



2019

AWARDS
BANQUET



UF

College of Journalism
and Communications
UNIVERSITY of FLORIDA

2019 AWARDS BANQUET

Friday, April 12, 2019

UF Hilton and Conference Center, Gainesville, Florida

WELCOME

Diane McFarlin, Dean

DINNER

AWARDS

2019 Hall of Fame

Diane McFarlin, Dean

FACULTY

Diane McFarlin, Dean

GRADUATE AND RESEARCH AWARDS

Debbie Treise, Senior Associate Dean

Division of Graduate Studies and Research

ADVERTISING

Tom Kelleher, Chair, Department of Advertising

JOURNALISM

Ted Spiker, Chair, Department of Journalism

PUBLIC RELATIONS

Marcia DiStaso, Chair, Department of Public Relations

TELECOMMUNICATION

David Ostroff, Chair, Department of Telecommunication

THE AGENCY

Mickey Nall, Interim Executive Director

MEDIA PROPERTIES

Rob Harder, Director of Radio Programming

Division of Media Properties

COLLEGE-WIDE

Diane McFarlin, Dean

2019 AWARDS BANQUET

WELCOME

Welcome and Introduction of Special Guests
Diane McFarlin, Dean

DINNER AND AWARDS

HALL OF FAME INDUCTION

Presented by Diane McFarlin, Dean

Scott Hagedorn

B.S. Advertising 1993

Tony Hernandez

B.S. Telecommunication 1997

Karen Irwin

B.S. Public Relations 1987

Mary Sellers

B.S. Public Relations 1989

FACULTY AND STAFF AWARDS

Presented by Diane McFarlin, Dean

Outstanding Doctoral Mentor Award

Amy Jo Coffey, Associate Professor, Telecommunication

Teacher of the Year Award

Houston Wells, Lecturer, Telecommunication

Adjunct Teacher of the Year Award

Dania Alexandrino

Spanish-Language News Manager, Noticias WUFT

Faculty Research Award

Carma Bylund, Associate Professor, Public Relations

Huan Chen, Assistant Professor, Advertising

Faculty Service Award

Natalie Asorey, Lecturer, Public Relations

Professional Advisor of the Year Award

Meisha Wade

GRADUATE AND RESEARCH AWARDS

GRADUATE STUDIES AND RESEARCH

*Debbie Treise, Senior Associate Dean
Division of Graduate Studies and Research*

The Julie Dodd Outstanding Graduate
Student Teaching Award
Amanda Bradshaw

Outstanding Master's Student
Alexis Bajalia

Outstanding Student Research Award
Phillip Arceneaux and Min Xiao

UNDERGRADUATE AWARDS

ADVERTISING

Tom Kelleher, Chair

Outstanding Advertising Scholar
Brooke Rabinovich

Joseph R. Pisani Service Award
Isabella Pinzon

W. Robert Glafcke Award
Alexa Padron

Richard W. McGinnis Professional Promise Award
Alexander Durán

John Sutherland Great Ideas Award
Kathleen Driscoll

Respass Award
Denise Akerman

UNDERGRADUATE AWARDS

JOURNALISM

Ted Spiker, Chair

Outstanding Journalism Scholar

Katie Campione
Meredith Sheldon

John Paul Jones Jr. Award

Scottie Andrew

Elmer Emig Award

Paige Fry

H.G. "Buddy" Davis Award

Romy Ellenbogen
Meryl Kornfield

Society of Professional Journalists Award

Max Chesnes

Jean Chance Service Award

Brooke Henderson

PUBLIC RELATIONS

Marcia DiStaso, Chair

Outstanding Public Relations Scholar

Eugenia Blaubach

Frank F. Rathbun PRSSA Award

Andrea Mora

Charles Wellborn Service Award

Nicole Graney
Jamie Honowitz

Jack Detweiler Professional Promise in Public Relations Award

Jordan McCrary

Florida Public Relations Association Award

Stella Kim

UNDERGRADUATE AWARDS

TELECOMMUNICATION

David Ostroff, Chair

Outstanding Telecommunication Scholar

Madison Wolk

Major Garland Powell Award

Christian Gentolia

Rachel Wang

May Burton Award

Tamara Dobry

F. Leslie Smith Management Award

Nicole Bianco

WJXT-TV Award

Grace King

THE AGENCY

Mickey Nall, Interim Executive Director

THE SOMEBODY AWARD

Katie Ryan, Summer 2018

Anna Molinaro, Fall 2018

Nala Velez, Spring 2019

MEDIA PROPERTIES

Rob Harder, Director of Radio Programming

Jon Quattlebaum Award

Meredith Sheldon

Laurel Bidy

Ralph L. Lowenstein Broadcast News Award

Dolores Hinckley

Kenneth A. Christiansen Award

Sofia Millar

TV Production & Creative Services Frank Counts Award

Christian Gentolia

UNDERGRADUATE AWARDS

"Red" Barber Award
Courtney Mims

Doris Bardon Award
Raymon Troncoso

Excellence in Digital Media Award
Cat Gloria

Excellence in Multimedia Meteorology Award
Bryan Boggiano

Excellence in Media Leadership
Amy Nelson
Mary Grace Scully

Excellence in Spanish-Language Media Award
Claudia Perez-Brito

COLLEGE-WIDE AWARDS

Dean's Cup for Professional Promise
Alexander Durán
Grace King

Dean's Cup for Scholarship
Eugenia Blaubach
Brooke Rabinovich

Dean's Cup for Service
Meredith Sheldon

Ruth and Rae O. Weimer Award
Stella Kim

HALL OF FAME



Scott Hagedorn, B.S. Advertising 1993

Scott Hagedorn is CEO of Omnicom Media Group (OMG) North America. Prior to that appointment, he was founder and CEO of OMG's Hearts & Science, a data-driven marketing agency exploring new ways to measure attention and behavior.

Under Hagedorn's leadership, Hearts & Science built a technology platform that helped it land a multibillion-dollar contract with Procter & Gamble and AT&T within the first eight months of operation, which earned the agency Adweek's "Breakthrough Agency of the Year" and "Media Agency Executive of the Year."

Prior to launching Hearts & Science in 2016, he was the founding CEO of Annalect, the industry-leading data technology platform supporting all OMG agencies worldwide. Since joining OMG more than a decade ago, he has held a number of leadership roles across its flagship agencies, including U.S. CEO of PHD Network, Managing Director of OMD East, and U.S. Director of OMD Digital.

Hagedorn is a member of the Dean's Leadership Council.

HALL OF FAME



Tony Hernandez, **B.S. Telecommunication 1997**

Tony Hernandez is president of Jax Media, an award-winning film and television development and production company acquired last year by Imagine Entertainment. Among its TV productions are TBS' "Full Frontal With Samantha Bee" and "Search Party," Comedy Central's "Broad City" and "Inside Amy Schumer," BET's "The Rundown with Robin Thede," TV

Land's "Younger," and ABC's "Roseanne" revival.

Hernandez was executive producer of films including "I Love You, Daddy" and "Top Five" and TV movies "A Very Murray Christmas," "The Demons of Dorina Gunn" and "Sas & Jake."

As executive producer, Hernandez won the 2015 Emmy award for Outstanding Variety Sketch Series for "Inside Amy Schumer, Season 2." Among his 11 Emmy nominations are Outstanding Variety Talk Series in 2017 and 2018 for "Full Frontal with Samantha Bee," Outstanding Short Form Comedy or Drama Series in 2016 and 2017 for "Hack into Broad City," and Outstanding Television Movie in 2016 for "A Very Murray Christmas."

Hernandez also has served on the Dean's Leadership Council and provides internships for CJC students in NYC.

HALL OF FAME



Karen Irwin,
B.S. Public Relations 1987

Karen Irwin is president and COO of Universal Studios Hollywood, Los Angeles' leading tourist destination, overseeing the iconic theme park, behind-the-scenes Studio Tour and Universal CityWalk.

Prior to her current role, she served as executive vice president of Global Merchandise and Partnership

Development for Universal Parks & Resorts, where she led a corporate-level team responsible for strategic planning, brand management, concept and product development, assortment planning, merchandising and sourcing/purchasing for all park and resort retail businesses, as well as management of the NBCU Product Safety Center.

She began her career with Universal Orlando in 1990 as part of the opening team for Universal Studios Florida. She has served in several leadership and department head capacities, including director of operations and director of support services for Food and Beverage, vice president of Merchandise Operations and vice president of Revenue Operations.

During her tenure at Universal, Irwin has served on the executive committee for the Metro Orlando Economic Development Commission and on the boards of directors for the Rosen School of Hospitality at the University of Central Florida and Valencia Community College. She also was president of Universal Orlando Volunteer Board and chair of the Universal Workplace Giving Campaign.

HALL OF FAME



Mary Sellers, **B.S. Public Relations 1989**

Mary Sellers is U.S. president of United Way Worldwide, responsible for leading the organization's enterprise-wide strategy implementation.

She joined United Way in 2012 with more than 20 years of leadership experience in non-profit and community organizations including The Children's

Museum of the Upstate in Greenville, South Carolina, the South Florida Science Museum, the Science Center of Iowa and the Orlando Science Center. She has served on the board of the Getty Leadership Institute, and as a peer reviewer for the Institute of Museum and Library Services and the National Science Foundation.

She was recognized as one of the 2016 and 2017 Top 25 Most Influential Business Leaders and a 2014 Woman of Influence by the Des Moines *Business Record*.

In addition to her bachelor's degree, Sellers has an MBA from the University of Iowa Tippie School of Management. She graduated from the Getty Leadership Institute at the University of California Berkeley and the Strategic Perspectives in Nonprofit Management program at the Harvard University Graduate School of Business.

HISTORY OF COLLEGE AWARDS

Ruth and Rae O. Weimer Awards for Outstanding Graduate of the College

The College's top awards each year are the Weimer Awards, named for Rae O. Weimer, the founding director and first dean, and his first wife, Ruth.

A man who had no college degrees, Weimer led the College to national prominence by the force of his personality and vision. He came to UF in 1949 and by the time he retired as dean 19 years later, he had transformed the College from a three-man academic unit into the second largest college of its type in the nation and sent almost 2,000 graduates on their way. He spent 25 years in the newspaper industry before coming to UF and was the managing editor of *New York PM*, the nation's first modern newspaper without advertisements.

Weimer was beloved by students, alumni and faculty alike. He was known to fight for his students and faculty, and to hire top journalists as faculty members even when the University objected to those who didn't have top degrees in their field.

Weimer died in November of 1996 at the age of 93 and is survived by a daughter, son and two grandsons. Ruth preceded him in death in 1979 and his second wife, Wilma, died in February of 2015.

GRADUATE AND RESEARCH AWARDS

The Julie Dodd Outstanding Graduate Student Teaching Award

This award recognizes the accomplishments of the finest graduate student teachers in the College. It is named in honor of award-winning Journalism Professor Julie Dodd who, through her example, dedication and 28 years of support, epitomizes the value of great teaching.

ADVERTISING DEPARTMENT AWARDS

Joseph R. Pisani Award for Service in Advertising

Joe Pisani, who joined the Advertising faculty in 1973, served as chair of the department for a record-breaking 18 years. Pisani managed and scheduled the department at a time of record high enrollment (nearly 600 majors compared to today's 550). He retired from the faculty in 2005. Pisani still lives in Gainesville and visits the College often.

W. Robert Glafcke Award for Leadership

The Award for Leadership in the Department of Advertising is named for Robert Glafcke, who was on the College faculty in the early 1970s. He was very focused on building young leaders through his work with student organizations. He was named publisher of the *Houma Daily Courier*, a New York Times regional newspaper in Houma, La., in 1982. After leaving the newspaper business, Glafcke moved to Atlanta and opened a printing facility. He died in the late 1980s.

Richard W. McGinnis Award for Professional Promise in Advertising

Richard William McGinnis, B.S. Advertising 1958, is a major donor to The Agency and Advertising Department. While a student, McGinnis worked for the UF Sports Publicity Department. After graduating, he worked in the advertising field, including 21 years with Turner Advertising and Turner Communications in Atlanta. He retired in 1983 and then ran a small advertising agency for five years.

John Sutherland Great Ideas Award

One of the national leaders in advertising higher education, John Sutherland was chair of the Advertising Department from 2001 to 2013, when he retired from UF after more than 35 years of service. The award recognizes an exceptional creative thinker who has demonstrated innovative ideas that have the potential to significantly impact advertising problems.

Marshall Respass Award for Outstanding Advertising Graduate

The Department of Advertising's top award is named for Marshall Respass, a printer from Jacksonville who was a strong supporter of what was then the School of Journalism during the Weimer era. Records are limited, but it is believed he owned Respass Printing & Engraving and died sometime in the 1960s.

JOURNALISM DEPARTMENT AWARDS

John Paul Jones Jr. Award for Magazine/Feature Writing Excellence

The magazine/feature writing excellence award is named for John Paul Jones Jr., B.S. Journalism 1937, who, in 1948, was the third faculty member hired by the College. Jones followed Weimer as dean, serving from 1968-76, and it was during his tenure that the College broke into separate departments and plans began for a new building that would become the current Weimer Hall. Jones was a leader in the newspaper industry, serving as the secretary-manager of the Florida Press Association for 16 years. A prolific writer, he created *Guide to North Florida Living* magazine in 1981 and ran it until 1997. He died in 2001.

Elmer Emig Award for Professional Promise in Journalism

The Professional Promise Award in the Department of Journalism is named for Elmer Emig, the first head of the department. When journalism became part of the UF College of Commerce and Journalism in 1927, then Dean Walter Matherly hired Emig. He headed the department for nearly 25 years. In addition to his faculty work, Emig wrote editorials for Florida newspapers, and helped organize UF's chapter of Sigma Delta Chi. He died in 1956.

H.G. "Buddy" Davis Award for Promise in Reporting and Editing

Most alumni from the 1950s through the 1980s have a story to tell about H.G. "Buddy" Davis, B.S. Journalism 1948, M.A.M.C. 1952. This award is named for Davis, who taught almost every journalism course during his tenure. On the Journalism faculty from 1954 until he retired in 1985, Davis also wrote editorials for the *Gainesville Sun* from 1962-1989. He was awarded a Pulitzer Prize in 1971 for a series of editorials he wrote in 1970 calling for tolerance during school desegregation in Alachua County. He died in 2004 at the age of 80.

Society of Professional Journalists Award

The award for a top graduate in journalism is named after the Society of Professional Journalists, a leading industry association. SPJ was founded in 1909, known then as Sigma Delta Chi. In 1988, the organization changed its name to the Society of Professional Journalists.

Jean Chance Service Award

Professor Jean Chance taught for 33 years in the College of Journalism and Communications. Besides serving on many College and University committees, she served as a judge for numerous newspaper and magazine writing competitions, and was faculty adviser for student chapters of the Society of Professional Journalists and Women in Communications Inc. In 1982, she was awarded the College Faculty Service Award. Since retiring from the University in 2003, she has served on the board of Campus Communications, Inc., publisher and chair of *The Independent Florida Alligator*.

PUBLIC RELATIONS DEPARTMENT AWARDS

Frank F. Rathbun Award for Service to PRSSA

Frank Rathbun, B.S. Journalism 1936, M.A.M.C. 1971, joined the faculty in 1968, primarily teaching public relations, magazine and feature writing, and writing for mass communications. He was a long-time faculty adviser to the UF Public Relations Student Society of America chapter and retired in 1978.

Charles Wellborn Award for Service in Public Relations

A beloved faculty member for over 19 years, Charlie Wellborn was the “guru of magazines.” Wellborn was the architect of many courses in the College, including editing and graphics, and business/technical communications. The Florida Magazine Association created the “Charlie Award” to recognize the top entry in each category of its annual magazine contest. He was a retired Lt. Colonel in the U.S. Army and often shared stories from World War II. Public Relations Professor Linda Childers Hon is his stepdaughter. He died in 2002 at the age of 77.

Jack Detweiler Award for Professional Promise in Public Relations

The Professional Promise in Public Relations Award is named for Jack Detweiler, B.S. Journalism 1952, Ed.D. 1969, who was a longtime faculty member of the Public Relations Department and served as department chair during the late 1980s/early 1990s. He joined the faculty in 1965 and retired in 2004. In his early years, Detweiler was known more to the College’s journalism majors, serving as the director of student publications where he helped advise the *The Alligator* during the years immediately prior to the newspaper becoming independent and moving off campus.

Florida Public Relations Association Award

The award for the top student in the Department Of Public Relations is named for the Florida Public Relations Association, the leading association for public relations professionals in the state. Founded in 1938, FPRA is the oldest public relations organization in the United States. Today, the association boasts nearly 1,500 professional and student members at chapters across the state.

TELECOMMUNICATION DEPARTMENT AWARDS

Major Garland Powell Award for Service in Broadcasting

Major Garland Powell was the first station manager of WRUF, which went on the air as an AM station in 1928. It was among the first five radio stations in Florida. The state of Florida had just been hit by fierce hurricanes in 1926, which washed away an era of statewide prosperity and land speculation, and a group of businessmen wanted to use the radio waves as a way of luring people back to the Sunshine State. Powell was faced with the daunting task of commercializing the station and keeping it on the air after the Great Depression hit in the early 1930s. One of Powell’s earliest finds was Red Barber, who went on to become one of America’s most beloved and popular radio sportscasters.

F. Leslie Smith Management Award for Telecommunication

The top award for students in the Telecommunication Management Track is named for Leslie Smith, B.S. Telecommunication 1961, retired Telecommunication Department chair and faculty member. Smith joined the faculty in 1982 and taught in the management sequence until his retirement in 2005. The award was created in his honor in 2003.

May Burton Award for Excellence in Telecommunication Production

The award for excellence in broadcast production is named for May Burton, an early pioneer in educational television at WUFT-TV in the late 1950s and early 1960s. Burton taught summer courses each year on educational television for local schoolteachers, and broadcast many in-class television lessons for the public schools. She died at a relatively young age in the 1960s.

WJXT-TV Award

The top award for students in television news is named for Jacksonville television station WJXT-TV. Florida's second television station and Jacksonville's first, WJXT (then WMBR) signed onto the air in 1949. For years, it was the CBS affiliate serving the North Florida area. The station has long been considered one of the top news stations in the Southeast and numerous College alumni have worked at the station.

THE AGENCY

The Somebody Award

Recipients are selected by their peers "in recognition of outstanding team members who made a difference." It is awarded in the Fall, Spring and Summer C semesters.

MULTIMEDIA PROPERTIES AWARDS

Jon Quattlebaum Award for Outstanding News Student at WUFT-TV

Jon Quattlebaum, B.S. Telecommunication 1990, was a popular telecommunication student and one of the News Five anchors on WUFT-TV. After graduating, Quattlebaum worked as a reporter at both a Sarasota television station and WINK-TV in Fort Myers. In 1994 while on a trip to Phoenix to interview for another reporting position, he died at the age of 26 of injuries suffered in a fall while hiking in Echo Canyon on Camelback Mountain.

Ralph L. Lowenstein Broadcast News Award for Excellence in News at WUFT-FM

The broadcast news award for WUFT-FM is named for Ralph Lowenstein, the visionary dean of the College from 1976-1994. He guided the College as it completed and moved into Weimer Hall in 1980, worked tirelessly for a more diverse student body, developed the Brechner Center for Freedom of Information and significantly expanded the College's private support.

Kenneth A. Christiansen Award for Service to Both WUFT-TV and WUFT-FM

Kenneth A. Christiansen, WUFT-TV's first station manager, was internationally renowned for his knowledge of educational television when he arrived in 1958, having served as a consultant in India, England and the Far East. The award in his honor is given to a student who is exemplary in service to both WUFT-TV and WUFT-FM. Christiansen also served as chairman of the Broadcasting Department until he retired in 1977. He died in 1996 at the age of 82.

TV Production & Creative Services Frank Counts Award

Frank Counts, who retired in 2010 after more than 37 years, was a Telecommunication assistant professor and production manager for WUFT-TV. Counts joined the faculty in 1972 and taught hundreds of students interested in radio and television broadcast production.

Doris Bardon Award for Overall Excellence in Broadcasting at WUFT-FM

Doris Bardon, Alachua County activist and author, was one of the founding members of public radio station WUFT-FM. She was part of a team of community leaders that created a plan and solicited funding in 1981 to create a radio station serving listeners in North Central Florida. The award honors a student who excels in all areas of the broadcast operation.

Red Barber Award – WRUF

Any Telecommunication student with an interest in sports yearns for the coveted W.L. "Red" Barber Award for the top student in sports at WRUF-AM. One of the nation's most famous broadcasters, Red Barber, B.S. Journalism 1930, served as sports director for CBS and broadcast 13 World Series and six All-Star Games. He joined the staff at WRUF in 1929 after reading a scholarly paper over the air. He was the voice of the Brooklyn Dodgers from 1939 to 1953, and retired in 1966 as the voice of the New York Yankees. He had the distinction of broadcasting baseball's first night game and the sport's first televised contest in 1939 in Brooklyn. Barber is widely credited with playing a major role in the acceptance of Jackie Robinson's arrival to the major leagues in 1947. Barber was awarded an honorary degree from UF in 1970 and inducted into the College Hall of Fame that same year. He died in 1992.

UF | College of Journalism
and Communications
UNIVERSITY *of* FLORIDA