



THE CCI CONNECTION

College of Communication & Information Studies Florida State University

2012

CCI's key role in FSU 'Big Ideas'

Over the last year, FSU has examined hundreds of ideas and identified a few bold, transformative big ideas that will shape its future. CCI faculty played a key role in developing these ideas and will make vital contributions to many of them. As a result, the University's major initiatives will not only help our faculty inspire and transform our next generation of students but they will expand our research programs as they address the most critical communication and information challenges of our times.

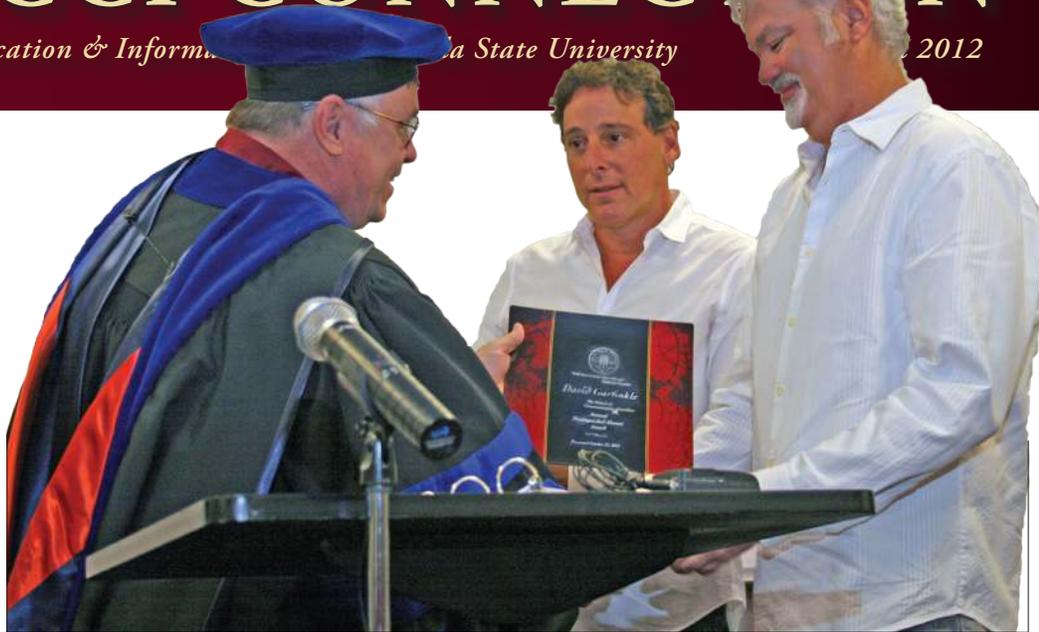


Dean Larry Dennis

Because the big ideas are aligned with their goals and expertise, the CCI faculty are already moving forward with them. They are working with colleagues across the University on ambitious long-term efforts to 1) create innovative new technology, education and research programs, 2) increase multicultural and international engagement, 3) expand entrepreneurship opportunities, 4) develop a creative arts hub, and 5) establish institutes in longevity, health and wellness and public policy.

In addition, the faculty have identified several successful CCI programs which they plan to expand — Summer Communication Camp, Media Production, Public Speaking, WVFS, Debate and Forensics, Museum Studies, Library Internship and our new Veterans Specialty Clinic.

These are exciting times at FSU. Your ideas and support can have a significant lasting impact on FSU education and research programs. Please help us shape our future. Learn more at <http://give.cci.fsu.edu/big-ideas>.



REAL DEAL. Dean Larry Dennis presents alumni David Garfinkle and Jay Renfroe with the School of Communication's 2012 Distinguished Alumni Award at the CCI Convocation & Award Ceremony, Oct. 27. Known as innovators in reality television ("Blind Date"), the duo helped create the school's Los Angeles Television Experience Program. The 13-week summer program led by Dr. Bob Pekurny provides Media Production students with access to people and processes within the television production industry.

A great time for Media Production

Florida State sports fans were delighted when ESPN3 extended a deal to do live broadcasts of Atlantic Coast Conference games, but for students in the School of Communication's Media Production Program the signing was an experiential grand slam.

Rather than looking elsewhere, ESPN3 chose to work out FSU game television production with the school's award-winning in-house company, Seminole Productions. That decision translated into 50 slots per semester for media production students to gain experience working for ESPN3.

The School of Communication has already launched the first 3D television education program in the nation and our researchers have been investigating little known implications of 3D technology, such as marketing environmental messages and advertising product placement.

"The [3D] program gives our students a great opportunity to be ahead of the curve in terms of where television broadcasting is going," said Steve McDowell, director of the School of Communication.

And though 3D is the wave of the future, it has already become popular with coaches of athletic teams, who can better observe and review the movements of their players.

CCI: Way ahead of the online learning curve

The proliferation of advertising for online degree programs may lead the uninitiated to believe that they are a new phenomenon but we at the College have been offering quality online programs for over 15 years. Our current list of programs includes master's degrees (information technology, library and information studies, communication science and disorders), graduate and undergraduate certificates, an undergraduate minor in communication, a public speaking hybrid course and the Bridge program at the School of Communication Science & Disorders.

Forensic team stumps local rivals

The Florida State University Debate & Forensics team, under the direction of Comm doctoral student Michael Chouinard, opened its season with two impressive victories—one at Florida Southern College in Lakeland and the

other at Tallahassee Community College. At both tournaments, the Seminole speech team placed first out of nine schools, decisively beating perennial rivals, the University of Florida and Tallahassee Community College, for top honors.

SWEET VICTORY.

Following their first tournament in Lakeland, Florida, the FSU Debate & Forensics Team poses with their awards.

Front, from left, Rachel Fernandez, Tatiana Becker, Alan French. Back, from left: Ivan Cassuto, James Stage, Michael Fuentes, Joe Hernandez, Ben Beutjer. Doctoral student Michael Chouinard is their director. Learn how to help the team; select "Our Greatest Needs" at <http://give.cci.fsu.edu>.



Jaejin Lee joins Comm faculty

Jaejin Lee, a mass communication doctoral candidate at the University of Florida (UF) and a former assistant manager at Samsung Electronics headquarters, joined the faculty of the School of Communication as an assistant professor this fall.



Jaejin Lee

Her research interests are in the areas of consumer behavior, branding, social (cause) marketing and the uses of new media in marketing. Lee has published research in scholarly journals and she has presented at numerous conferences.

At Samsung, Lee was responsible for evaluating global and regional market proposals for fund allocation. She received a Master of Advertising at UF in August 2009. She is now teaching in the school's Integrated Marketing Communication program.

Garbarino up for an Emmy

The National Academy of Television Arts and Sciences, Suncoast Chapter, nominated Seminole Productions producer/director Dianna "D.D." Garbarino for an Emmy Award. She was nominated for "First Look, FSU Swimming," a preview of the 2012 Florida State University Swimming & Diving team produced on behalf of Fox Sports.

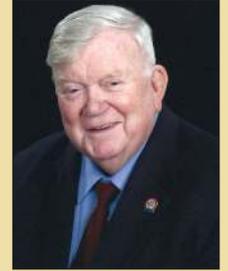
"I am very humbled and honored to be nominated for this award," Garbarino said. "This is the highest honor anyone in my profession can achieve and I am still a little overwhelmed."

She may be overwhelmed, but she clearly has the goods—this is her second Emmy Award nomination. The first was in 2010 for "Seminole Gametime: Behind the Scenes—FSU Women's Basketball." Garbarino is one of the Seminole Productions professionals with whom our media production students are gaining experience.

Emmy Award winners will be announced Saturday, Dec. 1.

FSU-Comm News & Notes

- **Dr. Arthur Raney** was named James E. Kirk Professor of Communication. The professorship is named for **alumnus James E.**



James E. Kirk

- **Kirk**, the school's 2009 Distinguished Alumnus, a lifetime member of the FSU

Alumni Association and former chairman of the board of Seminole Boosters. Kirk received his bachelor's from FSU in 1952, the first granted in speech with an emphasis on broadcast. The retired broadcaster and three-time mayor of Ocala, where he was known on the air as "Country Jim," is owner of WMOP Radio.

- **Wayne C. Minnick Professor of Communication Emeritus Marilyn J. Young** received the Vires Award, FSU Fall Faculty Meeting, Oct. 24. Dr. Young was the School of Communication's debate coach and director of forensics for 13 years and served two terms as president of the FSU faculty senate.
- **WVFS Tallahassee 89.7FM** celebrated 25 years of broadcasting by welcoming station alumni, friends and fans for a Veteran's Day weekend of events, Nov. 8–12. In October, the station sent 11 students to the CMJ College Music Marathon and Conference in New York City.
- **Dr. Jonathan Adams** received the FSU Spiritual Life Project Transformation Through Teaching Award at President Barron's home, Nov. 5.
- **Research Associate Mark Ziegler** presented the keynote speech, "Getting the Most out of Your FSU Experience," at the FSU Student Success Conference, Oct. 17.



CHOPS FROM THE TOPS. The 2012 class of first-year SCSD graduate students shows off its Seminole spirit while taking a break. The group boasts the greatest number of students from outside of the state of Florida to date, a sign that the school is attracting top-quality students from around the nation. There were 288 applicants who vied for these 32 available on-campus graduate program slots.

Vets Clinic is moving forward

Construction of the SCSD's new state-of-the-art Veterans Specialty Clinic on the fourth floor of the Warren Building began recently. The facility will provide much-needed research and clinical services for veterans with communication and swallowing impairment, often the result of combat-related injuries.

Veterans currently living in Tallahassee and the Florida Panhandle must travel more than two hours to receive diagnostic and treatment services elsewhere. As a result, some can't afford to get the treatment they need.

You can help us bring care for the communication and swallowing impairment needs of local veterans closer to home by making a charitable contribution at <http://give.cci.fsu.edu>.

SCSD welcomes its two new faculty

The school is proud to welcome new faculty members Kaitlin Lansford and Megan MacPherson.

Lansford, who joined us this summer, earned a Bachelor of Science in Speech and Hearing Sciences (1999) from the University of Arizona and both her master's (2006) and a doctorate (2012) from Arizona State University. Her primary interest is the area of perceptual challenges associated with disordered and degraded speech.

MacPherson, who is slated to begin in January, attended the doctoral program in



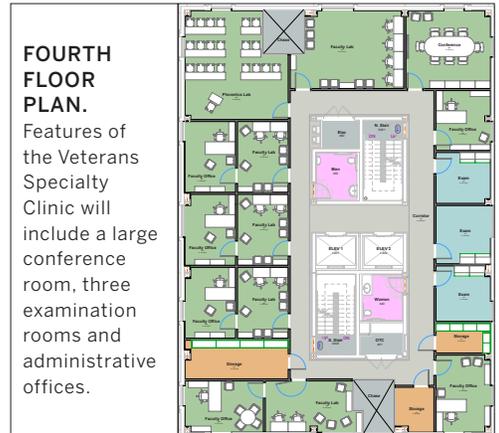
Kaitlin Lansford



Megan MacPherson

speech science and gerontology at Purdue University. She did clinical work at a non-profit rehabilitation facility and specialized in the assessment and treatment of cognitive-communication

disorders that are secondary to traumatic brain injury and stroke. She is a certified speech-language pathologist, who completed clinical training at the University of Michigan's Residential Aphasia Program and received her master's degree from Central Michigan University.



FOURTH FLOOR PLAN.

Features of the Veterans Specialty Clinic will include a large conference room, three examination rooms and administrative offices.

TOP ALUMNI. SCSD 2012 Distinguished Alumnus Neil DiSarno, left, was introduced by 2011 awardee Rhonda Work at the College convocation ceremonies, Oct. 27. DiSarno earned both his MS and PhD in audiology at FSU and is Chief Staff Officer for Audiology at ASHA. He recently completed 14 years as department head of communication science and disorders at Missouri State University.

DELTA ZETA DISH. Record sales on Sept. 21 at FSU Delta Zeta's fourth annual Hamburgers for Hearing event brought the sorority close to reaching its five-year goal of endowing the L. L. Schendel Speech & Hearing Clinic with \$25,000 in only four years. Delta Zeta National President Jeanine Triplett was reportedly impressed by her recent tour of the clinic in its new Warren Building home.



SLIS appoints interim director

In September, Dr. Kathleen Burnett was named interim director of the School of Library & Information Studies. She replaces Dr. Corinne Jörgensen, who served as the first director of the school following the 2009 CCI merger.



Kathleen Burnett

Jörgensen stepped down, ending a three-year term, to concentrate on expanding her research initiatives and to assist the dean in developing interdisciplinary programs.

Thanking Jörgensen for her efforts, Dean Dennis noted that “over the last six years Corinne has poured her heart and soul into the school and the College, administering the development of the school during very challenging financial times and advancing the careers of many faculty and students. She will be very hard to replace.”

Burnett has served FSU-SLIS in many roles. She was associate dean from 1998–2004 under Dean Jane B. Robbins. She led the multi-institutional Institute of Museum and Library Services (IMLS)-funded initiative Project Athena from 2002–2006.

Her strong history of funded research has



A HUG FOR HASTINGS. The 2012 SLIS Distinguished Alumna Samantha K. Hastings (PhD '94) smiles as she receives a congratulatory hug from 2011 award-recipient Christie Koontz at the CCI Annual Convocation & Award Ceremony, Oct. 27. Hastings has been the director of, and a professor at, the University of South Carolina's School of Library & Information Science since 2009. She directed the digital image management program at the University of North Texas, SLIS, where she served as interim dean (2004-2005). She was president of the American Society for Information Science and Technology (2004).

centered on library and information studies education, the development of disciplinary identity in LIS, and the incorporation of human and social information behavior research in the development of socio-technical systems.

New SLIS cybersecurity researcher



Shuyuan Mary Ho

This fall, Dr. Shuyuan Mary Ho joined the SLIS faculty as an assistant professor. She comes to us from her teaching position at the Computer & Security Technology Program at Drexel University in Philadelphia.

Ho's research focuses on trust in human-computer interactions, identity theft, the detection of behavioral anomalies in virtual collaborations, using online games for research analytics, natural language processing and computational modeling.

Her 15 years of industry and research

experience in information systems security has covered the areas of E-commerce system security, virtual private networks, the system engineering of role-based access controls, policy-based integrated firewalls, intrusion detection systems and network security.

Ho holds both a doctorate in information science and technology (2009) and a master's in information transfer from Syracuse University (2007), an MBA from Hartford University (1996) and a bachelor's in computer science from Ohio Dominican University (1993).

Learn about Ho's research at iSensorLab (isensorlab.com), where she studies human behaviors related to security in cyberspace.

SLIS News & Notes

- **Associate professor and alumna Nancy Everhart**, received the International Association of School Librarianship (IASL) 2012 School Librarianship Award, which recognizes recipients for their contributions to the national development of school libraries and services within their own country or internationally.
- **Alumni Don Latham and Laurie Bonnici** were elected to the board of directors of the Association for Library and Information Science Education (ALISE). Latham is an associate professor at FSU-SLIS and Bonnici is an assistant professor at the University of Alabama.
- **Assistant Professor Howard Rodriguez-Mori** was published with fellow FSU-SLIS alumni, **Dr. Mega M. Subramaniam, Dr. Paul T. Jaeger and Dr. Renee Franklin Hill**: Diversity-related Research in Library and Information Science (LIS): The implications of a decade of diversity doctorates (2000–2009) for supporting inclusive library practices. *Library Quarterly* 82 (3), 361-77.
- SLIS launched a **master's in information technology degree program** this fall. The 32-credit program is available entirely online and students can register regardless of their undergraduate majors.



ALUMNUS AT NLM. Ryan Cohen (MLIS '12) poses with his diploma at the National Library of Medicine in Bethesda, MD., where he became a reference and public services librarian in June.

Support CCI in your own way

While chatting with our alumni about the importance of giving back to the College of Communication & Information, we often hear two thoughts. First, “I can’t afford to make a major gift,” and second, “I don’t want to contribute to a general fund.”

Although it is true that we do need major gifts to fund our greatest needs at CCI, your gift, no matter the size nor where it is directed, will help our students in one of many ways.

For example, a gift of \$400 can replace a microphone as we work to modernize WVFS-FM; \$65 helps cover the cost of an appointment for a veteran at our new Veterans Specialty Clinic and, regardless of the amount, your gift definitely impacts FSU’s ranking in national publications.

The percentage of alumni who give back to Florida State University is a factor in *U.S. News & World Report’s* yearly ranking of colleges and universities. The higher our ranking, the better our chances of securing corporate and foundation grants, and the more prestigious your FSU degree becomes.

We are now making it easier for you to support specific programs through our new “Give.cci” webpage (give.cci.fsu.edu). We invite you to explore this new website and to learn about the exciting ways your gift can help enhance the educational experience for CCI’s students.

Not every program is listed on the website, so if you don’t see what you are interested in, please give us a call. We are sure we can find a program that will prompt you to add CCI to your list of annual philanthropic contributions.

~ Dave Judy



Dave Judy
Director of Development



Mafé Brooks
Development Officer

Join newsletter Go Green initiative

Everyone recognizes the importance of conserving resources and of reducing energy consumption — it saves trees, time and money. That’s the motivation for our newsletter’s Go Green initiative but we need your help to make it work.

With so much happening at CCI, we don’t have the resources to effectively share everything in print. In addition, we are working to develop a way to gather input from our alumni and to share their knowledge with our college and its students. One of our long-term goals is to build connectivity and interactivity into a digital newsletter so that we can share more information with our alumni and so that our alumni can share their comments, suggestions and successes.

You can support our efforts by signing up to receive The CCI Connection newsletter as a link to a PDF document in an e-mail instead of as a printed one. We’ve created our Go Green webpage (<http://cci.fsu.edu/green>) to enable you to do so easily.

Above your name on the mailing

574974

Mr. & Mrs. Best
711 College Alumni Rd
Tallahassee, FL 32304-8630

WINNING NUMBER. You can easily sign up to receive *The CCI Connection* newsletter as a link to a PDF in an e-mail instead of as a printed document. Find your six-digit number above your address on your newsletter (circled in the above example), visit the Go Green webpage (cci.fsu.edu/green) and enter the number or your mailing address. Click on the Go Green button and you will be receiving future issues of this newsletter in a digital format and conserving resources.

address label of your printed version of the newsletter, you will see a six-digit number. If you go to the Go Green webpage and enter that number and a preferred e-mail address (or addresses), we will update our mailing list so that you receive an e-mail notification for each newsletter.

By making the decision to stay connected electronically, you will be joining us in creating a better future for our college, our students and our alumni.

Tampa: An alumni summer celebration

The College joined in hosting an alumni reception featuring an entertaining keynote address from FSU Provost Garnett Stokes (below) at the Center Club in Tampa, June 7. At right, John Tetnowski, Paul Weaver and Nicole Nystrom. Lower right, Jessica Riggins, Helena Sims, Ahli Moore and Victoria Zepp.



CCI News Roundup

- At **Summer Communication Camp** this year, the School of Communication Science & Disorders used SMART table and SMART board technology to enable children with communication disorders to explore Australia and to revisit fairy tales virtually.
- **Communication senior Dylan Kilby**, who is also majoring in international affairs and pre-medical studies, was nominated for the Marshall Scholarship.
- **Local social media professionals** who were brought together by the College for "Teaching Social Media: A Panel Discussion," Aug. 4, reported that the two things they need most from students seeking careers are strong writing and creative skills.
- **Two new undergraduate courses** being offered at the College through SLIS are Social Media Management and Mobile Application Development.
- **The "Millionaire Game Design Challenge"** is being developed by CCI with the Jim Moran Institute at the FSU College of Business. FSU students will compete for prizes in it by creating a framework for an online game that will teach people how to become millionaires based on the book, "365 Ways to Become a Millionaire (Without Being Born One)." The winning design will be developed into a working online game.
- **Faculty and students from the School of Communication Science & Disorders** won three awards in the poster competition at the annual convention of the Florida Association for Speech-Language Pathologists and Audiologists (FLASHA) in Orlando this summer. Winners included faculty member



STAR SEARCH. A check-in volunteer searches for the place card of a student honoree at the 2nd Annual CCI Scholarship Awards Dinner, Oct. 11. The event honors the achievements of our students and gives donors and scholarship providers the opportunity to meet those whom they are helping. If you're interested in supporting student scholarship, you can learn more by visiting <http://give.cci.fsu.edu>.



CCI's GOT TALENT. Thirty-five employers met with more than 250 students at the CCI Career Day, FSU Alumni Center Grand Ballroom, Oct. 8. The event brings together students with potential employers. Feedback from the employers was very positive.



KEYNOTE CONNECTION. National leader in public relations and public affairs Karen Moore (above, right), chats with Dean Dennis following her keynote speech "Connecting the Social Dots" at the CCI Convocation & Award Ceremony on Oct. 27. Moore is the founder and chief executive officer of Moore Communications Group, one of the largest independently-owned PR firms in the nation.



BARBECUE BASH. More than 250 alumni, faculty and students, parents and friends enjoyed delicious food, music and conversation at the CCI Fall Barbecue, Louis Shores Building, Oct. 12. The second annual event was organized by the CCI Student Leadership Council as a part of their ongoing efforts to build a stronger College community.

Dr. Shannon Hall-Mills with master's student Anna Husfelt, faculty member Dr. Tricia Montgomery with master's student Melissa Kirby, and faculty member Dr. Juliann Woods.

- **Mass communication doctoral student Sophie Janicke** was selected to present her project, "Exploring the Roles of Entertainment in Meaningful Spirituality Experience," this summer at the prestigious Doctoral Honors Seminar of the National Communication Association.
- **Spring SLIS graduates Jeffrey Saunders (MLIS, 2012) and Lauren Mandel (PhD, 2012)** published an article with Francis Eppes Professor of Information Studies Charles R. McClure in the peer-reviewed online journal *First Monday* (Volume 17, Number 11, November 2012), "Broadband applications: Categories, requirements and future frameworks."
- **Senior advertising major Laura Golly** overcame nearly 2,000 contestants in the Monster Energy Ultimate Intern Search this summer to win a paid two-year internship at the beverage company's L.A. headquarters.
- **CCI students Diego Corzo** (information technology and business) **and Gerard Massey** (information, communication and technology) partnered **with information technology graduate Justin Lee**, creative writing major Antonio Arango and the FSU Practical Apprenticeship Center to create an interactive website for member organizations of the national network of child advocates, Voices for America's Children, called "Power of Relationships to Achieve Leverage."
- **Two School of Communication students** were selected to receive scholarships from the Advertising Women of New York (AWNY): Courtney Andrews, a senior majoring in advertising and psychology, and Laura Golly, a senior majoring in advertising and international affairs with a business minor.



COLLEGE OF COMMUNICATION & INFORMATION
 THE FLORIDA STATE UNIVERSITY
 P.O. Box 3062651
 Tallahassee, FL 32306-2651

Nonprofit Org
 U.S. Postage
PAID
 TALLAHASSEE, FL
 PERMIT NO. 55

CELEBRITY CONNECTION. FSU School of Communication alumna Maura Hayes ('82, media performance) and Muppet character Miss Piggy hook up for a photo op at Times Square, NYC. Hayes is director of operations for The Walt Disney Company's Time Square Studios.

"Most people think I have the best job in the world and I would have to agree," said Hayes, who received a Daytime Entertainment Emmy Award in 2007 for her involvement with top client ABC's Good Morning America.

Times Square Studios is a world-class, 24-hour, seven-day-a-week television production center and Hayes is responsible for keeping her team on their game and for keeping their clients happy.

"There is no such thing as a typical work day in the world of film and television," said Hayes. Working for Disney often has her flying between New York, Toronto, Chicago and Detroit.

JOIN A CCI SOCIAL NETWORK (and never be alone on a cold winter night)

- **Join a LinkedIn group:** FSU College of Communication & Information; FSU School of Library & Information Studies Alumni
- **Join a Facebook group:** FSU College of Communication & Information; Florida State Department of Communication Science and Disorders Alumni; FSU College of Information Alumni
- **Follow us on Twitter** @fsucci

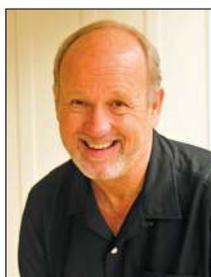
CCI is preparing students for success in their careers

Holiday greetings from the Leadership Board of the College of Communication & Information!

I'm a proud 1979 graduate of the FSU School of Library & Information Studies

and it's an honor to serve as president of this hard-working team of 21 alumni who are promoting the College, engaging our other alumni and assisting in fundraising. Check out our team on the CCI website.

One of the benefits of board service is getting the chance to observe what's going on at CCI. As I look at CCI's programs today it is clear that the emphasis has grown beyond instruction to include student engagement and external opportunities for real-world experience and success. Look around at the stories



Charlie Parker

in this newsletter about student activities and success and the evidence is strong and compelling. Internships, part-time jobs, involvement in groups and participation in national competitions are rich parts of the student experience. Dean Dennis and our world-class faculty are creating a learning culture where students are actively engaged in their careers while they are still in school; it's part of the program.

From my own experience, I know how participation early in my career was critical in my professional growth. I also know how difficult it is to maneuver yourself to be in the right place at the right time in order to take advantage of opportunities.

Today, the College is taking luck out of the equation by creating opportunities and presenting them to growing numbers of students at the critical moment when those experiences can best support their development and success. This means that students are often already in the workplace

or have demonstrated their success and the value they can bring to employers even before they graduate.

So, as I assess the CCI faculty and administrative team, I am very impressed with the direction in which they are going and with their commitment to student success. And this re-energizes my excitement and enthusiasm for the programs. I'm proud and appreciative of my FSU experience but I'm even prouder of how today's programs are changing students' lives and how their future is looking even brighter. That is why I care.

We are all proud of our FSU experiences and we like being part of successful programs. And let me tell you, the CCI programs are winners! One of the ways we can be part of this winning team is through our support. CCI offers attractive and flexible giving opportunities through the new "Give.cci" webpage (give.cci.fsu.edu). So please re-up with our winning team!