

At a Glance

WHAT WE DO

- Teach students fundamental principles in their chosen discipline and the professional skills needed for a changing media environment
- Provide students with opportunities to work alongside professionals in a real-world newsroom, strategic communication agency, broadcast and digital properties as well as experimental labs
- Prepare the next generation of communication scholars
- Help working professionals enhance their skills
- Develop research and applications to address declining trust in media and technology
- Conduct research for industry and academia on effective story-building and storytelling to inform, entertain, persuade and move people to positive social action
- Conduct translational communication research to help convey complex science into accessible information and practical applications
- Help working professionals enhance their skills

THOUGHT LEADERSHIP

EVENTS

- *frank* gathering of public interest communicators and scholars
- Becoming a Woman of Influence
- Great Storytellers
- Climate Communication Summit

SHARED INSIGHTS

- 80+ peer-reviewed articles in academic journals
- 120+ presentations at academic conferences
- 60+ faculty and staff articles in mainstream publications

SPEAKERS

More than 200 high-profile speakers since 2014

WHAT MAKES US STAND OUT

- Studying, teaching, testing and practicing storytelling grounded in science, particularly for social change
- Teaching excellence: six UF Teachers of the Year in the past 15 years
- One of the most extensive immersion experiences for news, sports and weather across seven media properties housed at the College
- One of the few colleges with a working strategic communication agency developing campaigns, creating strategies and conducting research for clients
- Second highest internship rate at UF (85 percent of our graduates had at least one internship in their academic career, 60 percent had two or more)
- Only U.S. College with a STEM Translational Communication Center
- Most cancer communication scholars of any University
- Only U.S. College with a Center for Public Interest Communications and only endowed chair in emerging field of public interest communications
- Consortium on Trust in Media and Technology focused on the identifying and combatting the spread of disinformation and misinformation
- Largest annual gathering for social change communicators and communication scholars
- Endowed programs focused on First Amendment and freedom of information issues
- One of the largest data journalism and coding programs in the U.S.
- Media Effects and Technology Lab exploring the use of immersive technology to improve communication, particularly around social issues
- Only organization in the U.S. operating a statewide public radio emergency network, now supporting both Florida and South Carolina

KEY AREAS OF FOCUS

FIRST AMENDMENT AND MEDIA LAW

- First amendment and freedom of information
- Media and technology law and policy

HEALTH AND SCIENCE

- Health Communication
- Health-related persuasion and empowerment
- Effective dissemination of health information
- Using emerging technology for patient education

MEDIA AND AUDIENCE

- Media effects of new technology platforms
- Digital marketing communication
- Persuasive visual communication
- Emotional responses to advertising
- Media management and audience analytics
- Mobile media engagement

SOCIAL GOOD

- Fact-based journalism for an informed citizenry
- Strategic communication for social change
- Restoring trust in news and media
- Digital activism and grassroots public relations
- Corporate social responsibility

CENTERS AND ENDOWED PROGRAMS

- Brechner Center for Freedom of Information
- Center for Public Interest Communications
- Marion B. Brechner First Amendment Project
- STEM Translational Communication Center

PROFESSIONAL SKILLS DEVELOPMENT OPPORTUNITIES

IMMERSION

- The Agency strategic communication agency
- Innovation News Center multi-platform news operation
- Seven TV, radio and digital properties
- GatorVision (University Athletic Association media operations)
- Consumer media behavior research related to media properties

EXPERIMENTATION

- Media Effects and Technology Lab
- GHQ entertainment and information R&D lab

IN-CLASS AND STUDENT-RUN

- Elevate student-run advertising agency
- Alpha PProductions student-run public relations agency
- Orange and Blue student-run magazine
- ChomPics student-run online video and broadcast productions
- Capstone campaign classes for Advertising and Public Relations students

JOURNALISM AND BROADCASTING AWARDS (2019-21)

- Hearst Journalism Awards: 38
- SPJ Regional Mark of Excellence: 56
- Regional Edward R. Murrow Awards: 34
- BEA Festival: 12



EXAMPLES OF RECENT RESEARCH FINDINGS

- Digital gaming can effectively teach people to avoid bias
- Organization's "emotional culture" can contribute to its success
- Social media could be effectively employed for health promotion and outreach efforts
- Changing attitudes of physicians may improve participation in cancer clinical trials
- Reactions differ to humor and fear in anti-alcohol ads
- Suggested techniques for reducing the effects of viewing violence in media through counter media narratives



Key Events Since 2013

2013

- Diane McFarlin named Dean
- Dingman gift funds UFCJC Award for Investigative Data Journalism

2014

- Florida Public Radio Emergency Network Launches
- Creation of PATH and expansion of advising services

2015

- The Agency opens for business

2016

- The STEM Translational Communication program becomes a Center
- The Media Effects and Technology Lab opens

2017

- The College implements the CJC 2020 Strategic Plan
- STEM Center receives \$3 million grant, largest in school's history
- The Center for Public Interest Communications launches
- Dean's Leadership Council formed

2018 -20

- CJC is a top four college for three years in a row in Hearst Journalism Awards

2018

- CJC is re-accredited by ACEJMC with high praise
- GHQ experimental audio entertainment service launches

2019

- The College receives \$1.25 million for the Consortium on Trust in Media and Technology
- CJC has the most donors of any college on UF's inaugural Giving Day
- Creation of Fresh Take Florida focused on statehouse investigative journalism
- Dean McFarlin named Scripps Howard College Administrator of the Year

2020

- Inaugural Collier Prize for State Government Accountability awarded
- For second year in a row, CJC is top College during UF's Giving Day
- Office of Careers and Corporate Partnerships created
- College exceeds revised Capital Campaign goal of \$40 million
- Dean McFarlin retires
- UF names Hub Brown new dean, starting July 1, 2021

For a timeline of CJC's history visit: <https://www.jou.ufl.edu/cjc-history-062119/>.