Our College is on the move

Spring is a great time to be at FSU. In one week we held a highly attended College Career Day, our annual Student Awards Ceremony, and heard that three of our students won Broadcast Association of America Awards and two won Florida Library Association Scholarships. We are on the move.

We are moving forward with major initiatives to double service learning and internship opportunities for our students, to create new programs for our transition to a new off-campus speech and hearing clinic, and to establish a distributed education and research environment to better serve our students, alumni, state and nation.

We are recruiting the next generation of FSU students by hosting campus visits for Florida high schools and CCI students recently visited Leon High School’s Business Education Department to discuss our degree programs with their students.

We are also moving physically—this fall the SLIS IT and ICT programs will move into the renovated Johnston Building. The facility will house a health informatics lab, media production studio, networking classroom, and a mobile communication and information systems lab. The SCSD is renovating a new off-campus facility that will provide an expanded clinic and modern research space. We are planning the move for the spring of 2012.

Please let us know if you are coming to Tallahassee—we’d love to have you stop in so we can give you a tour of the College. Call (850) 644-5804 or e-mail me at Larry.Dennis@cci.fsu.edu with any questions, comments or to arrange a College tour.

Celebrating CCI creme de la creme

Each spring the College celebrates the achievements of its students with its Honors Recognition Ceremony & Reception and we never fail to be impressed by their character and accomplishments.

This year was no exception. Our 2011 event highlighted our best students, most of whom we’ve already come to know through their outstanding works. The presence of their family, friends, and faculty brought with it a feeling of shared community.

Below we highlight the accomplishments of a few of our students. To see a complete listing of awards and photos from the ceremony and reception visit the CCI website at cci.fsu.edu.

College award winners lead the way

The students pictured on this page inspire us. They’ve combined academic excellence with leadership and service to win our 2011 college-wide awards. For example, humanitarian award winner Sarah Timberlake (Comm) is the vice president of the FSU chapter of Habitat for Humanity and spent the last three summers serving mission camps with the Wesley Foundation. Academic leadership award winner Dadrian Campbell (SLIS) is president of the professional non-profit community service organization Progressive Black Men, Inc. and participates in national societies, mentoring programs, and in raising money for charities. We can’t share all of their stories here, but we can tell you that they are doing us proud.
The “Voice of Florida State University” began as a campus whisper in 1987 with 270 watts. Thanks to an upgrade completed in December, WVFS now has 7,000 watts of power and can be heard as far away as the coast.

The latest upgrade was a three-year process that began with securing a permit from the Federal Communications Commission. It was the second upgrade in the station’s history, the first taking it to 2,700 watts in 1994.

“This extends our reach to include many more households in the region, but for the record, we also broadcast worldwide at www.wvfs.fsu.edu,” said station manager Dr. Michelle “Misha” Laurents.

FSUComm Faculty Highlights

- **Dr. Steve McDowell**, Phipps professor and director of the School of Communication, spoke April 19 at the University of the West Indies’ Western Jamaica campus on “New Media and Social and Economic Change.”
- **Dr. Arthur Raney**, director of doctoral studies, gave the prestigious Robert M. Pockrass Memorial Lecture April 4 at The Pennsylvania State University. He also delivered a senior-scholar lecture at a Broadcast Education Association meeting April 10 on “Moral Complexity and Media Entertainment.”
- “Beating Justice,” a video documentary about the boot-camp death of teen Martin Lee Anderson, premiered at the Tallahassee Film Festival April 9.
- **Dr. Andy Opel** directed the group of undergraduate and graduate students who collaborated on the project.
- **Dr. Felecia Jordan-Jackson** collaborated with two FSUComm grads, Deborah Brunson and Linda Lampl, to edit *Interracial Communication: Contexts, Communities, and Choices* (Kendall Hunt). She also contributed a chapter, “Television in Black and White: Perception of Verbal Aggression and Argumentativeness in Television Sitcoms.”
- **Dr. Davis Houck** and Maegan Parker Brooks co-edited *The Speeches of Fannie Lou Hamer To Tell It Like It Is* (University Press of Mississippi), a collection of 15 years’ of speeches from an icon of the civil rights movement.
- **Dr. Ulla Bunz** and **Dr. Juliann Cortese** contributed a chapter, “How Do Users Evaluate Web Sites?” to *Visualizing the Web: Evaluating Online Design from a Visual Communication Perspective* (Peter Lang).

MP projects take five BEA awards

**Kael O’Malley** won three awards, including the coveted Chair’s Award for outstanding student work, at the Broadcast Education Association’s 2011 Festival of Media Arts national competition. Videos written and directed by two other media production (MP) students, Andrew Fairbank and David Dorsey, also won awards.

O’Malley won the Feature Script category and a Best of Festival award for his screenplay, “The Vermont.” Fairbank won second place in the Narrative Video category with “Collapse.” Dorsey won the Animation/Experimental category for “Goodbye Ben.”

The two videos were among four selected for production in The Narrative Project 2010, an advanced course taught by Dr. Bob Pekurny, who served as executive producer on all four. Dorsey included his classmates who worked on the project with him—Jesse Damiani, Tatiana Olsak, Kevin Patterson and Clay Greenhaw—in submitting the entry. O’Malley’s screenplay was his undergraduate honors thesis, which Pekurny also directed. For more information, go to www.comm.cci.fsu.edu.

Alumnus wins Fulbright grant

**Tyrone Adams** (Ph.D. in Communication, 1995) will be teaching at the Kazakhstan Institute of Economics, Management and Strategic Research, beginning with a month-long Fulbright Senior Specialist’s grant on May 25 and followed by a year-long visiting professorship starting in August. The English-only institute teaches a capitalism-oriented curriculum to undergraduates and graduates. Adams will be teaching courses in new media.

‘Voice of FSU’ reaches farther

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Crawford has followed SCSD

Lorri Crouch Crawford graduated from FSU with her Master’s in Speech Language Pathology in 1987. While most of her graduate school colleagues were leaning toward careers working with children who had speech and language disorders, her focus was on the geriatric population and working with adults with acquired disorders. In graduate school, Crawford was honored as the outstanding student clinician.

Crawford has been a full-time speech language pathologist at Tallahassee Memorial Rehab Center for almost 18 years (with the exception of a part-time schedule while raising her four children during the ’90s). Since that time she has enjoyed supervising many SCSD graduate student clinicians at the rehab center.

“They bring ‘fresh’ information and technology updates that expand the options and therapeutic techniques that our team can offer to our patients,” she said. “They exhibit a high level of professionalism and are highly empathetic toward our patients and their families. Plus, they keep me on my toes with their energy and constant yearning for information.”

Crawford has observed the continuous expansion of the SCSD graduate clinician program throughout the years. Little opportunity existed to be exposed to off-campus medical community experiences at the time when she was a student. “There was no class in dysphagia,” she said, “and I hadn’t even heard the term since occupational therapists were treating it at that time.”

“Today much of my focus in the clinic is with this patient population. Fortunately, the foundation of learning I received at FSU allowed me to further expand my knowledge of the dynamics of swallowing and tackle this role with confidence.”

Grant bringing LENA technology

Dr. Carla Jackson has received a technology grant to give students access to cutting edge language sampling and analysis technology. This new technology, the Language Environment Analysis Systems (LENA), is a language monitoring and feedback system.

Small digital language processors record a 16 hour day of speech and language use by a child and his communication partners. The digital processors are worn by the child while interacting in his natural environments. The LENA software processes the recorded sample to provide computer-generated reports for analysis of the child’s vocal counts, estimated mean length of utterance (sentence), adult word counts, and number of conversational turns.

A LENA lab will be established this spring in the Regional Rehabilitation Center to provide students opportunities to use the new technology. Access to the LENA technology will impact approximately 240 students per year.

Snowden is a leader in screenings

Dr. Selena Snowden, Au.D., CC-A, teaches undergraduate audiology courses and provides graduate clinical instruction in speech language pathology at the L.L. Schendel Clinic. After growing up in Panama City, she came to Tallahassee by way of University of Southern Mississippi (B.A.), University of Tennessee (M.A.), and Arizona School of Health Sciences (Au.D.). She joined the SCSD faculty after six years as an audiologist for a large Tallahassee ENT practice.

Snowden led FSU to become the first program to perform healthy hearing screenings for Special Olympics Florida and directs the Healthy Hearing program today.

Senior is a top player

SCSD senior Christian Hunnicutt is known as an all-around player on FSU’s nationally ranked women’s basketball team. She’s also scoring a high GPA and top ratings from SCDS faculty. Dr. Richard Morris said “She has never asked for any delays or special considerations. She is humble and accomplished—a wonderful combination.”

Dr. Selena Snowden added that “Christian has proven to be both conscientious and reliable. I am most impressed with how she manages her time. She truly sets the standard by which all of my future student athletes will be judged.”

Hunnicutt, who works part-time as a helper in the L.L. Schendel Clinic, said she “can only hope to be as inspiring and successful as the professionals I’m surrounded by every day.”
Gross elected ALISE president

Dr. Melissa Gross will be the next president of the Association for Library and Information Science Education (ALISE), the organization that serves as the intellectual home of faculty in library and information science graduate programs throughout North America. Election as vice president/president-elect, seems a natural progression for the SLIS professor, who attended her first ALISE conference as a doctoral candidate in 1997.

“Since that time, I have become increasingly involved in ALISE and believe that I am in a unique position to provide continuity in the development and application of its policies and procedures as it moves into the future,” Gross said.

From 2006 through 2007, Gross served as co-chair of the ALISE conference planning committee and co-convener of its youth services group. Along with SLIS faculty members Nancy Everhart and Don Latham, she established the ALISE/Linworth Youth Services Special Interest Group Paper Award, which recognizes an innovative research paper in youth services.

From 2007 through January 2009, Gross was the association’s director for membership services and currently serves as chair of the ALISE Juried Paper Proposals Committee.

“This is a great honor for Melissa and for our school,” said SLIS Associate Professor Don Latham, who has worked with Gross on numerous research projects. “ALISE promotes excellence in research, teaching, and service. These are all areas in which Melissa excels.”

Gross began teaching at FSU-SLIS in 1999. In the year 2001 she received the prestigious American Association of University Women Recognition Award for Emerging Scholars.

FSU a presence in ALA leadership

For the last year, SLIS has been in the unique position of having two students and a faculty member serving on the ALA Council, the governing body of the American Library Association (ALA)—doctoral students Melissa Johnston and Sylvia Norton and director of the School of Library & Information Studies Dr. Corinne Jörgensen.

All three are elected state chapter representatives among the members of the ALA Council—Johnston for Georgia, Norton for Maine and Jörgensen for Florida.

Norton, who has been traveling between Maine and Florida as she works on her doctorate, will be moving up to the executive board of the ALA Council in June.

A Wiegand retirement celebration

On Feb. 21, colleagues, students, family and friends attended a celebration of the retirement of F. William Summers Professor Dr. Wayne Wiegand in the Strozier Library. FSU President Eric J. Barron, SLIS Dean Emeritus F. William Summers, Dean of University Libraries Julia Zimmerman, CCI Dean Larry Dennis, SLIS Director Corinne Jörgensen and retired faculty member Ron Blazek were among the many celebrants. Photos of the event are viewable through images.cci.fsu.edu.

Wiegand will continue as director of the Florida Book Awards and as president of the FSU Friends of Libraries. Learn about his donation of royalties from his next book in Mafé Brooks’ column on the next page.

Alum with ‘Vision’

SLIS alumna Pat Dedicos (center) was recognized by faculty member and president of the American Association of School Librarians Nancy Everhart on her “Vision Tour.” Dedicos’ Jacksonville library was recognized as one of 35 outstanding school libraries in the U.S. On Feb. 19, SLIS alumna Sandy Dunnavant opened her Green Cove Springs home for a reception in Pat’s honor.

SLIS-ALA LEADERS. From left to right, Melissa Johnston, Dr. Corrine Jörgensen and Sylvia Norton.

“...we attract high-caliber students, we find that we have many leaders among us.”

Dr. Melissa Gross

FSU a presence in ALA leadership

Gross elected ALISE president

A Wiegand retirement celebration
In memory of Dr. Barry Sapolsky (Comm) and his 33 years of service to the College, The Barry Sapolsky Research Fellowship has been created by his wife, Joann Sapolsky and the Sapolsky family. The fellowship will help recruit and support outstanding new master’s or doctoral students with similar research interests to the late educator—qualitative analysis of broadcast and electronic media, marketing communication and marketing research, audience responses to entertainment, media content and new communication technologies.

As you may know, recent retiree Dr. Wayne Wiegand (SLIS) and his wife, Shirl, have set up an endowment fund named for his academic mentor, Jean E. Lowrie. Proceeds from a replica Carnegie Library birdhouse that he commissioned will also be allocated to the fund. Wayne will be donating royalties from his next book, Main Street Public Library (University of Iowa Press, Oct. 2011), to an endowment fund that FSU President and Mrs. Barron have established for FSU Libraries.

In May, Dean Dennis and I will be visiting with alumni and friends in Orlando, Atlanta, Tampa, Phoenix and Flagstaff; in June, we’ll be in New Orleans and New Mexico; and in July in California.

Below is a three-year snapshot of the CCI Annual Fund Report. Based on the data, you can see that we have had a steady increase in the gifts that we’ve received. I would like to thank our Annual Fund donors for your continued support. Your gifts are making an impact by providing students with opportunities for networking, internships and conference attendance.

If you have any questions about giving or the data below, please contact me at (850) 294-8240 or mafe.brooks@cci.fsu.edu.

CCI A nnual Fund Repo rt

BACKGROUND INFORMATION:
• FSU Foundation’s number of CCI alumni with valid addresses: 18,829
• Total amount of gifts ever made to CCI: 4,452 (23.6%)*

NUMBER OF GIFTS FOR FISCAL YEARS:
2011 (to date): 702 (3.72%)
2010: 663 (3.52%)
2009: 362 (1.81%)
2008: 414 (2.07%)

ANNUAL FUND TOTALS:
Phone Center
Last Year: $31,858
This Year: $39,456

Direct Mail
Last Year: $15,037
This Year: $5,750 (just started)

*NOTE: Percentages are based on a number of gifts divided by the total number of CCI alumni with valid addresses (18,829); e.g. 4,452/18,829 = 23.6% gave
The CCI Student Leadership Council was formed in the fall of 2010 when its members were nominated by CCI faculty. The members act as liaisons between the dean, faculty, students and alumni with the purpose of cultivating a single community between the schools comprising the College. The council is working to create opportunities for personal, academic, and professional development and have hosted two free workshops— one on stress and time management and another about graduate school—as well as a spring ice cream sandwich social.

To learn more about the organization and how you can participate in upcoming programs, contact Betsy Crawford at betsy.crawford@cci.fsu.edu.

Top execs attend Hispanic Marketing Comm meeting

The CCI Center for Hispanic Marketing Communication hosted a meeting of its advisory board on Jan. 20. High level executives from Google, Emerson Climate Technologies, Coca-Cola, General Mills, Alma DDB, Dieste, Walton Isaacson, Winn-Dixie, Xledge, Geoscape and NewLink attended. The senior executives make themselves available to students and faculty to help promote the Center’s programs and activities. They personally mentor our students and help connect the students with industry.

Advisory board members met with our students and discussed the future of the Center, its activities, funding and mentorship and internship programs. They also spoke about the new online and off-line programs of the center; these include an upcoming certificate program in Multicultural Marketing Communication at both the graduate and undergraduate levels. The certificate will be formed from courses in Hispanic and Multicultural Marketing Communication and Account Planning.

Industry leaders

TOP PHOTO: L to r. Jorge Ortega, managing partner of Newlink America; Dr. Felipe Korzenny; Rudy Rodriguez of General Mills; and Luis Vargas of Winn-Dixie.

CENTER PHOTO: L to r. Mark Lopez of Google and Rochelle Newman-Carrasco of Walton Isaacson.

BOTTOM PHOTO: Front, l to r. Armando Martin, president of XL Edge; Tony Suarez, former VP of McDonald’s Corp.; Geoff Godwin, advisory board chair and marketing director at Emerson Climate Technologies; and two students. Center in back. Cesar Melgoza, founder and CEO of Geoscape.
The numbers paint a positive picture of the CCI Spring Career Day, which took place on April 4 at the FSU Alumni Center. Not only do the largest turnout figures to date highlight a hue of success—36 employers and over 200 students—but a random survey of eight attending employers is equally rosy:

- **35 resumes were collected by companies on the average and each contacted three to five students for interviews;**
- **Regarding the students they met, two of the eight companies were Very Satisfied and six of the eight were Satisfied;**
- **Regarding the quality of the student resumes received, three of the eight companies were Very Satisfied and five of the eight companies were Satisfied;**
- **On a scale of 1 to 10, the 8 companies ranked the event an 8.75.**

**Tetnowski gives alum workshop**

SCSD alumnus Dr. John A. Tetnowski has been supporting CCI as a member of its leadership board (currently chair-elect) and through the Tetnowski Family Endowment. On March 23, he supported our alumni by presenting a free ASHA continuing education unit workshop for SCSD alumni, *Making Stuttering Intervention Simpler: Clinical Tips and Recent Research,* at the William Mills Agency in Atlanta, Georgia.

Tetnowski, who is the Ben Blanco Endowed Professor in Communication Disorders at the University of Louisiana, Lafayette, has published more than 50 manuscripts, primarily in the areas of stuttering, assessment and research methods. He has clinically treated fluency patients for over 20 years and was the 2006 National Stuttering Association Speech Language Pathologist of the Year.

**Employers rank CCI Career Day**

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**NEWS BITS**

- **SLIS alumus and former NFL running back Warrick Dunn** will be recognized as the Outstanding Athlete in Service and Philanthropy, one of the 2011 Jefferson Awards for Public Service. Co-founded in 1973 by Jacqueline Kennedy Onassis, the annual awards celebrate America’s commitment to public service. Dunn will be formally presented with the award at a black-tie gala and national ceremony in Washington, D.C. in June.
- **In a major reorganization of its marketing group, Lionsgate promoted Comm alumna Tori Crotts (’99) to vice president of television marketing. She will oversee marketing for the television studio division, whose productions include “Mad Men,” “Weeds,” and “Nurse Jackie.”**
- **The SCSD is renovating a new off-campus downtown facility in the Warren Building to provide an expanded clinic and modern research space. The move is planned for spring of 2012.**
- **Three CCI students were chosen to serve on the FSU Alumni Leadership Council—Andres Bascumbe (Comm), Jordana Bilardello (Comm) and Haylee Lamb (SCSD). The council gives current student leaders the opportunity to build relationships with our alumni.**
- **On Feb. 27, the FSU Forensics Team traveled to Gainesville to compete in the 2011 Inter-collegiate Forensics Association state speech and debate tournament. It was crowned state champions for the fifth year in a row.**
- **A new CCI course being offered this fall will focus on mobile application development. Students will learn the entire mobile system development process—from specifying the purpose through designing, building, testing, deploying and supporting on multiple devices.**
- **Dr. Barry S. Sapolsky, James E. Kirk Professor of Communication, passed away on Nov. 28, 2010 from chronic lymphocytic leukemia.**
- **This fall, the SLIS IT and ICT programs will move into the renovated Johnston Building. The facility will house a health informatics lab, media production studio, networking classroom and a mobile communication and information systems lab.**

**EDUCATIONAL GIFT. Alumni John and Jennifer Tetnowski.**

**STRONG SHOWING. Students attending the CCI Career Day received positive ratings from employers.**
Join us in making big ideas happen

Alumni and friends from as far away as California and NYC comprise the CCI Leadership Board. While this may present logistical challenges, it offers a great opportunity to connect with our graduates in every city and state. On March 24, we held our spring 2011 meeting at the William Mills Agency in Atlanta, leveraging our College’s reach into the city with the most alumni outside the state of Florida.

The spring meeting theme was “Big Ideas.” Dean Larry Dennis presented us with ideas that will shape the future of CCI; they include providing service learning/internship opportunities for all CCI students; building upon our accessible, off-campus speech and hearing clinic; further expanding our distributed education/research community; continuing our Hispanic Marketing Communications program; and acquiring electronic media to improve early childhood communication skills.

The board also discussed possible “mini-campaigns” to support STARS Alliance, Arrowhead Advertising, Summer Communications Camp, Go Beyond Foundation, Debate & Forensics team, Children’s Campaign, library internships and video productions.

As always, we had the honor of hearing from current students and recent graduates on how they are applying their CCI education and degrees. Our guests were Elizabeth Riccardi, Graduate Certificate Museum Studies, SLIS; and members of the CCI Student Leadership Council Derek Headley, Doctoral Student, SCSD and Nicole Cox, Doctoral Candidate, Comm.

While in Atlanta, board member Dr. John Tetnowski hosted a free three-hour continuing education course titled Making Stuttering Intervention Simpler: Clinical Tips and Recent Research.

Following our board meeting, CCI hosted an Atlanta alumni reception in conjunction with the College of Human Sciences, the College of Nursing and University Libraries. Thanks to CCI Leadership Board member Joe Snowden for making the Buckhead Club available.

It was an exciting spring meeting full of big ideas and while planning is essential to actualize big ideas, it is equally important that each of our alumni participate.

If you have any ideas, resources, opportunities or comments to offer, please contact Dean Larry Dennis at larry.dennis.cci.fsu.edu or (850) 644-5804.

Your can receive The CCI Connection via e-mail, preserve our environment and save the College resources:

Go to the “Keep in Touch” page of the Alumni & Friends section of the College website (http://cci.fsu.edu/Keep_in_Touch). Be sure to include your mailing address and click #17, “Please send my newsletter via e-mail.”

While there, you can update your contact information and tell us what you’ve been up to. We’ll add it to “Alumni Updates,” one of the features of the expanded online edition.

~Ahli Moore
Chairman, CCI Leadership Board