



Women in Leadership Conference motivates female students to overcome career challenges

CCI recently hosted the first “No Limits: Women in Leadership” - a free event for college and high school female students on Feb. 4 at the Turnbull Conference Center. The conference, co-sponsored by CCI and NetApp, was designed to teach young women about challenges facing female leaders and techniques to overcome those hurdles.

“Florida State’s young women are an inspiration to all of us and they are already doing great things,” CCI Dean Larry Dennis said. “This conference will enable some of Florida State’s best and brightest students to develop the leadership skills they need and help them achieve their goals and aspirations.”



Interim President Garnett Stokes and Dr. Laura Osteen were two of the panelists at the Women in Leadership Conference on Feb. 4.

The event featured a six-person panel, which included two prominent women leaders from Florida State University — Interim President Dr. Garnett Stokes and Dr. Laura Osteen, Director of the Center for Leadership and Social Change. The panel also included four women, who are leaders in their respective industries: Lesly Baer-Cardec, Randstad US, Sr. Director of PR & Content Marketing; Amishah Best-Bell, NetApp, Inside Sales Dev Manager; Colleen Smith McMillan, Citrix, Sr. Director – WW Services Partner Programs; and Dr. Kathleen M. Dalton, Unisys Corporation, Senior Engagement Manager. Following introductions of the panelists, a lively question and answer session with the students ensued.



Enara Nazarova

“Having the chance to actually interact and learn from female leaders themselves is so empowering,” student **Enara Nazarova** said. “They have worked hard to earn their place in their fields as professionals and what they had to share with us was invaluable.”

“The Women in Leadership Conference was extremely empowering,” student and CCI outreach coordinator **Maria Arjona** said. “It gave me, as a female student, a lot of confidence in regards to my future and success in the Information Technology field, which is primarily male dominant. The panel of women business leaders was very helpful and offered some great advice about issues that women face in today’s society. The conference was very motivating, and I hope to see it grow in future years.”



Maria Arjona

“At NetApp, we take our responsibility to give back to our communities very seriously,” said Asmishah Best Bell, NetApp’s Manager of Inside Sales Development Team. “The leadership role Florida State University’s College of Communication & Information has demonstrated in the support of STEM and their activities to encourage young women to enter these important fields is an effort NetApp was honored to be a part of and support. Our co-sponsored Women in Leadership Conference was pivotal and eye-opening event in the lives of many young students. Thank you Florida State for allowing NetApp to participate!”



Ashley Augustine

Following the expert panel, students spoke with 26 breakout leaders – all successful business and industry leaders from the Tallahassee community. “Just from attending this conference I have expanded my network by leaps and bounds,” student **Ashley Augustine** said. “I am now in contact with a Project Management professional in the D.C. area, who has given me great career advice. I have developed professional relationships with more of my peers whether they are in my career field or not. This Conference was a great success for me.”

Ad Club visits NYC for AWPNY Conference

The Advertising Club visited New York City from Nov. 20-24, 2013 to tour agencies and attend the Advertising Women of New York (AWNY)'s 57th Advertising College Conference. They were well-represented with 91 members who went on this trip and recognized by AWNY for being the university with most attendees.

The Ad Club Executive Board arrived several days before the other members to participate in the first ever Arrowhead Advertising Team reunion in NYC. The group also met with a past FSU Ad Club president and Communication alum, Elisa Cool, where she currently works as Director of Business Development at Contently.



FSU Ad Club gathered in the lobby of their NYC hotel, The Milford

To promote the professional development of Ad Club members, the Exec Board (Sarah Jean Ferraris, Marissa Monivis, Madalyn McLane, Ashley Van Der Laan, Christina Yatros and Leah Jarem) lined up a combined 12 agency visits for Nov. 21-22 with some of the world's largest firms. Throughout their tours, the FSU visitors were welcomed by agencies and engaged in presentations from diverse departmental representatives. Ad Club members networked with employees from areas like account management, creative strategy, media planning and human resources. At some of the companies, they were even greeted by former Ad Clubbers and CCI alumni who revealed their success stories and advice.

Doctoral grad joins faculty at Lahore University

School of Communication recent doctoral graduate, Dr. Khawaja Zain-ul-abdin, has accepted a tenure line position as Assistant Professor to teach marketing & communication at the Suleman Dawood School of Business in the Lahore University of Management Sciences.

This University is the top-ranked academic institution in Pakistan and its Suleman Dawood School of Business has consistently ranked among the top business schools in South Asia for the last

two decades. It has a curriculum partnership with the Harvard Business School, teaching M.B.A. courses based on the Harvard case study methodology.



Dr. Khawaja Zain-ul-abdin

Undergraduate student speaks on social entrepreneurship panel

CCI undergraduate student Omar Ismail was a featured speaker in the panel discussion "Social Entrepreneurship: Investing in Your Ideas for Global Change" organized by Florida State University's Center for Global Engagement on Feb. 19. It was a part of the "Engage Your World: Intercultural Dialogue Series."



Omar Ismail (right) alongside Dr. William Earle Klay, Director of the Ruebin O'D Askew School of Public Administration and Policy.

Ismail's interest in social entrepreneurship piqued while growing up in Bangladesh. He was inspired by the work of fellow countryman Dr. Muhammad Yunus, who is a pioneer in the field of social enterprise.

"I would like to work in the field of Information Technology and build my career as a social entrepreneur focusing in creating a bridge among the people with the help of IT," Ismail said. "I will work on creating a fruitful information system for healthcare and education for remote areas around the globe. I believe that information needs to be free and open for all."

CCI students visit with local Female Execs

As part of activities organized by WISE (Women in IT/ICT Sharing Experiences), students from CCI spent a morning this April with female execs at Taproot Creative. Taproot Creative is an award-winning integrated marketing firm serving clients across more than a dozen states and headquartered in Tallahassee.



The students met with: Sandi Poreda, APR, Senior PR Specialist; Stacey Getz, APR, VP of PR + Partner; and Blair Gregg, Senior Account Manager. All three women are FSU alums. The goal of the visit was primarily to network professionally and to learn from the business leaders. It provides a venue for our young women to talk in a small group setting with their potential mentors about leadership, work/life balance, career pathways, etc.

WISE hosts 3-4 of these sessions per year with various local businesses. Undergraduate students that attended included: Maria Arjona, Brittany Hammond, Luisa Laitano, Marissa Monovis, Amanda Corbitt, Katy Weeks, Victoria Guevara, and Shelby Schlembach.



CCI doctoral students secure faculty positions

Three recent doctoral graduates from Florida State University's College of Communication & Information have been hired to faculty positions at institutions around the nation.



Dr. Amelia Gibson

Amelia Gibson, who earned her Ph.D. last December from the School of Information, has accepted a position as assistant professor at the University of North Carolina at Chapel Hill's School of Information and Library Science beginning July 1. She also received a Master of Science in Library and Information Studies from Florida State. While at Florida State, Gibson was a McKnight Fellow. She is a member of the Beta Phi Mu Honor Society. This fall, Gibson will teach INLS 500, "Human Information Interactions."

"While at FSU I received excellent mentorship and opportunities to develop my skills as a researcher and as an instructor," Gibson said. "It really is a wonderful thing to be surrounded by a community of people who are curious, brilliant, and not afraid to pursue their passions as far as their research is concerned, and to be in an environment where professors consider Ph.D. students and candidates to be junior faculty, and support them as such."

Sophie Janicke, a recent Ph.D. graduate at the School of Communication, accepted a position as a visiting assistant professor at the University of Arkansas, which she will start in August after finishing a visiting professorship in the Institute for Journalism and Communication Research at Hannover (Germany) School of Music, Theater, and Media. She will be teaching Media, Community & Citizenship, an introductory undergraduate class and also an Entertainment Effects class.

"Florida State has helped me to excel academically through its great classes, financial support for conference travels, the department's amazing faculty and various opportunities to be on the forefront of socially relevant research," Janicke said. "FSU helped me to express who I really am. FSU gave me wings to fly and show everyone else the best in me."



Dr. Sophie Janicke



Dr. Michael Chouinard

Michael Chouinard, who will earn his Ph.D. from the School of Communication in December, recently accepted a full-time, tenure-track position as a professor of speech and assistant director of forensics at Florida State College at Jacksonville for the fall semester.

"The work I've done as the Director of Forensics at FSU was a huge asset throughout the job search process, and was a key factor in FSCJ's decision to hire me," Chouinard said.

School of Information faculty and doctoral students attend 2014 iConference in Berlin



Several doctoral students and faculty members from FSU's School of Information are heading to the 2014 iConference in Berlin, Germany that took place March 4 through 7.

Two doctoral students, Wonchan Choi and Nathaniel (Nate) Ramos, were selected to participate on a colloquium where they will present their research to a group of faculty and mentors in an interactive manner. The forum is intended to be "workshop-like," where feedback is provided to students on their dissertation, as well as career-related advice and insightful information on other areas of research.

The iConference was started in 2005 by the iSchools organization and each year it is hosted by a different iSchools member-institution. It serves as a gathering of scholars and researchers from around the world who share a common concern about critical information issues in society. The upcoming 2014 event will take place at the Berlin School of Library and Information Science at Humboldt-Universität zu Berlin, and the program is administered by the Royal School of Library and Information Science, University of Copenhagen.

Mon, Lee win best poster at 2014 iConference

Florida State University School of Information's Dr. Lorri Mon and doctoral student Jisue Lee won Best Poster at the 2014 iConference at the Berlin School of Library and Information Science in Berlin, Germany, which took place March 4-7.

Mon, an associate professor, and Lee collaborated on the poster, "Twitter and the Virtual Branch: the Public Library in Social Space."

Florida State is a member of the iSchools organization, which was founded in 2005 by a collective of Information Schools dedicated to advancing the information field in the 21st Century. The iConference serves as a gathering of scholars and researchers from iSchools around the world who share a common concern about critical information issues in society.



Dr. Lorri Mon



Jisue Lee

#369

**Twitter and the Virtual Branch:
The Public Library in Social Space**

Lorri Mon & Jisue Lee
School of Information, Florida State University, Florida's iSchool

INTRODUCTION

Purpose of Pilot Study
To examine online profiles of 300 U.S. public libraries on Twitter to analyze how public libraries are constructing *online identity* and creating a *visibility and voice in social space* through text and images.

Research Questions

- How are public libraries constructing online identity, visibility and voice on Twitter through profile photographs, biographical text on profiles, and online postings?
- How are public libraries presenting their role and mission through their Twitter profiles?
- What are the information sharing and impression management behaviors observed in public libraries' use of Twitter?
- What are the impression management and information sharing behaviors of influential public libraries on Twitter?

DESIGN AND IMPLEMENTATION

Data Collection
- Aug. 31, 2013 -
- 300 U.S. PL Twitter pages downloaded
- Peerindex scores

Image & Text Analysis

Library's Self	# in Bio	Text
Name	164	
Location	106	
Size	46	
Age	21	

Library in Images # in Profile

Building Exterior	Books	Logo	Building Interior	People	Computer
127	116	115	49	41	15

Data Analysis
- Text & Image Analysis - by using Linguistic Inquiry and Word Count (LIWC2007)
- Twitter Activities and Interactions Analysis - Correlation between # of tweets, followers, following, and Peerindex Score

	Mean	SD	Min	Max	Median	Q1	Q3
Peerindex	200	100	100	300	150	100	200
Tweets	100	50	0	200	50	0	100
Followers	100	50	0	200	50	0	100
Following	100	50	0	200	50	0	100

Analysis of Twitter Activity

- Tweets & Following (*)
- Tweets & Followers (*)
- Followers & Peerindex (*)
- Followers & Peerindex (*)
- Followers & Peerindex (*)
- Internal & Peerindex (*)

(Internal is a metric indicating PL's tweeting activity between their tweeting date and part of the data collection (Aug. 20, 2013))

BACKGROUND INFORMATION

Public Libraries by U.S. State

AK	VT	NH	ME	NY	CT	RI	MA	NJ	PA	DE	MD	VA	NC	SC	GA	FL
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Libraries & Twitter Launch Dates

AK	VT	NH	ME	NY	CT	RI	MA	NJ	PA	DE	MD	VA	NC	SC	GA	FL
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

RESULTS & IMPLICATIONS

LIWC in Bios	Median Score	Library's Role	# in Bio
Social Processes	11.11	Community	46
Work	19	Information	44
Cognitive Processes	9.09	Education/Knowledge/Learning	35
		Books	31
		News/Events	22
		Reading/Literacy	21
		Questions/Answers	20
		Recreation/Entertainment	21
		Gateway/Bridge/Connection	16
		Jobs	15
		Enrich	12
		Inspire/Registration	10
		World	10

1. Peerindex as a metric for assessing Twitter activity & reciprocation.

2. Mission statements as a rich source for Twitter profile texts.

3. Further research is needed to assess Twitter followers - beyond numbers to individuals and influencers.

Contact: Lorri Mon, 101 Louis Shores Building, 142 Collegiate Loop, Tallahassee, FL 32306-2100 | lmon@fsu.edu

Students win Student Research and Creativity Awards

School of Communication undergraduate Annalise Kapusta received a 2014 Undergraduate Research and Creative Activity Award (URCAA) for her proposal to study the media in relation to the peace process in Northern Ireland.

"My research is why the peace has been so precarious and if the media had anything to do with it with the reporting of the troubles," Kapusta said.

Annalise Kapusta

School of Communication Science & Disorders doctoral student Rachel Johnson received a Graduate Student Research and Creativity Award from the university's Graduate School for her research involving creative treatment approach for apraxia of speech.

Rachel Johnson

IT Students partner with peers from FSU Physics to conduct outreach

CCI students partnered with their peers from other STEM (Science, Technology, Engineering & Mathematics) fields of study to conduct outreach events for local elementary and middle schools.

In recent years, CCI has planted deep roots in the local community by building relationships with K-12 schools through its outreach initiatives. The College, led by students from the STARS Alliance, has hosted technology camps, campus tours, Girl Scout STEM events, and worked with Leon County STEM clubs. The mission of Florida State's chapter of the STARS Alliance is to increase participation of under-represented minorities and women in the information technology fields.

Looking to build upon its current STEM outreach efforts, the College's technology students reached out to Florida State's Department of Physics. The collaboration resulted in a Physics Day event held at Hawks Rise Elementary School on March 1. Thirty-two Hawks Rise students attended the interactive event. Three Physics students (Kelly Pawlak, Kay Rasmussen, Dennice Roberts), four STARS students (Shelby Schlembach, Michael Helfrich, John Nguyen, Brittany Holland) and two students from CCI's leadership class (Dylan Donald, Drew Sutherland) joined forces to organize and volunteer for the five-hour event that highlighted various experiments to demonstrate the principles of physics.

"Working with the STARS students really pulled the event together," Pawlak said. "They had the connections and the expertise to help coordinate the project. In addition, they were able to handle specific challenges, such as technical needs, that we were not trained for. We hope to nurture this collaboration in the future so that we can give Leon County schools the highest quality STEM experience possible. This was a great student partnership between Physics and IT."

Physics Day was divided into three sessions; topics and demonstrations included: classic mechanics (gravity, momentum); Electricity and Magnetism (fields, magnets, circuits, currents); and modern physics/quantum (polarizing filters, photons, nuclear decay, subatomic particles, superconductivity, levitation).

"We want to give children the impression that science is fun, interesting, and maybe something they want to do when they grow up," Rasmussen said. I personally feel that the goal of the event was geared less towards teaching specific physics concepts and more towards exposing children to a wide variety of cool ideas. It's a lot different from science class because with small, rotating groups, you can give everyone a hands-on experience, which is probably the best way for a child to remember what they learned."

"Physics Day was a great success with the students," Amy Frankin, a science teacher at Hawks Rise Elementary, said. "Many of them have already asked when the next one will be. The Florida State students were such wonderful role models for our students."

"Our Hawks Rise students have certainly benefitted from our partnership with FSU in technology and physics initiatives," Hawks Rise principal Evy Friend said. "The students now have a deeper understanding of the information they are learning in class and its application in science and technology. These hands-on activities with FSU students have led to rich conversations and critical thinking. We are so appreciative of this wonderful resource for our students."



CCI Dean Larry Dennis knows the important role STEM plays in our future. While he currently teaches courses in the technology program, he spent many years working for FSU Physics. "The interaction between science and technology helps move both areas forward," Dennis said. "History is full of examples of IT created to solve physics problems, which in turn helps solve IT problems. We hope that this program will help everyone involved see the benefits of working across disciplines."

"This event not only introduced physics to elementary school children, but also fostered new relationships between physics and IT students, and gave them a greater appreciation for the fields of study of their fellow students," CCI associate dean Ebe Randeree said. "We have already laid the foundation for Technology (T) by doing five years of outreach in Leon County schools; we are adding Science (S) to the mix and will eventually bring in Engineering (E) and Math (M)".



Hawks Rise Elementary students have fun learning about Physics



Cybersecurity Club advances to onsite regionals in SECCDC



Back row: (left to right) Steve Saint-Ulysse (technical support), Cody Confer, Clark Wood, Willis Rabon (judge). **Front row:** (left to right) Sarah Reecy, John Connor McLaughlin (captain), Angela Gibbons, Nicholas Clark, Jonathan Borrero, Ryan Kuhl (co-captain).

FSU's Cybersecurity Club placed in the top eight of the preliminary round of the Southeast Regional Collegiate Cyber Defense Competition (SECCDC) on March 8, advancing to the onsite regional competition to be hosted by Kennesaw State University in Kennesaw, Ga., on March 31-April 2.

The Cybersecurity Club is comprised of students from the School of Information and Department of Computer Science.

“Cyber defense competitions are not only a great way to raise awareness of cybersecurity, but also become a playground for students to sharpen their understanding of safeguarding information systems and information assets,” Dr. Shuyuan Ho, assistant professor at the School of Information, said. “I am happy to see many more students involved in cybersecurity and CCI is excited about such an extra-curricular activity.”

CCI Student Spotlight

School of Information master's student David Atkins was recently awarded a scholarship and select graduate assistantship to Virginia Tech's Master of Arts in History program beginning next fall. As a master's student at Virginia Tech, Atkins will serve as a graduate assistant for the Carol M. Newman Library's Special Collections. Special Collections includes manuscript collections, rare books and the University Archives, as well as state, local and historical maps and photographs.



David Atkins

COMM doctoral student Mehnaz Gul has received an International Dissertation Semester Research Fellowship (IDSR) from the university's Graduate School, which is awarded to select students to facilitate research and timely

completion of the doctoral degree that requires extended research time abroad. Gul's study aims to contribute to the public diplomacy literature by analyzing the manifestation of public diplomacy and exploring its shortcomings that may end up portraying it



Mehnaz Gul

as propaganda efforts. She will be traveling to her native land of Pakistan to study the Voice of America Pasto language service (Deewa) for tribal areas of Afghanistan and Pakistan.

COMM doctoral student wins Three-Minute Thesis Competition Finals

Neleen Leslie, a doctoral student in the School of Communication specializing in Multicultural Marketing Communications Research, was the winner at the Three-Minute Thesis™ (3MT™) Competition Finals on Feb. 25 in the College of Medicine auditorium. The 3MT™ is a competition for doctoral students to explain their research in just three minutes using language appropriate for an intelligent but non-specialist audience. This event is conducted internationally and finalists are selected from a wide range of academic programs.



Neleen Leslie

CCI students impress at Digitech

CCI students showcased innovative projects at Digitech, an annual exhibition that recognizes achievement in digital technology and promotes collaboration between disciplines, on March 28.

“I enjoyed walking around and seeing what the students have accomplished in the last year,” Gary Ostrander, FSU Vice President of Research, said. “It really is impressive. Digitech is becoming a recognized word and event on campus and since I heard someone already talking about next year, I can truthfully say it is now an anticipated event on campus.”

Two of CCI's student projects garnered awards at the conclusion of the event, which is presented by the Program for Interdisciplinary Computing (PIC). Information technology students Jon Gluesenkamp, Tyler Kalarchian, Joe Rainer and Connor Widergren won Digitech's Campus Choice Award for their submission “iVisit – Doctor in Your Pocket.”



iVisit – Doctor in Your Pocket – won the Digitech Campus Choice Award.

Event attendees voted on the award via text message. The group developed the concepts, services, and wireframes for an iOS application which allows users to meet with doctors using video or text, with the purpose of saving time in determining if an in-person doctor's visit is needed.

Sophomore Sean Daniels, an Information, Communication & Technology major, received Digitech's Contribution Award for his submission “Who We Play For,” which is a non-profit organization helping to save lives and inspire others. Who We Play For's website allows visitors to donate, sponsor, and volunteer to help prevent sudden cardiac arrest, especially in student-athletes. The site provides information on their many events and heart screenings.



Sean Daniels, Who We Play For

iSchool students place 3rd at NASA Challenge

Florida State University School of Information doctoral students Julia Skinner and Abigail Phillips were recognized for their efforts in the International Space Apps Challenge, a global collaboration led by the National Aeronautics and Space Administration (NASA) in mid-April.

The International Space Apps Challenge is an international mass collaboration focused on space exploration that took place over 48 hours in cities around the world. The event embraced collaborative problem solving with a goal of producing relevant open-source solutions to address global needs applicable to both life on Earth and life in space. NASA is leading this global collaboration along with a number of government collaborators and 100+ local organizations.

Skinner and Phillips, who worked with Florida A&M University computer science senior Jeff Chatham, earned the local award for “Best Use of Data” for their app, “Cats in Space,” which they used to tackle the project “Earth as Art.” The group competed locally through Making Awesome, Tallahassee's makerspace, a community of people who share tools, talents and materials to make real things that they couldn't make with their own individual resources. “Cats in Space” is an image collecting and organizing project, incorporating Flickr, Imgur, and Reddit, which users are encouraged to upload, tag, and/or favorite images of cat-like, cat-inspired or cat-related images of Earth or space. In addition to the Flickr, Imgur, and Reddit streams, the trio developed an app (<http://catsinspace.x10.mx/catsinspace.html>) that draws from these streams and encourages metadata creation by its users. Along with uploading images, users can vote from their favorite and/or “most cat-like” images.



Jeff Chatham, Julia Skinner, and Abigail Phillips

“Cats in Space” includes photos of cat-like images identified in space and earth imagery. These cat-like phenomena are collected from satellite streams, NASA image databases, and user submissions. “It is our hope that through this engaging and playful approach that users who are not familiar with satellite imagery of Earth and space will develop an interest while searching for cat-likeness in landmasses, cloud formations, lakes, etc.,” wrote Skinner. “Through browsing satellite live streams and NASA databases, users are exposed to the work that NASA is producing, the importance of scientific research to the world around them, and the beauty of our planet and universe.”

Doctoral student receives Moellership Award for a summer of service abroad

School of Communication Science & Disorders doctoral student Maya Callender recently received a Moellership Award from the Center for Leadership and Social Change which will enable her to set off to South Africa in April for a two-month service project.

The Moellership Award, named for its founder Bill Moeller, provides selected students at Florida State the opportunity to focus eight to 12 weeks of their summer to full-time service at a not-for-profit agency. The scholarship is awarded to students with a desire to create positive change in communities.

“My proposal was along the lines of my interests and research and clinical experience,” Callender said. “I chose to go to South Africa because there is a high need with the number of orphans there – one in five children in the country are orphans. I’ve always had the desire to work with children in underserved populations.”



Maya Callender volunteering at an orphanage in Ghana

Media Production students campaign for class project funds via IndieGogo.com

Students in the Media Production program are utilizing the crowdsourcing website IndieGogo.com to raise funds for the production of class projects.

Under the leadership of adjunct faculty member Deirdre Morales, 20 students in the Advanced Narrative course set a goal of raising \$8,000 to produce seven short films. The campaign ran through April 9 and the group raised \$1882.

“I try to teach the class in as much of a real work scenario as possible,” Morales said. “I told them they could do whatever they wanted if they plan for it. You create your own opportunities. One way to make these films better is through these types of campaigns because there is more support out there than you think.”

The films will be approximately 10-15 minutes in length, cover a wide range of genres, and will be funded entirely by the students themselves or donations they receive on IndieGogo.com. The films will not receive funding from the university. Donations received will be split between the four production groups in order to purchase props, pay for distribution costs and application fees to film festivals, hiring actors, transportation and lodging for the cast, and food for the cast and crew.



Scholars present research at the Southern States Communication Association Annual Convention

Three School of Communication students presented papers at the 84th Annual Convention of the Southern States Communication Association (SSCA), held April 3-6 in New Orleans.

Erin Looney, a doctoral student from Pensacola, presented three papers:

- “‘Ph*\$* the Phillies!': The Role of Profanity in CORFing”,
- “‘Eat a Salad and Take a Walk’: Chris Christie and the Role of Obesity Discourse in a Presidential Race,”, and
- “I Just Want to Put Tim Lincecum in a Dress and Take Him to Prom”: The Role of Humor in San Francisco Giants Fan Interpellation,”.

Audrey Post, a doctoral candidate from Tallahassee, presented “Ann Romney, Hilary Rosen, and the Continuing ‘War on Women’ in American Politics.” Her paper was one of three selected for the panel titled “A Sampling of Outstanding Scholarship: Top Student Papers in the Gender Studies Division.”

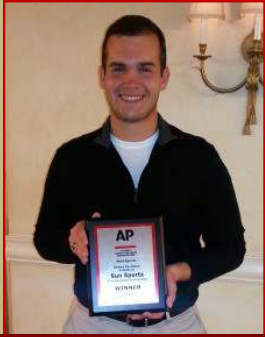
Undergraduate student Stephanie Smalling, a senior from Palm Harbor majoring in Media/Communication Studies, participated in SSCA’s Theodore Clevenger Undergraduate Honors Conference. Her paper, “The Emergence and Conflict of Cyber Libel,” was one of six accepted for the panel titled “Artistic Expression: Creating, Transmitting, and Sustaining Cultural Norms and Expectations.”



Stephanie Smalling

Student features place at Florida AP College Awards

Communication student features placed first and second in the category of “Best Sports” at the Florida Associated Press College Awards on March 22. Junior Shawn Davison (reporter) and Erik Reed (editor) were awarded first place in the category for their feature “Osceola and Renegade: 30th Anniversary” which aired on Seminole Sports Magazine on Sun Sports.



Shawn Davison

The video looked at the history of Chief Osceola and Renegade and gave an in-depth view of the inner workings one of college football’s greatest traditions.

“When you put together a good story, you know it can be special at a certain point in time,” Davison, a media and communication studies major, said. “I got that feeling about this feature when I saw the finished product the first time.”



Erik Reed

Jenny Knipe (reporter) and Megan Daniels (editor) won second place in the same category, for the feature “Linden Hall: A Down Under Comeback”, which looks at the career of FSU cross country runner Linden Hall.

CCI recognized at Celebration of Graduate Student Excellence

Three College of Communication & Information graduate students were honored by Florida State University’s Graduate School at the annual Celebration of Graduate Student Excellence at the Honors, Scholars, and Fellows House on April 9. The event sponsored by The Graduate School, the Office of Research, and the Congress of Graduate Students, recognizes FSU’s graduate students for excellence in teaching, research and creativity, and leadership.



Young Sun Lee

Young Sun Lee, a doctoral student in the School of Communication, was awarded a Program for Instructional Excellence (PIE) Graduate Student Teaching Association Assistantship. The PIE Graduate Student Teaching Associate Assistantship helps to improve teaching across campus by helping departments enhance their graduate student teaching assistant training programs and establish interdisciplinary connections and community among graduate students at FSU.

School of Communication Science & Disorders doctoral student **Rachel Johnson** received a Graduate Student Research and Creativity Award from the university’s Graduate School for her research involving creative treatment approach for apraxia of speech. Johnson is one of just six winners of the award, which recognizes students for their outstanding research and creative productivity within their programs.



Rachel Johnson



Min Sook Park

The School of Information’s **Min Sook Park** was recognized as a Preparing Future Faculty Fellow. The Preparing Future Faculty Program assists Florida State’s doctoral students (and others headed toward academic careers) prepare for future faculty work. Through participation in coursework, workshops, and mentoring, PFF Fellows increase their awareness of expectations for faculty performance and of resources available to aid in scholarly careers, and build their readiness to address research, teaching and related demands of faculty life.

Current Students

CCI students present at Undergrad Research Symposium

Over a dozen students in the [Florida State University College of Communication & Information \(FSU CCI\)](#) presented their original research or creative works at the 14th [Annual Undergraduate Research Symposium](#). It took place from 9:30 a.m. to 4 p.m. on April 1, 2014, at the Honors, Scholars and Fellows House. This event provided a unique opportunity for undergraduate student researchers to showcase their work on research and creative activities from across campus to the university community. To be selected to participate, applicants previously submitted an abstract explaining their work and findings to FSU's [Office of Undergraduate Research](#). At the Symposium, undergraduate students in various majors presented recently completed academic projects that cover diverse topics, approaches, and interests. This year a total of about 200 FSU students presented their work as oral and poster presentations. Presenters included:

ORAL PRESENTATION:

“Validating the CTSCD as a Tool for Measuring Critical Thinking”

Student: *Kendra Scholz*, [School of Communication Science and Disorders \(SCSD\)](#)

Faculty Mentor: *Dr. Richard Morris*, SCSD Associate Professor

POSTERS:

“A Media Framing Analysis: The Coverage of Rape in Indian and Western News Sources”

Student: *Shauna Gillooly*, [School of Communication \(COMM\)](#)

Faculty Mentor: *Dr. Stephen McDowell*, John H. Phipps COMM Professor and CCI Associate Dean for Academic Affairs

“An Examination of Gender Differences in Preschoolers’ Conversational Language”

Students: *Brooke Ossi*, *Carolyn Alexander*, and *Kaitlin Snapp*, SCSD

Faculty Mentor: *Dr. Carla Wood Jackson*, SCSD Associate Professor

“Differences in Narratives Produced by Preschoolers After Exposure to Static Versus Animated Stories”

Students: *Ariel Basden* and *Charles Lafer*, SCSD

Faculty Mentor: *Dr. Carla Wood Jackson*, SCSD Associate Professor

“Essential Language Skills for Adolescent Literacy: Have We Persuaded You?”

Student: *Catherine Sassano*, SCSD

Faculty Mentor: *Dr. Shannon Hall-Mills*, Assistant in SCSD

“Hispanics on Drunk Driving: Exploring the Impact of Fear-Appeal Advertising on Hispanic Adolescents”

Student: *Carolina Ruggero*, COMM

Faculty Mentor: *Dr. Cindy Chapa*, COMM Assistant Professor

“Quality of Life After a Total Laryngectomy”

Student: *Christina Givner*, SCSD

Faculty Mentor: *Dr. Julie Stierwalt*, SCSD Associate Professor

“Reporting Reconciliation in Northern Ireland: The American Media and Their Treatment of the Troubles Peace Process”

Student: *Annalise Kapusta*, COMM

Faculty Mentor: *Dr. Stephen McDowell*, John H. Phipps COMM Professor and CCI Associate Dean for Academic Affairs

“The Taliban and the Media: Coverage Changes Surrounding the Death of Mehsud”

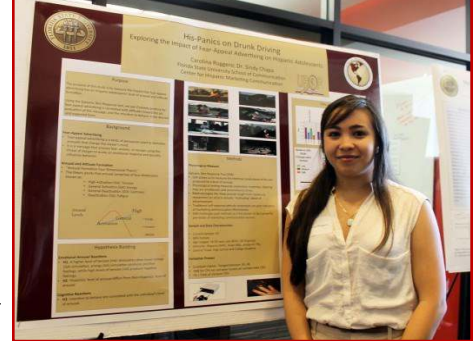
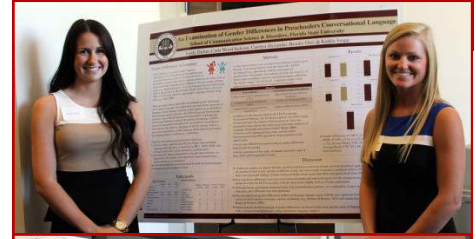
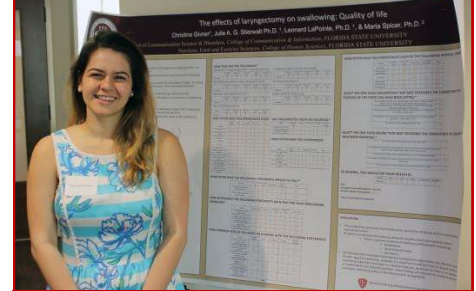
Student: *Sandra Thomas*, COMM

Faculty Mentor: *Dr. Stephen McDowell*, John H. Phipps COMM Professor and CCI Associate Dean for Academic Affairs

“Understanding Oral Language Development through Narrative Samples”

Student: *Alexandra Saa*, SCSD

Faculty Mentor: *Dr. Carla Wood Jackson*, SCSD Associate Professor



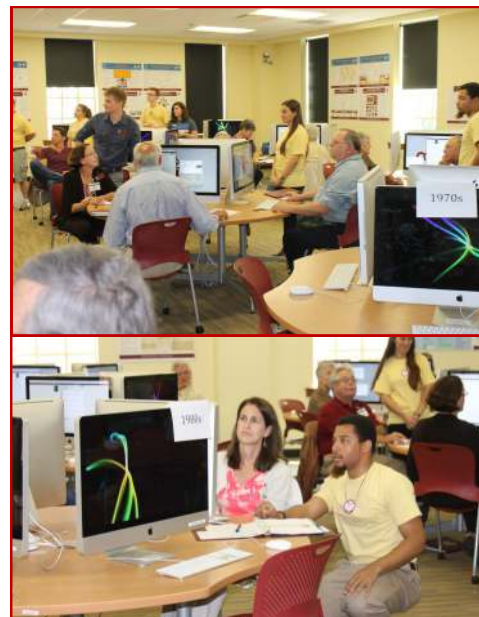
iSchool students assist with Presidents Club College

Florida State University's School of Information Associate Professor Paul Marty was one of a select group of faculty members who conducted exclusive classroom sessions at Presidents Club College hosted by the FSU Foundation on April 11.

Assisted by CCI webmaster Alex Lehner (IT Alum), digital archivist Krystal Thomas, and students from AITP and STARS Alliance, participants spent the 75-minute course building a website to document their time as students at FSU, which you can find online at <http://pcc.cci.fsu.edu/>.

Undergraduate students from the iSchool that assisted Dr. Marty were: Russ Hill, Luisa Laitano, Maria Arjona, Milton Ramer, Michael Helfrich, Marissa Monovis, and Sarah Yasi. They were joined by PhD student Rienne Saludo.

Dr. Marty's class, "Hackathon 101: Innovating with Information Technology," was part of the day-long back-to-school event, which provided Presidents Club honorees the opportunity to return to campus and sample a curriculum based on several of the university's big ideas. The FSU Foundation's Presidents Club recognizes the university's most generous donors—individuals, families, corporations and foundations—whose support, dedication and vision make positive things happen in our community, our state and beyond.



CCI continues STEM partnership with Girl Scouts



CCI continued its partnership with the Girl Scout Council of the Florida Panhandle (GSCFP) to help with the organization's STEM initiative by offering "Girl Scouts do STEM: Technology Camps" during the month of April. CCI Leadership students, including members of the FSU STARS (Students & Technology in Academia, Research & Service) Alliance, offered classes on April 12th and April 26th to over 60 girls from different age groups and troops.

The program was planned by Associate Dean Ebe Randeree who expects the link with GSCFP to continue this summer and fall. "Getting girls interested in technology early is important," Randeree said. "It helps to build lifelong passions and the College has had numerous outreach programs to reach young women and keeps girls interested in STEM." Classes included: digital photography, basic computing/Paint, and Digital Movie Making. In addition, a class was held for the troop leaders and parents discussing emerging technology and the programs that the iSchool offers.



Lynnsey Weissenberger, an iSchool doctoral student, and Michael Helfrich, an undergrad IT major, taught classes supported by 12 volunteers. According to Amy Jones from GSCFP, "We are extremely excited about the opportunities provided to Girl Scouts by CCI." Florida State is the only college or university that has partnered with GSCFP to teach STEM classes. GSCFP serves the 19 counties in the Florida Panhandle.



Undergraduate students that volunteered include: Kristin Ericksen, Krissy Wong, Russ Hill, Luisa Laitano, Maria Arjona, Michael Helfrich, Marissa Monovis, Sarah Yasi, Kya Deandre, Anthony Acosta-Kane, Shelby Schlembach, Brittany Hammond, Chelsea Schneider, Kim Martinson, and Danny Norrell.

Programs for the summer and fall are being developed and will be coordinated through the Girl Scout Council of the Florida Panhandle (GSCFP) office in Tallahassee.

COMM students work towards climate change legislation

An environmental project (known as “Project Nero”) was set up by Florida State University (FSU) students to bring forward climate change legislation and awareness in Florida. “Project Nero” was developed in a Digital Media Production course taught this spring 2014 semester by FSU School of Communication Associate Professor, Dr. Andy Opel, who collaborated across colleges with an Environmental Science & Policy class offered by Professor, Dr. William (Bill) Landing. Students from both majors worked together with the goal of answering the questions: “Who is blocking climate legislation in the State of Florida and why?”



Dr. Opel said, “In effect, we are searching for the modern Nero who is fiddling while the planet burns.” Hence, the project’s name, Nero, is after the fifth emperor of Rome “who is rumored to have fiddled while Rome burned.”

Their website describes this initiative as “a student led documentary project in citizen journalism.” Through civic engagement, it addresses climate change issues to the Florida legislature. This project also strives to educate Floridians who elect these lawmakers about “the direct economic and environmental effects that global warming can have on the state” if new steps are not taken. The students involved with this initiative hope to positively impact Florida by encouraging implementation of a climate action plan that will limit the pollution of fossil fuel companies and promote proactive alternative energy use.

On March 4, 2014, FSU students participating with Project Nero attended the first day of session outside the Capitol building in Downtown Tallahassee. Their goals were to

inform state legislators of current environmental issues and draw attention to those who are currently blocking effective climate changes in the state. Despite many Florida legislators not returning phone calls to students throughout the semester, Dr. Opel is proud of their hard work to try and make a difference. They have gained first-hand experience with some of the difficulties and roadblocks often encountered in politics.

A few exceptions of Florida politicians who were receptive to sharing advice with the class as guest speakers were Republican Rehwinkel Vasilinda, and several Democrats who Dr. Opel mentioned “instructed the students not to use the words “climate change” or Republicans would not speak to them. For the Environmental Science student majors, the realization that a majority of an entire political party is unwilling to use the language of science – the facts students have studied for the past 3.5 years – was a stunning blow to their view of the political process.”

With the official Project Nero course and the legislative session ending soon, Dr. Opel mentioned final thoughts on how “with over 7 million Floridians living within 5 feet of sea level, billions of dollars in roads, schools and public infrastructure in this zone and the salt water intrusion into our aquifers that will accompany sea level rise, Florida is the most vulnerable state in the union to the effects of climate change. The students know this but the Governor and legislative leaders did not want to even talk about it.” The project will continue throughout the 2014 legislative session and you can follow the progress on their website’s blog (ProjectNeroFSU.Blogspot.com) or see some of the work of Project Nero at the links below. If you want to support their work, “like” them on FB and Twitter and repost their links.

[Twitter.com/ProjectNeroFSU](https://twitter.com/ProjectNeroFSU)



Alum Ahli Moore brings Program IGNITE to current CCI students

Florida State University's College of Communication & Information alumnus Ahli Moore conducted a half-day leadership development workshop for a select group of the College's undergraduate and graduate students on Feb. 8. Program IGNITE is a modular-based Student Leadership workshop that uses a combination of experiential activities, self-reflection, role-plays, assessments and mini-lectures to teach fundamental concepts of leadership and how to apply them to every day aspects of your respective teams, organizations and workplaces. The acronym "IGNITE" stands for:

Identify your Leadership Core
Grow your Leadership Knowledge
Nourish your Leadership Strengths
Improve your Leadership Capabilities
Tailor your Leadership Message
Express your Leadership Vision

"Program IGNITE is designed to help these very unique students understand, establish and maximize their leadership potential to position them for personal, career and community success," Moore said. "We want to help our graduates to influence the world by sending them into society as thoughtful and informed men and women dedicated to positive change. This weekend's event will hopefully be a first step in establishing a long-term relationship between FSU and Program IGNITE."



"Mr. Moore explained as we develop academically and professionally, our perspective of leadership develops in tandem," doctoral student Rienne Saludo said. "Mr. Moore's IGNITE program is an excellent opportunity to reflect on one's development as a leader." Moore, who is also a member of the CCI Leadership Board, earned two degrees from Florida State – a B.S. in 1993 and M.S. in 1995 – before starting a career in management counseling.

CCI hosts Successful Career Fair

Florida State University's College of Communication & Information (CCI) hosted its 2014 Spring Career Fair on **Monday, Feb. 24, from 1 to 4 p.m., at the FSU Alumni Center** (located at 1030 W. Tennessee St., Tallahassee, Fla.). Held bi-annually every fall and spring semester, this event provides valuable networking opportunities for students and alumni to meet local, regional and national employers who are hiring for internships, full-time and part-time positions in the communications and information fields.

Previous CCI Career Fairs have attracted more than 45 companies and 200 students. This event was no different—The event attracted 55 companies and more than 200 students participated. Students and alumni are encouraged to take advantage of this unique event to advance their professional and career development. Companies wishing to participate in future CCI Career Fair should contact Ebe Randeree at Ebe.Randeree@cci.fsu.edu or 850-645-5674.



Students active in local K-12 education

Florida State University [College of Communication & Information](#) undergraduate students continue to impact the community through partnerships with Tallahassee-area K-12 programs with the goal of promoting STEM education focused on technology – or the “T” in STEM. Students enrolled in the [college’s Information Technology \(IT\) Leadership course](#) are collaborating with the student organization [STARS](#) (Students & Technology in Academia, Research & Service) to build and execute sustainable projects in Leon County.



“The College has a long history of service to the community, which we intend to continue,” Larry Dennis, Dean of the College of Communication & Information, said. “Every year, more and more CCI students dedicate themselves to mentoring the next generation and getting K-12 students interested in technology and STEM.”

“It is imperative that students be introduced to information technology at a young age,” CCI’s Associate Dean Ebe Randeree and IT leadership class professor said. “The field will continue to be an integral part of Florida’s economy. It is our job to motivate and mentor potential IT students and to keep them here in Florida, in Florida universities, and launching Florida businesses.”

CCI students visit area K-12 schools throughout the year to discuss topics such as technology, robotics and web design. They also host middle and high school students throughout the local area for visits that feature very popular scavenger hunts on the Florida State campus. “One of the most unique and perhaps impressive components of Florida State’s College of Communication & Information is its continual applications of community outreach in the Tallahassee area,” recent CCI graduate Jon Gluesenkamp wrote on the leadership class blog. “During my experience in two leadership courses provided by CCI’s Information Technology program, I participated in more outreach than ever before.” Projects this Spring 2014 included:

- Training for Girl Scouts to earn STEM badges (classes for each Girl Scout level)
- Saturday Physics camp at Hawk’s Rise E.S.
- Support for and training (5 visits) to Chaires E.S. and Conley E.S.
- Support for and training (5 visits) to Conley E.S.
- Introduction to technology/web design at Cobb E.S.
- Introduction to technology/web design at Apalachee E.S.
- Visits to Leon H.S. and Godby H.S. to talk with senior students
- IT help sessions at the Woodville Library (9 sessions)
- Robotics at Boys & Girls Club of the Big Bend



Since CCI partnered with the Chaires Elementary School STEM Club three years ago, undergraduates have worked on various projects with fourth and fifth grade students to develop interest in STEM programs. STARS students, who are mainly IT majors, began the partnership, but have since joined forces with Florida State students majoring in computer science, engineering and physics to cover an array of topics.

“Opening the minds of our elementary students to what they can do ‘now’ with technology increases their current skills and makes them more curious about what ‘could be’ in the future fields of technology that haven’t even been invented yet,” Chaires fourth grade teacher Kim Perez said. “It was a thrilling and educational experience,” Chaires fifth grade student Evelyn Hildreth said. “I want to be a doctor and I will need to understand computers to be a good doctor and help me with my job.”

Most recently, CCI and physics students teamed up for a Physics Outreach Day at Chaires, highlighting different experiments to demonstrate the principles of physics. “It was fun working with the various majors and collaborating to bring STEM to the classroom,” CCI student Marissa Monivis said. Earlier this spring, the college’s technology students and FSU physics students came together and hosted a Physics Day event at Hawks Rise Elementary School. Thirty-two Hawks Rise students attended the interactive event. At Conley E.S., FSU students introduced STEM students to Prezi, iMovie, coding and programming. Conley students were also able to take apart computers, learn the function of parts and how they work together, and then reassemble the computers.

“Having the opportunity to with CCI students has been a huge bonus to our STEM curriculum,” Conley fifth grade teacher Melissa Olson said. “Our fifth graders really enjoyed the interaction with college age students, while learning many different aspects of technology. As our world becomes more infused with technology it is vital that students have a solid foundation in technology beyond just using an Xbox controller or playing with an app. The STARS students have helped us lay that foundation and we hope to continue our partnership with them.” “Having the opportunity to be taught by college students with their energy and enthusiasm regarding science and technology skills was inspiring to our Hawks Rise Elementary students,” principal Evy Friend said. “To quote one our students, ‘Can we do this again next Saturday?’”

ICT Alumni Discuss transition from school to work

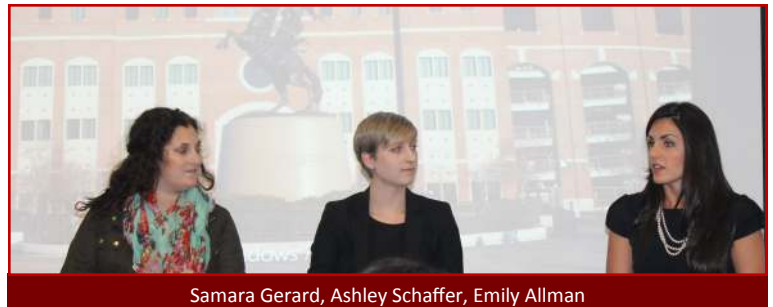
Former ICT students, Samara Gerard and Ashley Schaffer, presented a panel discussion on Wednesday, April 16, sharing advice and answering questions about transitioning from school to work and more. They were joined by Emily Allman. The panel included:



Emily Allman – Senior Account Manager at RB Oppenheim Associates, a full-service, marketing-communications, advertising and public relations counseling firm specializing in the development and implementation of comprehensive, market-driven communication programs on local, state, regional and national levels.



Samara Gerard – Digital Content Coordinator at 3W Studios, an accomplished and award-winning interactive design agency specializing in design, development and management for innovative companies and associations.



Samara Gerard, Ashley Schaffer, Emily Allman

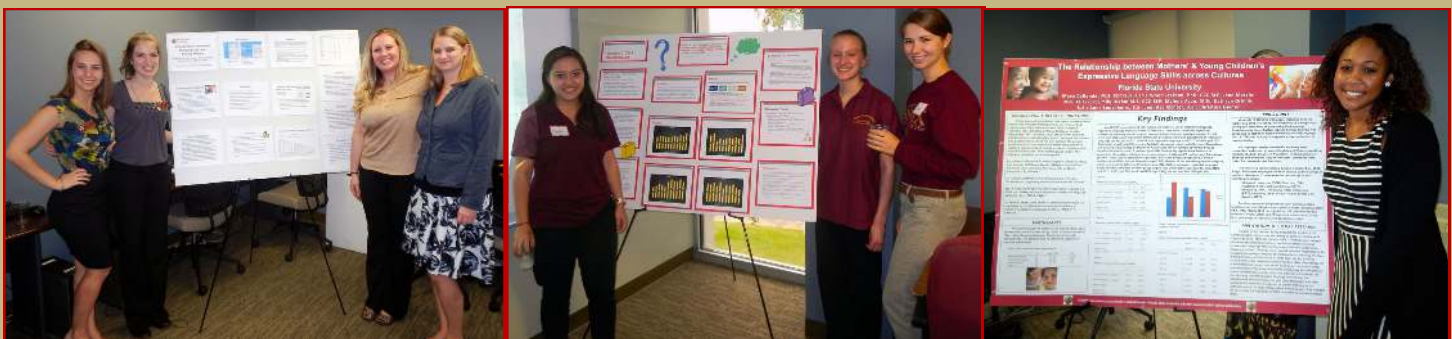
Ashley Schaffer – Digital Account Associate at Sachs Media Group, one of America's leading independent communications firms and Florida's dominant public affairs communications company for critical issues. The firm has extensive experience with public affairs, branding, social/digital and crisis communications.

FSU NSSLHA Chapter Presents at Conference

Florida State University (FSU) Chapter of the National Student Speech Language and Hearing Association (NSSLHA) presented at the **2014 North Florida Conference on Communication Disorders on Friday, March 28**. Conference attendees were able to view poster presentations and summaries of graduate research projects by FSU School of Communication & Science Disorders (SCSD) students and faculty members. Speech-language pathologists, audiologists, students, and professionals in related fields attended the event.

The NSSLHA Chapter provides a mechanism for leadership, service, and career-building opportunities. Members host various awareness activities and continuing educational events, like the Conference and the Fall Grand Rounds, to share basic knowledge of communication disorders with others on campus and locally in Tallahassee. They also participate in several fundraisers and community events such as Light the Night and Relay for Life. These events planned and facilitated by FSU NSSLHA students provide opportunities for SCSD faculty, students, and clinicians to network, present their research, and learn about current issues in the field of Speech-Language Pathology. Working with the L.L. Schendel Speech and Hearing Clinic is another example of how NSSLHA is involved in the community. A current goal of this clinic is to open an on-site preschool for children with speech, language and hearing disorders in Tallahassee. In order to help make their vision a reality NSSLHA recently co-hosted the 5th Annual Walk2Talk 5k on Saturday, March 22. This event was held at St. Mark's Trail Head and proceeds went towards funding the construction of the preschool.

Throughout the fall and spring semesters, the FSU NSSLHA also offers a variety of special programs during its monthly meetings. This year's topics have included a jobs panel with clinicians from the community working in a variety of settings (e.g., healthcare, education, private practice, etc.), graduate school application and admissions process overview, advocacy focus with a representative from the Florida Association of Speech-Language Pathologists and Audiologists, and a global perspectives panel with faculty who have worked overseas.



iSchool alumni join Emporia State faculty

Florida State University School of Information recent alumni – Dr. Janet Capps and Dr. Christopher Hinson — have recently been hired into tenure line positions at Emporia State University in Kansas.

Dr. Capps joined Emporia State’s School of Library and Information Management (SLIM) as an Assistant Professor in Fall 2013 with qualitative and quantitative research skills and interests in the theoretical aspects of information, youth services and literacy. Previously, Capps held a two-year appointment as a post-doctoral researcher with The Ohio State University, was a visiting professor



Janet Capps

at Florida State and was on the faculty at Radford University. Dr. Capps received her Ph.D. from Florida State in 2011. She also has a Master’s of Science in Library & Information Studies (MLIS) from Florida State.

“My positive experiences at FSU extend not only to the School of Library & Information Studies but across the University,” Capps said. “I was fortunate to find many outstanding mentors that enriched my

graduate education. Florida State University was an excellent venue for achieving academic and professional goals. Working closely with the outstanding faculty through a wide range of service, research, and teaching opportunities, I accepted my new position prepared to be a contributing member of our profession.”

Dr. Hinson became a member of the faculty at Emporia State for the Spring 2014 semester to prepare for the launch of the University’s new Master’s of Science in Informatics degree program. This degree is a joint venture between School of Library and Information management (SLIM) and the Department of



Christopher Hinson

Information Systems in the School of Business. The degree recently received approval from the Kansas Board of Regents and expects the first students to begin the program in Fall 2014. Hinson received both his Ph.D. and MLIS from Florida State.

“As a Florida State University graduate student in the library and information studies program, I was introduced to a wide array of information professionals and educators in and outside traditional fields of study,” Hinson said. “I was fortunate to participate in a collegiate environment well-suited for personal and professional growth. (SLIS) provided a variety of information-related teaching and research interests, perspectives and expertise making it possible for me to better understand and determine my fit within the information community.”

Alum boasts successful career in Spanish-language broadcast industry

Within weeks of his graduation in 1991, Florida State University School of Communication alumnus Guillermo Santa Cruz hit the ground running as an intern at the Univision Network. Over two decades later, Santa Cruz has amassed an impressive résumé in the Spanish-language broadcast industry.



Guillermo Santa Cruz at the 2012 Democratic National Convention.

Santa Cruz credits his educational experience at Florida State as what set the foundation for a very successful career. Santa Cruz climbed the ranks to senior producer of network sports at Univision and then headed to Telemundo as an executive producer of network sports and the Olympics, and was eventually promoted to vice president. Along the way, Santa Cruz has collected four Emmy nominations, including victories in 1995 and 2005, and was the co-winner of the Edward R. Murrow Award for best newscast at Univision in 1996.



Guillermo Santa Cruz covering the 2006 Winter Olympics.

After a stint as an independent consultant for international corporations and television stations, Santa Cruz became general manager of Radio & TV Martí for the International Broadcasting Bureau and U.S. Office of Cuba Broadcasting. Now focused more on the business development side of the broadcast industry, Santa Cruz was recently hired as Vice President of Latin America & U.S. Hispanic at IMG. “I was ready to take advantage of the opportunities given to me because FSU gave me a very good base,” Santa Cruz said.

CCI alumni a force in Teach for America movement

Several Florida State University College of Communication & Information (CCI) alumni have recently found themselves taking a detour from their original career paths immediately after graduation. Instead, they are making two-year commitments to teach in low-income public schools across the nation as a part of the Teach for America (TFA) movement. Countless children throughout the nation face the challenges of poverty every day. Very often, low-income children do not have the same access to a great education as their peers in more affluent communities. TFA, a non-profit organization founded in 1990, is focused on eliminating educational inequity by placing committed leaders in the classrooms of underserved children. TFA scours the nation for professionals and recent graduates from over 400 colleges and universities, and in recent years, some of CCI's best and brightest have dedicated themselves to the frontlines of closing the gap in education. For the past several years, CCI alumni have found the skills they learned at Florida State translate in the classroom despite the fact their background is not in education. First and foremost, TFA is looking for individuals who demonstrate leadership potential and are effective communicators.



Ricardo Horna

“Probably one of the most important elements of being an effective teacher in the classroom is being able to communicate,” **Ricardo Horna** ('11) said. “You have to stand up in front of kids every single day to clearly communicate your objectives, but also communicate with parents and family members, co-workers, and policy leaders. Teach for America has been a perfect opportunity to practice my communication skills.” Horna worked as a part of the TFA recruitment team as a campus campaign coordinator before signing on for a two-year commitment in Baltimore, Md., following graduation. He is currently in his third year of teaching and plans to attend graduate school next year before pursuing a career in communications. “These kids are stuck in an unfair cycle and are not given the resources and opportunities to flourish as much kids from more affluent communities that have the resources to give students opportunities,” Horna said.

Jessica Nemer Shultz ('07) joined the corps right out of college and relocated to the Bronx, N.Y., to teach first and second grade. “The ability to communicate clearly really helped me because of how I was able to relay information to my students, especially since more than half of them did not speak any English,” Nemer Shultz said. “Also, being able to think critically about how the information I presented would be received was something I took away from my major and from FSU.” While she no longer teaches in the classroom, Nemer Shultz continues to work for TFA as the Director of Recruitment in the New York City region. She also worked in the TFA Atlanta office as the manager for Corporate and Foundation Relations. “(Teaching) was probably one of the most challenging experiences of my life and one of the most fulfilling experiences,” Nemer Shultz said. “It’s why I continue to do the work I do today.”



Jessica Nemer Shultz



James Walter Doyle

James Walter Doyle ('06) turned his two-year commitment in Harlem, N.Y., into a seven-year stint, which led to a position with a non-profit organization. “After I served my two-year commitment, I felt there was still a really strong need (for teachers),” Doyle said. “I didn’t feel like I was done with teaching and I moved to high school and taught for another five years.” To enhance opportunities for his students, Doyle raised funds through DonorsChoose.org, an online charity that makes it easy to help students in need. Last fall, DonorsChoose.org created a position for Doyle as the National Director of Teacher Engagement.

Angelina Collazo, who graduated with a degree in Information, Communication and Technology from Florida State in 2012, is currently serving as a Special Education Teacher at the Waiānae Intermediate School in O’ahu as a part of the TFA program. “I am a huge proponent for educational equity,” Collazo said. As a student, Collazo was involved in several community outreach projects as a member of the FSU STARS Alliance and WISE. “My technology degree has been useful over and over again helping me to be a more engaging and successful teacher through my ability to implement technology in the classroom,” Collazo said.



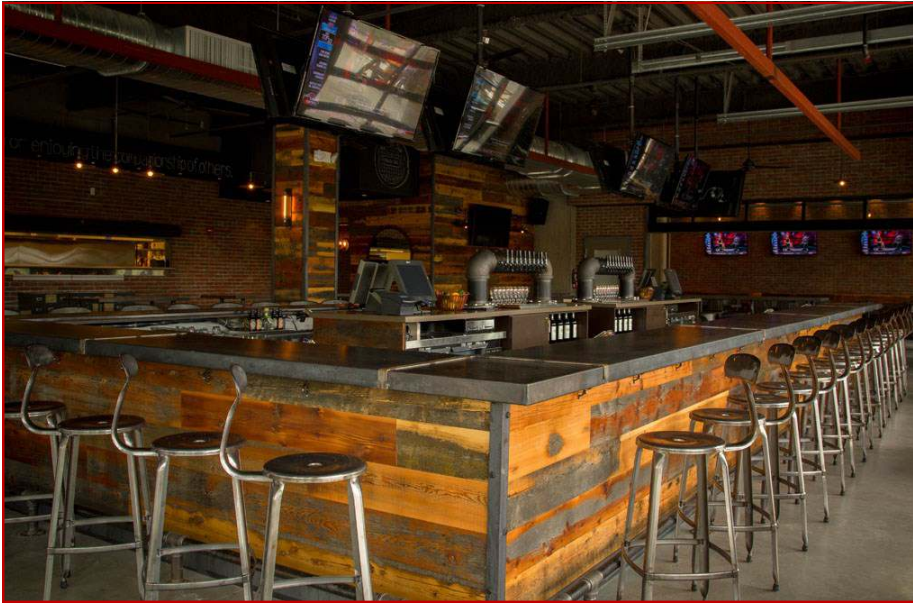
Nicole Brisbane

After graduating from the School of Communication in 2005, **Nicole Brisbane** returned to her hometown and taught middle school reading and language arts in the Miami Dade School District. “It’s really hard, but also super rewarding,” Brisbane said. “To date, it’s the best professional experience I’ve ever had. Teaching is the ultimate public speaking job. Having a degree in communication really prepared me to be ‘on.’” Following her two-year commitment, Brisbane obtained a law degree from Emory University and rejoined TFA in a different role. She is now the Managing Director of New Site Development at TFA and is based in Miami, where she works to open new regional offices for the organization. “At FSU, there was an emphasis on advocacy and activism with students standing up for what they felt was right,” Brisbane said. “I took that with me into the classroom and advocated for my students in a way that really felt like it embodied that activist spirit I got from FSU.”

According to TeachforAmerica.org, 11,000 corps members will reach more than 750,000 students during the 2013-14 school year. In addition, 32,000 TFA alumni will continue to deepen their impact as educational leaders and advocates. “It’s not just for educators,” Horna said. “If you have the desire to help others and develop your leadership, communication and organizational skills, and have a long-lasting impact on a community then Teach for America is an amazing program. It is the most amazing professional development I’ve ever gotten. I’m using the tools I got from Florida State to make an impact.”

COMM alumni open new Collegetown restaurant

Florida State University School of Communication alumni, Alex Beltrami, Brian Mckenna and Matt Thompson, opened a new business called Madison Social. It is a 6,500 square foot sports restaurant/bar with indoor/outdoor eating areas. Located in Tallahassee's Collegetown within walking distance of the Doak Campbell Stadium, this area is ideal for students, alumni and young professionals. Madison Social also caters towards business lunches/dinners and aims to reinvent the college bar restaurant experience.



The three former FSU students hope to set an example for aspiring young entrepreneurs and are happy to share career advice. They met as undergraduate students while taking classes and completing their Communication degrees. Beltrami earned his Bachelor's degree with a concentration in Advertising, Mckenna in Mass Media Communications and Thompson in Public Relations.

Both Mckenna and Thompson continued on at FSU to each receive their M.S. in Interactive Communication and New Information Technology. After graduation they pursued different career paths before deciding about a year ago to open Madison Social together. Mckenna worked at Prada in New York City before eventually starting two successful businesses in NYC which he still manages, Yorkville Creperie and Saloon NYC.

Thompson went on to become the Director of Marketing at a small software company in Orlando where he raised revenues 92% over 18 months. He also enjoys teaching and has been an instructor at FSU, Tallahassee Community College and the University of Central Florida. In 2007, Thompson moved back to Tallahassee and began as an Account Director at the Zimmerman Agency. He was promoted in 2010 to their Director of Digital Strategy. In this role, he oversaw social media and content management for over 40 brands. With the growing popularity and success of Madison Social, Thompson recently started devoting himself full-time to the new business as their Managing Partner. The third Madison Social Managing Partner, Beltrami, provides a strong local business background. He has previous entrepreneurship experience from owning two unique bars popular in Tallahassee, Alchemy Spirits & Concoctions and the Midtown Filling Station.

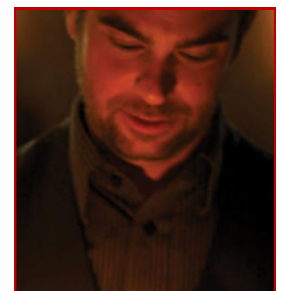
In terms of sharing advice, all three alumni stressed the idea that you should "grow through each experience." They suggested learning from different opportunities, which molded them into better businessmen and helped their minds to become more like efficient machines.

Another tip mentioned was in the form of a quote from Eleanor Roosevelt: "lean into discomfort." Ironing out your weaknesses and facing your fears is essential to growth as a professional. Speaking to various constituents in the creation of their business, learning to enjoy public speaking and not being shy to ask questions required the alumni to put themselves out there often. This kind of hands-on management is one of the factors they acknowledge for their growth. Fear can be countered, they added, by refusing to let your imagination get the best of you. "If you manage your expectations, ninety percent of life will work out."

A natural extension of this, and one of the most important ideas they brought up is the need to be personable. "Being approachable is important!" mentioned Thompson. Thinking of business vendors as partners is the best way to cultivate strong relationships. In the restaurant industry, encouraging social experiences is especially vital for long-term growth.



Madison Social, to these entrepreneurial-spirited Seminole alumni, is a testament of the willingness to persevere, make decisions and take chances. "We worked so hard to get to this point and finally to just get here, is unbelievable," Mckenna said. Since their grand opening in the fall semester of 2013, their new business has continued to increase in popularity.



Alex Beltrami



Matt Thompson



Brian McKenna

COMM alumna shines as on-air personality

After graduating with a Bachelor's in Mass Media in 2008, alumna Krystin Goodwin landed a position as a reporter with WCTV, Tallahassee's local CBS affiliate.

"I had so many opportunities provided through FSU," Goodwin said. "I met the woman I ended up working for at WCTV through FSU because she was also teaching there. She liked my writing and hired me for my first job."

While she only remained at WCTV for nine months, Goodwin's tenure with the station was invaluable. Goodwin is currently working in New York for Zazoom, writing, editing and hosting syndicated news packages for media outlets such as *USA Today*, Yahoo, Aolon, & Dailymotion. She has also appeared as on-air talent in television shows such as: "Orange is the New Black" (season 2), "The Following" on FOX and "Franklin & Bash" on TNT.



Krystin Goodwin ('08)

iSchool alumna garners innovation award from Association of College and Research Libraries

School of Information alumna, Meredith (Gorran) Farkas, was recently honored with a 2014 Association of College and Research Libraries (ACRL) Instruction Section Innovation Award.

Farkas collaborated with other faculty members at Portland State University, where she is a general education instruction coordinator, to develop the software, Library DIY, which assists students to find the information they need quickly.

The ACRL annually recognizes a project that demonstrates creative, innovative, or unique approaches to information literacy instruction or programming.

"My frustration with a lot of library tutorials is that they're supposed to be for point-of-need use, but they're designed similarly to how we teach in the classroom," Farkas said. "We designed Library DIY to work much more like a reference desk transaction, where students can easily get to just the information they need to move forward with their research."

Farkas received the award with colleagues Amy Hofer, Lisa Molinelli and Kimberly Wilson-St. Clair. A prize of \$3,000 and a plaque will be presented to the group during the 2014 American Library Association Annual Conference in Las Vegas in June.



Meredith Farkas ('04)

COMM alum wins Emmy Award for "Remembering 9/11"

When School of Communication alumni Sean Kennedy first stepped foot on Florida State University's campus as a freshman in 1995 he had aspirations of a career in genetic counseling. Little did Kennedy know an aversion to Calculus and a flyer seeking students to create their own television shows would lead him to winning an Emmy Award in 2013.

"Florida State did a great job opening and presenting options that I never knew were available," Kennedy said. Kennedy's History Channel production team garnered an Emmy at the 65th Creative Arts Emmy Awards on Sept. 15 for the documentary series "Remembering 9/11" for History.com, beating out nominees such as "Jay Leon's Garage", Jerry Seinfeld's "Comedians In Cars Getting Coffee" and "30 Rock: The Final Season" in the category of Outstanding Special Class – Short-Format Nonfiction Programs. "Being recognized with my industry's highest award is pretty crazy, but really satisfying and humbling," Kennedy said.

"Remember 9/11" is about several items in the 9/11 Memorial Museum at the World Trade Center site in New York City. The videos are also available for view by visitors of the museum.



Sean Kennedy with executive producer Kat Williams at the 65th Creative Arts Emmy Awards.

COMM alumna earns PMP

School of Communication alumna Jessica Clark recently earned the rare distinction of obtaining a Project Management Professional (PMP)® credential. Clark, who works as the project manager of campaigns and branding at Sachs Media Group in Tallahassee, graduated magna cum laude from Florida State in 2010 with a Bachelor's degree in Public Relations. Sachs Media Group manages complex, large-scale projects, including government contracts and Clark's PMP® credential will be critical to managing these campaigns and projects.



Jessica Clark ('10)

"I found myself working on a lot of State initiatives and campaigns," Clark said. "I realized very quickly that having the knowledge and understanding of project management — everything from negotiating contracts to resource management— was critical." PMP® credentials are uncommon in the communications industry, which make Clark's achievement even more valuable.

iSchool alumnus named Library Manager

The Martin County Library System recently promoted Florida State University School of Information alumnus Justin de la Cruz to be the Manager of the Blake Library in Stuart, Fla. After earning a Master of Science in Library & Information Studies in 2012, de la Cruz was hired in as the Digital Literacy Librarian at the Peter & Julie Cummings Library, which is also in Martin County. Over the past year, de la Cruz developed and implemented popular computer classes and helped hundreds of library members turn their digital ideas into reality.

As a manager at the Blake Library and a member of the Martin County Library System's Public Services Management Team, he will be able to design and implement similar excellent services on a much larger scale and at multiple locations. One of the courses that made an impact on de la Cruz was the History of Reading in Everyday Life, which examines the influence of print on social, cultural and intellectual life.

"There is always going to be a new technological revolution that impacts the sharing of information and reading, comprehension and understanding," de la Cruz said. "Some people view these technologies in a negative way, but there has always been this kind of response to technology throughout history."



Justin de la Cruz

Alumna uses digital media skills to create fashion blog

COMM alumna, Ginevra Adamoli-Kalbli, Ph.D., has combined her love of fashion with her skills in digital and social media to create <http://fashion4therealpeople.blogspot.com/>



Ginevra Adamoli-Kalbli

Adamoli-Kalbli is currently working as a digital analyst for VISIT FLORIDA, the State's official tourism marketing corporation, where she analyzes the organizations digital marketing efforts on the website and social media, and assists/help the content team with content and social media strategy for bloggers. After working a few months in an office setting, the fashion-lover was frustrated as she realized the large divide between what was considered "fashionable" and appropriate attire in the workplace.



"There are tons of fashion blogs with beautiful girls, and even if they say they are for regular people, they really aren't,"

Adamoli-Kalbli said. "I personally have a conflict because I love fashion, but also have a side that needs to analyze everything and comment on the consumerism."

Adamoli-Kalbli, who studied and taught Gender Communications at Florida State, has a particular interest in the influence of media and stereotypes, and how they relate to fashion. "I'm trying to mesh the two together," Adamoli-Kalbli said. "It's okay to like fashion, but let's be honest and see how we can be flexible, real and functional."

iSchool alumnus joins Florida Memory

School of Information alumnus Mark Nicolou recently accepted a position as a systems analyst at Florida Memory — the State Archives of Florida, which is the central repository for the records of Florida State Government. The Florida Memory website serves as one of Florida's principal venues for citizens to access historical images, sound recordings and documents.

"I do a little bit of everything on the backend of their website and database, developing core standards for their metadata as well as building multimedia web-deliverable content," Nicolou said. Nicolou's position is focused on working with the data of cultural heritage, and enabling access and usability to items and documents in the Archives. Nicolou earned a Masters in Library & Information Studies from the iSchool in 2013. He also owns a Master's degree in Art History from Florida State.

"The broad range of skills I was able to acquire through the coursework [at FSU] in addition to the relationships I was able to build with several professors are the reasons I have this job," Nicolou said.



COMM alumnus elected VP of Southwest Florida Museum of History Foundation Board

Florida State University School of Communication alum Carlos A. Kelly has been elected vice president of the Southwest Florida Museum of History Foundation Board. The museum is located in Fort Myers, Fla.

Kelly received his undergraduate degree from Florida State University (B.A., magna cum laude, 1993) and his law degree from Emory University (J.D., 1997).



Carlos Kelly ('93)

Southwest Florida Museum of History Foundation was formed in 2001 “to foster the educational mission of the Southwest Florida Museum of History.” The Foundation, along with the museum staff, strives to make the museum an innovative, educational and engaging resource for approximately 15,000 visitors a year. From exhibits detailing the lives and contributions of early inhabitants to stirring memorials to fallen war heroes, the museum tells the story of Southwest Florida through art, literature and photos.

As an attorney for Henderson, Franklin, Starnes & Holt, P.A., Kelly is a stockholder in the firm’s Commercial Litigation practice group. He handles eminent domain matters and other real property disputes, business claims, including fraud and contract lawsuits, shareholder disputes, and other claims between business partners.

Kelly has been published by The Florida Bar and writes on eminent domain topics on Henderson Franklin’s blog, “The Legal Scoop on Southwest Florida Real Estate.” Kelly also volunteers in the community and, over the years, has served the United Way, the American Heart Association, the City of Fort Myers Economic Development Advisory Board, the Department of Children and Families, Teen Court, and chairs the Membership Committee for the Lee County Bar Association.



Jennifer O'Flannery Anderson ('89)

COMM alumna enjoys successful career in higher education

COMM alumna School of Communication alumna Jennifer O'Flannery Anderson’s experiences as an undergraduate at Florida State University ultimately led her to a successful career in higher education and fundraising.

O'Flannery Anderson is currently serving as Vice President for Advancement and Community Relations at Nova Southeastern University, but it was internship opportunities with the Student Alumni Association and FSU’s distinguished lecture series which allowed her to see how those programs enriched the community and university.

“I had fun, I was academically challenged and I was introduced to lots of new people and thoughts at Florida State,” O'Flannery Anderson said. “I liked (the university environment) so I think that is where I found my groove,” O'Flannery Anderson said.

After graduating with a B.S. in Communication in 1989, O'Flannery Anderson began her career at the Convention and Visitor’s Bureau in Tampa as an event planner. A few years later, she became the director of university relations at the University of South Florida, where she furthered her education with a master’s degree.

In 1999, O'Flannery Anderson decided to pursue her doctorate at Florida Atlantic University (FAU) in order to advance her career in higher education and temporarily put her career on hold to do a fellowship. “I got to jump off the carousel and really experience what our graduate students experience,” O'Flannery Anderson said.

After receiving her Ph.D., she became the chief of staff for the president of FAU before stepping away from higher education for a short time to serve as president and CEO of the United Way of Broward County. “I went there to see if I could run an organization,” O'Flannery Anderson.

“It was a great test and I fell in love with it, but my dream was still to work in higher education. I aspire to be a president one day, so I needed to come back to university life.” O'Flannery Anderson returned to FAU where she served as Vice President for Community Engagement and Executive Director of the FAU Foundation, before her appointment at Nova Southeastern last August.

“The president (of Nova Southeastern) is a clear visionary, has strong leadership and is well respected in the community, so for my role in advancement and community relations, that’s the most important ingredient,” O'Flannery Anderson said. Last year, O'Flannery Anderson had the privilege of attending the American Council on Education’s “Ascending to the Presidency” conference.

“It was really inspiring and an amazing couple of days,” O'Flannery Anderson said. “I still have a lot to learn where I am and I don’t think it will happen any time soon, but it is what I aspire to do. I really look forward to that challenge one day.” said.

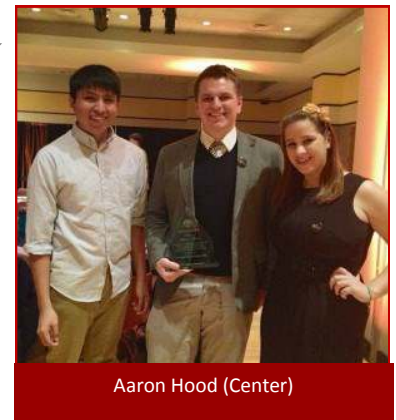
iSchool alum receives George Mason University's Spirit of King Award

Florida State University School of Information alum, Aaron Hood, received the 2014 Spirit of King Award presented at the annual Dr. Martin Luther King, Jr. celebration held at George Mason University on Jan. 30. The Spirit of King Award is presented to a staff member or administrator at George Mason who has made an exceptional contribution to the development of an inclusive learning environment through his/her programming, advising, student leadership development or other work that involves advocacy for equality and social justice.

To qualify for the award, the recipient must have: been employed at George Mason for two or more years; been significantly involved in efforts that have contributed to the improvement of within and/or across group interactions on campus; exhibited cultural competence through teaching methods and/or topics, research or programmatic initiatives; and made meaningful contributions to students, the university, and/or the community through valuing diversity and encouraging cultural competency among students, faculty, and staff.

"I really appreciate being recognized for the work that I do alongside students," Hood said. "I'm happy to take a moment and reflect on what I've been able to contribute to creating an inclusive campus environment, but I know that there is a lot of work to be done and I'm excited to continue that work."

Along with his duties as Resident Director, Hood instructs a leadership course for resident advisors based on the Social Change Model of Leadership, focusing on community development. Hood, who graduated from Florida State with a Bachelor of Science in Information Technology in 2009, is also passionate about social justice. His interest in student affairs began at Florida State through the Inter-Residence Hall Council (IRHC). Hood served on the IRHC for two years. Upon graduation, he attended North Carolina State University and earned a Master's of Higher Education Administration in 2011.



Aaron Hood (Center)

iSchool alum collaborates on "Jailbreaking the PDF"

While working on projects at the Institute for Digital Information and Scientific Communication (iDigInfo) at CCI, alum Casey McLaughlin and his fellow researchers knew the information they needed to analyze, but the data was "locked up" in Portable Document Format (PDF).

iDigInfo had received grant funding from the U.S. Department of Defense to establish the Department of Defense Military Suicide Research Consortium (MSRC) along with the Denver Veterans Affairs Medical Center. iDigInfo is responsible for the Information Management/Scientific Communications Core of the project with the goals that include a rapid response function so that queries from decision makers and others of the MSRC will be answered in an efficient and timely manner.

"The institute's portion of that funding was to take what was already in existence and make it more available to researchers," said McLaughlin, who worked at iDigInfo from 2011-13. "There's a lot of literature out there already, but how do you find it?"

The Institute collected over 6,000 research papers about suicide and was tasked with figuring out how to expose the information in innovative ways.

"We wanted to convert the PDFs into a format that could be queried," McLaughlin said. "We looked at a bunch of existing technologies that did a good job at looking at information you could query (like machine-readable XML) and wanted to convert PDFs to these formats. It seemed like a pretty straightforward thing to do ... but it's not."

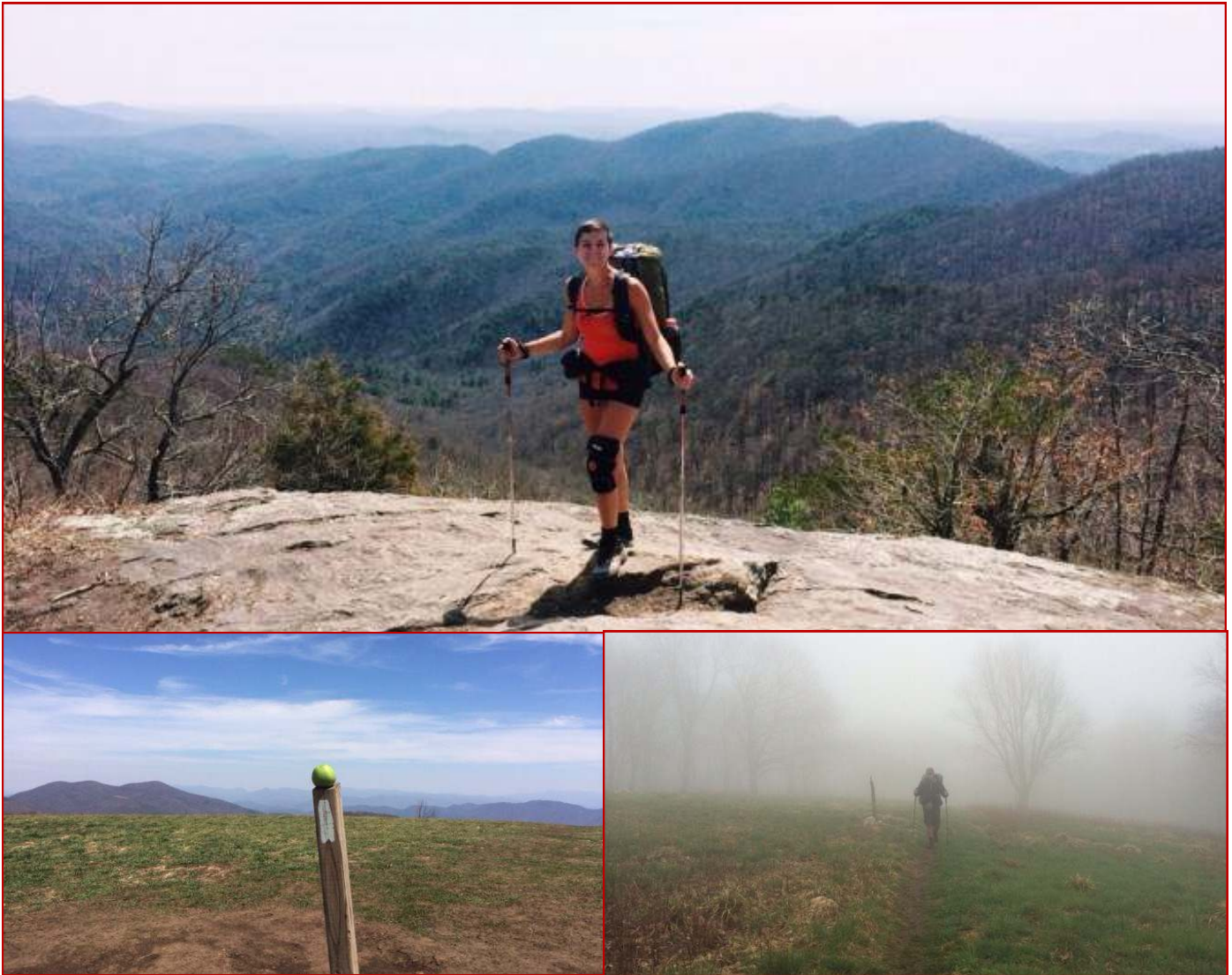
Through this process McLaughlin wrote an application called Xtract PDF that partially works to expose information although it still needs some human edits before it can be queried.

"It's mainly of interest to a small community of researchers, but it is an international community that is very passionate about transforming the way research papers are written and research papers are exposed," McLaughlin said.



Casey McLaughlin

iSchool Alumna embarks on Appalachian Trail adventure



Florida State University School of Information alumna Mary Jeanes is in the midst of a once-in-a-lifetime adventure as she attempts to hike the Appalachian Trail in its entirety this summer. The Appalachian Trail is one of the longest continuously marked footpaths in the world, measuring approximately 2,180 miles in length. The Trail goes through 14 states along the crests and valleys of the Appalachian mountain range from the southern terminus at Springer Mountain, GA., to the Trail's northern terminus at Katahdin, Maine.

Jeanes earned a bachelor's degree in information technology from the iSchool in 2012, and went on to get a Master's of Business Administration in 2013 from FSU's College of Business. The two-time FSU graduate has been accepted to the FSU Film Program for the upcoming fall semester, but took the time to challenge herself on the Trail before returning to campus.

"I am doing this because I want to set a tone for the rest of my life," Jeanes said. "I want my life to always be full of adventure and new experiences. It is going splendidly! I have met so many great people from all walks of life and have been challenged both physically and mentally. It definitely is about having the right mindset out here." While an estimated 2 to 3 million people visit the Trail every year, only about 1,800–2,000 people attempt to "thru-hike" the Trail or hike the entire distance. Only one in four succeed on their journey. As of May 2, Jeanes had hiked 417 miles in five weeks. She has 1,768 miles remaining to her ultimate goal of reaching Katahdin, Maine – the Trail's most northern point.

"The film program starts late August, so my goal is to be done by mid-August," Jeanes said. "I've been trying to pick up my pace now that I have my 'hiking legs' so I'll be getting higher mileage through Virginia." Jeanes started the adventure by herself, but has met many people along the Trail and made friends along the way. She is documenting her journey in the blog <http://southboundpelican.com>.

COMM alumnus delivers FSU Spring Commencement

It took a little luck and some big risks, but Florida State University School of Communication alumnus Jamie Linden successfully found his passion as a movie screenwriter. Linden, who graduated in 2001 with a double major in Media Production and Marketing, was the commencement speaker at Florida State University's spring graduation on May 2. Following his own graduation, Linden decided to enjoy some vacation time in Los Angeles because one friend had "Price is Right" tickets and another friend had landed a job in the area. The group of friends headed out to the West Coast right before the 9/11 attacks, which immobilized the whole nation.

"We ended up making it out here late because of the delays and missed our Price is Right show," Linden said. "But because no one was flying at the time, they needed people for another show so they invited us back and I ended up getting on the show and winning."

Linden's winnings on the game show – a custom wine cart (which he still owns) and \$5,000 – allowed him to stay in L.A. long enough to find a job as an assistant at a production company, where he worked on the film *Cold Mountain* starring Jude Law and Nicole Kidman. "I learned how the 'sausage was made,'" Linden said.

At a second production company, Linden was fired from an assistant position, but that prompted him to try his hand at screenwriting. It wasn't long before he sold his first script to Warner Brothers in a blind deal in 2004, meaning he would write another script to be named later. "I went from being unemployed to being a working screenwriter literally overnight," Linden said. While the first script – a comedy – never materialized into a movie, Linden's second screenplay hit pay dirt and "We Are Marshall" starring Matthew McConaughey debuted in theaters in 2006. The film, which Linden also co-produced, is based on a true story about the 1970 plane crash involving members of the Marshall University football team, the team's new coach and his surviving players who try to keep the football program alive. Linden said the most important thing he learned at Florida State was how important collaboration is.

"That's what movie making is all about," Linden said. "As an art form, movies are the definition of collaboration. Even a small movie like "10 Years" was, there were 80 people on the crew and another 20 in post-production. And that's how all of our projects were in media production. We never really did anything on our own. We had to work together and figure it out."



Jamie Linden ('01)

Moore Communication Group promotes 3 COMM alumni

Florida State University's School of Communication alumni are playing an integral part in the success of Moore Communications Group (MCG), a top 75 communications firm nationally, which is headquartered in Tallahassee, Fla. In April, three FSU alumni were promoted within MCG's account servicing team to bolster the firm's renowned commitment and excellence in client servicing.



Audrey Morris

Audrey Morris ('05), who minored in Communication at Florida State, has been promoted to Managing Director. Located in MCG's West Palm Beach office, Morris has been instrumental in growing the firm's presence in South Florida. For the past five years, she has spearheaded the firm's community and media relations efforts on behalf of a wide variety of clients such as Ford Motor Company, United Healthcare Medicare & Retirement South Florida and Bank of America.

Emily Read (B.S. '02, M.S. '05) has been promoted to Senior Director. Read is a two-time graduate of Florida State University, most recently with a master's degree in Integrated Marketing and Management Communication. With MCG since 2009, Read has excelled in myriad projects on behalf of healthcare and non-profit. Most recently, she led the launch of a national campaign to increase diversity in clinical trials, "I'm In," on behalf of the Pharmaceutical Research and Manufacturers of America (PhRMA). She has previously worked with clients such as Hospital Corporation of America, Coca-Cola and the Executive Office of the Governor.



Emily Read



Fern Senra

Fern Senra ('02) has also been promoted to Senior Director. Since 2009, Senra has brought expertise in Hispanic outreach, helping to launch MCG Latino, the firm's Hispanic marketing specialty area. He has demonstrated success with some of the agency's largest clients, such as Ford Motor Company and United Healthcare. MCG is one of the largest independently owned communications firms in Florida and regularly attends the College of Communication & Information's bi-annual career fair to recruit interns and full-time employees from Florida State's School of Communication.

COMM alumna excels thanks to IMC degree

Florida State University School of Communication alumna, Ashley Hanania, credits the Integrated Marketing Communication program and its graduate certificate in project management for the success she's found as an associate director at MECLABS, a research lab focused on helping business leaders get better use out of sales and marketing technology and resources.



Ashley Hanania

"Looking back, had it not been for the IMC program, I wholeheartedly believe that I wouldn't be where I am today," Hanania said. When entering FSU as an undergraduate, Hanania didn't have a clear direction of what her career would look like. She thought marketing and the College of Business would provide a realm of opportunities. "A marketing focus was broad enough that I didn't have to feel pigeonholed and I was able to be creative as well," she said. With a solid foundation in place with her undergraduate degree, she began to research graduate opportunities, including the School of Communication's IMC graduate program. She was immediately impressed by the support CCI offered.

"When I was looking into the program, I spoke to the associate dean and I spoke to the professors and really got a sense of what the program offered," Hanania said. "And just the mere fact that these individuals, who are very busy day to day, would take the time to meet with someone who hadn't even applied yet was really telling of how they would be throughout your program, and to that note, I saw that throughout the program no matter what it was." Hanania also appreciated how versatile the program was, allowing students to be as broad or narrow in their studies as they wanted with the various tracks offered.

"If it hadn't been for that broad sense of knowledge of what the opportunities were, as well as the opportunity to dive deeper into the one I chose, I couldn't imagine knowing that I had a skill in project management and knowing I had a skill in account planning, like I do know, if it hadn't been for that experience," she explained. With the project management certificate, Hanania saw the possibility to gain specific skill sets she could apply at any organization. At MECLABS, she has put those talents to good use managing more than 15 people working 15 to 20 projects at any given time for a Fortune 50 company.



"I would have to credit the project management certificate, and going through that program at Florida State, to where I'm at today, because those were key skills as I was managing individual projects throughout the last three years here," Hanania said. In three years, Hanania has moved up quickly at MECLABS, starting as a research analyst, then working as a research manager and a senior manager,

before being promoted to her current position as the associate director of services operations. While Hanania doesn't manage each individual project at this point of career, she must teach others the skills she gained at FSU, such as "being able to juggle multiple projects, foreseeing where there are going to be bottlenecks in the process, and adjusting accordingly." Hanania said the transition from IMC to MECLABS was easy, as the opportunity to learn about various areas carried over from one to the other."

COMM alumnus lands dream job at Fox Sports Florida

Florida State University School of Communication alumnus Drew Goldfarb has turned his life-long passion for hockey and the NHL's Florida Panthers into a career as a television host and reporter for Fox Sports Florida. Last September, Goldfarb became the pregame, postgame and intermissions host and sideline reporter for all Panther home games broadcast on Fox Sports Florida. He also hosts "Inside the Panthers", which airs on the network.

Goldfarb grew up in South Florida just 15 minutes away from the BB&T Center, the home of the Panthers. His family had season tickets and Goldfarb attended every game and practice he could as a youngster. In middle school, Goldfarb decided he would pursue a career as a sportscaster and eventually headed to Florida State ('10) where he studied media production. The knowledge Goldfarb gleaned in his Florida State classes helped him land a job at WCTV in Tallahassee as a sophomore.

"I had taken a class to learn how to use Avid (editing software) and that literally got me my job, because I knew how to edit with Avid," Goldfarb said. He worked at WCTV for a little over two years, and one month after graduation in May 2010, he headed to Tupelo, Miss., for a full-time gig as a sports anchor and reporter at WTVA. He credited Florida State's program for allowing him to hit the ground running in his career pursuits. "I think learning to edit and shoot, and having teachers that could help me with writing and helping with my voice gave me the experience to start a job right away," Goldfarb said. Being a Florida State alumnus and networking with fellow Seminoles has also helped in advancing his career. "It's a great introduction and great means of networking," Goldfarb said. "It made getting my foot in the door so much easier because there are Seminoles everywhere, whether I knew them or not. It is tremendously beneficial."



Drew Goldfarb (on right)

iSchool alumna receives University of Alabama teaching award

Florida State University School of Information alumna Melissa Johnston was awarded the University of Alabama School of Library and Information Studies' Student Advisory Council Teaching Recognition Award at the School's Honors Day held April 4.

Students nominate faculty members for the award by writing letters to describe why the faculty member should win the award based on their teaching.

Johnston, who earned her doctorate in Library and Information Studies from Florida State in 2011, is an assistant professor at Alabama's School of Library and Information Studies and serves as the School Media Program Coordinator.

"I was very shocked I won – this is only my second year here at UA," Johnston said. "When I decided to get my Ph.D. it was because I wanted to teach and prepare future school librarians, so my students and teaching are my focus. This award means a great deal to me because I was chosen by the students."



Melissa Johnston

iSchool alumna wins Palm Beach County Teacher of the Year Award

Florida State University School of Information alumna Michelle Gunning was named this year's Macy's/Florida Department of Education Teacher of the Year for Palm Beach County.

Gunning graduated from the *iSchool* with a Master of Science in Library and Information Studies and a Project LEAD specialist degree in 2008. She is now a media specialist at Sandpiper Shores Elementary School in Boca Raton. It is her first year at Sandpiper Shores.

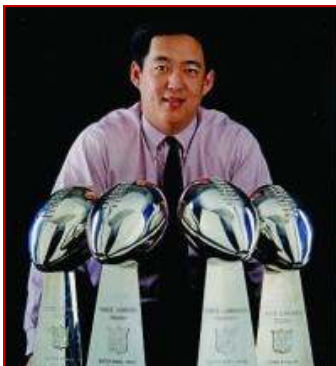
In just one year, Gunning has doubled the fundraising profits from the school's annual book fair, bought Nook readers for students in the library, co-sponsored the school's safety patrol and raised money for its annual field trip to Washington D.C. and founded a Lego Club and a Chess Club with plans to start a Yo-Yo Club in the future.

As Palm Beach County's winner, Gunning will receive a \$1,000 prize and will be entered along with winners from other counties for the statewide teacher of the year award. Gunning previously worked at Atlantic High School and Odyssey Middle School in the Palm Beach County school district.



Michelle Gunning

School of Communication celebrates the life of alumnus John D. Chang with room dedication



John D. Chang ('85')

Family and friends of late School of Communication alumnus, John D. Chang ('85, Media Production), gathered for a room dedication on Feb. 28, 2014. What had previously been known as UCD 2401 is now named the John D. Chang Media Production Lab. In his honor, a plaque is displayed outside the room and a scholarship in his name supports those pursuing a career in Media Production. Chang, most known for his work with the Dallas Cowboys as Director of Broadcasting, developed their television presence. Sadly, he passed away in Dec. 2002 due to a cerebral hemorrhage at the age of 38.

Shortly after Chang's death, his family started the John D. Chang Endowed Memorial Scholarship to continue honoring his legacy and provide funding for FSU undergraduate students majoring in media production. To date, about 20 students have received support in the form of tuition, books, and costs paid for conference travel and presentations. The room dedication ceremony attendees reminisced fondly of Chang, who would have turned 50 on Jan. 4, 2014. Chang's name and memory lives on by remembering his impact on the world. His younger brother, William Lai, shared experiences about their youth and how he had always felt his brother was an ideal example for him. Chang's colleagues during his studies at Florida State remarked on how his work ethic and self-discipline seemed legendary. A few past media production scholarship recipients presented on how their career goals were positively supported by the John D. Chang Foundation and expressed how grateful they were for the help.

The proceedings were led by FSU College of Communication & Information Dean, Dr. Larry Dennis. He told the family that "Chang was one of the most influential and hard-working alumni that the FSU School of Communication program has ever produced." Along side his mother, Judy, they unveiled the new commemorative media lab room plaque. Following the dedication, the family was taken on a tour of the Media Production facilities. They were shown where and how the FSU School of Communication prepares its students by providing real-world experience. The event ended with a catered reception.

