

# the open line

Vol. 40, No. 1

College of Journalism and Communications

Aug. 6, 2007



Mike Foley, John Wright and his wife, Pam, converse with Gov. Charlie Crist at the recent Florida Press Association/Florida Society of Newspaper Editors convention in Ponte Vedra Beach. (Photo by Craig Lee.)

## PAPER TRAIL

### Armstrong joins journal board

*Mass Communication & Society* recently invited **Cory Armstrong** to join its editorial board, beginning with the January 2008 edition.

Armstrong will present her paper, "Putting Politics, Power and Public Records to a Test: Evaluating Student Performance Through Active Learning," at the Florida Communication Association's October conference.

The March edition of the *Federal Communications Law Journal* ran media law student **Amy Kristin Sanders'** "Market Definition, Merger Review, and Media Monopolization: Congressional Approval of the Corporate Voice Through the Newspaper Preservation Act."

## STATION UPDATE

### WUFT raises \$80K in June

The June WUFT Virtual Membership Campaign raised more than \$80,000. **Eleni Polopolus, Debbie Booth, Brenda Woods** and **Wink Summers** organized it.

## CALENDAR

- Aug. 10:** Summer B/C ends
- Aug. 11:** Summer Commencement
- Aug. 15:** Departmental Graduate Student Orientation
- Aug. 15-17:** Graduate School Orientation
- Aug. 20:** College "Kick-off" Faculty and Departmental meetings
- Aug. 21:** College New Faculty Orientation
- Aug. 23:** Fall classes begin
- Aug. 23-29:** Drop/Add

## NEW HIRES

### Deweese, Faust, Moore join College



Deweese

**Cheryl Deweese** joined the College's development office as a program assistant.

The Documentary Institute recently hired **Dori Faust** as its program coordinator.



Faust

The Department of Public Relations recently hired **Shirley Moore** as the new office assistant.



Moore

## KEEPING IN TOUCH

### open line goes online

This is the last printed edition of *the open line*. From now on, it will be published online and e-mailed as a PDF to faculty, staff and graduate students.

## AEJMC UPDATE

## College dominates conference for second consecutive year

The College's faculty members and graduate students will again have a strong presence at this year's annual AEJMC Convention in Washington, D.C.

Here are some of the papers they'll present:

"A Decade of Deregulation: The Changing Structure of Nigeria's Broadcasting Industry, 1993-2003," by doctoral student **Abubakar Alhassan**.

"The Rise of the Proles: Regulation of Internet Leaves Masses Free to Influence Elections," by doctoral student **Courtney Barclay**.

"Operation Lemonade: Opus Dei's Public Relations Campaign in Response to the Da Vinci Code," by graduate student **Kristen Biondich** and **Michael Mitrook**.

"Examining a Status Quo Shift: The Impact of *Roe v. Wade* on Coverage of Abortion Protest," by **Michael Boyle** of West Chester University and **Cory Armstrong**.

"Jim Murray at *Sports Illustrated*: The Development of the King of Sports Columnists," by **David W. Bulla** of Iowa State University and doctoral student **Ted Geltner**.

"Identity and Intimacy in Online Social Networking: Qualitative Study of Young Women's Experiences on MySpace" and "Admiring the Organization: A Study of the Relational Quality Outcomes of the Volunteer-Nonprofit Organization," by doctoral student **Denise Bortree**.

"Internet-television, Peer-to-Peer Technology and Free Speech: Lessons from Web 1.0," by doctoral student **Mark R. Caramanica**. It placed third among student papers.

"Predictors of the Adoption of Entertainment, Information, Communication, and Transaction Services on Mobile Phones," by doctoral student **Jiyoung Cha** and **Sylvia Chan-Olmsted**.

"Factors Behind Frequency and Duration of Using Social Networking Websites: Motivations, Perceptions, and Privacy Concerns," by Cha. It placed second among student papers.

"Exploring the Next Frontier of Television: A Global Analysis of Issues Affecting the Development of Mobile Television," by Chan-Olmsted.

"Perspectives of African Americans and Dentists on Oral Cancer and Dentist-Patient Communication," by **Youjin Choi**, **Virginia Dodd**, **Jennifer Watson**, **Scott Tomar**, **Henrietta Logan**, and doctoral student **Heather Edwards**.

"'Genêt' On the Air: Janet Flanner's Wartime Broadcasts," by **Johanna Cleary**.

"When English Will Not Do: Non-Substitutability of Advertising for Foreign Language Television Advertisers in the U.S." and "Language Television Advertisers in the U.S.," by **Amy Jo Coffey**.

"The Contingency Integration Matrix: A Public Relations Crisis Communication Tool," by **James Cunningham** and **Mitrook**.

"Under the Knife: How Women Perceive Cosmetic Surgery Reality Television," by **J. Robyn Goodman**.

"Free Press, Front Lines: A Phenomenological Study of Embedded Journalists and Their Military Host Officers During the Iraq War," by doctoral student **Ana-Klara Hering**.

"Modern Day Dystopia: Thought Police in the Marketplace of Ideas," by doctoral student **Sunny Hughes**.

"Understanding Collective Efficacy as Shared Efforts from Theory of Reasoned Action and Situational Theory of Public Perspectives," by doctoral student and UF Alumni Fellow **Bumsub Gabriel Jin**.

"Elaborating Situational Variables from a Theory of Planned Behavior Perspective: An Application to Campus Violence Prevention," by Jin and **Eunjeong Han**.

"The Role of Affect and Cognition in Consumer Evaluation of Corporate Visual Identity," by doctoral student **Jong Woo Jun**, **Chang-Hoan Cho**, and **Hyuck Joon Kwon** of the Hankuk University of Foreign Studies.

"World Cup as Creative Motif of Internet Advertising Across Cultures," by Jun and **Hyung-Seok Lee**.

"Reliability and Validity of Organization-Public Relationship Measurement and Linkages among Relationship Indicators on a Membership Organization" by **Eyun-Jung Ki**, **PhD 2006** and now at the University of Alabama, and **Linda Hon**.

"News Frames of Hormone Replacement Therapy Before and After the Women's Healthy Initiative Report in 2002," by doctoral student **Kenneth E. Kim**.

"The White House and Public Relations: Examining the Linkages Between Presidential Communications and Public Opinion" by **Spiro Kioussis** and **Jesper Strömbäck** of Mid-Sweden University.

"Popular Music Nostalgia: A Refined Approach" and "Glen, Stacey, and Me, Too ...? A Textual Analysis of 2004 Starbucks Advertising Campaigns," by doctoral student **Ji Hoon Lee**.

“The Deployment of Third-Generation Mobile Services: A Multinational Analysis of Contributing Factors,” by doctoral student **Sangwon Lee**, Chan-Olmsted and doctoral student **Heejung Kim**. It won second-place faculty paper award in the Media Management and Economic Division.

“An International Empirical Analysis of Broadband Adoption Factors,” by Lee and Brown.

“The Emergence of Mobile Virtual Network Operators: An Examination of the Strategy and Success Factors in the Global MVNO Market,” by Lee, Chan-Olmsted and **Hsiao-Hui Ho**.

“An International Empirical Analysis of Broadband Adoption Factors,” by Lee and **Justin Brown**.

“What’s at Issue with Bush and Blair? The Iraq War in U.S. and U.K. Editorials,” by doctoral student **Abby LeGrange** and **Kristen Landreville** of The Ohio State University.

“Global Brands Without Ads? Insights into Starbucks’ Customer Satisfaction,” by doctoral student **En-Ying Lin** and **Marilyn Roberts**.

“Another Cuban Story: Ruby Hart Phillips, *New York Times* Havana Correspondent, 1937-1961,” by master’s student (joint JD and MA) **Christina Locke**. It won third place as a student paper.

“Don’t Rely on Chicken Scratch: How to take notes quickly and accurately,” by **Renee Martin-Kratzer**.

“Political Socialization Upside Down: The Adolescent’s Contribution to Civic Parenting” and “Origins of Dutiful Voting and Defiant Activism: The Parent Path and Peer Path to Adolescent Civic Identity,” by **Michael McDevitt** of the University of Colorado and **Spiro Kiouisis**.

“Building Multi-Sector Partnerships for Progress with Strategic, Participatory Communication: A Case Study from Colombia,” by **Juan-Carlos Molleda**, **Belio A. Martinez** and **Ana Maria Suarez** of the Universidad de Medellín, Colombia.

“DTC Antidepressant Advertising and Future Intentions to Consult Doctors to Discuss Depression: A structural equation modeling approach,” by doctoral student **Jin Seong Park** and **Wan Seop Jung**. It won Top Student Paper.

“Antecedents of College Student’s Future Intentions to Undergo Cosmetic Surgery: A Structural Equation Modeling Approach,” by Park and **Chang-Hoan Cho**.

“A Battle of Visions: Dramatistic Images of the Missouri 2006 Senatorial Campaign,” by **Janis Page**

and **Margaret Duffy** of the University of Missouri.

“Intersections of health literacy and media literacy: An explication of concepts” and “Weight Loss Blogs: An Analysis of their Potential as Adjuncts to Women’s Dieting Efforts,” and “Intersections of Health Literacy and Media Literacy: An Explication of Concepts,” by doctoral student **Paula Rausch**.

“Public Relations’ Place in Corporate Social Responsibility: Practitioners Define Their Role,” by **Bryan Reber** of the University of Georgia and **Sooyeon Kim**.

“An Analysis of the Reagan Administration’s Crisis Communication Using Image Restoration Discourse Theory,” by master’s student **Jesse Daniel Rigby**.

“Desiderata Across the Decades: Conversations About a Civic-Minded Model of Newspapering” and “Goodness Isn’t News: The Sheldon Edition and the National Conversation Defining Journalism’s Responsibility to Society,” by **Ronald Rodgers**.

“Coorientational Measurement of Organization-Public Relationships,” by doctoral student **Trent Seltzer**.

“Dimensions and Models of Investor Relations Practice: A National Study of Public Relations’ Neglected Specialization,” by investor relations practitioner **Gregory Rosenstein**, **Kathleen Kelly**, and doctoral student **Alexander Laskin**.

“Measuring Issue and Image in Political Advertising: An Informational/Transformational Approach,” by doctoral student **Feng Shen**.

“From ‘Where the Boys Are’ to ‘I am Curious Yellow’: Sex in the Cinema 1960-1968,” by doctoral student **Danny Shipka**.

“Power, Knowledge, and Hope: The Framing of Breast Cancer in Women’s and Consumer Health Magazines,” by **Kim Walsh-Childers** and doctoral student **Heather Edwards**.

“Comparing the Two Sides of the Donor-Nonprofit Organization Relationship: Applying Co-orientation Methodology to Relationship Management” and “The Organizational Screening of Social Networking Site Profiles: Comparing the Views of Students and Professionals,” by doctoral student **Richard Waters**.

“The Impact of Media Relations on Charitable Giving: A Test of the Agenda Setting Theory,” by Waters. It was named the Chaffee-McLeod Top Student Paper.

“Coming Out to Tell Our Stories: The Career Experiences of Gay Men in Public Relations,” by Waters and **Natalie Tindall** of the University of Oklahoma.

**AEJMC UPDATE** - Con't from page 3

“Assessing the Value of the Public Relations Curriculum: A Survey of Opinions of Educator and Practitioners,” by **Donald Wright** of Boston University and **Michelle Hinson**.

“Hard News vs. Soft News: A Content Analysis of Breaking News Coverage on Network Television 1995-2005,” by doctoral student **Yan Yang**.

Also, **Justin Brown** will be a panelist at a pre-conference workshop on the future of electronic media law and regulation sponsored by the Law & Policy Division. He will present the workshop, “The Future of Media Law and Policy-Telecommunications Policy.”

Doctoral student **Mark R. Caramanica** will moderate the panel, “Neutral or Not: Will Unfettered Broadband Content and Services Prevail in the Future of the Internet?”

Chan-Olmsted will be a panelist at “Educating International Graduate Students: Opportunities and Challenges.”

**John Freeman** will moderate the competition session that he coordinated, “The Visual Communication Division’s Creative Projects.”

**Mary Ann Ferguson** will be a panelist at “Eyetrack Studies: How Readers Read News in Print and Online.”

Laskin will be a panelist at “Enabling Marginalized Voices in Public Relations Graduate Education.”

Martin-Kratzer is moderating the refereed paper research session “Visual Imagery, Politics and War.”

**Mindy McAdams** is organizing the workshops “Experience from On-Campus- Multimedia Reporting” and “Teaching and Working in a Multimedia World.”

Page will be a panelist at “Seeing is Not Believing: Representations and Misrepresentations.” She will be a discussant at the paper research session “Visual Analysis and Meaning.”

Walsh-Childers will participate in the panel “Best Practices: Teaching Media Ethics.”

**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/).

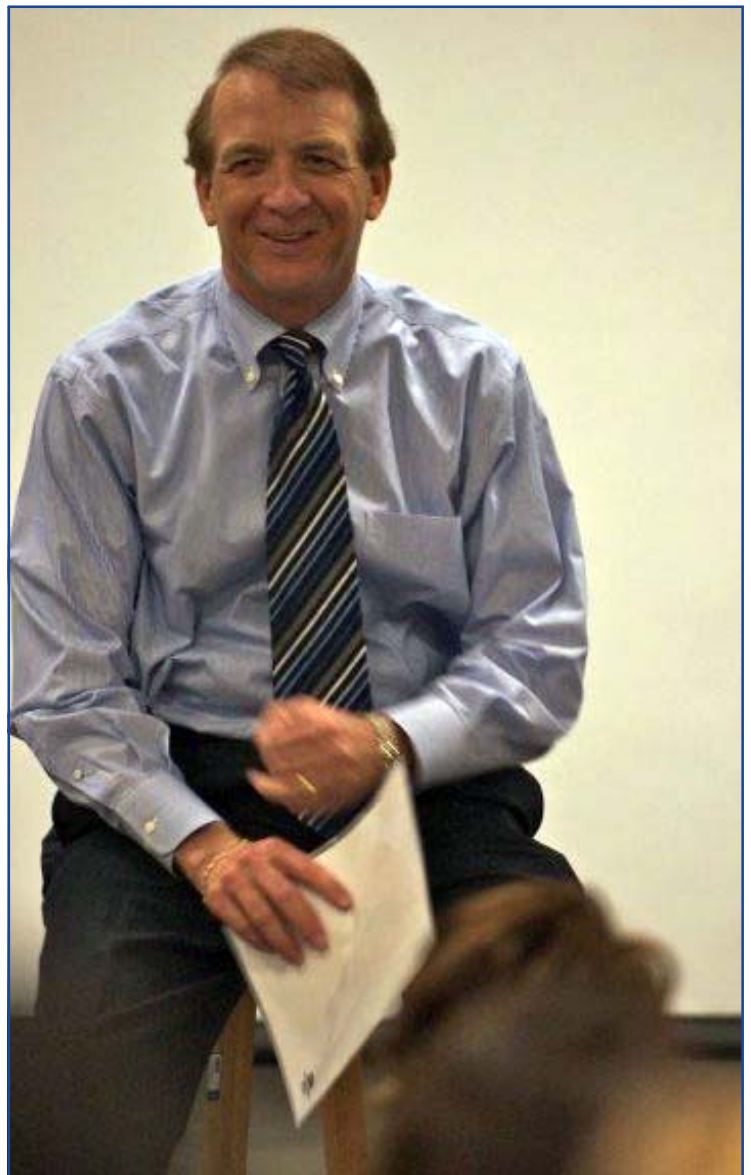
Deadline for submitting news is the Wednesday before publication.

**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).



Kristen Hines, JM 2005, and photojournalism senior Jarrett Baker recently got engaged. They plan to marry in July. They met while signing up for an *Orlando Sentinel* interview in 2004.



John Wright addresses the College’s Summer Journalism Institute last month. (Photo by Steven Johnson.)