COMMUNICATION

Arrowhead Advertising wins four Gold ADDYs, one Silver ADDY, and Best of Show.

The entries were from last year’s Century Council campaign to reduce binge drinking on college campuses. The team’s entry won the district competition and placed 10th nationally last summer in the National Student Advertising Competition.

“These students put in a great deal of work and sacrifice and it’s great to see their effort recognized,” said Barry Solomon, Associate in Communication and the team’s faculty advisor.

Gold ADDYs were awarded for the print campaign “Redefine,” the television spot “Rhythm Redefined,” the non-traditional advertising “Disruption Day,” and the mixed media “Redefine” campaign, which also took Best of Show. The team’s Silver ADDY was for the “Redefine” campaign’s plansbook.

Team members were: Jonny Arcila, Nicole Brooker, Jesse Damiani, Pam Diaz, Michela Fleury, Alyss Goodwiller, Courtney Griffin, Rachel Hewitt, Alex Jones, Liz Lamar, Elena Mlotkowski, Laura McNamara, Vanessa McPhill, Monica Perez, and Shawn Price.

INFORMATION

Alumni win one GOLD ADDY and two Silver ADDYS.

Josh Gonzalez (Class of 2009) and Mike Murray (Class of 2008) both worked on interactive media projects that garnered awards for The Zimmerman Agency. A Gold ADDY was awarded in the category “Website, Consumer HTML, Services” for the work Murray and Gonzalez did for Algonquin Hotel. In addition, Gonzalez’s work won Sliver ADDYs in the categories of “E-mails/E-cards” and “Online Campaign.”

Both Gonzalez and Murray interned at The Zimmerman Agency while earning their IT degrees at SLIS, and were later hired by the agency. Hector Holguin, Digital Developer at the organization, has worked with SLIS to develop internships.

Holguin said that “SLIS graduates are key to our continuing success at Zimmerman. Gonzalez and Murray, in particular, have done outstanding work since joining us. They are talented, hard-working and integral to the culture of the agency. I have great expectations for them and look forward to working with other SLIS graduates in the future.”

Ebe Randeree, Assistant Dean and Director of Internships and Outreach, said that “the program with Zimmerman is one of many pipelines we have established to local IT companies.” Holguin has taken on the role of mentoring talented interns and creating a pipeline for SLIS graduates at the agency.

Mark your Calendar—Career Day Set for April 5th From 1:00-3:30 p.m.

The College will be hosting its next Career Day on April 5th from 1:00 - 3:30 p.m. at the Alumni Center on Tennessee Street. After the general session, there will be an employer panel and networking event for students from 3:30 - 5:00 p.m. This year, there will be a convenient shuttle service that will take students from Landis Green (outside the Shores Building) to the event at the Alumni Center. The shuttle will run every 15 minutes. Don’t miss out on this opportunity to meet employers from local and regional companies!
Are You Tuning in? V89 Success at FSU

WVFS Tallahassee, 89.7FM, is “The Voice of Florida State.” WVFS is an affiliated project of the Florida State University Student Government Association and the College of Communication, and operates as a non-commercial, educational public radio station. WVFS is staffed by 150-200 volunteers from FSU and within the community, all of whom work towards the goal of providing a diverse source of new and different music - including (but not limited to) blues, jazz, hip-hop, reggae, metal, folk, world, and oldies. V89 also provides the latest in news, sports, literature, social commentary, and comedy.

In 2009, WVFS competed in the New York Festival Radio & Promotions Awards category. The New York Festival is known for recognizing the world’s best in radio broadcasting. WVFS competed against over 30 countries and was judged by The Grand Jury, which is comprised of top level industry professionals from 5 continents and over 25 countries.

The 2009 Grand Jury listened to hundreds of entertaining, provocative, and informative work produced by individuals from around the world. FSU V89 was honored to bring home three awards:

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<tr>
<td>Finalist Certificate</td>
<td>Hearty White</td>
<td>Best Comedy/Humor Personality: Local</td>
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<td>Bronze World Medal</td>
<td>Sonic Safari</td>
<td>Best Music Program</td>
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<td>Bronze World Medal</td>
<td>V89's Vox Populi</td>
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Volunteer at V89!

Contact Misha Lawrence: misha@wvfs.fsu.edu

Check out www.newyorkfestivals.com to learn more about the competition & winners

V89 Top 25 College Radio Station

WVFS V89 earned a spot in the top 25 college radio stations at the 2009 mtvU Woodie Awards!

The mtvU Woodie Awards hit New York City's Roseland Ballroom on December 3rd, hosting a range of performers, college artists, and big names, including 3OH3!, SuChinPark, Kenna, and many more! The event is put on by mtvU, and is the place where new and developing artists are critiqued for the first time by the toughest critics around: college students.

Check out NEW artists: http://www.mtv.com/ontv/woodieawards/2009/
Employers are looking for MORE than just a traditional classroom experience, more than critical thinking skills, and more than what is covered in classroom lectures! The School of Library and Information Studies has just the solution employers are seeking—the **LIS4941 Practicum Class**, which strives to help students develop hands-on, practical technology and people skills in settings supervised closely by the faculty of the College of Communication and Information. Students get the opportunity to learn via the combination of a hybrid classroom and students’ placement in not-for-profit organizations. Students are placed in real organizations, dealing with real IT issues. Since its inception by **Melissa Raulston** in 2007, students in the practicum class have taken full responsibility for the information infrastructure of the Children’s Campaign to refurbishing donated computers in the Microsoft Certified Refurbishing Center run in partnership with Lutheran Social Services of North Florida.

**Practicum vs. Internship?**

Practicum is designed for students who have little to no work experience. Students work at sites with other students from the program, usually with a senior student, and have their instructor as their backup for questions. Students meet with their instructor weekly.

Internship is designed for students who have some work experience and require minimal support. Students work alone within their organization and meet five times with their instructor over the semester.

**Clint Morrow:** "In fact, my year working as the Systems Administrator at Children's Campaign, Inc has prepared me more for the real world than all my class work combined. I can attest that without my experience at the Campaign, I would not have landed the job I have now with the State of Florida. The classroom is great for learning theory and mild technical skills, but it does not give a student the hands-on learning experience that is sorely lacking on college campuses. Learning about technologies such as database administration, server administration, and web development can only go so far in the classroom without actually being exposed to such technologies in a production, working environment."

**Josh Crespi:** "I started at Goodwill Big Bend Industries as an IT security officer. Through this experience, I was able to boost my resume and gain real world experience with information security, project planning, technical writing, and management. What can project SPARTA do for you? The answer can be different depending on what you are looking for out of a college experience. For me, it meant I was able to gain experience in a field where there is no entry level position."

This style of experiential learning is beneficial to both the students and the not-for-profit organizations they serve. Students gain practical hands-on experience doing IT work in a production environment, while the not-for-profits receive valuable technical innovation and leadership that they could otherwise not afford. The organizations are comfortable placing the students in positions of responsibility and leadership because of the presence of faculty mentors in the background supporting and guiding the student workers. This is more than an ordinary internship: students are expected to act as consultants, interacting with management, developing cutting edge IT applications, solving real day-to-day IT problems.

Students who have taken the practicum course graduate with a high level of knowledge and confidence, and are prepared for the challenges of the 21st century workplace. The idea of placing students in responsible positions as an enrichment to their education is, itself, not revolutionary - but the idea of using this model to improve IT education is new. The practicum course is the next evolution of the engaged campus – a new way of thinking about how service and learning come together to improve and enhance IT education in the Information Age. To learn more about the practicum course, contact Melissa Raulston (**mraulston@fsu.edu**). You can also visit: [http://projectsparta.org/default.asp](http://projectsparta.org/default.asp).
Students Form SIGN LANGUAGE Club

Last semester, the first official sign language club was formed at FSU by Emily Diehm, a second year master’s student in the School of Communication Science and Disorders. The club is intended to allow FSU students and Tallahassee community signers of any level, including those interested in learning sign language for the first time, to learn, practice, and maintain signing skills. Club meetings are held at local venues in the Tallahassee community. This semester, the club is also focusing on serving the Tallahassee community. Club members have the opportunity to provide information to families of children with special needs that would like to increase their expressive and receptive sign language abilities in order to more effectively communicate with children who are limited in their verbal productions.

Communication Disorder & Multicultural Affairs Crossover: Get Committed to Clinical Care!

All students and faculty are invited to join the Multicultural Affairs Committee! This committee is dedicated to facilitating excellence in clinical care, research, and education by working to promote diversity and cultural competency throughout the School of Communication Science & Disorders. Each semester, the committee plans activities to build cultural awareness and engagement within the school. Social events, such as game nights, are also coordinated to provide opportunities for students to bond. Furthermore, research is conducted to investigate multicultural issues in students’ academic success. This year, Natasha Sherman, a first year graduate student, is assisting in the research of code switching and how it relates to writing success with college students. Join the committee!

Support the L.L. Schendel Clinic – Walk2Talk!

The Walk2Talk event, scheduled for April 24th, 2010, will start at the trail head of the beautiful Tallahassee-St. Mark’s Trail, located on SR 363 just south of campus on Monroe. The run is a 5K race, with prizes distributed by age category. The length of the walk, run, and bike ride will be based on individual discretion, with turn-around points marked off along the trail. Event t-shirts are available for $10. Students, faculty, community supporters, clients, and their families are encouraged to come out to support the L.L. Schendel Speech-Language Hearing Clinic. Those interested in participating can register in advance for $12 at the Regional Rehabilitation Center, or by calling 850-644-2238. On-site registration will be $15. Participants who plan to ride a bike will begin at 9:00, runners at 9:30, and walkers at 10:00. Individuals interested in volunteering for the event can contact Carla Jackson at 850-645-6567.
The National Student Speech Language and Hearing Association (NSSLHA) is comprised of 303 chapters, including several international chapters, and approximately 15,000 members. The mission of NSSLHA is pre-professional training for students interested in the study of communication sciences and disorders. In addition, NSSLHA serves to:

- Advocate for students at the national, state, and local levels
- Forge professional relationships between speech-language pathologists and audiologists;
- Provide resources to prepare students to become professionals and
- Facilitate the transition from NSSLHA membership to becoming a member of ASHA and other professional organizations, as well as entry into the professions

Upcoming Events:

The FSU Chapter of NSSLHA has a busy spring semester planned in addition to its monthly meetings. For the service side of its organization, it is preparing to submit a grant to the national NSSLHA office, requesting funds to support a local non-profit agency that has been hit hard by the current economic crisis. The NSSLHA Community Service Grant will provide necessary equipment and associated consumable items to help support the operations at the Tallahassee Memorial Hospital Adult Day Care Center. Budget cuts have limited the amount of funding to support activities for the residents at the center, which limits opportunities for quality speech and language-enriched interaction. With funds obtained from the grant (which will be matched by the FSU NSSLHA Chapter), hearing devices, activity supplies, and other equipment can be acquired that will afford residents an enriched communication environment.

In April, the FSU Chapter of NSSLHA will be hosting the 2010 North Florida Conference on Communication Disorders at the Ramada Inn. The Conference draws a regional audience to meet a variety of continuing education and other needs:

- A Poster Session for FSU graduate students and faculty to present their cutting edge research
- A nationally acclaimed speaker to discuss a variety of topics – this year will focus on adult medical matters
- An opportunity to network with area professionals
- An opportunity to support community supervisors
- An opportunity for alumni to visit the School of Communication Science and Disorders, and to thereby learn about advances in this School

The NSSLHA group is also planning a number of social events. These events are widely anticipated by students and faculty alike as they provide a chance to mingle away from the classroom. Social activities include a Mellow Mushroom fundraiser as well as attending basketball and baseball games.

Get involved with NSSLHA!

For meeting time and place, as well as other information, contact Julie Stierwalt:

jstierwalt@fsu.edu

VOTE! VOTE! VOTE!

In the Last Newsletter, we asked you to suggest NEWSLETTER names and win $50. We received the following entries. Please send me your top pick before 4/1. The Winner will be notified by email and highlighted on the School website.

1. The Beacon  
2. The Informant  
3. The Communicator  
4. Nole Tech  
5. Tech Nole  
6. CCI Tech News  
7. C & I News  
8. Tech - Nole Communications  
9. Technosaurus Rex 
10. 21st Century Geek 
11. 21st Century Intelligentsia 
12. Geekward, Ever Geekward 
13. Campus Connection 
14. The Inquirer 
15. Student Innovations 
16. CCI Campus Connection

VOTE HERE: http://tiny.cc/RtZAL
Women working in technology is not the norm in most organizations, but that’s about to change. Enter **WISE (Women in IT Sharing Experiences)**, an organization sponsored by the College of Communication and Information and the Students and Technology in Academia, Research and Service Alliance (STARS Alliance). Women account for 46% of the total US labor force, yet that number is expected to increase by only 1% by 2016. Research demonstrates that nearly 75% of future jobs in the United States will require the use of technology, yet fewer than 33% of students in technology courses are female. Further, women constitute only 20% of students in FSU’s IT programs; of this 20%, 10 – 12% will graduate with a degree in IT. A change is needed!

WISE was created by Assistant Dean Ebe Randeree (also the STARS Alliance Advisor) to address the startling gap between women and men in IT. The goal of WISE is to provide female students with opportunities for professional growth, networking, and leadership through partnerships with professional businesswomen in the community. Members say that WISE has enabled to be able to communicate with business leaders effectively, and to apply technology in ways that will enhance and expand businesses. In a trickle-down effect, female IT majors in turn mentor local high school students in these areas, who in their turn mentor local middle school students. It’s a chain of empowerment that spreads valuable IT knowledge to students whose futures are likely to be saturated in technology.

Established business leaders are the most essential tools available to college students, because they can provide the most accurate career advice and also help with job placement. The relationships formed through our program often continue beyond graduation. The program will also provide students with educational shadowing opportunities, industry lectures, peer mentoring and leadership, social interactions, and career counseling. WISE hosted its Second Mentor Breakfast on February 8, during which mentors and WISE members gathered to discuss key ideas as to how businesses should be run. WISE members found it inspirational and exciting to be amongst professionals and to mingle with them. Activities are being planned for the rest of the year.

"Any female FSU student is eligible to join WISE, regardless of her major" —the overarching goal of WISE, says IT major **Courtney Kallemeres**, who joined WISE in the Fall of 2009, is to “make everyone comfortable with [their] career choices.” Courtney attended another WISE event held at the Tallahassee Chamber of Commerce last Fall where she met with local workforce development leaders and city leadership.

Another student in WISE and a STARS member, **Courtney Duran**, related the focus on women to choices made at a young age. She said that “males tinker around with machines at an early age so there is a socialization that’s starts early; women tend to develop an interest in technology and IT much later in their education.” Says Prof. Randeree, “WISE is a great way to meet colleagues and to create a social community of like-minded people.” For more information about WISE, please visit [starsalliance.fsu.edu -> Mentorship -> WISE](starsalliance.fsu.edu -> Mentorship -> WISE).
Pamela Diaz, a student in the Public Relations program at FSU, landed the opportunity of a lifetime: to visit NYC’s top marketing/communication professionals. Her trip has been made possible by the American Advertising Federation Promising Minority Students Program. The program recruits outstanding minority college graduates in the following areas: advertising, marketing, media, and communications.

The AAF’s Most Promising Minority Students Program connects the advertising industry with the nation’s top minority college seniors. This premier event provides opportunities to recruit fresh talent, to further prepare advertising’s best young prospects, and to help the industry’s workforce better reflect the multiculturalism of today’s society. The program not only honors the students, but enhances their knowledge and understanding of the advertising industry by offering networking, interviewing, and industry immersion opportunities with industry professionals.

Although the application process for this honor is tedious, involving a nomination by a professor, preparing a personal statement, and recommendation letters, Pamela was undeterred, and said she found her trip to be an amazing experience. She was able to network and receive feedback on what employers are looking for to make a potential employee stand out amongst the crowd. The tips included: be up to date with the advertising industry - read everything; talk to everyone - you never know who is connected with whom and can help in your job search; and be passionate and knowledgeable about the agency and position you want. The application for this program opens again in the fall and is available to senior undergrad students. Pamela’s was the only application from FSU that was accepted. See http://www.aaf.org/default.asp?id=213 for more information!

Go to NYC With the American Advertising Federation!

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SLIS Alumnae student wins Rittenhouse Award

Recent graduate SLIS master’s student Melody Ramsey has won the Medical Library Association’s (MLA) 2010 Rittenhouse Award for her paper, titled, “NIH public access policy: Implications for collections management.” The prestigious award honors the best unpublished paper or web-based project in health sciences librarianship or medical informatics submitted by a student or an intern in an ALA-accredited library school.

“I remember encouraging her to submit her work for publication because I thought it was good enough to get recognition,” said adjunct faculty member Mary Prentice. “She decided to submit it to MLA’s Rittenhouse Award committee and what a terrific choice she made.” Melody will receive conference registration for the 2010 MLA Annual Meeting in Washington, D.C., a $500.00 cash award, and a certificate.
Help Desk—For Your COMPUTER Questions

Location (temporary): **DIFFENBAUGH 426** *(Help Desk will return to the Shores Building in June)*

The CCI Help Desk oversees IT support for **students**, faculty, and staff at the College of Communication & Information. We troubleshoot technical issues and offer advice for technical problems for **students**. The Help Desk staff provides over 80 hours of staffed support each week, covering the College's four on-campus locations. They monitor the incoming requests for support and respond by phone or in-person, prepare and deploy new and replacement computers for CCI customers, as well as ensure that the College's computer labs are ready for each semester's courses.

They provide the following software for **students**:

- Access 2007
- InfoPath 2007
- Visio Professional 2007
- OneNote 2007
- Virtual PC 2007
- Visual Studio .NET Academic Teaching Tools 2003
- Exchange Server 2007 Enterprise Edition
- SQL Server 2005 Developer Edition
- Visual Studio 2008 Professional
- Visual Studio .NET Academic Student Tools 2003
- Project Professional 2007
- SQL Server 2000 Developer Edition
- Enterprise Server 2003
- Windows XP Professional with SP2 (single user)
- MapPoint 2009 North America
- Visual Studio .NET Academic Teaching Tools 2003

LOOKING TO GAIN EXPERIENCE AND ENHANCE YOUR RESUME? Employment as a part-time technician at the Help Desk gives CCI students valuable experience...and a paycheck! Contact the Help Center's Director, **Denis Burns**, to find out about the employment opportunities that are available. The Help Desk can be reached by telephone at **850.644.8108**, or through e-mail at **Help@cci.fsu.edu**.

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Students Enter Documentary Film Festival in North Carolina

This year, four FSU Communication students will attend the Full Frame Documentary Film Festival in Durham, NC. **Giovanna Lawson** is a senior and will be graduating in May with a degree in Media Production; **Christina Llewellyn** and **Becca Edwards** are graduate students in the Media and Communications Studies (MCS) program; and **Ginevra Adamoli** is a PhD student in Mass Communication with a focus on political economy, media production, new media, and gender communication.

The Full Frame Documentary Festival, now in its 13th year, is an annual international event dedicated to the theatrical exhibition of non-fiction cinema. This is a four day, morning to midnight display of over 100 films, enriched by discussions, panels, and southern hospitality. Set within a single city block, the intimate festival landscape fosters community and conversation between filmmakers, film professionals, and the general public. Students attending the festival as Full Frame Fellows have access to some of the leading professionals in the film industry.

Full Frame's mission is to support the documentary form and community by showcasing the contemporary work of established and emerging filmmakers, and by preserving film heritage through archival efforts and continued exhibition of classic documentaries. The festival is also committed to building wider national and international audiences for documentary film and enhancing public understanding and appreciation of the art form and its significance.

The festival is produced by Doc Arts, Inc., a 501(c)(3) non-profit organization, and receives support from corporate sponsors, private foundations, and individual donors.
Need a Job or Internship? Are **YOU** Looking in the Right Place?

The **College of Communication & Information** is posting jobs and internships ONLINE! Go to the CCI home page ([cci.fsu.edu](http://cci.fsu.edu)) and click on “Key Sites” (on the top right). A list will drop down that includes “CCI Job Board” and “CCI Internship Board.”

Connect with an RSS Feed:

At the bottom of the CCI home page, there is a link called: **Get CCI News via RSS**. Clicking this link will give information about, and steps for, setting up an RSS feed for CCI news as well as RSS feeds for **JOBS** and **INTERNSHIPS**. Subscribing to an RSS feed is a fast and easy way to have jobs and internships sent to you! Helpful link: [http://news.cci.fsu.edu](http://news.cci.fsu.edu).

Thinking of Starting Your **OWN** Business?

Starting a small business is no easy task, especially in this economy. It takes time, passion for what you are doing, and commitment (as well as good planning). **This is a 24/7/365 decision.**

Come find out if you have what it takes. AITP will be hosting a **FEED YOUR BRAIN event on Saturday, March 27th from 10-2pm**. Pre-registration is required (sign up ONLY if you are DEFINITELY doing this!). Bring your business idea to the event.

Sessions will cover:
1. Basic questions about running a small business
2. Business strategy
3. Marketing, networking, managing growth
4. Legal framework/taxes, etc.
5. Intellectual property/Services from FSU to assist students

Questions: **Contact Ebe Randeree (eranderee@cci.fsu.edu)**

To register: [http://tiny.cc/r6Tki](http://tiny.cc/r6Tki)
Goldstein Library—It’s not just for SLIS! It’s for all of CCI

The Goldstein Library is THE LIBRARY for the entire College of Communication and Information. We support the face-to-face and virtual research, reference, and information needs of all the students and faculty in CCI. One of the six libraries on campus, Goldstein Library provides physical access to over 65,000 physical volumes and 270 print journals, and virtual access to thousands of e-books in the areas of library studies, information studies, information technology and children’s literature. The goal of the Goldstein is to provide seamless services, whether you are in Tallahassee or any place else in the world.

The library system at FSU provides access to over 2.6 million volumes, including over 70,000 e-books and 19,000 e-journals through the comprehensive online library catalog (access is available through all library websites, including Goldstein’s). All the materials in the online catalog are available to all FSU users, and that includes YOU.

The Goldstein Librarians (Pamala Doffek and Leila Gibradze) and Graduate Assistants are available to answer your library related questions and assist you with your information needs. In addition, they provide social networking of the finest kinds. The CAVE has a 52” flat panel monitor available for groups or individuals, collaborate “schwinging” tables and chairs, and some of the best coffee, tea and hot cocoa during “Coffee and Libraries” every Friday at 9:30am. Come make a joyful noise in YOUR Library.

Please feel free to contact us by:

Email: library@cci.fsu.edu
Phone: (850) 644-1803
IM: goldsteinlibrary (Yahoo, AIM or MSN)
or through the "Ask A Librarian” link available on our Website: http://slis.fsu.edu/Goldstein/default.asp

Mark your Calendar

March 15:
Summer/Fall Course Registration Begins

April 2:
Deadline for Late Drop with Dean’s permission

April 23:
Last Day of Classes

April 26-30:
Final Exam Week

May 5:
Grades Available Online

May 8-13:
Drop/Add for Summer A/B

May 10:
First Day of Classes for Summer A/B

May 10-28:
Graduation Application for Summer 2010

Call 850-644-7278 for advising office.

Get Connected with CCI!

LinkedIn groups:
- FSU College of Communication & Information
- FSU School of Library & Information Studies Alumni

Facebook groups:
- FSU College of Communication & Information
- FSUlibIT
- Florida State Department of Communication Science and Disorders Alumni
- FSU CSCD Grad Recruitment Group 2010-2012
- FSU College of Information Alumni
- Florida State University College of Communication Alumni

Twitter group:
- FSUlibIT

Do you have a CCI school or club page that needs promoting?

Contact Ebe Randeree: eranderee@cci.fsu.edu