

**Inside this issue:****Alumni Highlights****Best in State****Dr. Meeske Award****Emeritus Status****Faculty News****Four Inducted****Founders Scholars****Funds to Search****Graduate Student****Grasty Awards****Interim Director****Journalism Cleans Up****KIA Awards****LIFE Series****New Inductees****NSOC Research Grants****Roast & Toast****Staff Highlights****Student Highlights****3 Amazing Professors****3 Student's Excellence****Totally KIA****Trash Talk**

## ***Three Amazing Professors Retire***

After more than 100 years of teaching excellence, three very distinguished professors will be retiring from the NSOC this May. Doctors Bob Davis, Fred Fedler and Tom Morgan, who joined the university when it was Florida Technological University, were essential to the development of the advertising/public relations, journalism and radio/television programs. Decades later the Nicholson School has grown to produce thousands of successful graduates in Central Florida and around the world.

As a final salute and heartfelt farewell, UCF alumni, students and faculty gathered on Wednesday, April 9 at the FAIRWINDS Alumni Center. The Swinging '70s celebration transported party-goers back in time to an era of tie-die, go-go boots and peace and love – when Davis, Fedler and Morgan first joined the university.

Dr. Bob Davis is the division head for the advertising/public relations division and was essential in developing the program into what it is today. He taught his first class at UCF in 1977.

(Continued on pg. 2)



Professor Bagley accepts "Best College TV Newscast for 2007" award by the Florida Associated Press.

## ***Best in State***

In an awards luncheon on Saturday, April 5<sup>th</sup>, UCF Knightly News was named "Best College TV Newscast for 2007" by the Florida Associated Press for a show it produced in spring 2007. "It is quite an honor to our program and our students," said Professor George Bagley.

"UCF Knightly News is a weekly, 30-minute television news show produced completely by students in the RTV Broadcast Journalism Track with studio production support from students in the Production track. The show was judged on its journalistic content and organization. The show airs live each Friday during the term at 2:00 p.m. and airs tape-delay on the UCF Channel at various times throughout the week, as well as on Brighthouse Cable systems in the metropolitan Orlando area each Tuesday evening at 9:00 p.m. It is produced in the RTV studio.

Also, Broadcast Journalism student, Diana Bosch, won second place for "Best Long Light Radio News Feature," and was one of two Florida Broadcast Journalism students to win a \$500 Associated Press scholarship.



Retiring Professors (from left to right) Dr. Bob Davis, Dr. Fred Fedler and Dr. Tom Morgan will be missed as they retire. Photo courtesy of Chris Gent.

**Events/Dates:****Commencement**

Friday, May 2, 2008  
9:00 a.m (Procession  
of graduates begins  
at 8:40 a.m.) at the  
Arena

Davis earned his Ph.D. in mass communications from Ohio State University in 1975 with his professional accreditation from both the Florida Public Relations Association and the International Association of Business Communicators. In 1992, he earned certification from FPRA. His resume includes ad agency experience and ownership as well as work in corporate public relations for Ross Laboratories and R.G. Barry Corporation.

Dr. Fred Fedler began teaching at UCF in 1971 and is the journalism division's senior faculty member, serving as head of the journalism division from 1982-1998 and again from 2004-present. After graduating from the University of Wisconsin, he worked as a reporter and copy editor for three newspapers in Iowa and California. Fedler then earned his master's degree at the University of Kentucky and his Ph.D. at the University of Minnesota. Since coming to UCF, he has written four books, including a reporting textbook used at hundreds of colleges and universities across the country.

Dr. Tom Morgan is a valued professor in the Ad/PR program responsible for organizing the radio/television courses at UCF in 1972. He has a wide variety of experience in the communication field that includes broadcasting, teaching, corporate, entrepreneurial enterprise, and politics (he was the Mayor of the City of Oviedo from 1979-1981). Morgan has published dozens of articles and produced numerous copyrighted television programs, as well as giving more than a thousand professional presentations as a keynote or other speaker.

The entire NSOC wishes them well in their retirement; all three will be missed.



*Dr. Meeske, former director of NSOC, has an award established in memory of his many years of service.*

## ***Dr. Milan "Meeske"*** ***Award Announced***

The Interpersonal and Organizational Communication Division announces the endowment of The Milan Meeske Award for Outstanding Graduate Student at the Nicholson School of Communication. Dr. Milan "Mike" Meeske was Director of the Nicholson School of Communication from 1993 to 2003. Students in both the Mass Communication and Interpersonal tracks will be eligible. The winner will receive a \$500 stipend and his or her name will be added to a permanent plaque displayed at the Nicholson School of Communication. A faculty committee will consider and announce the award in the spring semester of each year beginning in spring 2009.

## ***Four Inducted into Top Honors Society***

UCF senior Journalism major Melissa Patterson was named Top Scholar among four students selected in April for 2008 membership in Kappa Tau Alpha, the nation's third-oldest academic honors society and the most exclusive in Communication. Joining her were Journalism majors Brandon Bielich, Stephanie de Sousa and Jessica Tuggle.

Students are selected for KTA from among print and broadcast journalism

majors with exceptional academic records. Only the top 10 percent of students who have met certain criteria for credit hours and GPA are eligible each year.

## ***Journalism Majors*** ***Clean Up In SPJ MOE*** ***Competition***

UCF students and alumni garnered 11 awards, including five first place prizes, at the Society of Professional Journalists regional Mark of Excellence luncheon March 29. Student chapter President, Melissa Patterson reported that the ceremony was "basically, a tribute to us."

Three prizes, plus possible honorable mention, were given in each category. The list of Journalism majors who won prizes:

- Melissa Patterson**, first place,  
Breaking News
- Adam Manzor**, first place,  
Editorial Writing
- Brian Murphy**, first place,  
Sports Writing
- Ryan Pelham**, first place,  
Breaking News Photography
- Abe Aboraya**, second place,  
Breaking News
- Melissa Heyboer**, second place,  
General Column Writing
- Bart Zino**, second place,  
Feature Writing
- Tara Young**, third place,  
Feature Writing
- Amanda Moore**, third place,  
General News Photography

The staff of the *Central Florida Future*, under the consecutive editorships of Aboraya and Heyboer in 2007, won third prize for Best All-Around Non-Daily Student Newspaper.

UCF student **Grant Lowther** won the first place prize for General Column Writing.

UCF tied the University of Georgia for most first place prizes in newspaper categories. UCF finished second in newspaper prizes overall to Georgia, which had 16. UCF was well ahead of the University of Florida, which earned three, but no first prizes.

## ***Faculty News***

**Drs. Kimiko Akita and George Musambira** were accepted to participate in the Diversity Track of the 2008 Summer Faculty Development Conference, UCF, which will be held in April 29-May 2, 2008.

**Mr. George Bagley's** article "A Presence in Time and Space: Authority and Meaning in the Reception Complex" has been accepted for publication in the Spring 2008 issue of "Kinema: Journal of Film and Audiovisual Media."

**Dr. Rufus Barfield** conducted workshops at the 2008 South Carolina Obesity Prevention Summit, presented by the Eat Smart Move More Coalition on March 6 and 7. The workshops included "Coalition Building" and "Evaluation and Coalition Development." The workshops focused on how to form community coalitions in pursuit of South Carolina Department of Health grant funding and on community health intervention in obesity.

In April, Dr. Barfield will attend the 2008 Scholarly Conference on College Sport "Issues in College Sport" symposium. He will serve as a panelist on Conducting the Business of College Sport "Well" trends and Issues in College Sport, sponsored by the University of Memphis and the College Sport Research Institute.

**Dr. Kristin Davis** attended the Southern States Communication Association's 78<sup>th</sup> Annual Convention in Savannah, GA on April 3-6. It was held at the Hyatt Regency in beautiful historic, downtown Savannah. This year's theme was "Communicating to Change the Human Condition." She was

invited to present on two spotlight panels: (1) Spotlight on Scholarship: Celebrating Scholars New to SSCA II; (2) The Job Search: Advice for Candidates and Employers from New Faculty.

**Dr. Denise DeLorme** has been awarded a nationally competitive research fellowship from the American Academy of Advertising for her co-authored proposal, "Prescription Drug Information-Seeking Behaviors and DTC Advertising Effects among Asian American Consumers."

DeLorme also received an Honorable Mention Award for Best Reviewers of 2007 on the Journal of Advertising Editorial Review Board.

**Dr. Rick Kenney** taught more than 100 of the nation's professional copy editors at the annual meeting of the American Copy Editors Society in Denver in early April. He led a session titled "All This and Ethics, Too? The Moral Imperative of Copy Editing" and moderated and presented in a session titled "Stop Plagiarism Before It Gets to Print." Kenney was recognized at the ACES banquet for his work as a Dow Jones Newspaper Fund residency director and as an alumnus of the fund's editing intern program – the only person to have achieved both distinctions.

Kenney's article "The Real Gender-Bender: The Curious Case of Coverage of the Steve Stanton Story" appears in the Spring 2008 issue of the *Florida Communication Journal*.

**Dr. Harry Weger's** manuscript that he co-authored with John Seiter, "The Effect of Generalized Compliments, Sex of Server, and Size of Dining Party on Tipping Behavior in Restaurants" has been accepted for publication in the *Journal of Applied Social Psychology*.

### ***Staff Highlight:***

**Ms. Susan Jefferson** was nominated by the College of Sciences for the Excellence in Professional Academic Advising Award.



*The Roast and Toast Crew takes a moment for a picture. Left to right: Dr. Bob Davis, adviser, Charlene Mann, R&T committee chair for Quotes, Lauri Gagnon, Michelle Khouri, Ali Vaughan, Rex Riepe (in front) Nathan Christopher.*

## ***Roast and Toast Raised \$33,750***

The 30th Roast & Toast produced by the Orlando Area Chapter of the Florida Public Relations Association, raised \$33,750 for UCF and Rollins College scholarships.

This year's roastee was Toni Jennings, former Lt. Governor of Florida and a long-time political powerhouse in Central Florida. The event was held on Thursday, March 20, 2008. The Co-chairs for the event were Laura Kern and Amy Schwartz (both NSOC and Ad/PR alumna). They along with the Roast and Toast crew made the night a success. Kern was also a Roast and Toast scholarship winner in 2005. UCF proceeds will fund scholarships in the Nicholson School of Communication.

## ***Grasty Awards***

This year the Nicholson School of Communication has awarded two Grasty Awards to outstanding faculty members. The awards, named in honor of Bill Grasty, a former chair and UCF vice president were awarded for Excellence in Teaching and for Outstanding Research to:

**Dr. Jonathan Matusitz,** Outstanding Research

**Dr. Maria Cristina Santana,** Outstanding Teaching

## ***Interim Director Announced***

Dean Peter Panousis recently announced that Dr. Bruce Whisler will assume the position of Interim Director for NSOC. He is a former chair of the Music Department at UCF, has served as Assistant to the Dean and more recently has been Budget Coordinator for Academic Affairs. Whisler will begin as Interim Director on April 28<sup>th</sup> and will continue until the search has closed and a new Director appointed.

## ***NSOC Research Grants***

The NSOC has awarded scholarship grants up to the amount of \$5,000 each to:

**Dr. Kimiko Akita** who plans to further her study of women's lives: how women's behaviors and fortunes are influenced by hegemonic patriarchy, and how western reputations of them have exoticized and sexualized them.

**Dr. Kristen Davis** will use the funds to advance knowledge regarding Chronic Fatigue and Immune Dysfunction Syndrome and Fibromyalgia Syndrome sufferers and the impact their illness has on their social network, primarily family members, partners and friends.

**Dr. Jim Katt's** grant title is "Big Three vs. Big Five: A side-by-side test of trait measures and their usefulness in identifying relationships between personality traits and communication variables."



*Rex Riepe, Competition Director and  
Tabitha Bernabe, Show Director for KIA.*

## ***Totally KIA***

The 10<sup>th</sup> annual Knight Images Awards ceremony took place on March 29, 2008; the theme for the event was "Totally KIA." Dr. Tom Morgan was the emcee for the awards ceremony. The competition was on, with 192 entries for 17 categories. A total of \$3,080 was distributed as cash prizes ranging from \$20 - \$100 to the first through third place winners. Best of Show winner, Matt Epstein received a \$200 cash award. (Award winners are listed on pg. 7).

## ***Trash Talk***

Students in Dr. Rick Kenney's Metro Reporting class picked up trash along a stretch of Rouse Road south of Colonial Drive recently as part of their learning to report on the environment.



*Posing proudly with their bagged treasure are  
(front, left to right) Matt McKinley, Robyn Sidersky,  
Stephanie de Sousa, Raisa Camargo and  
Natalie Morera; (back) Zach Pardes, Amanda  
Welch, Cassie Morien, Jen Glantz and Reid  
Tucker*

## ***Student Highlights***

**Amanda Moore**, a journalism major, placed as a finalist in the 28<sup>th</sup> Annual Student Photography Contest, sponsored by Nikon, USA. Over 4,000 students from the United States, Canada and around the world participated in the contest. Her photograph will be published in the *Best of College Photography Annual 2008*.

**Matt Morrison**, a senior Journalism major, has been selected for a Dow Jones Newspaper Fund summer copy editing internship at the *Naples Daily News*. Morrison, who has held several key positions at the *Central Florida Future*, becomes the 10<sup>th</sup> UCF Journalism student to receive one of the 103 DJNF internships this year. UCF ranks second, to Missouri, in the number of DJNF interns for 2008.

**Frank Muniz**, a junior in the R/TV program, was offered an internship with Comedy Central at The Colbert Report in New York City for the summer semester. Muniz was one of the 20 interns selected out of nearly 1000 applicants. Last summer he completed an internship at Nickelodeon in NYC.

## ***3 Students' Excellence Was a SURE Thing***

Three School of Communication students presented posters in the Showcase of Undergraduate Research Excellence (SURE) in the Pegasus Grand Ballroom on April 4. Ryne Edwards (mentor: Dr. Tim Brown) presented "I want my DTV: Why Florida Television Stations are Facing Problems Transitioning to Digital Signals." Penny Jackson (mentor: Dr. Lisa Mills)

*(continued on next page)*

presented "The Effects of the FCC's 2003 Revision of the 1996 Telecommunications Act on Media Ownership Groups and Voice Diversity." Melissa Patterson (mentor: Dr. Rick Kenney) presented "Law and (moral) Order: News Media Discourse in Death Penalty Coverage."

## ***LIFE Series on Japanese Culture***

Dr. Kimiko Akita presented a series of four interactive lectures about Japanese culture to LIFE (Learning Institute for Elders) at UCF in March and April. She spoke about longevity in Japan; the cultural offenses of *Memoirs of a Geisha*; the wearing of *kimono* and performance of the traditional tea ceremony; about traditional and ancient Japanese *koto* (13-string floor harp) and *shamisen* (three-string guitar); how the *soroban* (abacus) can be used to calculate faster than a calculator; how to create *origami*; and Japanese line-dancing. World-famous *koto* musician Tomoko Kawahara appeared onstage and played traditional Japanese tunes as well as *When You Wish Upon a Star*, earning a standing ovation from about 330 LIFE members who attended the talks.



Dr. Kimiko Akita (third from left) was assisted in teaching a LIFE@UCF series by five Japanese women from the Orlando area, including Tomoko Kawahara (third from right), an internationally renowned *koto* musician, who performed for the senior citizens.



Roast and Toast Scholarship Winners for Spring (left to right): Amy Shanks, Rex Riepe, Leon Finkler, Catie Fry, Jennilee Hwang and Christyn Lanza.

## ***Roast and Toast Scholarships Awarded***

To date, 214 Roast & Toast scholarships have been awarded since 1979. Students each receive a \$1,000 award from this merit scholarship program and a plaque. The spring 2008 scholarships winners below received their awards at the meeting of the Orlando Area Chapter of the FPRA on March 26:

**Leon Finkler** (Ad/PR)  
**Catie Fry** (Jou)  
**Jennilee Hwang** (Ad/PR)  
**Christyn Lanza** (Ad/PR)  
**Rex Riepe** (Ad/PR)  
**Amy Shanks** (Ad/PR)

### ***Alumni Highlights***

**Glenn Haygood** (1995) was introduced on March 12<sup>th</sup> as the new President and General Manager of WLKY-TV in Louisville, Kentucky. For eight years prior, he served as General Sales Manager at its NBC affiliate WXII in North Carolina.

**Brie Turek** (2003) was promoted to Chief of Staff to Orlando Mayor Buddy Dyer. Turek had been hired in 2005 and worked her way through the ranks from spokeswoman, to press secretary, and last year to deputy chief of staff.

## ***Funds to Search Public Records***

The Journalism Division has been awarded a \$3,000 Information Fluency Grant for 2008-09 from the UCF Quality Enhancement Plan Initiative Office to help teach students in reporting classes how to search for and publish information found in public records. The grant proposal, co-written by Profs. Rick Kenney and Rick Brunson, included a request to fund a workshop to be conducted by public-records expert Joe Adams for fall Journalism classes. Adams, who is an editorial writer for *The Florida Times-Union* in Jacksonville, received the national 2007 Eugene S. Pulliam First Amendment Award sponsored by the Sigma Delta Chi Foundation. Brunson, the incoming area coordinator for Journalism and an alumnus of the school, will oversee implementation of the information fluency project.

## ***New Inductees***

Congratulations to the newest members of Sigma Eta Chapter of Lambda Pi Eta. The following students were inducted on April 14, 2008:

**Gwendolyn A. Brunner**  
**Daniel Byerley**  
**Hillary Kotler**  
**Alicia O'Connor**  
**Elizabeth Pangborn**  
**Brittany Rodriguez**  
**Ashley Settl**  
**Tara Young**



Dr. Kristin Davis and graduate students from COM 6468 – Conflict Management – went bowling last month at Colonial Lanes in downtown Orlando. "We had a lot of fun, and some people bowled really well! In fact, Melissa Emmett brought her own pink bowling shoes to the alley. Now that's commitment," said Dr. Davis!

## ***Emeritus Status Awarded***

Dr. Fred Fedler was awarded emeritus status on April 2nd at UCF's Founders' Day ceremony.

This honor acknowledges the many contributions he has made to NSOC during his career. He joined the faculty in 1971, and has served as division head for 20 years. Fedler has also published four books, including the textbook "Reporting For The Media" now in its eighth edition and 66 articles.

### ***Founders' Scholars Awards:***

The following NSOC students were honored for their commitment to excellence in academics, leadership and community service at the annual Founders' Day Awards Ceremony on April 2:

**Lauri A. Gagnon (Ad/PR)**  
**Melissa Patterson (Jou)**

***We want to hear from  
you, please send any  
newsworthy info to  
Kim Tuorto at:  
tuorto@mail.ucf.edu***

### ***Graduate Student Awards:***

The NSOC Graduate Program would like to congratulate its top students for 2007. These students were honored at the Knight Images Awards Ceremony on Saturday, March 29, 2008.

#### **Outstanding Graduate Student**

**Melissa Emmett** received both an assistantship and the Provost Fellowship when she entered the program. The Provost Fellowship is the most prestigious fellowship awarded to master's students. She has been an outstanding student, teacher, and researcher over the past two years. Melissa co-authored two papers at the National Communication Association Conference in 2007. She is also first author on a co-authored article with Dr. Weger that is accepted for publication in *the Journal of Social and Personal Relationships*. Melissa also successfully defended her thesis this spring term. She graduates this semester with a 4.0 GPA, a rare accomplishment in the program. Melissa has been offered a top level graduate assistantship to attend Arizona State University's outstanding communication doctoral program.

#### **Outstanding Graduate Teaching Associate**

**Jacey Brown** completed the master's degree in Spring 2007. Because of her outstanding teaching in the speech fundamentals program, Jacey was hired as an adjunct faculty member to teach Business and Professional Communication, an upper-level course in the Interpersonal/Organizational Communication major. Jacey's student evaluations are among the highest among both GTA's and faculty who teach speech fundamentals. Jacey further demonstrated her commitment to the Nicholson School and to teaching by spearheading a service learning partnership between our Com 1000 class and the Junior Achievement organization. The project was recognized with \$2,500 grant through the Provost and the Winter Park Health Foundation.

#### **Outstanding Master's Thesis**

**Melissa Shrader** completed the master's degree in spring 2007. Her thesis, directed by Dr. Denise DeLorme, was titled "How College Age Women Perceive that Extensive Exposure to Beauty and Fashion Magazines Affects the Female Body Image." Her findings, which supported the theoretical rationale, were based on in-depth interviews with 17 female students, resulting in 135 pages of transcript to code and analyze. Melissa subsequently presented a paper on this research at the 2007 conference of the Association for Education in Journalism and Mass Communication (AEJMC) in Washington D.C.

# 2008

# KNIGHT IMAGES

## Brand Book

1. Stacey Schulze
2. Brice Gramm
3. Phil Heller

## Videography/Editing

1. David Arbor
2. Zeve Salman
3. Tabitha Bernabe

## Print Advertisement

1. Matthew Epstein
2. Andrew Stein
3. Erica Braun

## Outdoor Board

1. Matthew Epstein
2. Tabitha Bernabe
3. Amy Shanks

## Brand Creation

1. Nelson Arenas
2. Kathryn Glynn
3. Matthew Kitzerow

## Resume

1. Alyssa Marder
2. Karen Goheen
3. Erica Braun

## Feature Story

1. Mary Knowles
2. Melissa Patterson
3. Matt McKinley

## News Story

1. Melissa Patterson
2. Mary Knowles
3. Melissa Patterson

## News Release

1. Jessica Saggio
2. Nathan Christopher
3. Andrew Stein

## Logotype

1. Nelson Arenas
2. Karen Goheen
3. Jennilee Hwang

## TV News Story

1. Diana Bosch
2. Melissa Murphy
3. Brittany Middleton

## TV Commercial Script

1. Matthew Epstein
2. Phil Heller
3. Dustin Lawhorne

## Radio Commercial Script

1. Dustin Lawhorne
2. Deborah Justice-Fields
3. Andrew Stein

## News Photo

1. Ryan Pellam
2. Matthew Kuka
3. Ryan Pellam

## Ad/PR Campaigns

1. Crystal Bellin and group
2. UCF Alumni Association – Student PR Committee
3. Ryan Graham, Michelle Goodman, Jessie McKesey, Lauren Perella, Katherine Townsend



*Stephen Middleton and Kecia Newman attend Knight Images Awards.*



*Phil Heller and Brittany Tollerton attend KIA.*

### Still Portrait/Product Shot

1. Lauren Hogan
2. Amanda Moore
3. Crystal Richards

### Slim Kitty

1. Brice Gramm

### Other

1. Diana Bosch
2. Sabiha Hudda
3. Kelly Jones

### Best of Show

Matthew Epstein

### *Special thanks to:*

#### Sponsors:

Central Florida Future  
Knight, Inc.  
UCF Student Government Association  
OAC/FPRA  
Tony Nicholson  
Massey Communications  
Curley & Pynn Public Relations Management  
Broad & Cassel. PA  
Patterson Bach  
Y-Partnership

#### Judges:

##### Wragg & Casas PR

Jamie Floer

##### Imagination Unlimited

John Cassinari & Don Trigleth

##### Massey Communications

Sultana Ali

##### Patterson/Bach

Brian Margolis

##### Y Partnership

Christie Gregovich, Claire Kunzman  
& Heather Keros

##### The Orlando Sentinel

Steve Doyle

##### Say It Loud!

Julio Lima

##### Consensus Communications

Geo Morales

##### John Deeb Photography

John Deeb

##### Knight, Inc.

Jim Hobart

## *NSOC Outstanding Student Awards for 2008*

Central Florida Future Outstanding Journalism  
Division Student

**Melissa Patterson**

FPRA Outstanding Ad/PR Division Student

**Tabitha Bernabe**

Outstanding RTV Division Student

**Diana Bosch**

Outstanding Communication Division Student

**Karen Petrykowski**

Outstanding Graduate Student

**Melissa Emmett**

Outstanding Graduate Thesis

**Melissa Shrader**

Outstanding GTA

**Jacey Brown**

Curly & Pynn Public Relations Rising Star Award

**Lauri Gagnon**

NSOC Hall of Fame Induction

**Mr. Rick Bronson**

**Dr. Fred Fedler** (honorary)

Continuing Support of NSOC

**Anthony Nicholson**

**KIA Show Director:** Tabitha Bernabe (2<sup>nd</sup> time)

**Assistant Director:** Lauri Gagnon

**Competition Director:** Rex Riepe

**NSOC Emcee:** Dr. Tom Morgan