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College of Journalism
and Communication

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FROM THE DIRECTOR

Last month's Newsletter focused on the Institute's Community Engagement and Research Program and its potential to engage CTS investigators with citizens throughout the state of Florida via the resources of the Shands and VA Healthcare Systems and the IFAS Extension Program. This Newsletter issue takes off where the former left off in further addressing the CTSI's mission to create new opportunities for clinical scientists and Florida's citizens to collaborate in advancing education and research into the causes, prevention, diagnosis, treatment and cure of human disease.

The art of effectively communicating clinical and translational science to the community is a dynamic, interactive and bi-directional process that requires a toolkit of resources for such an interchange to occur. Furthermore, mutual trust, transparent communication and a clear understanding of the protection of human subjects must be paramount to develop mutually valuable partnerships between CTS investigators and the public. A commitment to this principle is essential if we are to develop innovative "communities of practice" by which we collaborate effectively through a shared passion for a common enterprise. By accomplishing this, we not only increase the likelihood of creating new knowledge, but also evolve a new social system of hypothesis development and testing, information sharing, educational opportunities, career advancement and healthcare delivery.

UF is fortunate that one of the CTSI's partners is the College of Journalism and Communications (COJC). Its outstanding national reputation, particularly in the field of health science communications, becomes a focal point for enhancing many of the CTSI's training and clinical research activities and thus directly addresses the Institute's goals. To further enable the UF investigators in translating clinical research to new medical practices, health policies and healthcare delivery, the Institute has developed the program described herein to facilitate an interchange between the CTS researchers and the communities they serve.



Peter W. Stacpoole, Ph.D., M.D.
Director, CTSI

NEXT MONTH

January's newsletter is scheduled to feature the Research and Design Analysis Program. Methodologists from across campus with expertise in various techniques and fields are involved in the program, which plays a significant role in ensuring the success of clinical and translational science studies.

Getting the Word Out: COMMUNICATION FROM AND WITHIN THE CTSI

BY CURTIS
FRANKLIN, JR.

Communication is, in one sense, at the heart of much of the CTSI's work. Ensuring that findings are shared between research and clinical communities, that information on health and healthcare is shared between the medical community and the general public, and that research teams in diverse disciplines share information on their work with one another is key to the success of the CTSI's mission. The College of Journalism and Communication (COJC) is the CTSI's partner for communication about and among the members of the CTSI community. UF's COJC has a superb national reputation for both research and practice, with special expertise in the fields of health and science communications.

The College of Journalism and Communication will work to both facilitate the communication that occurs around the CTSI and provide training opportunities to help scientists, investigators, and health-care professionals become better communicators. To facilitate these efforts, the COJC will focus on two broad goals within the CTSI.

Create a program for Facilitating the CTSI-Community Interchange (FCCI) and help clinical research scholars present their work to a lay audience

This means working with three other programs within the CTSI (Training and Professional Development, Participant and Clinical Interactions, and Community Engagement and Research) to make sure the communication component with each is as effective as possible. Much of the work to meet this goal will take the form of education and training for scholars, to help them better describe the work in terms meaningful to a lay audience and in forms that are most appropriate for non-profes-

sionals. This audience-appropriate communication approach will be especially critical when interdisciplinary teams are working to present their research to the general public.

Provide the public with a deeper understanding of health research and results. Provide researchers with a deeper understanding of public health needs and preferences

The COJC has access to a wide variety of communication technologies, from the traditional mediums of print, television and radio to the latest in on-line, interactive and social networking outlets. To meet this goal, the CTSI will work to bring news of research and results to a wide public audience and, based on the new information, engage the public in participatory communities. This work will engage all segments of the public, but there will be a particular emphasis on understanding the needs of women and under-represented minorities so that more members of their communities can be represented in research and clinical trials.

Now, let's take a closer look at the programs and assets that the College of Journalism and Communication will use to meet the goals.

The College of Journalism and Communication

All four departments in the College - Telecommunications, Journalism, Public Relations and Advertising - consistently rank in the top four programs nationally in their respective fields. In addition, the College has one of the largest graduate enrollments in the country. Ap-

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proximately 250 students engage in graduate studies, joining approximately 2,700 undergraduates. Approximately 15 doctoral students are engaged in health communication research, as well as seven master's students enrolled in the science/health communication master's track.

The COJC has one of the few graduate Science and Health Communication programs in the country that brings together students with backgrounds in science and communications in the same program. The College contains three professional newsrooms; seven computer labs; a photojournalism lab with digital editing stations; two desktop publishing graphics labs equipped with 40 computer stations; 300 networked computer units; the interactive media lab; the Joseph L. Brechner Center for Freedom of Information; The Documentary Institute; the Jerry Davis Interactive Media Laboratory; the Knight Division for Scholarships, Career Services and Multicultural Affairs; and six broadcasting facilities, including WUFT-TV, a full power PBS affiliate, WUFT-FM, an NPR affiliate, WJUF-FM, whose signal reaches the State's central Gulf Coast and low-power television station, WLUF-LPTV, and two commercial broadcast properties, WRUF AM-FM. The COJC is currently investing significant resources in building a Center for Media Innovation and Research that will include a 21st Century News Laboratory, a strategic communications laboratory and a research think-tank consortium on new and emerging media. The College is also collaborating with another CTSI partner, the College of Fine Arts' Digital Worlds Institute to foster leading-edge research utilizing advanced media systems and digital culture and working with faculty members across the diversity of disciplines at UF.

Faculty Research

A core of nearly a dozen faculty members engage in research centered on health and science communications. Research topics include: message development for recruiting under-served populations to cancer clinical trials; improving science literacy among high school students; developing effective Web sites for communicating about science; tobacco cessation; environmental health; disaster planning; interactive health communication; "direct-to-consumer" (DTC) advertising; reproductive health; media coverage of cancer; communication of infectious diseases; warning labels; health campaigns; and health policy. Researchers and graduate students conduct experimental, survey and qualitative-based research designed to measure targeted communications to various publics including cognitive, attitude and behavioral assessment and change.

WUFT-TV and WUFT-FM

WUFT-TV is the 100,000-watt public television station in the College. WUFT-TV is a member of the Public Broadcasting Service (PBS) and the National Educational Telecommunications Association. WUFT-TV has the dual mission of providing educational, entertaining and enriching programs and services to the citizens of North Central Florida, and providing professional-level broadcast training and experience to students in the college. WUFT also produces programs that are distributed on a state, national and international level.

Education is a critical mission for the stations in the COJC. WUFT-TV produces a regular newsletter for teachers about the station's programs and services and how they can be used in the classroom. Information about the health research shows included in this grant proposal and produced and aired by WUFT-TV and WUFT-FM will be printed in this newsletter. WUFT-TV

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and WUFT-FM broadcast to more than 500,000 people in 17 counties of North-Central Florida. Channel 5 is carried by nearly 50 cable systems with a combined subscriber base of more than 300,000 households. In addition, beginning with the nationwide digital conversion in February, 2009, more homes in rural areas currently not reached by cable will be able to receive WUFT-TV programming.

WUFT-FM produces more than 6,000 hours of local radio programming each year. This includes locally focused daily news, public affairs, and performance shows.

The Documentary Institute

The members of the Documentary Institute have been working together for more than 15 years. Their films have aired nationally on PBS and include the critically acclaimed *Negroes with Guns: Rob Williams and Black Power*, broadcast on Independent Lens in February 2006. *Negroes with Guns* is the recipient of the 2006 Erik Barnouw Award for Outstanding Historical Documentary, the Audience Award at the 2004 Detroit Docs and was named Best Documentary Feature at the 2004 Urban-World Film Festival. Other Institute productions include: *Freedom Never Dies: The Legacy of Harry T. Moore*, winner of the 2000 Erik Barnouw Award for Outstanding Historical Documentary, *Giving Up the Canal, Campaign for Cuba and Last Days of the Revolution*.

The Documentary Institute's goal is to provide students with a foundation of knowledge to complement their creative vision and to give them the tools and skills needed to bring their ideas to fruition.

COJC Services to the CTSI

COJC Courses of Interest to the CTSI Community

These classes are offered regularly in the Fall and Spring semesters, but could be offered as shortened weekend or spring break versions for those students who cannot dedicate an entire semester for study. COJC faculty will work with advisors throughout the CTSI to encourage enrollment in these courses as valuable elective options.

MMC 6409 Science and Health Communication is a broad overview of the field of health and science communications. It brings together communication with trainees at the graduate student level and beyond to understand their world views, perspectives and the importance of health and science communication to society. The course covers the challenges to communicating the uncertainty of health and science; the "players" in the field, or the nexus among scientists and health researchers, journalists, public information officers and audiences; the "problem" of health and science literacy, risk issues in communicating science and health; the impact of science and health communication on policy; politics of health and science; issues that make health and science news today; controversies in health and science; media framing of science and health issues; framing as a method of research; and the future for science and health communication.

MMC 6936 Interactive Health Communication (IHC) is designed for graduate students and above who are interested in issues and opportunities regarding health communication using interactive media and technology. The course covers critical topics in IHC including: conceptual foundation and theories of IHC; IHC interventions; analysis and evaluation of IHC applications; and percep-

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tions and utility of IHC applications.

MMC 6936 Public Communication Campaigns engages COJC and CTS trainees who are interested in health promotion efforts and prevention education. Lectures review communication theories about message features and audience segmentation; media advocacy; the message framing model; and behavioral theories. Students evaluate the effectiveness of public health campaigns and social marketing strategies via class discussions and reaction papers. Students apply their new theoretical and analytical skills to a final research project.

Media Training

Health researchers, clinicians and graduate students nation-wide are becoming increasingly aware of the value of effective communication skills in educating the public about research findings and engaging them in participatory community research. Communications scholars have long noted that the vast majority of the public receives information about health and scientific advances from the mass media. However, researcher communication training often takes place only after a significant advance in research has occurred, and then not always with positive results. Research suggests that three key elements should be included in a media training program: 1) involve people from multiple fields, including newsroom visits (radio, print and television), 2) talk with health and general interest reporters; 3) and hands-on experience in the training curriculum.

Media training accomplishes a number of important goals including developing: 1) awareness and knowledge of appropriately framed and targeted mass media messages; 2) competence in dealing with media representatives; 3) interview skills; 4) knowledge of mass media theory to aid researchers in understanding mass media

processes; and 5) skills in crisis management.

Sessions will be conducted by highly-trained and experienced COJC faculty and by television anchors and management representatives, radio news people, newspaper reporters, public relations practitioners and science-trained print reporters. First-day training sessions will develop communication skills and will include a local newspaper working newsroom visit, while day two will put the skills training to work during one-on-one interviews with newspaper, radio and television reporters. The trainees also will participate in a real-world press conference staffed by reporters from all media. Video- and audio-taped recordings of the interviews and press conference will be evaluated with the researchers and trainers. Experienced graduate students in journalism and telecommunications will provide written, in-depth feedback of the interviews by evaluating the researchers on their perceived credibility and ability to communicate at the appropriate level. Media training is advised for all graduate students and clinicians conducting high profile or controversial research.

Hour-long, 30-Minute Productions and News

WUFT-TV will develop original programming for distribution through the PBS system (distribution described below) that also can be formatted for Web streaming. Programs about research being conducted throughout the CTS can be of two types, depending on the research: the longer “evergreen” type programs (those that can be shown for a number of years because they are not time-dated), and shorter, time-sensitive programming that depicts more up-to-the-minute research.

One-Minute Videos

Educational videos come in a variety of formats. An example is the original WUFT-TV produced, directed and

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distributed program *Parenting Counts*. This educational series provides guidance on developing parenting skills. Similar programming will be produced about a series of significant health research topics being conducted within the UF Shands network.

Cooperative Ventures

Many cooperative efforts are already in place between the COJC and health and science entities on UF's campus, as the example below demonstrates. Similar themed series shows for television, radio and the Web will be produced. Health in a Heartbeat is a daily NPR radio series aired and produced by WUFT-FM that features two-minute segments about consumer-health issues as well as the latest news on medical research, patient-care breakthroughs and health-care industry trends.

Community Forums

Community roundtables covering health research topics vital to the community will be developed, recorded and aired. The prototype for this is WUFT-FM's and WJUF-FM's Leading Edge Forum that presents rebroadcasts of community roundtables and election previews and other major community issues and makes them accessible to the North-Central Florida community. Professors, medical students and clinicians, and community leaders will take part in community health roundtables. This forum creates a tangible mechanism for receiving and responding to public input.

WUFT Radio Reading Service

One audience that is often particularly underserved by mass media are the visually and hearing impaired. Health and science information will be provided to this important audience through the use of the WUFT Radio Reading Service.

Documentary Institute

Some health and science stories require a longer and more sophisticated focus than can be provided in traditional news formats. This need will be addressed through the talents of the College's Documentary Institute. Both the Documentary Institute faculty and students can produce health research programming to be aired either regionally or nationally on PBS.

Distribution availabilities/options

Staff from WUFT-TV meets monthly with members of the Florida Public Broadcasting Stations to discuss locally developed programming that has potential implications for the entire state. Many of the health topics being researched and discussed by CTS investigators hold state-wide significance and interest. Similarly, locally produced programs involving important health research topics that may carry national application are vetted for potential national distribution by the National Education Telecommunication Association, the 110 member association of PBS stations.

Public Seminar Lecture Series

One-hour free lectures will be held twice monthly to explain and promote a discussion of current, high-profile research being conducted by CTS investigators. The public will learn about these lectures through advertisements produced by the COJC's Department of Advertising and placed in community centers, libraries, community service newspapers, waiting rooms in the clinics and hospitals of the Shands HealthCare and North Florida/South Georgia VA Healthcare systems, and other mechanisms. These lectures will be videotaped and uploaded to the Web site, where they will be presented as podcasts, enabling those who are unable to attend the lecture to watch it at their convenience. The Web site will include a blog where the public can interact with scientists and

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other members of the community.

YouTube Videos

YouTube's audience is surprising; approximately 55% of users are ages 35-64 and the next highest demographic is 25-34 comprising 19% of users. The Center for Innovative Media and Research will create videos, which will be uploaded to YouTube, explaining health research in creative and educational ways. The advantages of using YouTube for this feature include the site's enormous audience and its easy-to-use and accurate search capabilities.

ADV 4800

is the capstone course in the advertising program and consists of approximately 36 seniors. The students are divided into six competing teams, each producing a complete "campaigns" book. In addition to campaigns targeted at the general public, students may gain experience preparing issue briefs and communication for policy makers, a critical part of work for social and behavioral epidemiologists, health services researchers, infectious disease epidemiologists, and others. This class is given each semester and offers a variety of issues that are examined by students. For example, in subsequent semesters, students could determine the needs and preferred communication channels for health research information of the lay community and the feasibility and usefulness of videos that target under-served populations to promote the teamwork, training and experience required for a medical research career.

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Employment

Did you know...

that there are multiple venues through which both internal and external jobs are posted?

For Job Seekers

<https://jobs.ufl.edu> - University of Florida jobs postings.

<http://www.union.ufl.edu/jobs/> - Reitz Union student job listings.

<http://www.sfa.ufl.edu/programs/workstudy> - Federal Work-Study Program.

<http://www.sfa.ufl.edu/programs/ops.html> - Other Personnel Services jobs.

<http://www.sfa.ufl.edu/programs/oce.html> - Off-Campus jobs.

<http://www.sfa.ufl.edu/programs/vaworkstudy.html> - Veteran's Affairs Work-Study.

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