

UF College of Journalism and Communications

2018 NEW FACULTY GUIDE



WELCOME

In 2018, the College welcomed 15 new full-time faculty, an unprecedented infusion of new positions at any college communication program. We were fortunate to attract a stellar group of scholars and professionals to the CJC family.

This guide provides a glimpse of our newest faculty members – who they are, where they came from, and a few things that may not appear on their LinkedIn page. Their addition to an already renowned faculty leaves no doubt that we are the top communication program in the country.



NATALIE ASOREY



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Natalie, B.S. Public Relations 2013, most recently was head of social media at BODEN, a leading cross-cultural communication agency based in Miami, where she oversaw the McDonald's USA scope of work as Hispanic agency of record.

She also led the agency's award-winning social listening practice, Escucha, to build brand advocacy through influencer and consumer engagement and real-time content. Previously, she worked on the Delta Dental, UnitedHealthcare, Dewar's, America's ToothFairy and American Academy of Pediatrics accounts.

She will be teaching public relations writing and social media.

AREAS OF EXPERTISE:

Public Relations Campaigns, Research and Strategy, Public Relations Writing, Social Marketing, Social Media, Multicultural Communications

SIGNIFICANT OTHER:

Alex Rivero

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

Experiencing Gainesville from a new perspective as part of the faculty.

- 1. Tough Mudder racer
- Avid to-do list maker
- 3. Climbed Machu Picchu Mountain

CYNTHIA BARNETT

Environmental Journalist-in-Residence Journalism Department/Bob Graham Center for Public Service

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Cynthia, B.S. Journalism 1989, MAMC 2003 and 2015 Alumna of Distinction, is an award-winning environmental journalist who has covered water and climate stories worldwide. She is the author of three books on water, including her latest *Rain: A Natural and Cultural History*, longlisted for the National Book Award, a finalist for the PEN/E.O. Wilson Award for Literary Science Writing, and named among the best nonfiction books of 2015 by NPR's "Science Friday", *The Boston Globe*, the *Tampa Bay Times*, the *Miami Herald* and others.

Before she took the leap of faith to quit her day job to work full-time on the environment and her books, Cynthia was a newspaper and magazine reporter for twenty-five years, more than half as senior writer for Florida Trend magazine.

She has introduced new courses on environmental journalism and nature and adventure journalism. She also conceived of and coordinates UF's annual climate change communication event.

At CJC, she will continue to teach and oversee student environmental reporting projects. At the Graham Center, she will teach courses for their public leadership minor.

AREAS OF EXPERTISE:

Environmental Journalism, Science Writing, Literary Journalism, Narrative Nonfiction/Books

SIGNIFICANT OTHER: Aaron Hoover

CHILDREN: Two high schoolers: Ilana, 14, whose sport is diving from very high places, and Will, 17, our 6-foot-5-inch son who speaks Hungarian.

WHAT ARE YOU MOST EXCITED ABOUT AT UF:

Working with brilliant colleagues and future generations of young people on the two matters most urgent to me: saving journalism and this planet.

- My first journalism job was as editor of my Girl Scout troop newspaper in 5th grade. I was relieved of my duties after asking the troop leader what she felt were too-personal questions for a story about her.
- Despite that experience, or perhaps because of it, my two childhood dreams for what I wanted to be when I grew up were reporter and book author.
- I'm at work on my fourth book, a global history
 of humanity and seashells. It is my hope that
 stories about such a beloved object in nature
 will help people understand what we're doing to
 the cream



MONI BASU

Michael and Linda
Connelly Lecturer in
Narrative Nonfiction
Journalism Department

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Moni has been an award-winning journalist for more than three decades and, since 2009, has been a senior writer on CNN Digital's Enterprise team. Previously, she was a reporter and editor with *The Atlanta Journal-Constitution* and the *Tallahassee Democrat* and was editor of *The Florida Flambeau*, FSU's student newspaper.

She covered the Iraq War from its inception, for which she won several national awards. She is author of the e-book, *Chaplain Turner's War*, which grew from her series of stories on an Army chaplain serving in Iraq. She has focused much of her work on people who survive immense loss and trauma and on race and identity.

You can find Moni's work and life adventures on her personal and public pages on Facebook and her website: monibasu.com.

She will be teaching advanced and narrative writing, among other Journalism courses.

AREAS OF EXPERTISE:

Digital and Mobile Media Communication, Editing (written), Feature Writing, International and Intercultural Communication, International Journalism, Narrative Writing, Reporting, Social Media, Literary Journalism, International Reporting, Multimedia

PETS:

Gizmo, a Chihuahua-Yorkie mix who weighs only 6.9 pounds but is massive in love.

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

Excited about returning to Florida even though it means I will have to swap the Florida State chop for the Gator chomp and learn how to slay Godzilla-size cockroaches again.

- I was featured in a war series Marvel published. The writer, Paul Jenkins, interviewed me and based a character on me.
- I love to travel and I'm on a plane whenever possible (one of my favorite trips was to southern Africa)
- At the top of my bucket list is a trip on the Trans-Siberian railway from Vladivostok to Saint Petersburg.

TED BRIDIS

Rob Hiaasen Lecturer in Investigative Reporting

Journalism Department

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Ted is an award-winning investigative journalist and, since 2007, has been editor of the Associated Press' Pulitzer Prize-winning Washington investigative team and is AP's leading newsroom expert on security practices for source-protection and on the U.S. Freedom of Information Act and related laws.

His investigative team won the 2012 Pulitzer and Goldsmith prizes for investigative reporting on NYPD intelligence programs, and he led AP's efforts that won the Eugene S. Pulliam First Amendment Awards in 2011 and 2014.

He was the first journalist to discover and trace Hillary Clinton's private email server to her home's basement in Chappaqua, New York, and his investigative team was first to reveal, in August 2016, Paul Manafort's and Rick Gates' covert foreign lobbying activities.

Ted earned a journalism degree from the University of Missouri and will be teaching courses in fact finding and investigative reporting, among others.

AREAS OF EXPERTISE:

Audience Research, Branding/Brand Relationships, Communication Strategy, Communication Technology, Copywriting, Creative Leadership and Direction, Creative Strategy, Data, Numeracy and Coding, Editing (written), Ethics/Professional Responsibility, Feature Writing, First Amendment, International Journalism, Media and Communication Law, Media Competition, Media Management and Economics, Media/Journalism History, Narrative Writing, Political Communication, Reporting, Social Media, Sports Reporting and Production, Strategic

SIGNIFICANT OTHER:

Ginger Bridis, married 29 years

CHILDREN: Trey, 22, and Alyx, 19

PETS: Three dogs: Tucker, a 4-year-old American Foxhound; Charlie, a 3-year-old French Bulldog; and Penny, a 2-year-old English Bulldog-Beagle mix

WHAT ARE YOU MOST EXCITED ABOUT AT UF:

Escaping Washington's traffic

- Raised in Miami as a third-generation Floridiar
- Longtime youth baseball coach, with three former players currently in Minor Leagues
- Avid angler and photographer

ROXANE COCHE, PH.D.



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Since 2015. Roxane has been an assistant professor in the Department of Journalism and Strategic Media at the University of Memphis, teaching undergraduate and graduate students in broadcast, sports journalism and entrepreneurial media. Prior to that, she was a lecturer in the Department of Communication, Media and Journalism at the University of North Georgia Dahlonega and a visiting professor

in the Communication and Sciences Program at the Tecnológico de Monterrey, Campus Guadalajara in Mexico.

Roxane, who was born and raised in France, began her career as a freelance sports reporter and producer in Paris. She worked on major events such as the 2008 Soccer European Championship, 33rd America's Cup and 2010 Olympic Games.

She is currently creator, producer and faculty leader for the multimedia project Once More at the River: From MI K to BI M.

Roxane received her Ph.D. in Mass Communication at the University of North Carolina in 2013, Master's in English and American Civilization at Universite Paris III – Sorbonne Nouvelle in 2009 and Master's in Bi-lingual Journalism (French and English) from that same institution in 2008. She earned her bachelor's degree in English-Language Literature and English-Speaking Civilizations from the Institut d'anglais de Paris Charles V - Université Paris VII.

AREAS OF EXPERTISE:

Reporting, Social Media, Sports Reporting and Production, Social Issues in Sports, Gender Issues in Media Content, Athletes' Social Media Uses, International Sports Media

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

- I learned English watching "Friends".

JIM HARRISON

Creative Director, The Agency at UF

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Jim, who leads creative strategy at The Agency, previously was senior creative director at UF where he was instrumental in guiding strategic creative efforts for the entire UF brand within the University Relations Department, as well as assisting other units across campus.



In 2017, Jim was appointed as a faculty member and teaches Forward Thinking, a course he designed on understanding and applying creative strategies.

A designer and creative director in Gainesville for over 25 years, Jim founded the design studio MetaVisual, specializing in branding and visual communication, and is perhaps best known locally for the Gainesville Fruit Company — a series of graphic prints featuring local landmarks, executed in the vintage style of classic fruit crate labels.

AREAS OF EXPERTISE:

Advertising Campaigns, Research and Strategy, Branding/Brand Relationships, Creative Strategy, Design Methodologies, Design Thinking, Graphic Design, Production for Design and Advertising, Copywriting, Creative Leadership and Direction

SIGNIFICANT OTHER: Barbara

CHILDREN: 3 teenage boys. Prayers appreciated.

PETS: One Cat. Currently under significant pressure to add a chocolate lab.

- 1. Bona-fide '80's heavy metal expert
- 2. Lover of roasted potatoes.
- B. Founding VP of AlGA Gainesville (The professional association for design).

JOANNA HERNANDEZ

Lecturer, Journalism Department
Director, Inclusion and Diversity

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Joannna comes to UF from CUNY Graduate School of Journalism where she was the founding director of the school's diversity initiatives. Prior to joining CUNY in 2012 as director of career services, she was a multiplatform editor

at *The Washington Post*. She also had reporting and editing roles at the New York Times Regional Group, *The Star-Ledger* in Newark, N.J, *The San Francisco Examiner*, *Newsday*, *New York Daily News* and the *Bridgeport (Conn.) Post*.

Joanna also has been an adjunct lecturer at CUNY, Hunter College and New York University. She received her B.A. from NYU, Master of Public Administration from Baruch College and studied global issues at SDA Bocconi in Milan, Italy.

She will be teaching multimedia reporting and other digital reporting and storytelling courses.

AREAS OF EXPERTISE:

Corporate Social Responsibility, Editing (written), Ethics/Professional Responsibility, Feature Writing, First Amendment, Media/Journalism History, Reporting, Social Advocacy, Social Media

SIGNIFICANT OTHER: Fritz Hernandez-Prikoszovich

CHILDREN: Sheena and Gary, grown and on their own

PETS: Currently pet-less — however, I love other people's animals

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

Shopping at Gainesville's new Whole Foods!

- I like all kinds of music, but I love boogaloo
- I dabble in Feng Shui.
- I make a delicious mofongo

MYIAH HUTCHENS, PH.D.

Assistant Professor, Public Relations Department

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Since 2014, Myiah has been an assistant professor in the Edward R. Murrow College of Communication at Washington State University. From 2012-2014, she was assistant professor in the University of Arizona's School of Journalism and in the College of Social and Behavioral Sciences. Prior to that, she was assistant professor in the Department of Public Relations at Texas Tech University's College of Mass Communications.

She received her Ph.D. in Communication in 2010 from Ohio State University, her M.A. in Communication from Washington State University in 2006, and a B.A. in Communication from Washington State in 2004.

Myiah is a political communication scholar with a focus on how exposure to a range of perspectives influences democratic outcomes. Much of her recent work has focused on online contexts.

AREAS OF EXPERTISE:

SIGNIFICANT OTHER: Jay Hmielowski, he's a

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

So many things – I already purchased season tickets for football, access to great food is up there, my in-laws live an hour away.

PETS: Wilbur, our 85-pound Boxer/Dane mutt (who is sorta terrified of life but wants to be your lap dog once he decides you're safe) and Muffin, our 8-pound ball of cat fur

- I've won a couple of regional competitions.
- a gator or bitten by a snake.

BENJAMIN K. JOHNSON, PH.D.



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Benjamin comes to us from Vrije Universiteit Amsterdam where he was assistant professor in communication science. Previously, he was a graduate associate at Ohio State and director of the Telecommunications Center and instructor in English,

modern languages and mass communication at Albany State University.

Benjamin received his Ph.D. in Communication at Ohio State in 2014, M.A. in Telecommunication, Information Studies and Media at Michigan State in 2007 and his B.S. in Communication at the University of Indianapolis in 2005.

Since 2013, he has published 26 peer-reviewed articles, four book chapters and presented 44 papers at academic conferences, including ICA, NCA and AEJMC.

AREAS OF EXPERTISE:

Communication Technology, Consumer Psychology Media Psychology and Effect, Social Media, Native Advertising, Narrative Persuasion

SIGNIFICANT OTHER: Bridget Johnson

PETS: No, but we hope to adopt a small dog this autumn.

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

*N*arm sunshine and great colleagues

- 1. I've never had a cavity.
- 2. I was a late adopter of the mobile phone (2005) and smartphone (2014).
- 3. I spent a summer working as a professional zookeeper.

MICKEY NALL

Professional-in-Residence, Public Relations Department

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Mickey, M.A.M.C 1982 and 2009 Alumnus of Distinction, was a visiting professional here during the 2016-17 school year and a former chair of the College's Public Relations Advisory Council.



Mickey has been a public relations agency professional for more than 30 years, most recently as managing director of Ogilvy Public Relations in Atlanta. He has developed strategic communication programs for clients such as The Coca-Cola Company, The White House Office of National Drug Control Policy and United Way of America.

Mickey has been very active in PRSA and this year is co-chair of the Educational Affairs Committee. He also was appointed a trustee to the Commission for Public Relations Education representing PRSA. In 2013, he was PRSA's chair and CEO.

He was inducted into PRSA's College of Fellows in 2008. In 2011, he was inducted into PRSA Georgia's Order of the Phoenix and Georgia Public Relations Hall of Fame. He has won numerous industry awards, including the prestigious Silver Anvil award.

Mickey will be teaching three courses: campaigns, strategy and integrated communication.

AREAS OF EXPERTISE:

Branding/Brand Relationships, Communication Strategy, Integrated Communication, Public Relations Campaigns, Research and Strategy, Public Relations Writing, Social Marketing, Strategic Communication, Integrated Communications, Paid, Earned, Social and Owned Media, Word-of-Mouth Campaigns

SIGNIFICANT OTHER: Janice

CHILDREN: Ryan, 34, and our granddaughter

PETS: Two rescue dogs, "Bucky-Buckhead" (Chocolate Lab) and "Chinny" (toy Japanese Chin).

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA? Working with students and yes, Florida

- Total vertigo -- thankfully the College is only three-stories high -- you'll never see me on a high-rise balcony.
- Habitually reading English murder mysteries

 sometimes several a week instead of exercise, TV, News, or pursuit of other worthwhile contributions to society.
- Love karaoke -- can't carry a tune, but love to sing. "I may not be the best singer, but surely I am the loudest!"

ANDREW SELEPAK, PH.D.



Lecturer,
Telecommunication Department
Graduate Director,
UF CJC Online Master of Arts in Mass
Communication with a specialization
in Social Media

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Andy holds a B.A. from the University of Virginia in American History, an M.A. from George Mason University in Communications, and a Ph.D. from the University of Florida in Mass Communications

His research interests include political communication, and online and social media including video games, music, television, and websites. Specifically, he has researched extremist groups and their use of the Internet and various forms of media to recruit and spread their message, examined how police dramas impact our views on race and crime, and studied political diversity in media and in academia.

AREAS OF EXPERTISE:

Branding/Brand Relationships, Social Media, Popular Culture, Personal Branding, Political Reporting, Communication Technology

WHAT ARE YOU MOST EXCITED ABOUT AT UF?

After having lived in Gainesville for 11 years, which included one national championship, I am excited to see how Dan Mullen and the Gators do this season.

- 1. I was a licensed Realtor in the state of Virginia.
- I have lived in Gainesville for 11 years now and I still have not gone to Disney.
- I have an Irish passport so I can travel throughout the EU and go through EU Customs.

JIEUN SHIN, PH.D.

Assistant Professor,

Telecommunication Department

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Jieun, an award-winning digital media scholar, was most recently a postdoctoral researcher at the University of Southern California Center for Applied Network Analysis in the Department of Preventive Medicine.



Jieun received a B.A. with honors in Mass Communication and Journalism from Korea University in 2003. After graduation, she worked as a journalist for the Chosun Daily – Korea's leading media company – for five years covering consumer, business, and technology. During that time, she also collaborated with Booz Allen Hamilton to investigate and analyze corporate strategies for imminent changes in the media industry. Based on interviews with technology scholars and influential movers as part of that project, Jieun published a book titled "Technology and the Future" in 2008 and two book chapters concerning the consumption of brands and the role of influentials.

In 2010, Jieun returned to school for a Master's in Communication Management and a Ph.D. in Communication at the Annenberg School for Communication & Journalism at USC. In 2017, she was awarded the "Nafziger-White-Salwen Dissertation Award" from AEJMC.

AREAS OF EXPERTISE:

Audience Research, Communication Strategy, Data, Numeracy and Coding, Digital and Mobile Media Communication, Public Interest Communications, Science Communication, Social Media, Misinformation, Diffusion of Information

SIGNIFICANT OTHER: I lost my husband to cancer. His name is Remington Pae.

CHILDREN: A 6-year old boy

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA? The people. AND being surrounded

FLORIDA? The people. AND being surrounded by everything green.

- 1. I am an avid TV watcher.
- 2. I try to be a minimalist
- I love rain.

BIENVENIDO "BENNY" TORRES

Lecturer, Advertising Department

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Benny graduated from the University of Florida in 2007 with degrees in Psychology and Advertising and landed his dream job working on the Nintendo account (a life-long passion) at Leo Burnett in Chicago.

In 2010, he joined Publicis-backed boutique firm Denuo as an "alchemist," a hybrid role requiring a mix of skills

traditionally associated with account management, account planning, creative direction, production, media planning, copywriting, engagement planning and game design. In 2012, he returned to Leo Burnett as a copywriter and strategist working on the Nintendo, Sprite and Always accounts.

He came to CJC in 2015 as an Advertising Department visiting professional teaching creativity. In addition to being a full-time lecturer, Benny is the first chief idea officer of SRW.agency, an independent, full-service Chicago marketing agency and the host of a biweekly "devstream" for Dungeon Defenders II, a product by local mobile game developer Trendy Entertainment.

AREAS OF EXPERTISE:

Advertising Campaign, Research and Strategy, Audience Research, Branding/Brand Relationships, Communication Strategy, Communication Technology, Consumer Psychology, Copywriting, Creative Leadership and Direction, Creative Strategy, Digital and Mobile Media Communication, Emerging Media (gaming, VR, AI, etc.), Media Psychology and Effects, Entrepreneurism in Communications, Advertising for Social Change, LGBTQ Theory and Advertising

SIGNIFICANT OTHER: None. Alternatively, I am my significant other.

CHILDREN: No, unless my kiddos at UF count.

PETS: Again, a no. Although I keep a lot of plants. And I have some Pokemon I really love.

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA? The weather, tailgates on game days, proving swamps can be wonderful things (and not something to drain).

- 1. I summitted Kilimanjaro in a knit monkey cap and a championship Tebow Jersey on me.
- 2. I ran 1,000 miles last year and I'm on track to run more this year.
- I make black beans that'll be the talk of whatever party they're at (Puerto Rican egg nog. too).

KASEY WINDELS, PH.D.

Assistant Professor, Advertising Department

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Kasey comes to us from Louisiana State
University where she was an associate
professor in the Manship School of Mass
Communication. Prior to LSU, she taught at
DePaul University and The University of Texas at
Austin. She earned her Ph.D. and M.A. in Advertising
at UT-Austin and B.A. in Mass Communication at LSU.



Her research interests include creativity in the advertising agency, gender in the agency, social influences on the creative process and digital, social, and native advertising. Kasey has authored or co-authored 17 refereed articles since 2010, with four articles currently under review, and has presented 19 peer-reviewed papers at academic conferences, including AEJMC and the American Academy of Advertising.

She will be teaching Advanced Copywriting.

AREAS OF EXPERTISE:

Consumer Insights Research, Copywriting, Creative Leadership and Direction, Creative Strategy, Digital and Mobile Media Communication, Creative Process, Managing Creativity

SIGNIFICANT OTHER: Dan Windels, who will be a visiting lecturer in Advertising this year.

CHILDREN: One son, Luke, who is a very active nine year old.

PETS: Our beloved dog Abby recently passed at the age of 14, so no pets at this time.

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

Most excited to work with great faculty and students, swim in the natural springs in the area, and go to a game in The Swamp.

- 1. I make bottle cap earrings and other jewelry.
- 2. I love college football.
- I really dislike root-beer-flavored candies and snow copes

IMAN ZAWAHRY



Lecturer, Telecommunication Department

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Iman, who has been an adjunct telecommunication production professor since 2014, is an accomplished filmmaker whose films have shown in 100 venues worldwide. Her film "Tough Crowd" won a Student Emmy Award and qualified as a finalist in the NBC Comedy Short Cuts. She was a recipient of the coveted Princess Grace Award, which is dedicated to

identifying and assisting emerging artists, for her film "UnderCover."

Iman was a consultant on the television shows "The Odyssey" and "The Big C" and recently wrapped her directorial debut feature film. She is currently writing a feature that advanced to the final round of Sundance Writer's Lab.

In 2014, she collaborated with the not-for-profit-organization Islamic Scholarship Fund to create the first-ever American-Muslim film grant that helps fund filmmakers who are presenting a positive narrative of Muslims in America.

AREAS OF EXPERTISE:

Editing (visual/audio), Video and Film Production and Post-production, Narrative Film Production, Minority Representation in Television and Film with Focus on Muslims

SIGNIFICANT OTHER: Mohammad Sherif (a graduate from the CJC!)

CHILDREN: Zayn (14) and Zara (7)

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

I was born and raised in Florida. I just hope that it doesn't get 10 degrees warmer each year.

- I love to dance (and will impromptu dance in the classroom-I am a Zumba instructor)
- A Seinfeld fanatic. I finally accomplished my life-long dream of meeting Jerry Seinfeld and Larry David.
- A self-proclaimed foodie. I travel to different cities and countries for great food experiences.

