Australia
PR Country Landscape 2004

Global Alliance for Public Relations and Communication Management

Acknowledgments

Country Profile

Population: 19.8 million people. Caucasian (92%), Asian (7%),

Aboriginal and other (1%).

Capital: Canberra has been the country's capital since 1901.

Area: Australia is located between the Indian Ocean and South Pacific Ocean. It is composed of mostly low plateaus and desert spanning 7,713 ,000 square kilometers.

Background: Australia is the smallest continent, but it is the sixth largest country in the world. There is a strong British influence in the country because of early migration policies and the land being as a penal colony for Britain's ex-convicts in the late 18th century.

Aboriginal people are the traditional land owners and important aspect of this population. These people have inhabited Australia for the past 20,000 years.

History

It is believed that between 60,000 and 50,000 years ago Aboriginal people migrated from Asia into Australia. They quickly covered the entire continent and lived peacefully as hunters and gatherers, moving only with the change of seasons. In areas with a good food supply they limited their movement.

European settlement began in January of 1788, when Captain Arthur Philip of Britain landed with 1,373 people, including 732 convicts, and formed a colony named Port Jackson. There were several reasons why Britain colonized Australia, but the main reason was to relieve the overcrowded prisons of the homeland. Australia also provided a base for the Royal Navy in the eastern sea.

After Port Jackson was established other settlements were begun as people moved away from the coast and expanded. The settlement of Hobart, which is now the capital of the state, Tasmania, was established in 1803; Brisbane (Queensland's capital) was established in 1824, and Melbourne (Victoria)was established at Port Phillip Bay in 1835.

In the late 1700s sheep were introduced to Australia and became one of the most important innovations to the colony. The wool from the sheep helped the economy flourish, and became an important national industry.

In 1840 almost all of Australia, with the exception of Tasmania, stopped receiving Britain's ex-convicts. By this time, more than 100,000 convicts inhabited Australia. During the 19th century Australia faced a large amount of turmoil and difficulties in governance from a motherland.. Self-government slowly grew to be very important to the colonists. In 1823, New South Wales was granted the first constitutional charter that allowed it a limited amount of legislative power. Two years later, Tasmania was also allowed to set up its own council. All of the other colonies followed

by 1859, except for Western Australia, on the back of Britain passing the Australian Colonies Government Act in 1850 which give the colonies considerable autonomy, including the right to alter constitutions. However, this also highlighted the need for greater co-operation between the colonies and in 1891 the first Australian Federal Convention met and drafted a federal constitution which was the basis for federation. The British Parliament ratified the constitution in 1900 and the Commonwealth of Australia was formed on January 1, 1901. In 1911, it was decided that Canberra, which is the Aboriginal word for "meeting place," would become the official capital city for Australia.

Australian soldiers bravely fought and died in both World War I and World War II. Roughly 90,000 lost their lives in these wars, and Australians were noted for their bravery in these conflicts.. These events helped the young nation create a sense of identity for itself throughout the world.

Like much of the world, Australia suffered a great depression during the 1930s. One-third of the population was jobless and many people suffered from homelessness and hunger. It was not until the war efforts during WWII that the economy picked up. Following the war, there was a surge in the population because many Europeans migrated from their war torn countries.

Today Australia is a very well developed country with agriculture and resources industries playing an important role in the economy. Australia is the world's largest producer of wool, coal and diamonds, and they export about one-fifth of everything that they produce.

Culture

Because of the continually growing multicultural nature of Australia, it is increasingly difficult to define and categorize the rich culture of the country. The contrast between urban life and life in the outback also adds to the complexity of the task.

Australians are known for having a love of life and the outdoors and for being extremely friendly people. They have also been described as being very open, possessing a dry sense of humor and valuing leisure time. With over 90 percent of Australians living on or near the coast, leisure time at the beach is a part of everyday life.

Worldwide, Australians are recognized for their achievements in music, the arts and especially sports. To celebrate their rich tradition of culture and the arts, Australians are avid festival-goers. Australians can be found at anything from mainstream and fringe art festivals to country folk festivals. The extreme multicultural nature of Australia has also played a part in creating traditions unique to Australia. Capital cities hold annual carnivals celebrating their diversity. Sydney hosts the Gay and Lesbian Mardi Gras every February, and the Chinese New Year is a popular celebration throughout the country. The Melbourne Cup, a horse race, is another popular event that brings the country to a standstill on the first Tuesday in November each year.

Sports are another tremendously important part of the culture, and women and men both excel in a number of them. Popular sports include Australian football, rugby, soccer, cricket, hockey, netball and swimming. Australians are often accused of being obsessed with sports, but the mild climate, nationwide access to sporting facilities, beautiful beaches, waterways and wide open spaces continually enforce the Australian love of the outdoors.

Although the official language of Australia is English, the Australian colloquial language is called strine. Strine is a unique and colorful dialect of English for which Australians are famous. A common element of strine is expressions that use rhyming words. For example, "billy lids" means kids or children. Another facet of Australian language is an entire phrase that sounds like just one word. For example, "owyagoin" means "How are you,"or "waddayareckon" means "What do you think?" The Australian accent tends to be broader in the country than in the city, but for the most part the dialect remains constant.

It is difficult to apply Hofstede's dimensions of culture to Australia, again because of the strong multicultural influences. Australians are mainly identified as individualistic, masculine, and prepared to'have a go' a virtually anything.

Links

The following links provide a wealth of information on a variety of topics, including Australian culture, government and issues in the news.

www.australia.com

This is the official site of Australian tourism. In addition to helpful hints about planning an Australian vacation, the site provides extensive information on Australian culture and lifestyle, history, environment, geography, local festivals and events.

www.cultureandrecreation.gov.au/

This site provides additional information about Australia's culture.

www.australia.gov.au

This is the official site of the Australian government. It includes information about the federal government and state and territory governments. It also contains a multitude of links to information about Australia.

www.fed.gov.au

This site discusses the federal government of Australia. It includes information regarding government departments, the federal budget, elections, members of Parliament and the Prime Minister. It also provides links to more government sites for further information. This site also provides links to current news and issues in Australia.

www.aph.gov.au

This site provides up-to-date information on all the activities of the Parliament of Australia.

The Practice of Public Relations

Since its beginning in 1949, the Public Relations Institute of Australia (PRIA) has been the primary public relations association in Australia. With a membership of over 3000, it is the professional body that represents the interests of public relations practitioners in Australia. PRIA has a code of ethics (www.pria.com.au/ethics/code.html) by which it expects its members to abide.

PRIA has also implemented a code of practice (www.pria.com.au/ethics/practice.html) that members are expected to conduct when working with their clients in order to maintain a high standard of professionalism. The criteria for professional membership are appropriate education (a PRIA accredited tertiary qualification, or passing the PRIA accreditation exam); full-time experience in public relations practice (a minimum of five years for full professional membership - MPRIA); and personal commitment to a high ethical standard.

With the assistance of PRIA, the profession of public relations took off in Australia in the 1950s. It began primarily when journalists began to perform media relations for their clients and organizations. In the early years of public relations development, the majority of practitioners were professional journalists. The profession began to evolve with more and more people pursuing tertiary education, the development of office technology and the advent of the Internet. The tyranny of distance also isolated Australia from the rest of the world, limiting the exposure of many of the people in the profession to the developments in other parts of the world. However, its practitioners today are enthusiastic participants in conferences and seminars throughout the world, including undertaking PRIA study tours to the United Kingdom, Europe and the United States each year and pursuing post graduate education in many leading UK and US universities.

Initially large firms occupied the public relations landscape in Australia, but this has given way in recent years to new, smaller firms taking a stronghold on the market. By using a boutique, or specialty type format, these firms have done extremely well. According to the annual PRIA benchmarking study, large public relations consultancies are continuing to suffer. The latest numbers show that firms with annual turnover of more than $2 million shrank by 32 percent in the last financial year. Whereas small firms, those earning less than $1 million in annual revenue, grew 16 percent. The president of the institute's consultancy group, Ray Andrews, said the drop-off in big business was largely attributable to changing dynamics in the marketplace with more practitioners being employed 'in-house', as well as a growing preference for independent project work.

According to an article in *The Australian*, July 31, 2003, the first public admission that the big firms are struggling against boutique specialists in the Australian market came from the Asian-Pacific head of Edelman Public Relations Worldwide. Edelman's Regional President, Alan Vandermolen, said that specialist firms such as Ogilvy Public Relations Group are putting pressure on the traditional international public relations players to reassess their agency models. Handing equity to local management is now critical to staying competitive. "The people being the most successful in this market are the highly differentiated boutiques," Vandermolen said.

While the public relations profession has made tremendous strides over the last 50 years in Australia, the industry still has major opportunities for growth. One is for public relations practitioners to belong to the professional association. Practically anyone, even those without formal education, experience or understanding of ethics, is able to call themselves a public relations practitioner. To combat this problem, there are numerous courses offered by Australian universities and PRIA to help certify new practitioners and to give them the opportunity to practice

their profession under the ethics of public relations. There is one accepted code of ethics in operation in Australia that should be noted - the PRIA's Code of Ethics and the supporting Consultancy Code of Practice, which establishes the general standards to which a consultancy should adhere. These establish a framework within which practitioners should operate and how client relations should be conducted. The PRIA also operates a registered list of consultancies (Registered Consultancies Group), and only those firms that are registered and adhere to the code are able to list their services under the RCG banner. The PRIA code also requires that firms share information and experiences with each other to help improve the overall knowledge of the profession in Australia.

In addition to the strong moves the PRIA has made to enhance professionalism in the industry, it is also a member of the Global Alliance for Public Relations and Communication Management. The GA collaborates with a mission to enhance the public relations profession throughout the world. It provides opportunities for countries to network, examine ethical practices and develop a universal accreditation system.

Media

The media in Australia is privately and publicly owned. The publicly held sector of the media is primarily owned by four major corporations. These corporations include:

- News Limited Corporation (news.com.au)
- Publishing and Broadcasting Ltd. (pbl.com.au)
- John Fairfax Holdings Ltd. (fairfax.com.au), and
- The Australian Broadcasting Corporation (abc.net.au)

These companies own major newspapers, magazines, television and radio stations and cable or satellite networks including, Optus Vision, Austar and Foxtel. These networks broadcast international channels such as MTV, Showtime, and Nickelodeon. News Limited and Fairfax control all but three of the 33 metropolitan newspapers.

The National Library of Australia has compiled a list of Australian online newspapers, which one can search by state, town, or title. This list can be found at, http://www.nla.gov.au/npapers/. This list also cites the major newspapers found in Australia. Those listed include:

- The Australian www.theaustralian.news.com
- The Sydney Morning Herald www.smh.com.au
- The Courier Mail www.thecouriermail.news.com.au
- The Age www.theage.com.au
- The West Australian www.thewest.com.au
- The Canberra Times www.canberra.yourguide.com.au
- The Mercury www.themercury.news.com.au

The Web site, http://www.australianpolitics.com/issues/media-ownership, gives a breakdown of media ownership in Australia. The Web includes statistics on media ownership in Australia as reported by *The Age* in 1996. The book, Newsmedia.COM.Au: The Changing Face of Australia's

Media and Communications by Trevor Barr, also offers information about media ownership in Australia. This book was published in 2000.

The Australian government is currently in the process of reviewing cross-media ownership regulation laws with the Broadcasting Services Amendment (Media Ownership) Bill 2002. The deregulation of the media industry would give corporations the right to own more than one type of media in a market.

Australians have mixed views on whether or not the government should change cross media ownership laws. Some argue that allowing organizations to own more than one type of media in a region could create a media monopoly and detract from democratic diversity of voice (Lyons). Others feel that corporations can merge while maintaining diversity and reducing costs. Motion, Leitch and Cliffe, the authors of the chapter "Public Relations in Australasia" from The Global Public Relations Handbook say,

"Although the traditional media still function as the major source of news….the Internet offers an alternative source of public information for those who choose to seek it out…it is this development of alternative electronic media that has served as a justification in Australia for the cross-ownership law change." (p. 137)

In 2002, there were 571 Internet service providers and 10.63 million Internet users in Australia. In 1997, there were 25.5 million radios, 104 broadcast television stations, and 10.5 million televisions in Australia. In 1998, there were 607 radio broadcast stations.

For more information about communications in Australia visit:
http://www.cia.gov/cia/publications/factbook/geos/as.html

While the debate will continue over cross-media ownership, some predict in its current form "there is only a 30% to 40% chance that the Bill (Media Ownership Bill 2002) as it now stands will be passed, most agree that in light of diversifying media channels and legislative reform in the UK and US, some form of "strategic deregulation" is inevitable, at least in the next decade (Lyons).

The Media and Public Relations

Motion, Leitch and Cliffe (2003) concluded that due to the declining newspaper readership in Australia "and the growing competition from other media for advertising revenue, the number of newspapers has declined" (p. 138). They also state that the audience has become more fragmented.

Media corporations have also changed the landscape of the media in Australia by merging with other companies, reducing the number of their newspapers and journalism staff.

According to Motion et al, this has had two effects on public relations in Australia:

1) "…[The] fragmentation of the news audience across multiple media to public relations practice is that it is becoming increasingly difficult and costly to communicate with the masses. However the increasing specialization of media products means that it is becoming easier to target messages to particular publics who, for example, subscribe to niche publications or Internet newsgroups" (p. 138)

2) The media requires public relations practitioners to provide clear, concise and accurate press-ready copy that can be considered for use in Australian newspapers. "The reliance of the media on public relations practitioners has also been partly a result of the increasing number of practitioners employed by organizations to handle their media relations" (p. 138)

The Public Relations Institute of Australia's Web site offers a research paper detailing the role of public relations in the mass media. "The Impact of PR on the Media" can be found at http://www.pria.com.au/papersandresearch.html

Other interesting Web sites on Australian Media include:

- **The History of Australian Television**: http://televisionau.tripod.com/index.htm

This Web site chronicles the decade-by-decade development of television in Australia, from the 1956 Melbourne Olympic Games to the transformation to digital transmission in the new millennium.

- **Broadcasting and Online Regulation Web sites**

The Australian Government: Department of Communications, Information Technology, and the Arts: www.dcita.gov.au

The Australian Broadcasting Authority: www.aba.gov.au

- **Popular Television Shows in Australia**

http://dir.yahoo.com/News_and_Media/Television/By_Region/Countries/Australia/Complete_List/

http://au.tv.yahoo.com/

- **Magazines**

Australians can subscribe to a host of magazines, ranging from fashion and beauty to special interest. www.dropbears.com/b/broughsbooks/magazines/australian_magazines.htm

- **Media Ownership**

- Media Ownership regulations in Australia, Kim Jackson. It is under the Government of Australia website: www.aph.gov.au

- Media Ownership in Australia, Paul Sheehan: www.tmc.org.au

Economy

Australia consists of a prosperous, Western-style capitalist economy. It has a per capita gross domestic product similar to that in industrialized Western European countries. It has numerous natural resources. Australia also exports agricultural products, minerals, metals and fossil fuels.

Australia is considered to be in the reform process. In 1983, the Australian government decreased its protectionist practices by deregulating the financial markets, removing trade barriers, and

privatizing many state-owned enterprises. Now, the government is still concerned about such issues and it continues to allow trade and is interested in bilateral trade agreements. Some industries such as automobile, textile and footwear industries are still protected by high tariffs.

The Australian government has made structural reforms. The focus on reforms is a major reason that Australia has a strong economy. One such reform is to promote a more flexible labor market. Another reform involves workplace relations and has changed centralized wage fixing to enterprise bargaining. The market is the determining factor of wages and most prices.

Australia's financial system is modern and competitive. Banks have very little governmental control. Foreign banks can be licensed as either branches or subsidiaries. Such banks can offer full banking services but have restrictions on retail banking.

Banks

ANZ Bank

13 13 14

http://www.anz.com.au

Macquarie Bank

1 800 80 80 01

http://www.macquarie.com.au

BankWest

13 17 18

http://www.bankwest.com.au

National Bank

13 22 65

http://www.national.com.au

Commonwealth Bank

13 22 21

http://www.commbank.com.au

St. George Bank

13 33 30

http://stgeorge.com.au

Westpac Bank

13 20 32

http://www.westpac.com.au

Other Financial Links

- **Australian Financial Markets Association** http://www.afma.com.au

The Australian Financial Markets Association (AFMA) was formed in 1986 to regulate market practices and establish trading standards in the over-the-counter (OTC) wholesale financial

markets industry. It is recognized as one of the highest representative bodies of the OTC markets in Australia.

- **Australian Prudential Regulation Authority** http://www.apra.gov.au

Australian Prudential Regulation Authority (APRA) regulates Australia's financial institutions to ensure the rights of depositors, policyholders, and APRA regulated superannuation fund members are upheld.

- **Australian Securities & Investments Commission** http://www.asic.gov.au

- **Australian Stock Exchange Limited** http://www.asx.com.au

The Australian Stock Exchange Limited (ASX) was formed in 1987 when six independent stock exchanges merged. In 1996 ASX decided to demutualize and become a listed company. Therefore, ASX needed legislation of the Australian parliament. ASX is in charge of Australia's primary national stock exchange for equities, derivatives and fixed-interest securities. Also, it offers market data and information to certain users.

Business

Business Directory

http://www.aussie.com.au

This is Australia's leading on-line business directory Web site. Offers information and links to Australian companies. Includes telephone numbers, fax numbers, mailing addresses and contact names.

Business Guides/Resources

http://www.business.gov.au

This site is a government resource guide for business owners and prospective entrepreneurs. This site covers issues such as starting a business, assistance schemes and exportation. Includes information on taxation, employment, franchise and fair trade.

http://www.industry.gov.au

This site contains business goals and agendas for industrial Australia. It gives information on the economy, energy resources, industry, investment, tourism, and small business.

Business News

http://www.australiannews.net

Contains business and financial news. This is also an Australian source for international and United States news.

http://www.brw.com.au

BRW is the Australian business magazine that provides opinions and analysis on all areas of business and current business issues.

http://www.businessnews.com.au

This is an independent Australian newspaper that offers resources such as industry news, a business directory and company profiles.

Think Tanks

Australian Institute for International Affairs (AIIA). Deakin, Australia

The AIIA is an independent, non-profit organization seeking to promote interest in and understanding of international affairs in Australia. It provides a forum for discussion and debate, but does not seek to formulate or promote its own institutional views. The Institute arranges programs of lectures, seminars, conferences and other discussions, and sponsors research and publications. It was established in 1933 and is the only nation-wide organization of its kind in Australia. http://www.aiia.asn.au

The Australia Institute (TAI). Canberra, Australia.

The Australia Institute is an independent public policy research center funded by grants from philanthropic trusts, memberships and commissioned research. The Institute was launched in 1994 to develop and conduct research and policy analysis and to participate forcefully in public debates. In addition, the Institute undertakes research and analysis commissioned and paid for by government, business, unions and community organizations. http://www.tai.org.au

Australia-Japan Research Center (AJRC). Canberra, Australia.

The Australia-Japan Research Center conducts research to explore and improve understanding of Australia and Japan's strategic interests in the Asia Pacific economy, as well as to advance Asia Pacific economic cooperation and the formation of an East Asian Community. This encompasses research into trade, finance, and macroeconomics, as well as international economic relations, strategic analysis, and economic security in the Asia Pacific. http://apseg.anu.edu.au

The Asia-Australia Institute, University of New South Wales (AAI). Sydney, Australia.

The Asia-Australia Institute is an independent international relations and foreign policy think-tank based at the University of New South Wales. Since its establishment in 1990, the Institute has become distinguished by its vision for a future political association in East Asia and its programs by their intellectual quality, focus on influential elite's, and role in developing an idea for an East Asian or Eastern Hemisphere regional polity. http://www.aai.unsw.edu.au

Works Cited

Access to Australian Government Information. (2001). Retrieved Nov. 10. 2003 from
http://www.fed.gov.au

The Access to Australian Government Information Web site provides comprehensive and integrated access to the Australian government. It also has a concentrated body of government information from more than 700 Web sites and 1,000,000 pages.

Australia Web site. (2003). Retrieved Nov. 10, 2003 from http://www.australia.com

The Australia Web site is the official site of the Australian Tourist Commission 2003. It is a good source for tourist information such as where to go, what to do, unique experiences and best deals in Australia.

Australian Broadcasting Authority. (2003). Retrieved Nov. 8, 2003 from http://www.aba.gov.au

The Australian Broadcasting Authority Web site provides the latest news and is the regulator for Australia's radio, television and Internet.

Australian Government: Department of Communications, Information Technology and the Arts. *(2003). Retrieved Nov. 8, 2003 from* http://www.dcita.gov.au

The Australian Government Website provides access to Australia's art, culture, broadcasting, online regulation, communication technology, intellectual property and telecommunications.

Australianpolitics.com. (2003). Retrieved Nov. 8, 2003 from http://www.australianpolitics.com

The Australianpolitics.com Web site provides information about Australia's constitution, parliament, executive government, voting systems, elections, pressure groups, political parties, foreign policy and the media.

Canberra: Australia's Capital. (2002). Retrieved Nov. 12, 2003 from
http://www.nationalcapital.gov.au/index.htm

Canberra: Australia's Capital provides information about Australia's capital such as its history, future plans, authority, where to visit and an interactive virtual tour of the capital.
Cultureandrecreation.gov.au. (2003). Retrieved Nov. 10, 2003 from
http://www.cultureandrecreation.gov.au/

The cutlureandrecreation.gov.au Web sites provides access to Australia's culture and recreation through more than 2,700 Web sites. It also has information on upcoming events.

Embassy of Australia – Washington DC. (2003). Retrieved Nov. 12, 2003 from
http://www.austemb.org

The Embassy of Australia Web site is one of the main forms of communication of Australian information in the United States. It has specialized information for all sectors of the public such as businesses, schools and travelers. It provides information about the news, media and upcoming events.

Government Services for Australians. (2002). Retrieved Nov. 10, 2003 from http://www.australia.gov.au

The Government Services for Australians Web site provides information about the Australian government and its services from all the different government departments.

Lyons, Kate. "Big Media Makeover Analyst Predict the Impact on Adland of Media Ownership Reform." B&T Weekly (Australia) 20 Nov. 2003

National Library of Australia. (2003). Retrieved Nov. 8, 2003 from http://www.nla.gov.au

The National Library of Australia Web site is a resource of more than 15,000 html documents. It provides access to information about the library such as its collections, services and activities.

Parliament of Australia. (2002). Retrieved Nov. 10, 2003 from http://www.aph.gov.au

The Parliament of Australia Web site provides information from the Parliamentary Document Repository. It contains more than 1 million documents relating to the works of the Australian Parliament.

Public Relations Institute of Australia. (2001). Retrieved Nov. 7, 2003 from http://www.pria.com.au

The PRIA Web site provides academic resources including research data, papers, books, case studies, code of ethics and codes of practices. *The Global Public Relations Handbook.* (2003). Retrieved Nov. 10, 2003.

The Global Public Relations Handbook provides information on numerous countries about issues such as the public relations profession, education, ethics, political system, economy, legal system, culture and media.

The World Factbook. (2003). Retrieved Nov. 12, 2003 from http://www.cia.gov/cia/publications/factbook.index.html

The World Factbook provides updated information about numerous countries. It has information such as country statistics, history, economics, politics and culture.

Appendix A: News Corporation

(Murdoch holds about 30% of its voting stock)

Newspapers

Australian
Herald Sun
Sunday Herald Sun
Daily Telegraph
Sunday Telegraph
Advertiser
Courier-Mail
Mercury
Northern Territory News

Subscription Television

25% ownership of Foxtel Pay TV

Other

Festival Records
Mushroom Records (50%)
National Rugby League (50%)

Appendix B: Publishing and Broadcasting Ltd

(The Packer family holds a controlling shareholding of 35%)

Australian Consolidated Press
(wholly owned subsidiary of PBL)

Television

Nine Network

Subscription Television

25% ownership of Foxtel Pay TV

Other

Crown Casino
Hoyts Cinemas

Magazines

Bulletin
Australian Women's Weekly
Woman's Day
Cleo
Cosmopolitan
Dolly
People
Australian Personal Computer
Australian Home and Garden
Wheels

Appendix C: John Fairfax Holdings Ltd

Newspapers

Age
Sunday Age
Sydney Morning Herald
Australian Financial Review

Magazines

- Business Review Weekly
- Personal Investment
- Australian Geographic
- Shares

Contact information

The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

For suggestions and discussion, please contact:

Anne Gregory, Global Alliance Chair, a.gregory@leedsmet.ac.uk
Catherine Arrow, Global Alliance Secretary, catherine.arrow@gmail.com
Dr. Judy VanSlyke Turk, APR, Fellow PRSA, Global Alliance Board Member, jvturk@vcu.edu
Juan Carlos Molleda, Ph.D., Project Coordinator and Professor at the University of Florida, jmolleda@jou.ufl.edu