



NEWSLETTER

GRADUATE PROGRAM IN COMMUNICATION

COLLEGE OF COMMUNICATIONS
AND INFORMATION STUDIES

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Associate Dean's Corner

I am very pleased to have been appointed by Dean J. David Johnson and Graduate Dean Michael T. Nietzel to another term as Associate Dean for Graduate Studies, effective July 1, 1999. I want to particularly thank the Graduate Student Association for its support and the Graduate Faculty for recommending me for the position. I have enjoyed serving as your Associate Dean for the past four years and look forward to another term.

The Graduate Program has made considerable progress over the years, and the long term future is bright as the program moves toward becoming a Top 20 Graduate Program. Our new destination master's, which recently received final approval from the university, has much promise. Our new first-year doctoral curriculum has been quite successful, and the new Media Research Center, now under construction, will particularly strengthen the program. All doctoral students are now required to complete at least three hours of CJT 790 ("Research Problems in Communication") by working on a specific research project under the direction of a graduate faculty member. We also have a new course on instructional communication.

The Graduate Center has been updated with a new computer and printer and has become a beehive of Graduate Student Association activities, including colloquia, seminars, workshops and meetings.

I want to particularly thank this year's GSA Co-Chairs, **Donald Helme** and **Chuck Bryant**, and the other officers for all of their hard work. You've been great!

Congratulations to the new 1999-2000 officers:

Co-Chairs:

Gretchen Norling
Holly Payne

Minister of Information:

Sarah Hatfield

Minister of Finance:

Angela Brumley-Shelton

This fall, we will be welcoming a new group of graduate students, including several new teaching assistants and research assistants. Our fellowship holders include **Donna Wills** (Research Opportunity Fellowship), **Shawn Long** (Southern Regional Education Board Fellowship), **Michael Farrell** (Allocated Fellowship) and **Leona Lopez** (Lyman T. Johnson Fellowship)

In May, Ms. Janice Birdwhistell joined the College as the new development officer. She will be working closely with the School

of Journalism and Telecommunications, the Department of Communication, the School of Library and Information Science and the Graduate Program on new development initiatives. Among the priorities established by the Graduate Program in Communication are increased funding for graduate scholarships and fellowships, renovation of the Graduate Center and Graduate Seminar Room, a travel fund endowment and endowed and enhanced professorships. I will keep you informed our progress.

Finally, I want to express my gratitude to **Dr. Lewis Donohew**, who is retiring this year. Lew has contributed so much to our Graduate Program and the College over his 34 years of service. He was my mentor when I pursued my M.A. in 1970 in our program and has been a role model for me and numerous other colleagues. There is no way to adequately thank him for all that he has done, but we will nevertheless attempt to do so in the fall with a program in his honor. You will be receiving details later. Thanks, Lew, for being such a strong contributor to the program and for being an inspiration for graduate students and faculty!

I wish each of you a great summer. Stay in touch.

Roy L. Moore

Graduate Student Association Corner

The Graduate Student Association (GSA) jumped into the 1998/99 school year in organized fashion. The beginning of the semester began with welcoming activities for the new Ph.D. and master's students, including a reception, orientation, and the annual publishing of the *Graduate Student Handbook*. New officers were elected in September: Co-Chairs: **Chuck Bryant** and **Don Helme**; Minister of Information: **Holly Payne**; and Minister of the Treasury: **John Strada**. Also, new committee chairs were appointed: Professional Development Series: **Donna Wills**; Graduate Student Symposium: **Angela Brumley-Shelton** and **Shawn Long**; Web Master: **John Strada** and **Dan Chaney**; Publications: **Gretchen Norling**; Colloquia: **Takako Nagumo**; Resources: **Karen Krumrey-Fulks**; and Social: **Sarah Hatfield** and **Rachel Ross**.

The GSA sponsored several activities throughout the fall semester, including the Colloquia (also co-sponsored by the Mass Media Center for the Future), and a reception for the new Dean of the College of Communications and Information Studies, **Dr. David Johnson**. The GSA, in conjunction with Dr. Moore, worked to improve resources for the graduate students. This included the purchase of a new computer, printer, and research software for the Graduate Center.

The spring semester was also a busy time for the GSA. Events included the continuance of the Colloquia series, the annual Graduate Student (and this year Undergraduate) Symposium, and several Professional Development seminars including Dissertation Writing, Qualifying Exams, and Web Page Design. Other activities included the reorganization and attainment of new resources for the Graduate Center. The GSA will also be aiding in the recruitment of new graduate students,

meeting with them, and also preparing part of their orientation for the fall '99 semester. The Graduate Student Association is an active part of the College's Graduate Program that works to represent graduate students, as well as create opportunities for them to get acquainted with faculty, research ideas, and resources that will make their graduate school experience more successful.

Congratulations!

M.A.

1. **Lily Arasaratnam**
2. **Jennifer Daughtery**

Ph.D.

1. **Robin Crigler**
2. **Timothy Edwards**
3. **Michael Stephenson**
4. **Yu Zhang**

Appointments

1. Ph.D. Student **Bruce Berger** will be an Associate Professor in the Department of Public Relations and Advertising in the College of Communication at the University of Alabama this fall. Berger plans to complete his doctorate this summer. He will be teaching at the undergraduate level, have some responsibilities for the new M.A. program and will be teaching mass communication and organizational communication theory in the Ph.D. program.
2. Ph.D. Student **Rana Johnson** has been appointed as Assistant Director with the Kentucky Council on Post-secondary Education, effective August 1. She is currently a Dissertation Year Fellow in the Southern Regional Education Board Compact for Faculty Diversity Program and is a past recipient of a Lyman T. Johnson Graduate Fellowship. The Council is a new lay board appointed by the Governor to coordinate change and improvement within Kentucky's public system of 36 colleges and universities.

The Council also works closely with the state's private colleges and universities.

3. **Dr. James Applegate** has been appointed as a Senior Fellow for the Kentucky Council on Post-Secondary Education, effective May 3.

Dr. Applegate will be consulting with the Council on issues related to higher education reform in Kentucky. He will be working directly with CPE President Gordon Davies, Vice Presidents and other members of the Council.

Dr. Applegate recently visited Russia and put into place a study of the communication development of Russian children in the first through third grades. He is working with a colleague at St. Petersburg University who was a recent Fulbright Scholar in the United States. They hope the findings of the study will provide insights into the similarities and differences between Russian and American children and provide guidance in improving the educational experience of Russian children.

Dr. Applegate will be working with Ph.D. Student **Ann Forsythe** in Planning the 2000 National Communication Association Convention. He will become NCA President in 2001.

Congratulations and Goodbye

1. **Takako Nagumo** will be completing her M.A. this summer and then assume her new position as Associate Librarian, General Collection, at the United Nations Dag Hammarskjöld Library in New York.
2. **Dina Garvilos** will also be completing her M.A. this summer and then begin work toward her Ph.D. this fall at the University of Maryland. Dina is the former co-chair of the Graduate Student Association.

Announcements

Graduate Fellowship and Assistantship Guide

A copy of the newest edition of the *Graduate Fellowship and Assistantship Guide* published by the Office of Federal Programs of the American Association of State Colleges and Universities is available for checkout from the Associate Dean's office. The 60-page guide provides detailed information on federal and private funding programs that support graduate study, including dissertation research. It's worth a look.

Change in Post-Qualifying Residency Requirements

The following change in post-qualifying residency requirements was approved by the Graduate Faculty on March 31, 1999.

Effective Fall Semester, 1999, doctoral students will have two options by which to satisfy the post-qualifying residency requirements:

Enrollment for two consecutive full-time semesters (9 credits) in 769 with a grade of "S."

or

Enrollment in three consecutive part-time semesters (6 credits) in 769 with a grade of "S."

Students electing the full-time option may substitute a summer term for one of the semesters by enrolling in three credits of 769 in the four-week session and six credits of 769 in the eight-week session.

Students electing the part-time option may substitute a summer term for one of the semesters by enrolling in six credits of 769 in the eight-week session only.

Dissertation Binding

For those of you who want to have extra copies of your dissertation bound, you may want to contact Hays Book Binding at (606) 273-3773 in Lexington.

To get there, take *Tates Creek Road*. Go 6.3 miles on *Tates Creek* from *Man O' War*. *Crawley Street* will be on the left. Turn left on *Crawley* and go about 2 miles until you run into a stop sign. Turn right at that stop sign and it's the second house (a brick house). The address is 4845 *Jacks Creek Pike*. Call before you take the dissertation to make sure someone is at home.

Costs start at \$39 for just name and university, but the price is \$45 to add the title to the cover.

Thanks to **Dr. Michael Stephenson** for this tip.

Change in Conditions Under Which One May Participate in the College Recognition Ceremony

At its April 23 meeting, the Graduate Faculty revised the policy under which a student can participate in the Spring College Recognition Ceremony. Under the new policy, which will be effective beginning with the 1999-2000 academic year:

A doctoral student may participate in the college's ceremony if the "Notification of Intent" has been officially approved by the Graduate School and the scheduled defense is no later than the last day to defend for the August graduation deadline.

Awards and Honors

1. Ph.D. Student **Lara Hayes** is the 1999 winner of the *Sypher Memorial Scholarship*. This prestigious award honors an outstanding student in our program each year, based upon academic excellence. It was created by Drs. *Beverly and Howard Sypher*, former members of our graduate faculty, to honor *Howard's* parents, who were killed in a tragic auto accident.
2. Ph.D. Student **Michael Farrell** is the 1999 winner of the *Westley Memorial Graduate Scholarship*. This prestigious award honors an outstanding student in our program each year, based upon academic excellence. It was created to honor *Bruce Westley*, a former member of our graduate faculty and former Director of the *School of Journalism*.
3. Ph.D. Student **Chandra Arts** has been awarded a \$22,000 *American Communication Association Fellowship* for the 1999-2000 academic year. Professor *Arts* teaches at *Pikeville College*.
4. **Dr. Thomas Lindlof** will be the new editor, beginning January 2000, of the *Journal of Broadcasting and Electronic Media*. The *Broadcast Education Association* publications committee unanimously voted at the association's April meeting in *Las Vegas* to appoint him as editor.

Thanks

Thanks to **Dr. Shiv Bakhshi**, Ph.D. Student **John Seibert-Davis** and M.A. Student **Dina Gavrilos** and **Takako Nagumo** for organizing the faculty colloquium series this year, which has included a wide range of research presentations. *Dr. Bakhshi* will be leaving the program to move to *Boston*, to be with his wife. Goodbye, *Shiv!*

Presentations

1. **Dr. Ramona R. Rush** participated in the Working Group on Media Literacy during the second annual meeting of the Cultural Environmental Movement at Ohio University, March 25-28. She was partially funded by UK's Teaching and Learning Center.

In April, Dr. Rush was an invited speaker about her Fulbright award to Germany at the UK Fulbright Scholars Presentations and Reception and to the staff of UK's International Program.

2. Ph.D. Student **Shawn Long** presented a paper in February to the National Association of African-American Studies and the National Association of Hispanic Studies, Houston, Texas, entitled "Cultural Self-Segmentation of Students at a Public University: The African-American Student Experience."

In May he will present a paper to the National Black Graduate Student Conference at Baton Rouge, Louisiana. The paper is entitled "Utilization Focused Evaluation: An Analysis of the Kentucky African-American HIV Prevention Project."

3. **Dr. Douglas A. Boyd** was a panelist at an international symposium in April at the United Nations Headquarters in New York on "Dynamic Development or Aerial Assault?: Global Television and Its Effects on the Economics and Cultures of the Developing World."

4. **Dr. Alan D. DeSantis** presented a paper at the National Communication Association on Mikhail Bakhtin, a Russian Philosopher of Language. The manuscript, "Caught Between Two Worlds: Bakhtin's Dialogism in the Exile Experience," is part of an on-

going research project analyzing Bakhtin's philosophy of "Dialogism."

5. **Dr. Rosemary Bryant** (Ph.D. 1998), presented a paper on "Social Network: Patterns of Interpersonal Communication Opportunities Among Corporate Donors in University Settings" to the Eastern Communication Association, in April.

Publications

1. **Drs. Michael Stephenson, Philip Palmgreen, Rick Hoyle, Lewis Donohew, Elizabeth Lorch, and Susan Colon** (1999). "Short-term Effects of an Anti-Marijuana Media Campaign Targeting High Sensation Seeking Adolescents." *Journal of Applied Communication Research*.
2. **Dr. Michael Stephenson** and Kim Witte (1999). "Fear, Threat, and Perceptions of Efficacy in Frightening Skin Cancer Messages." *Public Health Reviews*.
3. **Dr. Michael Stephenson** (1999). "Using Formative Research to Conceptualize and Develop a Marketing Plan for Student Health Services." *Journal of American College Health*.
4. **Dr. Thomas Lindlof** (with Dr. M. J. Shatzer) (Spring 1998). "Media Ethnology in Virtual Space: Strategies, Limits, and Possibilities." *Journal of Broadcasting and Electronic Media*.
5. **Dr. Thomas Lindlof** (with T.P. Meyers) (1997). "Taking the Interpretive Turn: Qualitative Research on Television and Other Electronic Media." In G. Berry & J.K. Asamen (Eds.). *Research Paradigms, Television, and Social Behavior* (pp. 237-268). Thousand Oaks, CA: Sage.
6. **Dr. Thomas Lindlof** (1997). "Communication and Ethnography." In (J. Trent, Ed.), *Communication: Views from the Helm for the Twenty-first Century*. Boston: Allyn & Bacon.

7. **Dr. Thomas Lindlof** (1997). "No More Secrets: A Retrospective Essay on Joshua Meyrowitz's 'No Sense of Place'." *Journal of Broadcasting and Electronic Media*.
8. **Dr. Alan D. DeSantis** (Fall 1998). "Selling the American Dream Myth to Black Southerners: *The Chicago Defender* and the Great Migration." *Western Journal of Communication*.
9. **Dr. Alan D. DeSantis** (1999). "Frederick Douglass: the Amostic Prophet." *Journal of Communication and Religion*.

Third Annual Communication Graduate Student Symposium

Thanks to Ph. D. Students **Shawn Long** and **Angela Brumley-Shelton** for the excellent work they did in organizing the Third Annual Graduate Student Symposium. Seventeen graduate and two undergraduate students made presentations. The purpose of the symposium is to encourage the presentation of communication research by graduate and undergraduate students in the college. Graduate students making presentations included:

Eileen Lewandowski, Fred Fitch, Jayne Violette, Mike Farrell, Bruce Berger, Sharon Wills Brescoach, Mike Stephenson, Jeff Groeling, John Seibert-Davis, Angela Brumley-Shelton and David Crowson.

Undergraduate students presenting included **Whitney Staten** and **Whitney Bowles**. There was excellent attendance on both days of the symposium--April 16 and 17. Congratulations to everyone who contributed, including chairs and respondents--**Asmita Barve, Dr. Robert Bostrom, Dr. James Hertog, Lily Arasaratnam, Dr. Alan DeSantis, Sarah**

Hatfield, Cynthia Matthews, Gretchen Norling. Also thanks to **Louise Menifee** for handling the abstracts.

Alumni News

1. **John Hourigan** (M.A. 1986) is Director of Corporate Media Relations at NCR Corporation in Dayton, Ohio.
2. The Applied Research Ethics National Association (ARENA) honored **Ada Sue Selwitz** (M.A. 1974), director of the office of sponsored program development and the research subjects office at the University of Kentucky, with the annual distinguished service award. This national award is given to an individual who exemplifies outstanding professional dedication to the ethical use of human subjects and animals in research, and in ensuring federal compliance with federal regulations.

"I was totally shocked to get this award," says Selwitz, who was sitting with about 800 other ARENA members at the annual meeting in November 1998 when she was announced as the recipient. ARENA's membership includes professionals from academic health science centers, community-based hospitals, industry, the federal government and universities in the United States.

"I'm very touched to be recognized publicly like this, not only by my peers in administration but also by ARENA's members in the faculty ranks at various universities in the country," she says.

Selwitz, a native of Murray, Ky., who taught at Berea College in Kentucky in the '70s, has been involved since 1979 with promoting ethical conduct in research on both a local and national level. She chairs the public policy committee

for ARENA, which has input on the development of federal regulations protecting human subjects in research. "I've worked hard as UK's representative to impact public policy," Selwitz says, adding that she also focuses on including women and minorities in clinical trials.

UK's research subject office, directed by Ms. Selwitz, gave 34 presentations at the university to promote ethical conduct in research last year. She takes this message to the national arena 10 to 15 times a year at various workshops and presentations.

"Ada Sue is unquestionably deserving of this award with her extraordinary talents and commitment to human and animal protection issues, not only through her leadership on this campus, but also through her dedicated service to ARENA," says Thomas Foster, a professor in the UK College of Pharmacy who has worked with Selwitz for more than 15 years.

3. **Dr. Margaret D'Silva** (Ph.D. 1994) was promoted to Associate Professor with tenure in the Department of Communication at the University of Louisville.
4. **Dr. Safran Safar Al-Makaty** (Ph.D. 1996) is Head of the Islamic Communication Department at Umm Al-Qura University in Saudi Arabia.
5. **Dr. Khalid M. Marghalani** (Ph.D. 1997) is Director of Organizational Behavior in the PR and Communication Programs at the Institute of Public Administration in Saudi Arabia.
6. **Dr. Michael Stephenson** (Ph.D. 1998) will be joining the University of Missouri - Columbia this fall as an Assistant Professor in the Department of Communication.

7. **Jennifer Daugherty** (M.A. 1998) is the Program Coordinator for the Center for Leadership and Ethics at Georgetown College. Her e-mail address is: jdaughe0@georgetowncollege.edu.

8. **Miriam Amick Sekhon** (M.A. 1977) married Jas Sekhon in May 1977, and they now have two "almost grown" children. Their daughter, Ashley, is a Senior at Henry Clay High School in Lexington, and is a National Merit Semi-Finalist this year. Their son, Jason, is in the 7th grade at Morton Middle School. Since her graduation in December 1977, Ms. Sekhon has had her own public relations consulting firm, Bluegrass PR, and she has developed and managed commercial real estate. She also established Amick Homes, LLC, developer and builder of the Golf Villas and Tour Homes of Andover in Lexington.

9. **Richard Thornton** APR (M.A. 1972) was recently elected as President-Elect of the National School Public Relations Association. He assumes office in July in Baltimore. He will be installed as President in San Antonio in 2000 and will preside over the Minneapolis National Seminar in 2001. NSPRA is the oldest public relations organization in the country. It is dedicated to developing effective public relations to further the efforts of public education.

10. **Dr. Terry Likes** (Ph.D. 1996) presented a paper in June 1998 at the American Meteorological Society's annual conference providing tips for weather anchors, who are marketing themselves for their next job--and has another accepted for next year on providing reporting tips for those weather anchors who also report on location.

Last summer he produced a half hour documentary for radio about "Global Weather Threats: El Nino, La Nina, and Global Warming." The Associated Press picked it up and fed it to its affiliates. This was after stations in Tampa, Washington, D.C., Vancouver, Savannah and elsewhere aired it. This summer he is working on another documentary which he hopes will air nationally. It deals with the 'state of the news business: the good old days vs. today's tabloid.' He has

