
NEWSLETTER

GRADUATE PROGRAM IN COMMUNICATION

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Associate Dean's Corner

This has been an extremely busy and productive semester for the Graduate Program in Communication. It began with a Graduate Student Orientation and Picnic sponsored by the Graduate Student Association. It ended with the good news that our program has been identified by the University Task Force on Graduate Education and Research as one of a select number of programs determined to be "Targets of Opportunity" because they are "positioned to achieve national stature." The final report of the task force, which was appointed by **President Charles Wethington** and headed by former Dean of the Graduate School, **Dr. Daniel R. Reedy**, will be issued soon. **Dr. James Applegate** was one of 37 members of the group.

The significance of the task force's designation of our program as a "Target of Opportunity" is that it will be among a relatively small group of programs asked to submit proposals to compete for \$1.4 million in funding provided by the Kentucky General Assembly. Those proposals will likely be requested early next semester. I will be working with the ad hoc advisory group of our faculty that assisted in developing the initial proposal we submitted, which resulted in our "targets of opportunity" designation. I will also be consulting with other faculty and graduate students to make sure we have a

well-organized, well-written proposal. Any ideas you have are always welcome.

Other significant events during the semester included (1) an outstanding visit by **Dr. James Anderson**, our fall Graduate Seminar Speaker, (2) the election of new Graduate Student Association Officers, (3) a successful phonathon with more than \$1,000 in pledges, (4) the expansion of our Graduate Faculty to include two new Associate Members and (5) the approval by the Graduate Faculty of a required first-year curriculum for all new doctoral students.

You can read about Dr. Anderson's visit and the new Graduate Faculty members elsewhere in this newsletter. I would simply like to say "thanks" to Dr. Anderson for a very enlightening and productive visit and to say "welcome aboard" to **Drs. Derek Lane** and **Alan DeSantis**. We now have 22 members on the Graduate Faculty, including 13 full, 7 associate and 2 secondary members.

Congratulations to our new GSA officers — **John Davis, Dina Gavrilos, Karen Krumrey-Fulks, Shawn Long, Lara Hayes, David Birkhead** and **Susan Wells**. My special appreciation to the "old" officers — **Regina Swigert, Stephen Haggerty, Whit Elam, Ruth Page** and **Charles Williams** — for their outstanding work! The new GSA is already busy planning events, including the second annual graduate symposium in March, the fall 1998 orientation and other projects such as the highly successful "buddy" program.

Our phonathon was not as successful as last year when we raised more than \$1,400, but I am pleased, nevertheless, that we have more funds for scholarships

and other graduate student support. It is not too late for you to contribute.

I am very pleased that our revised Ph.D. curriculum has been unanimously approved by the Graduate Faculty as well as by the College Council. It is now in the hands of the Graduate Council. The new curriculum will include seven required courses for all new doctoral students, beginning in fall 1998, if approved. The requirements include courses in general communication theory, theory construction, quantitative methods, qualitative methods, statistics, mass communication theory and interpersonal communication.

We will be conducting a survey soon to assess the interest of our alumni and the professional community in establishing a destination master's degree, which could include emphases in communication and technology, health communication, communication law and public policy and environmental and ecological communication.

Our doctoral program was ranked as the 5th largest in number of students and tied for 5th largest in number of graduates for 1995-96 in the annual survey by the Association for Education in Journalism and Mass Communication.

Finally, goodbye and best wishes to **Dr. Vince Waldron** for serving as a visiting member of our Graduate Faculty. Vince, we hope you can return soon.

It's been a great semester. Happy Holidays to everyone!

Roy L. Moore

Graduate Student Association Corner

Fall is here and our graduate program is truly enjoying its harvest! We have several reasons to celebrate. First of all, thanks to many of your efforts, the new graduate student orientation and picnic were very successful. Nearly 50 graduate students, faculty and staff participated in the orientation, and several more folks showed up for the picnic. If you haven't already done so, please join us in welcoming our new crop of graduate students! By now, everyone should have a buddy and a faculty mentor.

Second, we are hoping to duplicate the success of last year's symposium by offering the same program for our graduate students this spring. More details on this will be forthcoming, but if you are interested in helping with the organization and planning of this event, please come to the GSA monthly meetings and take a look at the portfolio that Susan Colon put together, highlighting last year's symposium.

Third, we had great student representation at this year's NCA conference in Chicago.

Finally, as the seasons change, so must the leadership of the GSA. We have enjoyed our leadership roles this past year and have learned so much from all of you and especially appreciate the support and guidance given us by **Dr. Moore** and **Louise Menifee**. We also want to thank the other officers — **Charles Williams**, **Whit Elam** and **Ruth Page** — and graduate students who served on various ad hoc committees throughout the year. Now, it is time to welcome new leadership and new ideas.

The new officers for this year are:

John Davis, Co-Chair
Dina Gavrilos, Co-Chair
Shawn Long, Admin. Assistant
Karen Krumrey-Fulks, Bus Manager
David Birkhead, Member-at-Large
Lara Hayes, Member-at-Large
Susan Wells, Member-at-Large

In closing, let us all look forward, with hope and enthusiasm, to the

challenges and opportunities that lie before us in the year to come.

Your GSA Co-Chairs,
Gina Swigert and **Steve Haggerty**

Dr. James Anderson Visits Campus

Dr. James Anderson, professor in the Department of Communication at the University of Utah, visited our program from November 17-20 as our Fall Graduate Seminar Speaker. **Dr. Anderson** made two formal presentations, visited with graduate students and faculty and had a pizza lunch with the Graduate Student Association in the Graduate Center. **Dr. Anderson** is editor of *Communication Theory* and a former president of the International Communication Association. He is the author of more than 80 journal articles, dozens of book chapters and five books.

Dr. Anderson's visit was made possible by funds from the Graduate School, the Department of Communication, the School of Library and Information Science and the College of Communications and Information Studies.

Both of his presentations were outstanding. The first presentation focused on "Social Action, Social Construction and Complexity" and the second was entitled "The Constituted Self in Ethical Conduct"

Previous graduate seminar speakers have included **Dr. James Carey** (who was on campus again in November as part of the First Amendment Series), **Dr. Ronald Rice**, **Dr. Doris Graber**, **Dr. Oscar Gandy** and **Dr. Mary Anne Fitzpatrick**. **Dr. Fitzpatrick** is a former president of ICA, and she, **Dr. Graber**, **Dr. Carey** and **Dr. Anderson** are all ICA Fellows.

Congratulations!

M.A. Student **Matt Bowdy** and his fiancé, **Ms. Chinelle Merten**, a nursing student at Jefferson Community college, will be married on December 20 at the Old Middletown United Methodist Church in Middletown, KY. They will move shortly thereafter to the Washington, D.C. area, while Mr. Bowdy completes his National Cancer Institute Internship. (See story on page 5.)

Best wishes to Matt and Chinelle!

National Communication Association

As always, the Graduate Program was well-represented by both graduate students and faculty at the annual convention of the National Communication Association. This year's conference was from November 20-23 in Chicago. Nine of our graduate students traveled in a van provided by the Graduate Program to the conference. Thanks to Ph.D. student **Ritta Abell** for serving as the lead driver.

Papers presented at the convention include:

1. **Dr. Susan Morgan** "The Relationship of Cognition and Literal Mindedness to Figurative Language Processing: Implications for the Construction of Messages, Continuing Metaphors and Analogies" (Top three paper — Intrapersonal and Social Cognition Division)
2. **Dr. Susan Morgan** "Feeling Lucky?": Using Metaphors to Create Persuasive Safer-Sex Messages"
3. **Dr. T. Andrew Finn**, "The Handwriting on the Wall: Applications for Electronic Text Communication" (Experiential Learning in Communication Commission)
4. **Dr. Derek R. Lane**, "Another Brick Out of the Wall: Enhancing Learning Teams with On-Line Communication" (Experiential Learning in Communication Commission)
5. **Dr. James Hertog**, "Alternatives to Brick and Mortar: Making the Leap from Blackboards to Interactive Textbooks" (Experiential Learning in Communication Commission)
6. **Dr. Nancy Grant Harrington**, "Using Character Education in Prevention: Effects on Attitudes Toward Sex and Sexual Behavioral Among Sixth and Seventh Grade Students" (Health Communication Division)
7. **Dr. Nancy Grant Harrington** and **Cynthia K. Matthews**, "Shame-Proneness Among the Invisibly Disabled: Implications for Communication with Health Care Providers" (Health Communication Division)

8. **Rana Johnson**, "Rhetoric of African-American Youth in the 90's" (Black Caucus)

9. **Dr. Derek R. Lane**, Terry M. Cunconam and Gustav W. Friedrich, "Designing a Context-Free Measure of Teacher Concerns: Preliminary Evidence Concerning Reliability and Validity" (Instructional Development Division)

10. **Michael Stephenson**, "Addressing Salient Barriers in Health Promotion: A Communication Framework Motivating Mammography Utilization" (Health Communication Division)

11. **Dr. Vince Waldron**, "Maintaining Relationship and Managing Threats: Testing a Communicative Model of Followership" (Organizational Communication Division)

12. **Dr. Vince Waldron**, "Forgiveness as a Communication Strategy: Motivations, Types, and Consequences" (Interpersonal and Small Group Interaction Division)

Other presentations include:

1. **Ritta R. Abell**, panelist for Women's Caucus session on "Celebrating Our Centrality as Moms: You've Come a Long Way [With a] Baby"

2. **Dr. James Applegate**, and **Dr. Vince Waldron**, panelists for pre-convention workshop on "Community-Based Scholarship"

3. **Dr. T. Andrew Finn**, and **Dr. Derek R. Lane**, chairs, competitive paper session on "Expanding the Walls of the Communication Classroom: Experiences With On-Line Communication" (Experiential Learning in Communication Commission)

4. **Dr. Derek R. Lane**, panelist for workshop for graduate students on "Learning to Live to Life of the Mind—Without Losing It"

5. **Dr. Ramona R. Rush**, "The Development of Women in Academia: Communicating Centrality Through Mentor-Mentee Relationships" (Women's Caucus)

6. **Dr. Vince Waldron**, panelist for pre-convention conference on "Community-Based Scholarship"

7. **Dr. Vince Waldron**, chair, competitive paper session on "Organizational Dilemmas, Crises and Heart" (Organization Communication Division)

Important Announcement

The "I" grade policy has recently changed. A grade of "I" (Incomplete) may be assigned to a graduate student if part of the work of a course remains undone and there is a reasonable possibility that a passing grade will result from completion of the work. Effective fall 1997 semester, all Incompletes ("I" grades) must be replaced by a regular final letter grade within 12 months of the end of the academic term in which the "I" grade was awarded or prior to the student's graduation, whichever occurs first. If an "I" grade has not been replaced within the allowable period, the University Registrar shall change the "I" grade to a grade of "E" on the student's permanent academic record and adjust the student's grade-point standing accordingly, unless otherwise approved because of exceptional circumstances by the Dean of the Graduate School on recommendation of the Director of Graduate Studies in the student's program. All Incompletes must be removed from a student's record unless approved by the Dean of the Graduate School.

Instructors who assign an "I" grade should file with the student's Director of Graduate Studies information which includes (1) the name of the student, (2) the course number and hours of credit, (3) the semester and year of enrollment, (4) specific information on the work to be completed before a final grade can be assigned, and (5) the time frame in which the specific requirements are to be met (not to exceed 12 months). Graduate students should consult with their Director of Graduate Studies concerning procedures relative to the awarding of "I" grades and the conditions under which they may be removed in that particular program.

Two New Members Join the Graduate Faculty

The Graduate Faculty voted at its annual retreat in October to recommend that **Dr. Derek Lane** be granted Associate Membership on the Graduate Faculty. In November, at its fall faculty meeting, the Graduate Faculty also recommended that **Dr. Alan DeSantis** be added as an Associate Member. The Graduate Council has approved the recommendations, and both individuals are now official members of our Graduate Faculty.

Dr. Lane holds a doctorate from the University of Oklahoma, an M.A. from University of Nebraska and a B.S. from Eastern Wyoming College. His special areas of research are instructional communication, interpersonal communication and group communication.

Dr. DeSantis received his B.A. from James Madison University, his M.A. from the University of Alabama and his Ph.D. from Indiana University. His special areas of research are critical, social and rhetorical theory and criticism.

Associate members can attend graduate faculty meetings and participate in discussions, teach graduate-level courses, supervise master's theses, serve on doctoral committees and co-chair doctoral committees with a regular member of the Graduate Faculty. Once they are tenured, associate members are eligible for full membership.

Recent Graduates

1. Congratulations to **Michael Wayne Shelton**, who successfully defended his doctoral dissertation this semester. His dissertation was entitled, "Talk of Crisis: A Categorical and Rhetorical Examination of Argumentative Discourse in the 1994 United States Senate Floor Debate on Comprehensive Health Care Reform."

2. Congratulations to **Michael Farrell**, who successfully defended his master's thesis this month. The title of his thesis was "Libel in Cyberspace: Will There Be Lawyers in the Chat Room?."

3. Congratulations to Laban Miller who successfully defended his doctoral dissertation this past summer. His dissertation was entitled, "Organizational Learning in a Health Care Organization: A Case Study of a Physical Rehabilitation Hospital."

4. Congratulations to **Seiichi Morisaki** who successfully defended his doctoral dissertation early this semester. His dissertation was entitled, "A Study of Interpersonal Communication Competence in Japan and the United States."

Opportunities

More information about each of the following are available from the Office of the Associate Dean for Graduate Studies.

1. **The Library system** is accepting applications for locked study rooms in Young Library for faculty and graduate students. For faculty, individual locked carrels and 3-person study rooms will be available; some faculty may also be assigned to large study rooms. Anyone assigned to a multiperson room will also be assigned a locker.

For faculty, applications are located at:
<http://www.uky.edu/Libraries/carfac.html>

and graduate students can find their applications at:

<http://www.uky.edu/Libraries/cargrad.html>

2. **The National Association of Broadcasters** is soliciting proposals for research on broadcasting. The intent of the program is to stimulate interest in broadcast research, especially research on economic, business, social or policy issues of importance to the U.S. commercial broadcast industry. The goal is to make high quality academic research available to industry practitioners as well as other academics.

The competition is open to all academic personnel. **Graduate students** and senior undergraduates are invited to submit proposals. There is a total of \$25,000 in available funds,

but more can be awarded if the project merits additional funds. In the past, the NAB has typically awarded four to six grants of up to \$5,000 each.

For application forms, check the grant website:

<http://www.nab.org/research/grants.htm>

Proposals must be received no later than **January 26, 1998**. Winners of Research Grants will be notified by April 10, 1998.

3. The University Miami School of Communication will host its Fifteenth Annual Intercultural Communication Conference on February 5-7, 1998. In the past, this conference has successfully brought together professionals and scholars to share various points of view. It is continuing this tradition and encourages program ideas and research papers dealing with diverse aspects of communication.

4. Seniors at the University of Kentucky lacking no more than six credit hours for graduation and having an undergraduate grade point average of at least 2.5 on all work attempted can now register in The Graduate School in **Provisional Status** with the consent of the undergraduate College Dean, the appropriate Director of Graduate Studies and the Dean of the Graduate School. The total load of such students may not exceed 12 credit hours. Graduate credit will be allowed for each credit hour of graduate work beyond the six or fewer credit hours needed to complete undergraduate requirements.

Requirements for the undergraduate degree must be completed during the semester in which the students are allowed to register for part-time graduate work.

This is an excellent opportunity for our undergraduate students to take graduate courses and receive graduate credit. If you know someone who may be interested in this new program, please have the person contact the Associate Dean for Graduate Studies.

We also participate in the **University Scholars Program** in which promising undergraduate students can simultaneously pursue both an undergraduate degree and a master's in communication. This has been an extremely successful program for us. Current participants include **Mr. Whit Elam**.

5. The **UK Office of Residence Life** will be looking for graduate students interested in hall director positions for next year. The salary is \$4,000 - \$8,000 for a 10-month academic year, and the benefits include a meal plan, a furnished apartment and eligibility for the in-state tuition rate. The interviewing process begins **March 1**.

6. The **Direct Marketing Educational Foundation** is seeking applications from graduate students for its Direct Marketing Day seminars in New York City and Los Angeles. A total of 40 graduate students will have their expenses paid to attend the seminar.

Deadline: January 15, 1998.

7. The **University of Tennessee College of Communications 20th Annual Communications Research Symposium** will be February 27-28 in Knoxville. Ken Paulson, Executive Director of the Freedom Forum First Amendment Center in Nashville will be the keynote speaker.

Several of our graduate students have indicated an interest in attending the symposium. **If you are interested, contact Ph.D. student John Davis.**

8. **The next deadline for the Graduate School Commonwealth Research Award is March 16, 1998 for support to be used during April 1 - June 30, 1998.** The awards provide \$500-\$1000 for travel expenses for graduate students to present research at major professional, scholarly conferences. Each program is allowed to nominate up to two students per academic year. Thus far, none of our students have applied for this award. If you're presenting a paper during April 1 - June 30, which includes the ICA Conference, you should consider applying.

9. Doctoral graduate students particularly those interested in communication, should consider applying for **UK's Certificate Concentration in Medical Behavioral Science**. The certificate requires (a) completion of 13 hours of coursework in Behavioral Science, (b) regular attendance at non-credit seminars of the Department of Behavioral Science and (c) completion of a dissertation focused on a health or mental health relevant research problem.

10. The IABC (International Association of Business Communicators) Research Foundation encourages rigorous research on questions of practical relevance to communicators and public relations practitioners. To qualify for the \$1,000 award for best scholar-practitioner paper, the co-author team must include at least one full-time university faculty member or graduate student and at least one person whose principal full-time employment involves internal or external communication for organizations. The competition is open to both members and nonmembers of the association. Papers will be judged equally in "blind" peer reviews by communication scholars

11. Authors of the best papers will be honored at the IABC international conference, June 14 - 17, 1998, in New Orleans, La. Only one paper will win the \$1,000 award. Other awards of up to \$200 will also be given.

Deadline: March 4, 1998

Scholarships and Awards

1. M.A. student **Matt Bowdy**, will begin a National Cancer Institute Health Communications Internship on January 1 in Bethesda, MD. During the six-month program, Mr. Bowdy will be involved in several projects with the Health Promotion Branch, including National Minority Cancer Awareness Week, National Breast Cancer Awareness Month and the Science Awareness Program.

Mr. Bowdy is the second student from our program to be awarded this prestigious national internship. Doctoral student **Ann Forsythe** participated in the program last year.

2. Ph.D. student **Michael Stephenson** was selected by the Graduate Student Association for the annual free membership in the National Communication Association. The membership is provided by the Department of Communication.

3. Ph.D. student **Shawn Long** has been awarded a three-year Southern Regional Education Board Doctoral Scholarship. The award provides an annual \$12,500 stipend and an expense-paid trip to the Doctoral Scholars' annual meeting. Mr. Long accepted his award in September at the New Orleans meeting.

4. Ph.D. student **Jeong-Hyun An** has been awarded a tuition scholarship by the International Student Committee for the UK spring 1998 semester.

Honors

1. Ph.D. student **Bruce Berger** is the only student member of the Chancellor's Lexington Campus Blue Ribbon Committee. The committee was appointed this fall to (a) advise the Lexington Campus Chancellor and administration on current issues related to advancement of the Lexington Campus, (b) summarize and articulate the opportunities and constraints for institutional advancement, and (c) collaborate with the University Task Force in analyzing programs on the Lexington Campus.

2. Ph.D. student **Susan Colon** has been awarded a post-doctoral fellowship at the University of Illinois-Chicago.

3. **Dr. James Applegate** is a member of the University Task Force to Recommend Strategic Priorities for Research and Graduate Education. This highly visible committee is completing its final report to President Charles Wethington, and it recently released its selection of graduate programs at the University that had achieved national prominence (tier one) and those in a position to achieve national prominence ("targets of opportunity") (tier two). The Graduate Program in Communication was among a select number of programs cited as targets of opportunity. Tier one and two programs will now be asked to submit proposals to compete for \$1.4 million in funding provided by the General Assembly as part of its restructuring of the university, community college and technical schools governing systems.

Publications

1. Catherine A. Luther and **Douglas A. Boyd**, "American Occupation Control Over Broadcasting in Japan, 1945-1952," *Journal of Communication*, Vol. 42, No. 1 (Spring 1997), 39-59.

2. **Deborah C. Burton** and Janis L. Huston, "Utilization of Video Communications in the Informed Consent Process," proceedings of the International TeleMed 97 Conference on Telemedicine and Telehealth and as a supplement in *Journal of Telemedicine and Telehealth*.

3. **Safran Al-Makaty, Douglas A. Boyd** and **G. Norman VanTubergen**, "A Q-Study of Reactions to Direct Broadcast Satellite (DBS) Television Programming Saudi Arabia," *Journal of South Asian and Middle Eastern Studies* Vol. 20, No. 4 (Summer 1997), 50-64.

4. **Joachim Knuf**, "Transformational Learning and Change: From the Practice of Lean Manufacturing to the Culture of Continuous Improvement," chapter in Koza Saito (ed.), *Principles of Continuous Learning Systems*, Vol. 2, 55-88. New York: McGraw-Hill (1997).

5. **Roy L. Moore**, "The Journalism Educator as Expert Witness," *Journal of Mass Media Ethics*, Vol. 12, No. 2 (1997) 82-95 (Special issue on "Where Ethics and Law Converge").

6. **Roy L. Moore**, Ronald T. Farrar and Erik C. Collins, *Law of Advertising and Public Relations*. Mahwah, N.J.: Lawrence Erlbaum Associates (1998).

Alumni News

1. Mr. **Dan Jaco** (M.A. 1971), CEO of the Missouri Patient Care Review Foundation in Jefferson City, MO, will be stepping down in September 1998. Mr. Jaco has been with the foundation since 1985 when he began as the director of one of the organization's five regional offices. He earned his undergraduate degree from Washington University in St. Louis and a master's degree in public health from the University of Missouri.

In accepting his resignation, MPCRF Chairman of the Board Turner Minnigerode, said, "We are truly sorry to

