



**AWARDS**  
**BANQUET**  
2018

**UF** | College of Journalism  
and Communications  
UNIVERSITY of FLORIDA



## 2018 AWARDS BANQUET

Friday, April 20, 2018  
UF Hilton and Conference Center  
Gainesville, Fla.

### WELCOME

*Diane McFarlin, Dean*

### DINNER

### AWARDS

#### 2018 Alumni of Distinction

*Diane McFarlin, Dean*

#### Faculty

*Diane McFarlin, Dean*

#### Advertising

*Tom Kelleher, Chair*

#### Journalism

*Norm Lewis, Associate Professor*

#### Public Relations

*Kay Tappan, Lecturer*

#### Telecommunication

*David Ostroff, Chair*

#### The Agency

*Andy Hopson, Executive Director*

#### Media Properties

*Randy Wright, Executive Director*

#### Graduate and Research

*Debbie Treise, Senior Associate Dean,  
Division of Graduate Studies and Research*

#### College-Wide

*Diane McFarlin, Dean*

## 2018 AWARDS BANQUET

### WELCOME

#### Welcome and Introduction of Special Guests

*Diane McFarlin*

### DINNER AND AWARDS

#### Alumni of Distinction Introduction and Presentation

*Presented by Diane McFarlin*

##### **Erin Jill Andrews**

B.S. Telecommunication 2000

##### **Marnie Kain Cacossa**

B.S. Advertising 1989

##### **Charles D. Tobin**

B.S. Journalism 1984

##### **Judy DeRango Wicks**

M.A.J.C. 1984

### FACULTY AND STAFF AWARDS

*Presented by Diane McFarlin*

#### OUTSTANDING DOCTORAL MENTOR AWARD

**Jon Morris**

#### TEACHER OF THE YEAR AWARD

**Robyn Goodman**

#### FACULTY RESEARCH AWARD

**Carla Fisher**

#### FACULTY SERVICE AWARD

**Kim Walsh-Childers**

## DEPARTMENT AWARDS

### ADVERTISING

*Tom Kelleher, Chair*

OUTSTANDING ADVERTISING SCHOLAR

**Caroline Jinks**

JOSEPH R. PISANI SERVICE AWARD

**Morgan Ginn**

W. ROBERT GLAFCKE AWARD

**Victoria Alsina**

RICHARD W. MCGINNIS PROFESSIONAL PROMISE AWARD

**Nuchanart Tuntiserirat**

JOHN SUTHERLAND GREAT IDEAS AWARD

**Lauren Perez-Maiy**

RESPESS AWARD

**Sarah Bodman**

### JOURNALISM

*Norm Lewis, Associate Professor*

OUTSTANDING JOURNALISM SCHOLAR

**Katie Mellinger**

JOHN PAUL JONES JR. AWARD

**Ethan Bauer**

ELMER EMIG AWARD

**Drea Cornejo and Caitlin Ostroff**

H.G. "BUDDY" DAVIS AWARD

**Melissa Gomez**

SOCIETY OF PROFESSIONAL JOURNALISTS AWARD

**Gabrielle Calise**

JEAN CHANCE SERVICE AWARD

**Andrew Briz**

## **PUBLIC RELATIONS**

*Kay Tappan, Lecturer*

OUTSTANDING PUBLIC RELATIONS SCHOLAR

**Josie Kuhlman** *and* **Keiran Sheridan**

FRANK F. RATHBUN PRSSA AWARD

**Nicole Graney**

CHARLES WELLBORN SERVICE AWARD

**Aleksandra Karczmiaz**

JACK DETWEILER PROFESSIONAL PROMISE  
IN PUBLIC RELATIONS AWARD

**Natalie Calvo** *and* **Jordan Folkes**

FLORIDA PUBLIC RELATIONS ASSOCIATION AWARD

**Demitroula Wolfe**

## **TELECOMMUNICATION**

*David Ostroff, Chair*

OUTSTANDING TELECOMMUNICATION SCHOLAR

**Amanda Brennan** *and* **Andrew Briz**

MAJOR GARLAND POWELL AWARD

**Bonnie Katz**

MAY BURTON AWARD

**Amanda Deery** *and* **Sabrina Simpson**

F. LESLIE SMITH MANAGEMENT AWARD

**Andrew Wright**

WJXT-TV AWARD

**Alexa Lorenzo**

## THE AGENCY

*Andy Hopson, Executive Director*

THE SOMEBODY AWARD

**Lauren Maloney**, *Spring 2017*

**Sasha Sakay**, *Summer 2017*

**Abigail Kneal**, *Fall 2017*

**Cole Kraft**, *Spring 2018*

## MEDIA PROPERTIES AWARDS

*Randy Wright, Executive Director*

JON QUATTLEBAUM AWARD

**Daniela Hurtado**

RALPH L. LOWENSTEIN BROADCAST NEWS AWARD

**Shamarria Morrison**

KENNETH A. CHRISTIANSEN AWARD

**Ramsey Touchberry**

FRANK COUNTS TELEVISION NEWS PRODUCTION AWARD

**Rachel Trent**

“RED” BARBER AWARD

**Savanna Collins**

DORIS BARDON AWARD

**Luke Sullivan**

EXCELLENCE IN DIGITAL MEDIA AWARD

**Drea Cornejo**

EXCELLENCE IN MULTIMEDIA METEOROLOGY AWARD

**Lee Southwick**

EXCELLENCE IN MEDIA LEADERSHIP

**Andrew Briz and Bonnie Katz**

## GRADUATE AND RESEARCH AWARDS

*Debbie Treise, Senior Associate Dean  
Division of Graduate Studies and Research*

THE JULIE DODD OUTSTANDING  
GRADUATE STUDENT TEACHING AWARD  
**Phillip Arceneaux and Bruce Getz**

OUTSTANDING MASTER'S STUDENT  
**Liandra Larsen**

OUTSTANDING STUDENT RESEARCH AWARD  
**Ah Ram Lee and Austin Vining**

## COLLEGE-WIDE AWARDS

*Presented by Diane McFarlin, Dean*

DEAN'S CUP FOR PROFESSIONAL PROMISE  
**Caitlin Ostroff**

DEAN'S CUP FOR SCHOLARSHIP  
**Caroline Jinks  
Josie Kuhlman  
Keiran Sheridan**

DEAN'S CUP FOR SERVICE  
**Morgan Ginn**

RUTH AND RAE O. WEIMER AWARD  
**Andrew Briz**



## ALUMNI OF DISTINCTION



### **Erin Jill Andrews, B.S. Telecommunication 2000**

**Erin Andrews** is a FOX Sports reporter covering the network's biggest events, including Super Bowl XLVIII, NFC Championship and divisional round games, Major League Baseball's All-Star Game and World Series and more. She also contributes feature stories and sideline reports from FOX NFL's top game each week during the season and adds to the network's coverage of Major League Baseball and other marquee sports properties throughout the year. Prior to re-joining Fox in 2012, she spent eight years with ESPN hosting the first hour of ESPN's "College GameDay" and served as a sideline reporter for college football and basketball games and Major League Baseball. Andrews appeared on the tenth season of "Dancing with the Stars" and made it to the finals and became co-host of the show in 2014.



## **Marnie Kain Cacossa, B.S. Advertising 1989**

**Marnie Kain Cacossa** is partner at Grey Group in NY, overseeing a large, diverse portfolio spanning retail, fashion, packaged goods and consumer electronics. She was previously EVP/Managing Director at Saatchi & Saatchi, where she oversaw brand management for such blue-chip clients as JPMorgan/Chase, Wendy's, JC Penney, P&G's Dawn and Fixodent, Sunny Delight, and Carnival Cruise Lines. She is currently the New York board chair and a national board member of Step Up, a non-profit supporting teen girls from under-resourced communities. Cacossa has been a loyal, strong supporter of The Agency, creating opportunities to conduct pilot MAVY studies for Smucker's and Best Buy.



## **Charles D. Tobin, B.S. Journalism 1984**

**Chuck Tobin** is one of the most important media lawyers in the country. He recently joined Ballard Spahr in Washington, D.C., as co-practice leader of their Media and Entertainment Law Group. Tobin defends the media in libel and privacy lawsuits and advises clients on subpoenas, access and privilege issues, Freedom of Information Act requests, copyright matters, and First Amendment rights. Prior to entering private practice, Tobin spent eight years as the in-house council at Gannett. Tobin came to UF as an aspiring medical student, but soon caught the journalism bug. He is on the Journalism Advisory Board and served on the search committee for the Brechner Center for Freedom of Information director position.



### **Judy DeRango Wicks, M.A.J.C. 1984**

**Judy DeRango Wicks, APR, PRSA Fellow**, was vice president of Corporate Communications for Fiserv, a \$5 billion global provider of financial services technology, until her retirement in 2014. She and her team received the PRSA Silver Anvil Award (2002, 2004) and Award of Distinction (2006, 2009). Wicks began her career in Florida in the 1980s at several public relations firms and was part of the campaign that secured an NBA franchise for Orlando. Her management of a political campaign earned the 1988 Grand All Palm Beach award from Florida Public Relations Association, the state's highest award, and she was inducted into the PRSA College of Fellows in 2015 and the Arthur W. Page Society in 2011. She is now serving on the Dean's Leadership Council and Public Relations Advisory Council.

## HISTORY OF COLLEGE AWARDS

### **Ruth and Rae O. Weimer Awards for Outstanding Graduate**

The College's top awards each year are the Weimer Awards, named for **Rae O. Weimer**, the founding director and first dean, and his first wife **Ruth**.

A man who had no college degrees, Weimer led the College to national prominence by the force of his personality and vision. He came to UF in 1949 and by the time he retired as dean 19 years later, he had transformed the College from a three-man academic unit into the second largest college of its type in the nation and sent almost 2,000 graduates on their way. He spent 25 years in the newspaper industry before coming to UF and was the managing editor of *New York PM*, the nation's first modern newspaper without advertisements.

Weimer was beloved by students, alumni and faculty alike. He was known to fight for his students and faculty and to hire top journalists as faculty members even when the University objected to those who didn't have top degrees in their field.

Weimer died in November of 1996 at the age of 93 and is survived by a daughter, son and two grandsons. Ruth preceded him in death in 1979 and his second wife, Wilma, died in February of 2015.

## GRADUATE AND RESEARCH AWARDS

### **The Julie Dodd Outstanding Graduate Student Teaching Award**

This award recognizes the accomplishments of the finest graduate student teachers in the College. It is named in honor of award-winning Journalism Professor Julie Dodd who, through her example, dedication and 28 years of support, epitomizes the value of great teaching.

## ADVERTISING DEPARTMENT AWARDS

### **Joseph R. Pisani Award for Service in Advertising**

**Joe Pisani**, who joined the Advertising faculty in 1973, served as chair of the department for a record-breaking 18 years. Pisani managed and scheduled the department at a time of record high enrollment (nearly 600 majors compared to today's 550). He retired from the faculty in 2005. A native New Yorker, Pisani still visits the College often and lives in Gainesville.

### **W. Robert Glafcke Award for Leadership**

The Award for Leadership in the Department of Advertising is named for **Robert Glafcke** who was on the College faculty in the early 1970s. He was very focused on building young leaders through his work with student organizations. He was named publisher of the *Houma Daily Courier*, a New York Times regional newspaper, in Houma, La., in 1982. After leaving the newspaper business, Glafcke moved to Atlanta and opened a printing facility. He died in the late 1980s.

### **Richard W. McGinnis Award for Professional Promise in Advertising**

**Richard William McGinnis, B.S. Advertising 1958**, is a major donor to The Agency and Advertising Department and the department's Professional Promise Award is named for him. While a student, McGinnis worked for the UF Sports Publicity Department. After graduating, he worked in the advertising field, including 21 years with Turner Advertising and Turner Communications in Atlanta. He retired in 1983 and then ran a small advertising agency for five years before retiring.

### **Marshall Respass Award for the Outstanding Advertising Graduate**

The Department of Advertising's top award is named for **Marshall Respass**, a printer from Jacksonville who was a strong supporter of what was then the School of Journalism during the Weimer era. Records are limited, but it is believed he owned Respass Printing & Engraving and died sometime in the 1960s.

## JOURNALISM DEPARTMENT AWARDS

### **John Paul Jones Award for Magazine/Feature Writing Excellence**

The magazine/feature writing excellence award is named for **John Paul Jones, J.M. 1937**, who, in 1948, was the third faculty member hired by the College. Jones followed Weimer as dean, serving from 1968-76, and it was during his tenure that the College broke into separate departments and plans began for a new building that would become the current Weimer Hall. Jones was a leader in the newspaper industry, serving as the secretary-manager of the Florida Press Association for 16 years. A prolific writer, he created *Guide to North Florida Living* magazine in 1981 and ran it until 1997. He died in 2001.

### **Elmer Emig Award for Professional Promise in Journalism**

The professional promise award in the Department of Journalism is named for **Elmer Emig**, the first head of the department. When journalism became part of the UF College of Commerce and Journalism in 1927, then Dean Walter Matherly hired Emig. He headed the department for nearly 25 years. In addition to his faculty work, Emig wrote editorials for Florida newspapers, including the *Florida Times-Union*, and helped organize UF's chapter of Sigma Delta Chi (now the Society of Professional Journalists). He died in 1956.

### **H.G. "Buddy" Davis Award for Promise in Reporting and Editing**

Most alumni from the 1950s through the 1980s have a story to tell about **H.G. "Buddy" Davis, J.M. 1948, M.A.M.C. 1952**. The award for promise in reporting and editing is named for Davis, who taught almost every course in the journalism curriculum at one time or another. On the Journalism faculty from 1954 until he retired in 1985, Davis also wrote editorials for the *Gainesville Sun* from 1962-1989. He was awarded a Pulitzer Prize in 1971 for a series of editorials he wrote in 1970 calling for tolerance during school desegregation in Alachua County. He died in 2004 at the age of 80.

### **Society of Professional Journalists Award**

The award for a top graduate in journalism is named after the **Society of Professional Journalists**, a leading industry association. SPJ was founded in 1909, known then as Sigma Delta Chi. In 1988, the organization changed its name to the Society of Professional Journalists.

### **Jean Chance Service Award**

Professor **Jean Chance** taught for 33 years in the College of Journalism and Communications. Besides serving on many College and University committees, she served as a judge for numerous newspaper and magazine writing competitions, and was faculty adviser for student chapters of the Society of Professional Journalists and Women in Communications Inc. In 1982, she was awarded the College Faculty Service Award. Since retiring from the University in 2003, she has served on the board of Campus Communications, Inc., publisher of *The Independent Florida Alligator*, as chair. She also has been chair and board member of the Gator Wesley Foundation.

## PUBLIC RELATIONS DEPARTMENT AWARDS

### **Frank F. Rathbun Award for Service to PRSSA**

**Frank Rathbun, J.M. 1936, M.A.M.C. 1971**, joined the faculty in 1968, primarily teaching public relations, magazine and feature writing, and writing for mass communications. He was a long-time faculty adviser to the UF Public Relations Student Society of America chapter and retired in 1978.

### **Charles Wellborn Award for Service in Public Relations**

A beloved faculty member for over 19 years, **Charlie Wellborn** was the “guru of magazines.” Wellborn was the architect of many courses in the College, including editing and graphics, and business/technical communications. The Florida Magazine Association created the “Charlie Award” to recognize the top entry in each category of its annual magazine contest. He was a retired Lt. Colonel in the U.S. Army and often shared stories from World War II. Public Relations Professor Linda Childers Hon is his stepdaughter. He died in 2002 at the age of 77.

### **Jack Detweiler Award for Professional Promise in Public Relations**

The Public Relations Award for Professional Promise is named for **Jack Detweiler, J.M. 1952, Ed.D. 1969**, who was a longtime faculty member in the Public Relations Department and served as department chair during the late 1980s/early 1990s. He joined the faculty in 1965 and retired in 2004. In his early years, Detweiler was known more to the College’s journalism majors, serving as the director of student publications where he helped advise *The Alligator* during the years immediately prior to the newspaper becoming independent and moving off campus.

### **Florida Public Relations Association Award**

The award for the top student in the Department of Public Relations is named for the **Florida Public Relations Association**, the leading association for public relations professionals in the state. Founded in 1938, FPRA is the oldest public relations organization in the United States. Today, the association boasts nearly 1,500 professional and student members at chapters across the state.

## TELECOMMUNICATION DEPARTMENT AWARDS

### **Major Garland Powell Award for Service in Broadcasting**

**Major Garland Powell** was the first station manager of WRUF, which went on the air as an AM station in 1928. It was among the first five radio stations in Florida. The state of Florida had just been hit by fierce hurricanes in 1926 which washed away an era of statewide prosperity and land speculation and a group of businessmen wanted to use the radio waves as a way of luring people back to the Sunshine State. Powell was faced with the daunting task of commercializing the station and keeping it on the air after the Great Depression hit in the early 1930s. One of Powell’s earliest finds was Red Barber who went on to become one of America’s most beloved and popular radio sportscasters.



## TELECOMMUNICATION DEPARTMENT AWARDS

### **F. Leslie Smith Management Award for Telecommunication**

The top award for students in the Telecommunication Management Track is named for **Leslie Smith, B.S. Telecommunication 1961**, retired Telecommunication Department chair and faculty member. Smith joined in faculty in 1982 and taught in the management sequence until his retirement in 2005. The award was created in his honor in 2003.

### **May Burton Award for Excellence in Telecommunication Production**

The award for excellence in broadcast production is named for **May Burton**, an early pioneer in educational television at WUFT-TV in the late 1950s and early 1960s. Burton taught summer courses each year on educational television for local schoolteachers, and broadcast many in-class television lessons for the public schools. She died at a relatively young age in the 1960s.

### **WJXT-TV Award**

The top award for students in television news is named for Jacksonville television station **WJXT-TV**. Florida's second television station and Jacksonville's first, WJXT (then WMBR) signed on the air in 1949. For years, it was the CBS affiliate serving the North Florida area. The station has long been considered one of the top news stations in the Southeast and numerous College alumni have worked at the station.

## THE AGENCY

### **The Somebody Award**

Recipients are selected by their peers "in recognition of outstanding team members who made a difference." It is awarded in the Fall, Spring and Summer C semesters.

## MULTIMEDIA PROPERTIES AWARDS

### **Jon Quattlebaum Award for Outstanding News Student at WUFT-TV**

**Jon Quattlebaum, B.S. Telecommunication 1990**, was a popular telecommunication student and one of the News Five anchors on WUFT-TV. After graduating, Quattlebaum worked as a reporter at both a Sarasota television station and WINK-TV in Fort Myers. In 1994, while on a trip to Phoenix to interview for another reporting position, he died at the age of 26 of injuries suffered in a fall while hiking in Echo Canyon on Camelback Mountain.

## MULTIMEDIA PROPERTIES AWARDS

### **Ralph L. Lowenstein Broadcast News Award for Excellence in News at WUFT-FM**

The broadcast news award for WUFT-FM is named for **Ralph Lowenstein**, dean of the College from 1976-1994, who still walks the halls of Weimer greeting students and faculty. Regarded as a national visionary for how technology would change the journalism and communication professions, Lowenstein has been an inspiration in the College for more than 35 years. He guided the College as it completed and moved into Weimer Hall in the early 1980s, worked tirelessly for a more diverse student body, developed the Brechner Center for Freedom of Information and significantly expanded the College's private support. During his tenure, the College launched its Ph.D. program in mass communication, WUFT-FM went on the air and the Flanagan Wing was built.

### **Kenneth A. Christiansen Award for Service to Both WUFT-TV and WUFT-FM**

**Kenneth A. Christiansen**, WUFT-TV's first station manager, was internationally renowned for his knowledge of educational television when he arrived in 1958, having served as a consultant in India, England and the Far East. The award in his honor is given to a student who is exemplary in service to both WUFT-TV and WUFT-FM. Christiansen also served as chairman of the Broadcasting Department until he retired in 1977. He died in 1996 at the age of 82.

### **Frank Counts Award for Television News Production**

The Television News Production Award is named for **Frank Counts** who retired in 2010 after more than 37 years as a Telecommunication assistant professor and production manager for WUFT-TV. Counts joined the faculty in 1972 and taught hundreds of students interested in radio and television broadcast production.

### **Doris Bardon Award for Overall Excellence in Broadcasting at WUFT-FM**

Doris Bardon, Alachua County activist and author, was one of the founding members of public radio station WUFT-FM. She was part of a team of community leaders that created a plan and solicited funding in 1981 to create a radio station serving listeners in North Central Florida. The award honors a student who excels in all areas of the broadcast operation.

### **Red Barber Award – WRUF**

Any Telecommunication student with an interest in sports yearns for the coveted **W.L. "Red" Barber Award** for the top student in sports at WRUF-AM. One of the nation's most famous broadcasters, Red Barber served as sports director for CBS and broadcast 13 World Series and six All-Star Games. He joined the staff at WRUF in 1929 after reading a scholarly paper over the air. A WRUF microphone used by Barber during the 1930s is part of the National Baseball Hall of Fame and Museum's collection. He was the voice of the Brooklyn Dodgers from 1939 to 1953, and retired in 1966 as the voice of the New York Yankees. He had the distinction of broadcasting baseball's first night game and the sport's first televised contest in 1939 in Brooklyn. Barber is widely credited with playing a major role in the acceptance of Jackie Robinson's arrival to the major leagues in 1947. Barber was awarded an honorary degree from UF in 1970. He stayed close to the College returning in 1988 to be inducted into the WRUF Hall of Fame. He died in 1992.



