

PART I

GENERAL INFORMATION



General Information

This general information section will be included in its entirety in the site team's report, and it must present the most current information available. Before the site visit, the unit should review its responses to the questions below and update them as necessary. The unit then should provide a copy of this updated section for each team member when they arrive on campus. A digital copy in **Word document format** of the updated responses also must be provided to the team chair to be included in the digital team report sent to the ACEJMC office.

In addition, if any significant changes not covered in this section have occurred since the original self-study report was submitted, the unit should describe and document those changes and present this new material to the team when members arrive.

Name of Institution: University of Florida

Name of Unit: College of Journalism and Communications

Year of Visit: 2018

Question 1. Check regional association by which the institution now is accredited.

- Middle States Association of Colleges and Schools
- New England Association of Schools and Colleges
- North Central Association of Colleges and Schools
- Northwest Association of Schools and Colleges
- Southern Association of Colleges and Schools
- Western Association of Schools and Colleges

If the unit seeking accreditation is located outside the United States, provide the name(s) of the appropriate recognition or accreditation entities:

Question 2. Indicate the institution's type of control; check more than one if necessary.

- Private
- Public
- Other (specify)

Question 3. Provide assurance that the institution has legal authorization to provide education beyond the secondary level in your state. It is not necessary to include entire authorizing documents. Public institutions may; private institutions may cite charters or other authorizing documents.

The University of Florida (UF) Board of Trustees is the public body corporate of the university. It sets policy for the institution and serves as the institution's legal owner and final authority. The UF Board of Trustees holds the institution's resources in trust and is responsible for their efficient and effective use. The UF Board of Trustees consists of six citizen members appointed by the Governor and five citizen members appointed by the Board of Governors. The Chair of the Faculty Senate and the President of the Student Body are also voting members.

Question 4. Has the journalism/mass communications unit been evaluated previously by the Accrediting Council on Education in Journalism and Mass Communications?

Yes
 No

If yes, give the date of the last accrediting visit: January 29-February 1, 2012

Question 5. When was the unit or sequences within the unit first accredited by ACEJMC?

1950

Question 6. Provide the unit's undergraduate mission statement and the separate mission statement for the graduate program. Statements should give date of adoption and/or last revision.

The following is the mission statement for both the undergraduate and graduate programs in the College of Journalism and Communications and was adopted in Spring 2017:

"The University of Florida College of Journalism and Communications (CJC) is committed to a diverse and inclusive environment, preeminent scholarship, cross-disciplinary education, superior skills development, and collaboration spanning the science and practice of communication to produce significant societal impact on a local, state, and global scale."

Question 7. What are the type and length of terms?

Semesters of 16 weeks
Summer sessions of 6 and 12 weeks

Question 8. Check the programs offered in journalism/mass communications:

Bachelor's degree
 Master's degree
 Ph.D. degree

Question 9. List the specific undergraduate and professional master's degrees as well as the majors or sequences being reviewed by ACEJMC. *Indicate online degrees.

B.S. Advertising, on-campus only

B.S. Journalism, Journalism Track, on-campus only

B.S. Journalism, Sports and Media Track, on-campus only

B.S. Public Relations, on-campus and online

B. S. Telecommunication, Management and Strategy Track, on-campus only

B. S. Telecommunication, Media and Society, on-campus and online

B. S. Telecommunication, News, on-campus only

B. S. Telecommunication, Production, on-campus only

In 2018, ACEJMC is conducting a review of only the undergraduate programs.

Question 10. Credit hours required by the university for an undergraduate degree. (Specify semester-hour or quarter-hour credit.)

124 semester hours

Question 11. Give the number of credit hours students may earn for internship experience. Specify semester-hour or quarter-hour credit.

Students can earn 1-6 credits for an internship in any given semester, depending on the department. A student can earn up to 6 credits total. The following is from the current 2017-18 undergraduate catalog:

"Students can earn credits by completing professional internships. Grades for internships must be S/U. Internship credit can be repeated with change of assignment for a maximum of six credits. Any internship credit beyond the six, such as through the Honors office, will not count toward a student's 124-credit total needed for the degree. Retroactive credit for internships cannot be granted."

Question 12. List each professional journalism or mass communications sequence or specialty in the undergraduate program and give the name of the person in charge.

Name of Sequence or Specialty	Person in Charge
Department of Advertising	Tom Kelleher, Chair
Department of Journalism	Ted Spiker, Chair
Department of Public Relations	Marcia DiStaso, Chair (starting July 2017) John Wright, Interim Chair (June 2016-June 2017)
Department of Telecommunication	David Ostroff, Chair

Question 13. Number of full-time students enrolled in the institution:

As of the beginning of Fall 2017, 39,240 undergraduate students were enrolled in the University of Florida, and 2,519 students were enrolled in CJC undergraduate degree programs.

Question 14. Number of undergraduate majors in the unit, by sequence and total (if the unit has pre-major students, list them as a single total):

Name of Sequence or Specialty	Undergraduate Majors (Spring 2017)	Undergraduate Majors (Fall 2017)
Advertising	615	599
Journalism	412	460
Journalism (Sports and Media)	23	40
Public Relations	614	614
Public Relations (Online)	29	65
Telecommunication (Management)	37	32
Telecommunication (Media and Society)	143	136
Telecommunication (News)	222	213
Telecommunication (Production)	300	278
Telecommunications (Online)	84	82
Totals	2,479	2,519

Question 15. Number of graduate students enrolled in Spring 2017 on-site:

The College is not pursuing reaccreditation of its graduate program at this time.

Question 16. Number of students in each section of all skills courses (newswriting, reporting, editing, photography, advertising copy, broadcast news, public relations writing, etc.). List enrollment by section for the term during which the visit will occur and the preceding term. Attach separate pages if necessary. Include a separate list for online skills courses, which also must meet the 20-1 ratio. (The Council has ruled that campaigns courses are exempt from the 20-1 ratio.)

Enrollment in Advertising and Mass Communication Skills Courses

FALL 2016

Course	Section	Enrollment
ADV4101 Copy and Visualization	02D2	18
ADV4101 Copy and Visualization	04BH	19
ADV4101 Copy and Visualization	0618	20
ADV4101 Copy and Visualization	8306	19
ADV4101 Copy and Visualization	8883	20
MMC2100 Writing for Mass Communication	042A	20
MMC2100 Writing for Mass Communication	1A18	20
MMC2100 Writing for Mass Communication	17E3	20
MMC2100 Writing for Mass Communication	2693	11
MMC2100 Writing for Mass Communication	2694	8

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Course	Section	Enrollment
ADV4101 Copy and Visualization	0064	18
ADV4101 Copy and Visualization	1H04	18
ADV4101 Copy and Visualization	1H05	11
ADV4101 Copy and Visualization	1374	9
ADV4101 Copy and Visualization	5106	18
ADV4101 Copy and Visualization	5374	13
MMC2100 Writing for Mass Communication	0089	18
MMC2100 Writing for Mass Communication	0817	0
MMC2100 Writing for Mass Communication	094F	20
MMC2100 Writing for Mass Communication	094G	17
MMC2100 Writing for Mass Communication	2A29	17
MMC2100 Writing for Mass Communication	2H67	18
MMC2100 Writing for Mass Communication	208G	9

Enrollment in Journalism Skills Courses

FALL 2016

Course	Section	Enrollment
JOU 3101 Reporting	4977	16
JOU 3101 Reporting	4980	20
JOU 3101 Reporting	4982	18
JOU 3101 Reporting	4995	18
JOU 3101 Reporting	5016	14
JOU 3101 Reporting	5022	20
JOU 3101 Reporting	5025	15
JOU 3101 Reporting	7443	9
JOU 3109 Multimedia Writing	1A00	19
JOU 3109 Multimedia Writing	1A01	21
JOU 3109 Multimedia Writing	1A04	19
JOU 3109 Multimedia Writing	1A05	17
JOU 3109 Multimedia Writing	1A09	17
JOU 3109 Multimedia Writing	1A10	20
JOU 3109 Multimedia Writing	1A11	20
JOU 3109 Multimedia Writing	1A13	20
JOU 3109 Multimedia Writing	1A15	19
JOU 3109 Multimedia Writing	1C57	19
JOU 3109 Multimedia Writing	1C65	18
JOU 3213 Design	192D	14
JOU 3305 Data Journalism	18DC	25
JOU 3601 Photographic Journalism	2930	17
JOU 3601 Photographic Journalism	2939	15
JOU 4214 Advanced Design	1426	6
JOU 4201 News Center Practicum	1C12	6
JOU 4201 News Center Practicum	1D22	12
JOU 4201 News Center Practicum	1D38	13
JOU 4201 News Center Practicum	1H44	13
JOU 4201 News Center Practicum	1H50	5
JOU 4202 Advanced News Center Practicum	O5AD	2
JOU 4202 Advanced News Center Practicum	O5A4	2
JOU 4202 Advanced News Center Practicum	O5CE	2
JOU 4202 Advanced News Center Practicum	O5DH	1
JOU 4202 Advanced News Center Practicum	O5D3	1
JOU 4308 Magazine and Feature Writing	1336	9
JOU 4308 Magazine and Feature Writing		
JOU 4311 Advanced Magazine Writing	17C2	9
JOU 4447 Applied Magazines	5057	5

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JOU 4311 Advanced Magazine Writing	17C2	9
JOU 4447 Applied Magazines	5057	5
JOU 4604 Advanced Photo 1	5059	6
JOU 4930 Nature Journalism	0029	10
JOU 4930 Audience Engagement	0425	20
JOU 4930 Hearst Project	047E	7
JOU 4930 Data Literacy	047F	10
JOU 4930 Health Media Innovation	047G	6
JOU 4930 Entertainment Writing	0476	9
JOU 4930 Video Storytelling	048B	3
JOU 4930 Intro to Wen Apps	049A	22
JOU 4930 Solutions Journalism	17D3	6
JOU 4930 Innovative Storytelling	19H1	13

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Course	Section	Name	Enrollment
JOU 3101	08FE	Reporting	20
JOU 3101	08FF	Reporting	19
JOU 3101	1G48	Reporting	20
JOU 3101	1993	Reporting	21
JOU 3101	2285	Reporting	20
JOU 3101	2652	Reporting	21
JOU 3101	2653	Reporting	20
JOU 3101	2655	Reporting	19
JOU 3101	2657	Reporting	20
JOU 3109	003G	Multimedia Writing	20
JOU 3109	06A1	Multimedia Writing	17
JOU 3109	06A3	Multimedia Writing	16
JOU 3109	06BA	Multimedia Writing	16
JOU 3109	06BB	Multimedia Writing	20
JOU 3109	06B5	Multimedia Writing	18
JOU 3109	06CG	Multimedia Writing	19
JOU 3109	06C2	Multimedia Writing	17
JOU 3109	12HB	Multimedia Writing	18
JOU 3109	16D5	Multimedia Writing	16
JOU 3109	16GD	Multimedia Writing	15
JOU 4111	11A0	Advanced Reporting	13
JOU 4201	1C93	News Center Practicum	10
JOU 4201	1C86	News Center Practicum	10
JOU 4202	1F85	Adv News Center Practicum	2

JOU 4202	1G19	Adv News Center Practicum	2
JOU 4308	1B18	Magazine & Feature Writing	16
JOU 4308	2676	Magazine & Feature Writing	15
JOU 4313	5129	Sports Reporting	7
JOU 4447	8717	Applied Magazines	13
JOU 4603	3119	Speiclaized Photo	10
JOU 4605	1648	Advanced Photo 2	7
JOU 4930	015A	Dataviz and Mapping	10
JOU 4930	08B2	360 Video	15
JOU 4930	.08CH	Play by Play	6
JOU 4930	O8E5	Adv Social Media	9
JOU 4930	1G51	Data Literacy	12
JOU 4930	1211	Adv Web Apps	9
JOU 4930	122D	Hearst Projects	9
JOU 4930	14CA	Innovative Storytelling	9
JOU 4930	2444	Audience Engagement	17

Enrollment in Public Relations Skills Courses

FALL 2016

Course	Section	Enrollment
*PUR4100 Public Relations Writing	203G	20
PUR4100 Public Relations Writing	2E22	19
PUR4100 Public Relations Writing	4071	20
PUR4100 Public Relations Writing	4072	14

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Course	Section	Enrollment
PUR4100 Public Relations Writing	03DG	19
PUR4100 Public Relations Writing	04C2	18
*PUR4100 Public Relations Writing	1557	20
PUR4100 Public Relations Writing	1A88	20
*PUR4100 Public Relations Writing	2A36	1

*Indicates an online section

Enrollment in Telecommunication Skills Courses

FALL 2016

Course	Section	Enrollment
RTV 2100 Writing for the Electronic Media	124F	20
*RTV 2100 Writing for the Electronic Media	21E6	13
RTV 2100 Writing for the Electronic Media	2231	20
RTV 2100 Writing for the Electronic Media	2231	20
RTV 2100 Writing for the Electronic Media	4471	18
RTV 2100 Writing for the Electronic Media	4474	18
RTV 2100 Writing for the Electronic Media	4475	20
RTV 2100 Writing for the Electronic Media	5166	19
RTV 3101 Advanced Writing for the Electronic Media	03D2	21
RTV 3101 Advanced Writing for the Electronic Media	03D4	20
RTV 3303 Electronic News Media 1	4487	14
RTV 3303 Electronic News Media 1	6904	13
RTV 3304 Radio News 2	1732	6
RTV 3305 Investigative Reporting	3D03	4
RTV 3305 Investigative Reporting	4488	18
RTV 3320 Electronic Field Production	09E3	19
RTV 3320 Electronic Field Production	09E5	19
RTV 3511 Fundamentals of Production	0505	16
RTV 3511 Fundamentals of Production	09AA	16
RTV 3511 Fundamentals of Production	1583	15
RTV 3511 Fundamentals of Production	4483	14
RTV 4301 TV News 1	5196	26
RTV 4681 TV News 2	06C9	17
RTV 4929c Senior Advanced Production Workshop	0625	20
RTV 4929c Senior Advanced Production Workshop	1218	14
RTV 4929c Senior Advanced Production Workshop	1984	13
	1G53	3

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Course	Section	Enrollment
RTV 2100 Writing for the Electronic Media	01C8	20
RTV 2100 Writing for the Electronic Media	01DB	19
*RTV 2100 Writing for the Electronic Media	24DD	14
*RTV 2100 Writing for the Electronic Media	2D03	12
RTV 2100 Writing for the Electronic Media	3577	17
RTV 2100 Writing for the Electronic Media	5648	20
RTV 2100 Writing for the Electronic Media	5649	20

RTV 3101 Advanced Writing for the Electronic Media	2384	20
RTV 3101 Advanced Writing for the Electronic Media	4325	21
RTV 3101 Advanced Writing for the Electronic Media	7408	20
RTV 3303 Electronic News Media 1	4994	17
RTV 3303 Electronic News Media 1	7823	12
RTV 3304 Radio News 2	5101	4
RTV 3305 Investigative Reporting	1832	20
RTV 3305 Investigative Reporting	1B56	19
RTV 3320 Electronic Field Production	245H	13
RTV 3320 Electronic Field Production	3320	19
RTV 3320 Electronic Field Production	4335	21
RTV 3511 Fundamentals of Production	0240	15
RTV 3511 Fundamentals of Production	3648	15
RTV 3511 Fundamentals of Production	4328	16
RTV 3511 Fundamentals of Production	7423	13
RTV 4301 TV News 1	4331	21
RTV 4681 TV News 2	4343	17
RTV 4929c Senior Advanced Production Workshop	1045	22
RTV 4929c Senior Advanced Production Workshop	1742	6
RTV 4929c Senior Advanced Production Workshop	4991	10
RTV 4929c Senior Advanced Production Workshop	5070	15

*Indicates an online section

Question 17. Total expenditures from all sources planned by the unit for the 2017 – 2018 academic year: \$26 million

Give percentage increase or decrease in three years: +33%

Amount expected to be spent this year on full-time faculty salaries: \$7,405,884

Question 18. List name and rank of all full-time faculty.

(Full-time faculty refers to those defined as such by the university.) Identify those not teaching because of leaves, sabbaticals, etc.

Semester or Quarter: Fall, 2017

Unit Administrator
Diane McFarlin, Dean
Spiro Kiouisis, Exec. Assoc. Dean
Debbie Treise, Sr. Assoc. Dean
Michael Weigold, Assoc. Dean
Richard Drake, Asst. In.
Yulia Strekalova
DEPARTMENT OF ADVERTISING
Professors
Tom Kelleher, Chair
Jon Morris
Janice Krieger
Associate Professors
Robyn Goodman
Cynthia Morton
Assistant Professors
Huan Chen
Carla Fisher
Eunice Kim
Jordan Alpert
DEPARTMENT OF JOURNALISM
Professors
Ted Spiker, Chair
Sandra Chance
Sri Kalyanaraman
John Kaplan
Mindy McAdams
Kim Walsh-Childers
Frank LoMonte
Wayne Wanta
Clay Calvert
Associate Professors
John Freeman
Norm Lewis
Ron Rodgers
Bernell Tripp

Assistant Professor
Frank Waddell
Lecturers/Instructors
Mike Foley, Master Lect
Matt Sheehan, Lect.
Herb Lowe, Lect.
Dave Carlson, Assoc. In.
DEPARTMENT OF PUBLIC RELATIONS
Professors
Ann Christiano
Mary Ann Ferguson
Linda Hon
Kathleen Kelly
Associate Professor
Marcia DiStaso, Chair
Carma Bylund
Rita Men
Moon Lee
Lecturers
Deanna Pelfrey, Senior Lecturer
Kay Tappan, lecturer
Pat Ford
DEPARTMENT OF TELECOMMUNICATION
Professors
Dave Ostroff, Chair
Sylvia Chan-Olmsted
Churchill Roberts
James Babanikos
John Wright
Associate Professors
Amy Coffey
Michael Leslie
Tim Sorel
Assistant Professors
Jasmine McNealy
Yu-Hao Lee
Lecturers/Instructors
Eric Esterline, Lecturer
Houston Wells, Lecturer
Mark Leeps, Asst. In.

*Note that there are 19 additional College staff who effectively serve in a teaching capacity, but are officially classified as part of the Division of Media Properties, assigned to immersion activities such as The Agency, or who are departmentally affiliated. They are not reflected in this table, but significantly contribute to the educational experience of our students.

**Kathleen Kelly and Amy Jo Coffey will be on sabbatical.

Semester or Quarter: Spring, 2018

Unit Administrator
Diane McFarlin, Dean
Spiro Kiouisis, Exec. Assoc. Dean
Debbie Treise, Sr. Assoc. Dean
Michael Weigold, Assoc. Dean
Richard Drake, Asst. In.
Yulia Strekalova
Jim Harrison
DEPARTMENT OF ADVERTISING
Professors
Tom Kelleher, Chair
Jon Morris
Janice Krieger
Associate Professors
Robyn Goodman
Cynthia Morton
Assistant Professors
Huan Chen
Carla Fisher
Eunice Kim
Jordan Alpert
Lecturers/Instructors
Bienvenido Torres
DEPARTMENT OF JOURNALISM
Professors
Ted Spiker, Chair
Sandra Chance
Sri Kalyanaraman
John Kaplan
Mindy McAdams
Kim Walsh-Childers
Frank LoMonte
Wayne Wanta
Clay Calvert
Associate Professors
John Freeman

Norm Lewis
Ron Rodgers
Bernell Tripp
Assistant Professor
Frank Waddell
Lecturers/Instructors
Mike Foley
Matt Sheehan
Herb Lowe
Dave Carlson
Cynthia Barnett
DEPARTMENT OF PUBLIC RELATIONS
Professors
Ann Christiano
Mary Ann Ferguson
Linda Hon
Kathleen Kelly
Associate Professor
Marcia DiStaso, Chair
Carma Bylund
Rita Men
Moon Lee
Lecturers
Deanna Pelfrey, Senior Lecturer
Kay Tappan, lecturer
Pat Ford
DEPARTMENT OF TELECOMMUNICATION
Professors
Dave Ostroff, Chair
Sylvia Chan-Olmsted
Churchill Roberts
James Babanikos
John Wright
Associate Professors
Amy Coffey
Michael Leslie
Tim Sorel
Assistant Professors
Jasmine McNealy
Yu-Hao Lee
Lecturers/Instructors
Eric Esterline, Lecturer
Houston Wells, Lecturer
Mark Leeps, Asst. In.
Andrew Selepak

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Question 19. List names of part-time/adjunct faculty teaching at least one course in fall 2017. Also list names of part-time faculty teaching spring 2017. (If your school has its accreditation visit in spring 2018, please provide the spring 2018 adjunct list in the updated information.)

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Name Title and Affiliation	
Courtney McCurry Allen Talent, DDO Artists Agency; Brand Ambassador, Priceless One Management; Talent, The Block Agency	Theresa Collington Former Digital Executive Producer, WTSP-TV Tampa
Kathryn Allred Designer, Social Media and Web for churches and other organizations	Darlena Cunha Writer, Various National Publications
Richard Anguiano Copy Editor, <i>The New York Times</i> Wire Service	Daron Andrew Dean Photojournalist, M.F.A.
James Baer Graphic Designer, UF Foundation	Judith Higgins Donohue Former New England Public Affairs Manager, Hewlett-Packard
Ellen Baisley – Nodine M.A.E. Educational Technology and Curriculum Design	Karen Dooley Director, Development and Alumni Communications, College of Medicine, University of Florida
Cynthia Barnett Author, <i>Rain: A Natural and Cultural History</i> (nominated for the National Book Award and PEN/E.O. Wilson Literary Science Writing Award)	Timothy Drachlis Former editor, <i>Newsday</i>
James Bates TV Announcer, ACC Network	Amy Haywood Dutton Writer, researcher and educator specializing in journalism and media law, Ph.D.
Christopher Bona Independent Communications Consultant and Public Relations Strategist, Chicago, IL	Robert Engle President, Engle & Co, Washington, D.C. (public relations, government and investor relations strategies)
Dr. Jennifer Braddock Adjunct Professor, Various Institutions	Jennifer Ford Senior Graphic Designer, UF Online
Dr. Mato Brautovic Professor of Journalism, University of Dubrovnik, Croatia	Patrick Ford Senior Advisor, Burston-Marsteller; Professional in Residence at UF College of Journalism and Communications
Tatiana Budelman Associate Manager, Communications and External Affairs, Colgate-Palmolive Co.	Regina Giacusa, J.D. Attorney, Member of the Entertainment, Arts, and Sports section of Florida Bar Association
Jerald Butler Former Director of Programming, Division of Media Properties; Radio Programming Consultant	Paul Gordon Principal Consultant, Gordon Sales Consulting
Lisa Buyer President and CEO, The Buyer Group	Gary Green Deputy News Editor and Digital News Director, CJC Innovation News Center; former Senior Multimedia Journalist, Orlando Sentinel
Eric Castillo Assistant Dean and Campus Director, Springfield College	Robert Grupp President, Grupp Global Partners LLC, management consultancy
Kathy Chambers Director of Media Services, CJC Division of Media Properties; former News Producer, Dispatch Broadcast Group	Lillian Guevara-Castro Former Assistant City Editor, <i>Gainesville Sun</i>
Kelly Chernin Ph.D., Journal Manager, Journal of Public Interest Communications	Gregory Hamilton Editor, <i>Gainesville Sun</i>
Adriana Cherry CEO & Founder of Enter the Biz Digital Marketing Solutions	Lisa Hope Digital Marketing Strategist, Frankel Media Group; Program Director, Master's in Digital Strategy
Lawrence Clark Former Partner, 3Guys Communications; Independent Communications Counselor	Robert Hughes Various positions in Advertising, Media, and Marketing, Georgia Power
Dr. Gladys Cleland Retired Professor, SUNY and Freelance Production Assistant	Nicole Irving Publisher, <i>Giggle Magazine</i>

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Sarah Jackson Director of Communications, Institute for Public Relations	Katrice McIntosh Knight Division Director, College of Journalism and Communications, UF
Richard Kalehoff II Curriculum Lead/Senior Content Developer, Udacity	David Montez Former Research Analyst and Program Manager
Michelle Kimball Writer, researcher and educator specializing in journalism and media law, Ph.D.	David Moore Managing Editor for Content, Kwikturn Media
Andrea Kneeland Billups Former Writer, <i>People</i>	Jonathan Mueller Senior Art Director, BBDO
Sarabdeep Kaur Kochhar Director of Strategic Engagement, APCO Worldwide; Director of Research, Institute for Public Relations	Michael Munroe Video Producer II, UF-IFAS Communications
Alyson Landry Larson Special Projects Producer, Division of Multimedia Properties, College of Journalism and Communications	Robin O'Callaghan Senior Instructional Designer, Teaching, Learning and Technology Services, Winona State University; Co-Coordinator, Minnesota Online Quality Initiative, Minnesota State Colleges and Universities
Heather Laude Creative Manager, Advantus Corp.	Steve Orlando National Media Strategist, University of Florida
Ophir Lehavy Managed the marketing and communications programs for the CPA Exam, serving on the senior management team. Former Director of Marketing, Jewish Federation of Princeton Mercer Bucks	Robert Padovano Instructor, First-Year Florida; Faculty Advisor, Preview
Jonathan Levy Assistant News Director, WCJB-TV	Kara Page Associate Director, Distance Education, College of Journalism and Communications; Ad Society Advisor
Kristina Libby Co-founder SoCu, former Consumer Marketing Lead at Microsoft	Jessica Pelasky Freelance web designer
Ronnie Lovler Former Journalist, CNN, CBS Radio, NPR, AP	Jared Preusz Social Media Manager & Digital Marketing Professional, Digital Media Solutions Group, Salt Lake City, UT
Ethan Magoc News Editor, CJC Innovation News Center; formerly Social Media Content Editor, Pittsburgh Post-Gazette	Emily Ramsey Web & Graphic Designer; former Application User Interface Designer, Blue Cross & Blue Shield of Mississippi
Megan Mallicoat Writer and Editor, Various Publications	Dr. William Renkus Adjunct Instructor, Several Area Institutions
Spencer Mann Retired Spokesman, Alachua County District Attorney's Office	Gary Ritzenthaler UF Instructor, Ph.D., Mass Communication
Robert Marino Associate Professor, College of Central Florida	Tiffany Robbert Student Services Coordinator, University of Florida
Jessica Marsh Adjunct Instructor, Department of Humanities and Languages, Santa Fe College	Jon Roosenraad Professor Emeritus, College of Journalism and Communications, University of Florida
Dr. Renee Martin-Kratzer Adjunct Professor, Various Institutions	James Martin Ross Managing Editor, Ocala Star Banner
Kelsi Matwick Lecturer at Embry-Riddle Aeronautical University, Language Consultant, Ph.D., Linguistics	Melanie Ross Chief Communications Officer, University of Florida Health
Keri Matwick Lecturer at Embry-Riddle Aeronautical University, Language Consultant, Ph.D., Linguistics	Joseph Rucker Adjunct Instructor, Jacksonville Art Institute; Production Assistant, Division of Media Properties
Joy Mayer Audience Engagement Strategist, M.A.M.C.	Bryan Ruiz Industry manager, Food, Beverage and Restaurants, Google; CEO, Artzee Designs; Former Account Executive in Digital media Sales at Sony Pictures Entertainment
Tina Marie McCorkindale President/CEO, Institute for Public relations; Graduate Instructor, West Virginia University	Jorie Scholnik Career Counselor, UF Career Resource Center
Sean McCrory Executive Editor, Messenger Post Media	Diana Schuh Freelance Writer
Colleen McEdwards Former Anchor, CNN International; Former Reporter, Canadian Broadcasting Corporation	Andrew Selepak Program Director for MAMC in Web Design and Online Communication, UF College of Journalism and Communications

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Richard Franklin Shaw M.A.M.C.
Dr. Walter Starr Station Manager, WGMA FM 99.5 & 99.7
Michael Stone Web Editor/News Manager at WUFT; freelance writer and photographer
Tyrone Stude Graphic Designer, The Dali Museum and Creative Circle
Dr. Anne Sugar Various positions in news and research at NPR, Colorado Public Radio, and elsewhere; Adjunct instructor at several universities
Thomas Leon Thompson Professional photographer
Bienvenido Torres III Visiting Lecturer/Creative Director, College of Journalism and Communications; Marketing Intern, Trendy Entertainment

Efren Vasquez Administrative Services, Accounting and Sales, EP&S Mining Equipment
Ryan Caesar Vasquez Multimedia News Manager, Innovation News Center, CJC; former <i>All Things Considered</i> Reporter, Alabama Public Radio
Cynthia Villafranca Senior Specialist, Measurement and Analytics/Communication and Outreach, Southwest Airlines
Robert Williams Former News Director, WCJB-TV
Lauren Yockey Multimedia and Website Coordinator, Northwest Florida State College
Kenneth Zaron Web Application Developer at University of Florida IFAS
Iman Kamal Zawahry Independent Filmmaker

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Name Title and Affiliation
Kathryn Allred Designer, Social Media and Web for churches and other organizations
Richard Anguiano Copy Editor, <i>The New York Times</i> Wire Service
James Baer Graphic Designer, UF Foundation
Cynthia Barnett Author, <i>Rain: A Natural and Cultural History</i> (nominated for the National Book Award and PEN/E.O. Wilson Literary Science Writing Award)
James Bates TV Announcer, ACC Network
Kimberly Bauldree Independent Filmmaker and Freelance Videographer
Amelia Bell Marketing Communications Manager, RTI Surgical
Dennis Black Senior Producer, GatorVision
Dr. Ginger Blackstone Producer and Assistant News Director, CNN and local stations in Alabama, Arkansas and Tennessee
Dr. Jennifer Braddock Adjunct Professor, Various Institutions
Dr. Mato Brautovic Professor of Journalism, University of Dubrovnik, Croatia
Jerald Butler Former Director of Programming, Division of Media Properties; Radio Programming Consultant

Lisa Buyer President and CEO, The Buyer Group
Lawrence Clark Former Partner, 3Guys Communications; Independent Communications Counselor
Dr. Gladys Cleland Retired Professor, SUNY and Freelance Production Assistant
Jason Cole Reporter, <i>Bleacher Report</i>
Theresa Collington Former Digital Executive Producer, WTSP-TV Tampa
Suzette Cook Writer and Editor, Various Publications
Darlana Cunha Writer, Various National Publications
Judith Higgins Donohue Former New England Public Affairs Manager, Hewlett-Packard
Karen Dooley UF Health
Timothy Drachlis Former editor, <i>Newsday</i>
Robert Engle President, Engle & Co, Washington, D.C. (public relations, government and investor relations strategies)
Jason Farmand Owner, Design Studio in Orlando
Patrick Fleming Videographer, Editor and Producer for several television news departments
Jennifer Ford Senior Graphic Designer, UF Online

Part I: General Information

Dr. Lloren Foster Former Director, UF Multicultural Affairs
Regina Giacusa, J.D. Attorney, member of the Entertainment, Arts, and Sports section of Florida Bar Association
Robert Grupp President, Grupp Global Partners LLC , management consultancy
Lillian Guevara- Castro Former Assistant City Editor, <i>Gainesville Sun</i>
Michelle Hinson Sales Director, PR Measurement, CyberAlert
Robert Hughes Various positions in Advertising, Media, and Marketing, Georgia Power
Nicole Irving Publisher, <i>Giggle Magazine</i>
Dr. Jihye Kim Assistant Professor, University of Kentucky
Andrea Kneeland Billups Former Writer, <i>People</i>
Michael LaForgia Pulitzer Prize Winner, <i>Tampa Bay Times</i>
Heather Laude Director of Communications, Sports management companies in Jacksonville, Florida
Ophir Lehavy Managed the marketing and communications programs for the CPA Exam, serving on the senior management team. Former Director of Marketing, Jewish Federation of Princeton Mercer Bucks
Jonathan Levy Assistant News Director, WCJB-TV
Kristina Libby Co-founder SoCu, former Consumer Marketing Lead at Microsoft
Ronnie Lovler Former Journalist, CNN, CBS Radio, NPR, AP
Megan Mallicoat Writer and Editor, Various Publications
Spencer Mann Retired Spokesman, Alachua County District Attorney's Office
Robert Marino Associate Professor, College of Central Florida
Dr. Renee Martin-Kratzer Adjunct Professor, Various Institutions
Sean McCrory Executive Editor, Messenger Post Media
Colleen McEdwards Former Anchor, CNN International ; Former Reporter, Canadian Broadcasting Corporation
Myra Monroe Former Anchor, WCJB-TV; Former TV news manager, Division of Media Properties

David Montez Former research analyst and program manager
David Moore Managing Editor for Content, Kwikturn Media
Michael Munroe Video Producer, II UF-IFAS Communications
Robert Padovano Instructor, First -Year Florida; Faculty Advisor, Preview
Jessica Pelasky Freelance web designer
Jared Preusz Social Media Manager & Digital Marketing Professional, Digital Media Solutions Group, Salt Lake City, UT
Emily Ramsey Web & Graphic Designer, former Application User Interface Designer, Blue Cross & Blue Shield of Mississippi
Dr. William Renkus Adjunct Instructor, Several Area Institutions
Joseph Rucker Adjunct Instructor, Jacksonville Art Institute; Production Assistant, Division of Media Properties
Jorie Scholnik Career Counselor, UF Career Resource Center
David Snyder Anchor, WCJB-TV Gainesville
Dr. Walter Starr Station Manager, WGMA FM 99.5 & 99.7
Tyrone Stude Graphic Designer, The Dali Museum and Creative Circle
Dr. Anne Sugar Various positions in news and research at NPR, Colorado Public Radio, and elsewhere; Adjunct instructor at several universities
Robert Williams Former News Director, WCJB-TV
Kenneth Zaron Web Application Developer at University of Florida IFAS
Grant Zemont Senior Engagement Manager, Rego Consulting
Iman Zawhary Independent Filmmaker

Question 20. Schools on the semester system:

For each of the last two academic years, please give the number and percentage of graduates who earned 72 or more semester hours outside of journalism and mass communications.

Students Earning 72 or More Semester Hours Outside of CJC

	Total Graduates	Number	Percent
2016-2017	654	654	100
2015-2016	620	620	100