

# the open line

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UF College of Journalism and Communications

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## GLOBAL GATORS

### Public relations team wins its category in international competition

The COLLEGE's public relations team won first place in Communications and Social Awareness for Solar Decathlon Europe 2010.

Solar Decathlon Europe 2010 is a biannual international competition, where universities design, construct and promote a solar powered home. The public relations team was challenged to create public awareness and education about the benefits of solar energy, energy-efficient buildings, sustainable construction and the Solar Decathlon Europe competition overall.

The public relations team included **Joanna Brighton, PR 2010, Kathryn Watson, PR 2010**, public relations senior **Erika Zayas** and faculty adviser **Deanna Pelfrey**, as well as the College of Design, Construction and Planning 2010 alumna **Laura Ettedgui** and master's student **Paige Mainor**.



The winning team: Kathryn Watson, Paige Mainor, Erika Zayas, Chris Sorce, Lecturer Deanna Pelfrey and Joanna Brighton. (Photo by Javier Alonso Huerta.)

### McAdams attends conferences in South Africa

**Mindy McAdams** attended two conferences in South Africa: the "World Journalism Education Congress," where she discussed social media challenges, and "Highway Africa," a professional conference for African journalists.



McAdams

## STRONG MOVE

### College partners with athletic association

The COLLEGE and the University Athletic Association (UAA) have partnered to move Gatorvision, UAA's multimedia operations unit, into Weimer Hall.

The partnership will integrate the technical and personnel expertise of the COLLEGE and UAA, enhance opportunities for professional education of students and expand office and editing suite facilities for Gatorvision.

Students will have the opportunity to work with UAA personnel in writing, digital video editing, reporting and promotional activities in the online content for Gatorvision.

## SPEAK EASY

### Chance addresses conference in Uruguay

**Sandra Chance** recently spoke in Montevideo, Uruguay, at the 11th Annual Conference on Legal and Policy Issues in the Americas, sponsored by UF's Levin College of



Chance

Law and the Center for Governmental Responsibility.

Chance discussed the importance of public information in a democratic society.

### Molleda speaks in Peru

**Juan-Carlos Molleda** recently spoke in Lima, Peru, at the 2010 World Congress of the International Public Relations Association (IPRA).

He discussed "Identity, authenticity & reputation: the dynamic triad."

## NEW APPOINTMENTS

**Weigold takes over undergrad affairs**

**Michael Weigold** has started his new job as associate dean for undergraduate affairs and enrollment management. Faculty and staff members recommended him unanimously.



Weigold

**Mike Foley, JM 1970, MAMC 2004**, served as the previous associate dean for student services.

**Kiousis new director of distance education**

Dean **John Wright** recently named **Spiro Kiousis** the COLLEGE'S new director of distance education.



Kiousis

Kiousis will develop certificate and degree programs across the globe. In recent years, the COLLEGE has provided distance education as far away as South Korea.

## MAZEL TOV

**Knowles gives birth to baby girl**

**Laforis Knowles, PR 2002**, gave birth to a 7.11-pound girl, **Addilyn Rose**, on June 16.



## AWARDS

**Coffey, Kamhawi win BEA award**

The Broadcast Education Association (BEA) recently awarded **Amy Jo Coffey, Rasha Kamhawi**, UF College of Engineering Prof. **Paul Fishwick** and **Julie Henderson**, technology coordinator at P.K. Yonge Developmental Research School, first place in the Interactive Media and Emerging Technologies Division for their paper, "Living the Experience vs. Reading about it: The Impact of Virtual Reality on Sense of Presence, Memory and Evaluations of the Information."

**Molleda wins alumni award from USC**

The University of South Carolina's School of Journalism and Mass Communications awarded **Juan-Carlos Molleda** a 2010 Outstanding Young Alumni Award. He received his Ph.D. from USC in 2000.

USC will honor him at the Alumni Awards dinner in November during its Homecoming celebrations.

## HEARST UPDATE

**Doran wins TV championship**

**Miles Doran, TEL 2010**, won the Hearst National Television Broadcast News Championship in New York City. He participated in two previous Hearst competitions, the first as a sophomore.



Doran

Doran, a CBS News digital journalist in New York City, received \$5,000.

## STUDENT SUCCESS

**Telecom students land internships**

The International Radio and Television Society Foundation awarded a fellowship to telecommunication student **Alan Natochy** for this summer in New York City. He's working for the Discovery Channel. He was one of 15 students selected out of 1,000 applicants.

Natochy and master's student **Candace Holland, TEL 2009**, were selected as 2010 National Association of Television Program Executives (NATPE) interns. They assisted at the organization's annual meeting in Las Vegas in January.

In 2009, **Vanessa Gordon, TEL 2009**, and **Caroline Drab, TEL 2009**, were NATPE interns.

**Ten students win AEJMC magazine awards**

Recent journalism graduates **Lance Fuller, Karina Galvez, Sarah Kieny**, and **Toni-Ann Martin** and journalism students **Allysen Kerr** and **Kyle Maistri** won first place in the "Start-Up Magazine Project" category of the 2010 AEJMC Student Magazine Contest.

They produced the magazine in **Ted Spiker's** Magazine Management class this past fall. The COLLEGE has placed in this category for five consecutive years.

**Ashley Ross, JM 2010**, placed third in the "Consumer Magazine Article: People" category for her story, "The Defender."

Recent journalism graduates **Erin Everhart, Kelli McKinney** and **Nicole Orr** received Honorable Mention in the "Single Issue of Ongoing Print Magazine: Editorial" category for "Orange & Blue: The Black Issue."

## FACULTY FOCUS

### Walsh-Childers examiner in Dublin

The Dublin Institute of Technology's Academic Council recently appointed **Kim Walsh-Childers** to a three-year term as an external examiner for its undergraduate "journalism with a language degree program."

Walsh-Childers, who completed her first session in June, will meet during the spring semester with the examination board in Dublin and review DIT students' work and the faculty's assessments of their work.

She's the first U.S. academic to serve as an external examiner for DIT's journalism program.



Walsh-Childers

## IT ADS UP

### Advertising students win Telly, Addy

An advertising campaign created by **Robyn Goodman's** Creative University students placed second in the Business-to-Consumer Campaign category of the 31st Annual Telly Awards.

Produced by FOX Sports and Urban Legends Entertainment, "Feed Your Growl" promotes "Breakfast with the Gators" on Sun Sports.

The students, who have all graduated, include **Alli Schnur, ADV 2009, Andrea Simon, ADV 2009, Ashley Bowden, ADV 2010, Christina Burnham, ADV 2010, Hanna Palmer, ADV 2010, Kimberly Oquindo, ADV 2009, Rachel Eichenbaum, ADV 2009, and Shane Fryer, ADV 2010.**

**Chris Hannan** oversees the Creative University program for FOX Sports with SUN Sports General Manager **Steve Liverani** coordinating the local efforts. **Lisa Paliulis** of FOX Sports served as the production manager and **Doug Tower** of Urban Legends directed the "Feed Your Growl" spots.

One of the spots, "Shadow," won a Silver Addy in the 2010 4th District American Advertising Competition.

To learn more, please visit <http://www.fsncreativeuniversity.com>.



Robyn Goodman (right) and her students join the UF Fightin' Gator Marching Band members who helped them create the "Feed Your Growl" campaign. Also pictured is John Sutherland (far right).

## REACHING OUT

### College hosts status of women commission

The COLLEGE recently hosted the Florida Commission on the Status of Women quarterly meeting.

At the meeting, the commission welcomed new commissioner **Cynthia Hartley Ross**, as well as discussed committee reports and new projects.

On Aug 31, the COLLEGE will also host the commission's "Gender Bias in the Media" roundtable. The Center for Media Innovation + Research will stream the roundtable live over the Internet.

This will be the first time the COLLEGE hosts the roundtable.

## IN MEMORIUM

### Mickie Newbill Edwardson, 80

**Mickie Newbill Edwardson** died May 15 in Gainesville after a series of complications. She was 80.

Edwardson was the first female faculty member at the COLLEGE. She is survived by three children, George Edwardson, Venice; Elizabeth Allen, Sarasota; Sarah Edwardson, Fort Myers; a sister Juanice Myers and brother H. Dub Newbill of Texas, and a large extended family.



Edwardson

## Leafus Thomas

**Leafus Thomas, Cynthia Watts-Thomas'** husband, died unexpectedly June 15. Thomas was retired from the U.S. Navy.

**CALENDAR**

- Aug. 6:** Summer B & C classes end
- Aug. 7:** Summer Commencement 2 p.m.
- Aug. 23:** Fall classes begin
- Sept. 6:** Labor Day Holiday
- Nov. 11:** Veterans Day Holiday
- Nov. 25-26:** Thanksgiving Holiday
- Dec. 8:** Fall classes end

***the open line***  
**seeks submissions**

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