12 years a productive and rewarding experience for me. I am proud to have worked with you to build on the excellent foundation created by faculty and staff who preceded us.

You are talented and incredibly dedicated. You make this a great place for students to learn and for us to reach out to stakeholders regionally and nationally. I look forward to seeing you continue to thrive in the years ahead. Very best wishes,  
Terry

**Baker dean at Nebraska**

The new College of Communication, Fine Arts, and Media at the University of Nebraska recently named **Gail Baker** as dean.

In her last job at UF, Gail served as special assistant to President **Bernie Machen**.

**NEW TITLE****Hynes dean emerita**

Effective July 1, **Terry Hynes** is dean emerita.

**BOOK 'EM****Chamberlin honored in book dedication**

**Kimberly Zarkin, PhD 1998**, and her husband,

**Michael**, mentioned **Bill Chamberlin** in the dedication to their book, *The Federal Communications Commission: Front Line in the Culture and*



Chamberlin

*Regulation Wars* (Greenwood Press).

"We have both been blessed with wonderful teachers throughout our educations," they wrote, "but there are two special ones to whom we wish to dedicate this volume."

**STUDENT SUCCESS****Alum places second in Hearst**

**Danny Ghitis, JM 2006**, placed second in the May shootout of the Hearst Photojournalism Championship in San Francisco. He won \$4,000.

**News5, Alligator Online SPJ finalists**

The staffs of News5 and the Independent Florida Alligator Online were national finalists in the Society for Professional Journalists' Best Television Newscast and Best All-Around Online Student Newspaper categories, respectively.

## GLOBAL GATORS



Back row: Tim Hussin, Beth Romanik, Crystal Smith, Kristin Nichols, John Freeman, Jenna Hodgkiss, Jessica Ducey, Jeremiah Wilson, Laura Fay, and Andrew Celauro. Front row: Sara Rubin, Krissy Abdullah, Jarrett Baker, Lyndsey Bechtel, Julie Anne McAdams, and Anjali Kundra.

## Another brick in Freeman's wall

**John Freeman** recently took a group of students to photograph and write about Berlin. It was the program's second summer in the German capital.



Tzong-horng Dzwo, PhD 1998, wears one of the T-shirts Jody Hedge sent him. He teaches at the Department of Communication Management at Nan-hua University in Taiwan.

## GETTING CREDIT

## College reaccruited

The Accrediting Council on Education in Journalism and Mass Communications (AEJMC) recently voted to reaccruite the College's undergraduate and professional master's programs for another six years.

This completes the accrediting process for this cycle," **Terry Hynes** said. "Thanks to all of you who contributed to the College's successful re-accreditation."

## CALENDAR

**Aug. 11:** Summer classes end

**Aug. 23:** Fall classes begin

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