

innovate

University of Florida
College of Journalism and Communications



— College Overview —

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UF COLLEGE OF JOURNALISM AND COMMUNICATIONS

The experience you get as a student is what sets UF apart. I worked in both radio and television and learned the pressures of conducting interviews, writing stories, preparing

packages and anchoring in the studio. That experience made a huge difference in preparing me to work in television news.

—SHARYL ATTKISSON, CBS News, TEL 1982

Technology is transforming the journalism and communications industries in ways not previously seen. The University of Florida College of Journalism and Communications is embracing these changes, creating a hub of innovative digital laboratories, convergent newsrooms and media properties, and embracing an integrated curriculum that enables its students to graduate ready to harness the potential of digital media for both journalism and strategic communication. This ability to create content across multimedia platforms while adhering to the values, skills and ethics the industry demands allows the College's graduates to compete in this ever-changing media world.

The University of Florida College of Journalism and Communications aims to be, indisputably, the best journalism and communications program in the nation. The strength of its programs, faculty, students and alumni throughout its history has earned the College ongoing recognition as one of the elite programs of journalism and communications in the United States.

In every national ranking of journalism and communications programs for the past 20 years, the College and/or its specific departments and divisions have been ranked among the top ten nationally and usually within the top five. The College developed its reputation for excellence by creating curricula that combine conceptual and theoretical instruction with skills training, so students have the opportunity to apply what they are learning in professional settings.

Degrees

The College has four departments – Advertising, Journalism, Public Relations and Telecommunication – and offers sequences in advertising, journalism (reporting, online media, editing, magazines and photojournalism), public relations and telecommunication (news, production, management, and media and society).

Its strong graduate division offers a master's of arts in mass communication, a specialized master's degree in advertising management, a joint MA/JD in conjunction with

UF's Levin College of Law, and Ph.D. degrees in mass communication.

In addition, the College continues to develop online master's degrees and certificate programs including Global Strategic Communication, and Web Design and Online Communication to meet the needs of today's students.

Students gain practical experience while in the College. Journalism majors work at newspapers and magazines across the country, at the independent student newspaper and produce Orange & Blue, a campus-wide magazine. Public Relations and Advertising majors serve internships with companies and nonprofit agencies across the country and produce campaigns through their student associations and agencies. Telecommunication majors work at production and news positions at the College's seven broadcasting properties and complete internships at stations, networks and shows throughout the country.





Innovative Facilities

The College, a nationally recognized leader in adopting innovative electronic technologies, supports a network of desktop and laptop computers, with software applications for student use ranging from word-processing to graphic design/photography to sophisticated data analysis and audio and digital video editing.

The College's Center for Media Innovation + Research utilizes advanced digital technology to train students in creating content for all media. Journalism and telecommunication students work in a convergent newsroom setting in CMIR's 21st Century News Laboratory, while public relations, advertising, public interest communications and telecommunication production students develop successful campaigns and programs in CMIR's Digital Collaboration Suite.

The College's Division of Multimedia Properties, which includes seven broadcast stations, allows students from throughout the College to gain experience in a competitive broadcast marketplace. More than 300 students work in news, sports, production, management positions, web design, promotions and advertising for the radio and television stations each semester.

Public broadcasting television station WUFT-TV/DT carries PBS and locally produced programming, including

a daily newscast produced by the College's students. Commercial television station WRUF-TV broadcasts local weather, news and Florida Gator athletic programming and serves as a training ground for budding meteorologists.

Commercial radio station WRUF Sportsradio 850, is the top sports station in the market, while its FM counterpart Country 1037 The Gator provides residents across North Central Florida with the market's only contemporary country radio station.

The National Public Radio affiliate, WUFT-FM, and its repeater station, WJUF-FM, provide 24/7 news and talk. The College also provides opportunities for students in Spanish language programming on WUFT Ahora, a WUFT HD station that features news and public affairs including Spanish language newscasts produced by the College's students.

In addition, the College has a partnership with the University of Florida Athletic Association to work with their professionals to produce high quality content for Florida Gator video and online distribution.

The College also includes the Brechner Center for Freedom of Information, one of the nation's leading centers to advance the understanding, appreciation and support for freedom of information.

The balance of conceptual and technical training in the program is what sets the University of Florida apart and has proven invaluable in my professional career. The writing and analytical skills I developed at UF enable me to better share our mission and work at Desire Street Ministries.

— DANNY WUERFFEL, PR 1996, executive director,
Desire Street Ministries



UF alumni spotlight

The College's many alumni are employed around the world, many of whom hold leading roles in their organizations. These include:

- Erin Andrews, TEL 2000, ESPN reporter
- Sharyl Attkisson, TEL 1982, investigative correspondent, CBS News
- David Bianculli, MAMC 1977, author and television critic for NPR's Fresh Air. Former television critic for the New York Daily News.
- Angela Buonocore, ADV 1978, senior VP/chief communications officer, ITT Industries
- Paul Castronovo, TEL 1984, South Florida radio personality
- Michael Connelly, JM 1980, best-selling author, former reporter for the *Los Angeles Times*
- Chuck Cooperstein, TEL 1981, radio play-by-play announcer for the Dallas Mavericks
- Maryanne Culpepper, MAMC 1974, president, National Geographic Television
- Karen DeYoung, JM 1971, associate editor and senior national security correspondent for *The Washington Post*
- Mark Erstling, TEL 1975, senior VP system development and media strategy, Corporation for Public Broadcasting
- Del Galloway, PR 1981, vice president of public relations, United Way of America
- Aminda "Mindy" Marques Gonzalez, JM 1986, executive editor, *The Miami Herald*
- Mitchell J. Habib, ADV 1982, chief operating officer, The Nielsen Company
- Carl Hiaasen, JM 1974, best-selling author and columnist for *The Miami Herald*
- Allison Johnson, PR 1983, former vice president of global marketing communications, Apple
- Tom Kennedy, JM 1972, internationally known visual journalist, former photo director for National Geographic and managing editor for multimedia at washingtonpost.com
- Clifford E. Marks, ADV 1984, president of sales and marketing, National CineMedia, LLC
- Jennifer McMillin, PR 1988, executive vice president, GolinHarris
- Ken Ornstein, TEL 1979, producer/coordinating producer "Everybody Loves Raymond" (1998-2005), received two national primetime Emmys. Producer "Melissa & Joey"
- Joan Ryan, JM 1981, author and retired sports columnist for the *San Francisco Chronicle*
- Leigh Seaman, TEL 1989, co-executive producer, creative director, Ty Pennington Productions
- Sara Sidner, TEL 1995, CNN international correspondent
- Stephanie Sinclair, JM 1998, nationally known photojournalist with VII Network, contributes regularly to *TIME*, *Newsweek*, *National Geographic* and *The New York Times Magazine*
- Sumita Singh, MAMC 1999, senior vice president and the global head of strategic marketing at Thomson Reuters
- Kaycee Smith, TEL 2008, production assistant/web correspondent, "The Tonight Show with Jay Leno"
- George Solomon, JM 1963, former sports editor and columnist at *The Washington Post*, first ombudsman for ESPN
- Dianne Baron Snedaker, ADV 1970, former president of Ketchum Advertising, San Francisco
- Essdras Suarez, JM 1993, *Boston Globe* photographer and Pulitzer Prize winning photographer while at the *Rocky Mountain News*
- Danny Wuerffel, PR 1996, executive director, Desire Street Ministries, 1996 Heisman Trophy winner and former NFL player
- Jean Hoehn Zimmerman, ADV 1968, retired executive vice president of sales and marketing, CHANEL Beaute and Fragrance Division

ALUMNI SPOTLIGHT



Erin Andrews

ESPN PHOTOGRAPHY



Sharyl Attkisson

CBS NEWS



Carl Hiaasen



Danny Wuerffel

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University of Florida

The University of Florida is a major, public, comprehensive, land-grant, research university. The state's oldest and most comprehensive university, UF is among the nation's most academically diverse public universities. UF has a long history of established programs in international education, research and service. It is one of only 17 public, land-grant universities that belongs to the Association of American Universities. With more than 50,000 students, UF is now one of the largest universities in the nation.



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