

# the open line

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College of Journalism and Communications

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Documentary Institute first-year student Kate Kennedy speaks with filmmaker Rob Stewart after his recent talk about making the underwater documentary "Sharkwater," which hits theaters in 2007.

## GLOBAL GATORS

### Molleda examines PR landscapes

Two new online guides are changing the way the public relations industry gathers information about the United States and Venezuela. These PR Landscapes provide industry information about history, culture, politics, law, business, media and the economy.

"It was imperative that a large country such as the United States and an additional Latin American market such as oil-rich Venezuela be properly defined and described," **Juan-Carlos Molleda** said.

The guides are available at the Global Alliance for Public Relations and Communication Management Web site, [www.globalpr.org](http://www.globalpr.org). The Public Relations Society of America

(PRSSA) Foundation sponsored the production of the PR Landscapes under Molleda's coordination.

"The PR Landscapes represent a significant collaboration between the profession and academia to provide a powerful resource for understanding the development of public relations throughout the world," **John Wright** said.

Other major contributors to the project include **Jean Valin**, 2003-2005 chair of the Global Alliance; **John Paluszek**, 2006 chair of PRSA Commission on Public Relations Education and senior counsel at Ketchum Public Relations; **Rosanna Fiske**, co-chair of the PRSA Global Initiatives Committee and representatives to the Global Alliance; and **Giselle L. de la Moriniere**, master's student and primary author of the U.S. PR Landscape.

## FUN FUNDRAISING

### WUFT-FM

#### surpasses goal

The Friends of Classic 89 and Nature Coast 90 campaign recently raised \$159,288.50, surpassing its goal of \$125,000.

"The real financial impact was even greater than that, since we have had many people who have called in with pledges or sent pledges via the Web site since the conclusion of the campaign," **Brent Williams** said. "This is by far the most successful drive in the history of our public radio stations."

## STUDENT SUCCESS

### Cox named

#### Murray scholar

For the fourth year in a row, a student from the College has been named a Murray Scholar.

Journalism senior **John W. Cox** received the honor, along with \$5,000, this past weekend from the Jim Murray Memorial Foundation. The late Jim Murray helped found *Sports Illustrated* and won a Pulitzer Prize for his commentary.

### Students produce packages for Orlando NBC affiliate

NBC's WESH station in Orlando recently broadcast telecommunication student **Kenny Molestina's** package on the US Senate race.

**Natalie Rodriguez** is also working on a package for the station.

## SPEAK EASY

## Letting the sun shine in

**Bill Chamberlin** recently served as moderator at the 2006 Society of Professional Journalists (SPJ) Convention and National Journalism Conference in Chicago. In "How Far Out of the Sunshine is Your State," he discussed the Freedom of Information Act and Florida's access laws.



Outside Emerson Hall, Bill Chamberlin looks at a brick honoring him by former student Marco Randazza.

## FACULTY FOCUS

## Molleda's class works with Colombian tourism school

**Juan-Carlos Molleda** and public relations seniors **Natalie Love** and **Nicole Rohrmann** visited companies and agencies in Bogota, Colombia, in October. They met Colombian President **Alvaro Uribe**. Molleda's class is working with Colombian School of Hotel Administration and Tourism faculty and students on an international public relations campaign for the Colombian Paralympic Committee.

**Julie Dodd**, a board member for Quill and Scroll International, attended the organization's board of trustees meeting at the University of Iowa in October. Quill and Scroll recognizes outstanding high school journalists.



Juan-Carlos Molleda and two of his students, Nicole Rohrmann and Natalie Love, meet with Colombian President Alvaro Uribe.

The Alachua County Literacy Network awarded **Pat Hayden** for her outstanding contributions to literacy in Alachua County. Gainesville Mayor **Pegeen Hanrahan** presented her the award at the annual Family Literacy Festival in October.

Hayden coordinates the annual *Reading Rainbow* Young Writers' and Illustrators' Contest for children in kindergarten through third grade in the WUFT viewing area.

## PAPER TRAIL

## On the same Page

Erlbaum's *Visual Communication Quarterly*, Volume 13, Number 2

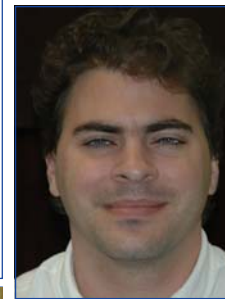
recently published **Janis Page's** "Myth and photography in advertising: A semiotic analysis," in its spring 2006 issue.



In June, *Journalism*

**Page**

*Studies* will publish "Second Level Agenda Setting and Political Advertising: Investigating the transfer



**Kiousis**

of issue and attribute saliency during the 2004 U.S. presidential election," by Florida International University's **Guy J. Golan, PhD 2002, Spiro**

**Kiousis** and Louisiana State University's **Misti L. McDaniel**.

*Entertainment Law Review*, Volume 1.2 will publish **Courtney Barclay's** "Shielded from the Feds: An Analysis of Proposed Federal Shield Laws" in January.

## HONORING FREEDOM

## Brechner honors

## Guantanamo series

The Brechner Center for Freedom of Information held its 21<sup>st</sup> annual Awards Celebration Nov. 13 at the Thomas Center.

The center honored **Paisley Dodd**, AP's London bureau chief, for her series on prisoner abuse at the U.S. military detention facility in Guantanamo Bay.

**ON BOARD****PR department  
has new assistant**

**Lisa Williams** is the new office assistant for the Department of Public Relations.

Williams previously served as a special projects manager for Ricci Communications and as InVEST program coordinator for the Independent Insurance Agents & Brokers of America (IIABA).



**Williams**

**MAZEL TOV****Martin-Kratzer  
gives birth**

**Renee Martin-Kratzer** gave birth to Zoe Elizabeth Nov. 6.

She thanks the College for the “gorgeous flowers.”

**DEAN SEARCH****Museum director  
heads committee**

The Provost announced that the chair of the Dean Search Committee for the College is **Doug Jones**, director of the Florida Museum for Natural History.

**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.

**CALENDAR**

**Nov. 23-24:** Thanksgiving

**Dec. 6:** Classes end

**Dec. 7-8** Reading days

**Dec. 12:** Holiday Party, The Thomas Center, 6-10

**Dec. 11-15:** Exams

**Dec. 16:** Commencement

**Dec. 18:** Grades due

**Dec. 25:** Holiday