

the open line

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College of Journalism and Communications

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STUDENT SUCCESS



John Sutherland, Erica Petrilak and Gainesville Advertising Federation President Sue Wagner.

Student earns advertising scholarship

Student **Erica Petrilak** recently won the Gainesville Advertising Federation's UF Susan Dixon Smith/GAF scholarship.

TROPHY CASE

Campaign wins Golden Image Award

A public relations team has won a Golden Image Award for its Habitat for Humanity campaign, "University of Florida 'Cooking Up A Celebration'" from the Florida Public Relations Association.



Mitrook

Mike Mitrook served as faculty adviser and **Frank Ovaitt** as professional adviser. Team members included students **Melissa Filipkowski**, **Kathleen Stopyra**, **Roxanna Garcia**, **Glenda Luft**, and **Yolanda Fortunato**.

ON BOARD

Reaves joins public broadcasting board

LaWanna Reaves recently started her three-year term on the Public Broadcasting Management Association (PBMA) Board of Directors.

Also, **Larry Dankner** was appointed to complete the remaining two years of a three-year PBMA Board term.



Reaves

GLOBAL GATORS

Molleda, Galloway honored in London

Juan-Carlos Molleda and fall Visiting Prof. **Del Galloway**, PR 1981, MAMC 1983, were honored guests at the 2006 Chartered Institute of Public Relations (CIPR) Excellence Awards in London earlier this month.



Molleda

CALENDAR

- Aug. 11:** Summer classes end
- Aug. 17:** Graduate Student Orientation
- Aug. 23:** Fall classes begin
- Aug. 23-29:** Drop/Add
- Sept. 4:** Labor Day
- Sept. 7-8:** Public Relations Advisory Council
- Sept. 14:** Retired Faculty and Staff Reception, Thomas Center
- Sept. 25-27:** Telecommunication Advisory Council
- Oct. 6-7:** Homecoming
- Oct. 24-25:** Journalism Advisory Council
- Nov. 10:** Veterans' Holiday
- Nov. 23-24:** Thanksgiving
- Dec. 6:** Classes End
- Dec. 7-8:** Reading Days
- Dec. 12:** Holiday Party
- Dec. 11-15:** Exams
- Dec. 16:** Commencement
- Dec. 18:** Grades Due
- Dec. 25:** Holiday

AEJMC UPDATE

College faculty, grad students extremely active in convention

The College's faculty members and graduate students plan to have an active involvement in this week's annual AEJMC Convention in San Francisco.

Sandra Chance is on the Best Practices for Teaching the First Amendment panel. She is moderating the AEJMC First Amendment Award Session, the Business Session on Executive Committee Meeting, and the training session on "Incoming Professional Freedom and Responsibility Chairs." And she's a panelist for "FOIA Celebrates Its 40th Anniversary: A Promise Fulfilled or a Bureaucratic Roadblock?"

Renee Martin-Kratzer will teach "How to use descriptive writing to help readers visualize a story's setting."

Johanna Cleary is a part of the teaching panel for "Reaching Out to Young Broadcast Journalists."

Debbie Treise will lead "Bridging the Science Gap in Mass Communication Courses."

Julie E. Dodd and **Judy L. Robinson** will be involved with the Scholastic Journalism Division.

Sylvia Chan-Olmsted will teach the "Best Practices in Teaching Audience Research" session.

Mindy McAdams received Second Place/Honorable Mention in the Best of the Web: Teaching category for "Advanced Online Media Production" and "Flash Journalism Text Companion Site" (<http://www.macloo.com/syllabi/advancedonline/index.htm>, <http://flashjournalism.com/>).

John Freeman will moderate for the "Creative Projects in Visual Communication" session.

Ted Spiker will lead the teaching panel session, "Publishing a Student Magazine: Getting It Started, Keeping It Going Panelists."

Patrick Reakes received First Place/Second Place/Honorable Mention (3-way Tie) in the Best of the Web: Creative category for "Florida Journalism History Project" (<http://www.uflib.ufl.edu/jour/fljhist/index.html>).

John Wright is one of the hosts for "Social: The Floridas, Georgia



Cleary



Reakes

and Alabama Reception."

Mindy McAdams will lead the "Conceptualizing Interactivity Interactive News Graphics" session.

Ralph Lowenstein will lead the Journalism and Mass Communication Leadership Institute Workshop Session in Fundraising Fundamentals.

Cory Armstrong will moderate a research session, "Media Effects and Adolescents."

Also, the College's faculty and graduate students' papers include:

"Diversity in Public Relations: Implications of Tensions in Practice, Teaching and Research," by

Juan-Carlos Molleda.

"The Blame Game: Framing and Reframing the Katrina Crisis," by **Michael Mitrook** and **Jennifer Robinson.**

"Beyond Government: Civil Society Communication and Response Following Katrina," by Robinson.

"Appeals and Cultural Symbols in Chinese TV Commercials," by **Feng Shen.**

"Western Media Meets Eastern Tradition: Examining the Views of Chinese-American Women on Beauty," by **Jennifer Lemanski.**

"Frames and Channels Trolleys and Other Health Service Targets: Irish Journalists' Perceptions of Their Influence on Health Policy Development," by **Kim Walsh-Childers.**

"Media Frames and Press Freedom: Framing Sars in China," by Shen and **Jiun-yi Tsai.**

"A Chain-Reaction View of Word-of-Mouth Communication: Effects of Perceived Group Norms on College Students' Word-of-Mouth Communication Regarding the Issue of Choosing a Spring Break Destination," by **Jin Seong Park** and **Kenneth Kim.**

"Videostyle in Presidential Campaigns 2000 & 2004: An Informational Versus Transformational Approach," by Shen and Kim.

"The Facebook: Placing Universities Face-to-Face With First Amendment Concerns," by **Kim Lopez.**

"Direct to Consumer Advertising: Enhancing Patient-Provider Communication and Health Literacy," by **Paula Rausch** and Treise.



Robinson



Armstrong

“DTC Advertising and the Perceived Social Reality of Depression: The Potential Effects of DTC Advertising for Antidepressant Brands on College Students’ Perceptions of the Prevalence and Lifetime Risk of Depression,” by **Jim Seong Park**.

“Mobile Media Use and Its Impact on Consumer Attitudes Toward Mobile Advertising,” by **JongWoo Jun** and **SangMi Lee**.

“Attitude Certainty and Resistance to Persuasion: Investigating the Impact of Source Trustworthiness in Advertising,” by Lemanski and **Hyung-Seok Lee**.

“Municipal Broadband Services: Government Supply as Panacea to Market Failure in the Provision of High Speed Internet Service to Underserved and Unserved Communities,” by **Abubakar Alhassan**.

“Competitive Advantages of the Mobile Advertising Industry: A Comparative Study Between U.S. and Korea,” by SangMi Lee and Lemanski.

“Following the Setting Sun,” by **Steve Collins** and Armstrong.

“The Newspaper With a Conscience: Discourse on Journalism’s Responsibility to Society and Civic Life in the Late 19th and Early 20th Century,” by **Ronald Rodgers**.

“Believing Blogs? Examining the Influence of Gender Cues on Credibility,” by Armstrong and McAdams.

“Newspaper Coverage of Trans Fats: An Agenda for Policy Change?” by Rausch.

“The Impacts of Market-based Standardization Policy on the Mobile Deployment in OECD Countries: An Empirical Analysis,” by **Sangwon Lee**.

“Responding to the Needs of the Industry Reaching Out: Newspaper Credibility Among Younger Readers,” by Armstrong and Collins. It won the INMA Prize.

“News Content Production and Delivery Selling News: Behind the Content of Cable and Broadcast News Morning Shows,” by Cleary and **Terry Adams**.

The Mary A. Gardner Award for Graduate Research was given to **Debi Demaré**.

“Market Definition, Merger Review and Media Monopolization: Congressional Approval of the Corporate Voice Through the Newspaper Preservation Act,” by **Amy Kristin Sanders**.

David Stanton received Second Place/Honorable Mention in the Best of the Web: Journalism category for “NewsZine” (<http://newszine.jou.ufl.edu>).



Rodgers

“Graduate Student Research Showcase Supervision and Accuracy in An Online Newsroom: Pilot Study,” by Stanton, **Diane Hickey** and **Keith Saliba**.

Mike Weigold will lead the panel session on “Trust, Ethnicity, and Science”.

“The Effects of 3G License Fees on the Mobile Markets in OECD Countries,” by Sangwon Lee.

“Information Technology and Information Literacy in Journalism-Mass Communication Libraries,” by Reakes, **Barbara Semonche** and **Fred Thomsen**.

“Agenda-Setting and Voter Turnout among Youth: Implications for Political Socialization,” by **Spiro Kioulos** and **Michael McDevitt**.

“Access Issues — National and International Accessing Records Six Feet Under: A 50-state Study of Statutory Autopsy Laws,” by **Ana-Klara Hering**.

“Journalism in Times of War and Civil Unrest” by Hayes, Herr and Sack: Esquire Goes to Vietnam,” by Saliba.

The Top Research Paper Award went to “Refereed Paper Research Session: Gender, Beauty and Consumer Concerns Is Beauty a Joy Forever? Young Women’s Emotional Responses to Varying Types of Beautiful Advertising Models,” by **J. Robyn Goodman**, **Jon Morris** and **John Sutherland**.

“Visual Communications Research The Emotional Effect of Negative News Photographs,” by **Renee Martin-Kratzer** and **Esther Thorson**.

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.



Kioulos



Goodman



Martin-Kratzer