



# PART II: **STANDARD 8** **PROFESSIONAL AND** **PUBLIC SERVICE**



# Part II: Standard 8, Professional and Public Service

## EXECUTIVE SUMMARY

The College is committed to serving local, national and international communities through research, immersion venues and the character of the College's graduates as they take on leadership positions in their organizations. CJC's mission statement emphasizes this focus:

*The University of Florida College of Journalism and Communications 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.*

Public service is explicit in posted values and guiding principles, including “serve our communities through our teaching, service, creative and research endeavors,” “strive for both local and global reach and impact through our work and by preparing students to work in a global environment,” and dedication “to teaching and embodying ethical decisions that acknowledge our social responsibilities.”

The College's commitment to public and professional service is evident in its initiatives, the activities of faculty and staff, and the commitment of CJC's alumni. Faculty and staff are very active in academic and professional conferences, sharing their insights and expertise on a range of topics. Speaker series and events like Science Journalist in Residence, Great Storytellers, Climate Communication Summit and frank expose the community and professionals to the latest insights on effective communication and its impact on critical social issues.

CJC's alumni, which now number more than 34,000 (living), are also very active in their support for the College, including serving on advisory councils, guest lecturing, mentoring and opening internship and career pipelines. The College maintains continuous communication with alumni through both print and digital platforms to keep them abreast of students, faculty and staff achievements, new developments, recent research, opportunities to give back to the College and more.

- 1. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction current and to promote the exchange of ideas. Contact may include alumni and professional involvement in advisory boards, curriculum development, guest speaking, placement, internships and fundraising. Provide advisory board members' names and contact information.**

As described later in this Standard, the College maintains regular contact with alumni through online publications and a print publication, and through one-on-one contacts from the Advancement and Alumni Relations Office and from faculty and staff.

The Dean's Leadership Council, comprised of 8–10 prominent alumni and donors, meets in the fall and spring (on campus and online) for updates on College initiatives and fundraising metrics. The Council was formed primarily to help CJC's fundraising efforts.

The College's Advertising, Journalism, Media Production, Management, and Technology and Public Relations Advisory Councils, comprised mainly of alumni, meet each semester to hear updates and provide feedback on programs and curricula and to network with students, including one-on-one meetings about career planning and job search recommendations. In 2023, the College held a Leadership Summit that brought together all advisory councils and provided an opportunity for cross-department collaboration.

A list of advisory council members is [available here](#).

CJC's Office of Careers and Corporate Partnerships (OCCP), launched in March 2020 to build employer networks, regularly communicates with alumni and other potential employers to establish career and internship pipelines, as well as to establish mentoring opportunities. This includes both in-person and virtual career fairs each semester. In 2020, the Office launched the "Gator to Gator" mentorship program, which pairs CJC alumni with graduating students, linking students to potential jobs and internships, providing career development advice and building the student's professional network. In Spring 2024, 85 students and 69 alumni participated in the program.

The OCCP distributes a monthly newsletter and connects through Zoom or phone calls with employers and hiring managers, many of whom are alumni. They receive referrals from faculty and administrators, who are regularly connecting with alumni and others in the field looking to hire, and work with alumni and advisory council members to find more opportunities for students.

The College honors alumni with several programs. CJC's Hall of Fame, its highest honor for alumni, inducts new members annually. Since its inception in 1970, 177 alumni have been honored. As part of a larger UF "Grand Guard" initiative, CJC honors alumni who graduated 50 years ago with a lunch program and tours of the College. In 2023, the College launched the Sports@CJC Ring of Honor, honoring prominent UF sports media alumni. Honorees are inducted annually at the College's annual Sports Collective Symposium.

Faculty and staff are regular speakers at professional conferences (see question 2). Since 2014, the College has had a partnership with the Online News Association to sponsor the UF Data Investigative Journalism Awards, two \$7,500 awards given to a large and medium/small news organization. In 2023, CJC expanded its professional organization partnerships by sponsoring two \$5,000 awards with the National Association of Black Journalists and the National Association of Hispanic Journalists, both recognizing the top multimedia investigative stories that, in part, shed light on wrongdoing, injustice, corruption and abuse of power affecting under-represented communities of color as a result of policies, individuals and/or corporations.

Public Relations Department faculty have been extensively involved with the Public Relations Society of America and the Public Relations Student Society of America (PRSSA) as officers and committee members. CJC students have served in various capacities on the PRSSA National Committee, including president in 2018–2019, 2019–2020 and 2020–2021, VP for Events and Fundraising for 2021–2022, VP for member services for 2022–2023, and incoming 2024–2025 national VP of professional development.

The College's CJCxNYC program, launched in 2022, expanded CJC's footprint to New York City with both week-long summer programs and semester-long programs. Students meet with alumni and other professionals working at agencies and media companies and participate in a campaign competition. The semester-long program provides internships for students with alumni and other professionals.

The College is now developing a similar program for Washington, D.C. (CJCxDC) that would establish an educational and professional presence and immerse students in a rich political and urban environment where unique opportunities exist in strategic communication, journalism and more. The program is scheduled to launch in 2025.

2. List examples of professional and public service activities undertaken by members of the faculty during the review period. Limit to five examples per faculty member. The unit has the option of providing a complete list in a separate digital file. Do not include service to the unit or institution; this information should be presented in Standard 1, Question 7.

## ADVERTISING

### *Elizabeth Calienes, Assistant Instructional Professor*

- Reviewer/Referee, ANA Multicultural Excellence Awards (2021–2024)
- Reviewer/Referee, International Communication Association Conference (2022)
- Reviewer/Referee, IDEC Conference (Interior Design Educators Council) (2020, 2021)
- Reviewer/Referee, AAA Conference (2021)
- Workshop Leader, OLA High School (2021)

### *Huan Chen, Associate Professor and Department Chair*

- Panelist, American Academy of Advertising, 2023 Graduate Student Symposium (2023)
- Editorial Review Board Member, Journal of Advertising Research (2022)
- Editor, Journal of Business Research (2022)
- Reviewer Referee, Journal of Product & Brand Management (2022)
- Committee Member, American Academy of Advertising Research Committee (2019)

### *Yang Feng, Associate Professor in Artificial Intelligence (STARTED IN 2022)*

- Committee Member, American Academy of Advertising (2024–2025)
- Panelist, National Endowment for the Humanities (2023)
- Editor, Journal of Advertising Research (2022)
- Editorial Review Board Member, International Journal of Advertising (2022)
- Committee Chair, American Academy of Advertising (2021–2023)

### *Juliana Fernandes, Assistant Professor*

- Committee Chair, American Academy of Advertising (2021–2023)
- Editorial Review Board Member, Journal of Advertising (2023)
- Reviewer/Referee, Dutch Research Council (2023)
- Committee Member, American Academy of Advertising Research Committee (2021)
- Editorial Review Board Member, Journal of Advertising Education (2021)

### *Carla Fisher, Associate Professor (DEPARTED IN 2023)*

- Committee Member, DC Health Communication Conference, 2021
- Reviewer/Referee, Health Communication (2020)
- Reviewer/Referee, Journal of Social and Personal Relationships (2020)
- Committee Member, National Communication Association, Communication & Aging Division (2020)

**Robyn Goodman, Associate Professor**

- Treasurer, American Academy of Advertising (2022–2024)
- Editorial Review Board Member, Journal of Advertising (2022)
- Reviewer/Referee, Visual Communication (2022)
- Reviewer/Referee, Journal of Advertising (2020)
- Moderator/Discussion Leader, American Academy of Advertising (2019)

**Benjamin Johnson, Associate Professor and Interim Director, STEM Translational Communication Center**

- Editor, Media Psychology (2021–2024)
- Editorial Review Board Member, Journal of Advertising (2022–Present)
- Editorial Review Board Member, Journal of Media Psychology (2021–Present)
- Officer, AEJMC Communication Theory and Methodology Division (2018–2022)
- Special Issue Editor, Psychology of Popular Media (2020–2021)

**Santiago Kember, Lecturer (STARTED FULL TIME IN 2022)**

- Committee Chair, Hispanic Marketing Council (2023)

**Won-Ki Moon, Assistant Professor (STARTED IN 2022)**

- Editorial Review Board Member: Journal of Interactive Advertising (2023–current)
- Board of Directors, Korean Association of Advertising and Public Relations (2022)
- Board of Directors, Korean American Communication Association (2022–2025))
- Committee Member, Korean American Communication Association (2021–2023)
- Moderator/Discussion Leader, AEJMC (2022)

**Cynthia Morton, Professor**

- Board of Advisors, American Academy of Advertising (2022)
- Editorial Review Board Member, Journal of Advertising Education (2022)
- Committee Member, American Academy of Advertising Publications Committee (2022)
- Editorial Review Board Member, Journal of Current Issues and Research in Advertising (2021)
- Moderator/Discussion Leader, American Academy of Advertising Conference (2021)

**Yuan Sun, Assistant Professor (STARTED IN 2023)**

- Reviewer/Referee, Journal of Advertising Research (2024)
- Reviewer/Referee, Social Media and Society (2024)
- Reviewer/Referee, Journal of Business Research (2024)
- Reviewer/Referee, Computers in Human Behavior (2024)
- Reviewer/Referee, Chinese Journal of Communication (2023)



**Debbie Treise, Professor (DEPARTED IN 2023)**

- Executive Director, American Academy of Advertising (2020–Present)
- Board of Advisors, American Academy of Advertising (2019–2024)
- Associate Editor, Journal of Advertising (2019–2022)
- Program Organizer, American Academy of Advertising (2022)
- Program Reviewer, Southern Methodist University (2019)

**Jinping Wang, Assistant Professor (STARTED IN 2023)**

- Reviewer/Referee, Culture, Medicine, and Psychiatry (2024)
- Reviewer/Referee, Health Communication (2024)
- Reviewer/Referee, Scientific Reports (2024)
- Reviewer/Referee, Social Media + Society (2024)
- Reviewer/Referee, Communication Reports (2023)

**Michael Weigold, Professor**

- Editorial Review Board Member, Journal of Advertising (2021)

**Dan Windels, Lecturer**

- President, American Advertising Federation (2021– Present)
- Committee Member, American Advertising Federation National Education Executive Council (2022)

**Kasey Windels, Associate Professor**

- Reviewer/Referee, Women’s Studies International Forum (2024)
- Reviewer/Referee, International Journal of Advertising (2024)
- Editorial Review Board Member, Journal of Current Issues and Research in Advertising (2023)
- Committee Member, American Academy of Advertising Research Committee (2022)
- Associate Editor, Journal of Advertising (2021)

**JOURNALISM****Moni Basu, Michael and Linda Connelly Lecturer in Narrative Nonfiction (DEPARTED IN 2022)**

- Board of Advisors, Asian American Journalists Association (2021)
- Committee Member, Society of Professional Journalists (2021)
- Editorial Review Board Member, CASE Circle of Excellence (2019)

**Ted Bridis, Michael and Linda Connelly Senior Lecturer in Investigative Reporting**

- Judge, Syracuse University Toner Prize for Excellence in Political Reporting (2018–2019), (2021–2022)

***Clay Calvert, Brechner Eminent Scholar in Mass Communications (DEPARTED IN 2022)***

- Editorial Review Board Member, Communication Law & Policy (2022)
- Editorial Review Board Member, Journal of Free Speech Law (2021)
- Advisor, American Law Institute (2019)

***John Freeman, Associate Professor (DEPARTED IN 2024)***

- Reviewer/Referee, AEJMC Viscom Division (2022)
- Editorial Review Board Member, Visual Communication Quarterly (2022, 2021, 2019)
- Judge, National Press Photographers Association (2020)
- Reviewer/Referee, AEJMC Viscom Division Best of the Web (2021)

***Rachel Grant, Assistant Professor***

- Secretary, International Communication Association Communication History Division (2023)
- Event Chair, American Cancer Society Relay for Life (Little Rock, Arkansas) (2014–Present)

***Joanna Hernandez, Lecturer***

- Board of Directors, Journalism & Women Symposium (2021–Present)

***Harrison Hove, Senior Lecturer and Associate Chair***

- Reviewer/Referee, Edward R. Murrow Awards (2024)
- Chair/Senior News Judge, Broadcast Education Association Festival of Media Arts News Division competitions (2023)
- Chairperson, AEJMC LGBTQ Interest Group (2022–2023)
- Chairperson, AEJMC Broadcast and Mobile Journalism Division (2021–2022)
- Board of Directors, Florida Association of Broadcast Journalists (2020)

***Mindy McAdams, Professor and Knight Chair, Journalism Technologies and the Democratic Process***

- Panelist, AEJMC Professional Freedom and Responsibility (2021)
- Moderator/Discussion Leader, Computation + Journalism Symposium (2019)
- Presenter, Florida Press Foundation Program (2019)

***Seungahn Nah, Professor and Dianne Snedaker Chair in Media Trust (STARTED IN 2023)***

- Special Issue Editor on Gen AI, Human–Machine Communication (2024)
- Committee Chair, IC2S2 2024: 10th International Conference on Computational Social Science (2024)
- Editorial Review Board Member, New Media & Society (2022–Present)
- Editorial Review Board Member
- Reviewer/Referee, Journalism and Mass Communication Quarterly (2016–Present)
- Program Organizer, Artificial Intelligence Research (AIR) Group Research Talk Series (2023)

***Ted Spiker, Professor and Chair***

- Reviewer/Referee, 3MT Competition
- Reviewer/Referee, Florida Scholastic Press Association journalism contest (2022)
- Webmaster, AEJMC Magazine Media Division (2019–2021)
- Reviewer/Referee, Delaware Press Association state media contest (2016–2020)
- Chairperson, AEJMC Magazine Media Division (2018–2019)

***Bernell Tripp, Associate Professor***

- Administrator/Cancer Patient Advocate, North Florida Regional Medical Center Breast Cancer Support Group (2021)
- Volunteer, Masks for Gainesville Police Department (2020–2021)
- Board of Advisors, American Journalism Historians Association (2020)
- Reviewer/Referee, Joint Journalism and Communication Historians' Conference (2020)
- Editorial Review Board Member, Southeastern Review of Journalism History (2019)

***Maria Celeste Wagner, Assistant Professor (STARTED IN 2022 AND DEPARTED IN 2024)***

- Reviewer/Referee, International Communication Association Global Communication and Social Change Division Best Book Award (2024)
- Editorial Review Board Member, Digital Journalism (2023)
- Board of Advisors, University of Pennsylvania Center for Advanced Research in Global Communication (2020–2024)

***Kim Walsh-Childers, Professor***

- Chair, Alachua County League of Women Voters Health Care Committee (2023)
- Reviewer/Referee, Science Communication (2021)
- Reviewer/Referee, Routledge Publishing (2021)
- Reviewer/Referee, Kansas University William Allen White School of Journalism & Mass Communication (2021)
- Reviewer/Referee, Palgrave Publishing (2020)

***Wayne Wanta, Professor (DEPARTED IN 2023)***

- Reviewer/Referee, University of South Alabama Tenure and Promotion review (2019)
- Reviewer/Referee, University of Missouri Tenure and Promotion review (2019)
- Reviewer/Referee, Boston University Tenure and Promotion review (2019)
- Reviewer/Referee, University of Louisiana Lafayette third-year review (2019)
- Judge, Communication University of China International Short Video Competition (2019)



## **MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY** *(formerly Telecommunication)*

### **Sylvia Chan-Olmsted, Professor**

- Task Force Member, AEJMC Presidential Task Force on Careers (2019)
- Editor, International Journal on Media Management (2019)
- Editor, Journal of Global Sports Management (2019)
- Editorial Review Board Member, International Journal of Media Management (2019)
- Vice President, World Media Economics Conference (2019)

### **Roxane Coche, Associate Professor and Chair**

- Editorial Review Board Member, Sociology of Sport Journal (2024)
- Secretary and Awards Chair, AEJMC Commission on the Status of Women (2023–Present)
- Research Chair, Broadcast Education Association International Division (2023–Present)
- Editorial Review Board Member, International Journal of Sport Communication (2019)
- Secretary, International Association for Communication and Sport (2021)

### **Amy Jo Coffey, Associate Professor (DEPARTED IN 2024)**

- Editorial Review Board Member, Journal of Media Economics (2024)
- Reviewer/Referee, European Media Management Association Conference (2023)
- Reviewer/Referee, International Journal on Media Management (2022)
- Reviewer/Referee, Journal of Broadcasting & Electronic Media (2022)
- Board of Directors/Committee Chair, AEJMC Standing Committee on Research (2019–2020)

### **Eric Esterline, Senior Lecturer in Sports Media and Communication, Director of the Sports Journalism and Communication program**

- Senior Chair, Broadcast Education Association Sports Division Awards (2019–2023)

### **Yu-Hao Lee, Associate Professor and Research Director, Center for Public Interest Communications**

- Editorial Review Board Member, Frontiers in Psychology – Media Psychology (2022–present)
- Editorial Review Board Member, Journal of Media Psychology (2021–present)
- Reviewer/Referee, Journal of Computer–Mediated Communication (2014–present)
- Reviewer/Referee, Psychology of Popular Media (2021–present)
- Committee Member, International Communication Association Game Studies Division (2021)

### **Michael Leslie, Associate Professor**

- Reviewer/Referee, Routledge Publishing (2020)

### **Jasmine McNealy, Associate Professor**

- Committee Member, ICA Political Statement Taskforce (2021–2023)
- Editorial Review Board Member, Communication Law & Policy (2020–Present)
- Co-chairperson, ICA IDEA Standing Committee (2020–2023)

- Editorial Review Board Member, Misinformation Review (2019–Present)
- Chairperson, ICA Communication Law & Policy Division (2021)

#### **Churchill Roberts, Professor (DEPARTED IN 2024)**

- Reviewer/Referee, University of Kansas faculty member promotion portfolio (2023)
- Reviewer/Referee, Bloomsbury Publishers (2020)
- Reviewer/Referee, University of Oregon endowed chair candidate (2020)
- Reviewer/Referee, Mass Communication and Society (2019)

#### **Andy Selepak, Instructional Assistant Professor**

- Committee Member, Student Community Relations Advisory Board (2021–2022)
- Guest Speaker, Florida Public Relations Association Volusia/Flagler Chapter (2022)
- Guest Speaker, Florida House of Representatives Commerce Committee (2021)
- Guest Speaker, Palm Beach County Library Association (2021)
- Guest Speaker, Ole Miss School of Journalism and New Media (2020)

#### **Jieun Shin, Assistant Professor**

- Workshop Organizer, Summer Institute in Computational Social Science Florida (2024)
- Editorial Review Board Member, Journal of Communication (2023)
- Officer, AEJMC Communication Technology Division (2023)
- Reviewer/Referee, Journal of Computer Mediated Communication (2023)
- Board of Advisors, QS Rankings Advisory Board (2023)

#### **Tim Sorel, Professor**

- Moderator/Discussion Leader, Broadcast Education Association (2019)

#### **Houston Wells, Senior Lecturer**

- Board of Directors/Member, Prairie Creek Conservation Cemetery (2020–2023)
- Organizer, BEA Festival of Media Arts Music Video Awards category (2020, 2022, 2023)
- Program Organizer, NAB/BEA Media Motion Ball (2019, 2020, 2023)
- Judge, BEA Festival of Media Arts National Student Filmmaking Competition (2019)

#### **Kun Xu, Assistant Professor in Emerging Media**

- Program Organizer, International Communication Association HMC Interest Group 2nd Annual “International Meet the Lab” event (2024)
- Reviewer/Referee, International Journal of Social Robotics (2024)
- Officer, International Liaison, International Communication Association Human–Machine Communication Interest Group (2023)
- Reviewer/Referee, Journal of Human–Machine Communication (2023)
- Reviewer/Referee, Environmental Communication (2023)

**Iman Zawahry, Lecturer**

- Judge, BEA Festival of Media Arts National Student Filmmaking Competition (2020)
- Board Member, Celebrate Women 2020 (2020)

**PUBLIC RELATIONS****Natalie Asorey, Lecturer and Associate Director, The Agency**

- Chair, Hispanic Public Relations Association Board of Directors, Mentorship and Student Programs Chair (2023–Present)
- Committee Member, Hispanic Public Relations Association ¡BRAVO! Awards (2022)
- Volunteer, Kyan’s Kause Swimming Foundation (2019)

**Angela Bradbery, Clinical Professor and Karel Endowed Chair in Public Interest Communications**

- Reviewer/Referee, Oxford Bibliographies/Oxford University Press (2022, 2023)
- Advisor, AEJMC Public Relations Division “Give Back” day of service (2023)
- Reviewer/Referee, National Communication Association Conference proposals (2023)
- Reviewer/Referee, Routledge/Taylor & Francis Group (2022)
- Committee Chair, Public Interest Communications Curriculum Development Group (2021)

**Haoran Chris Chu, Assistant Professor (STARTED IN 2021)**

- Editorial Review Board Member, Science Communication (2024)
- Reviewer/Referee, Communication Research (2024)
- Guest Editor, Journal of Communication Management (2022)
- Reviewer/Referee, Journal of Environmental Studies and Sciences (2022)
- Editorial Review Board Member, Environmental Communication (2021)

**Marcia DiStaso, Professor, Associate Dean for Research and Interim Associate Dean for Graduate Studies**

- Trustee, Institute for Public Relations (2015–present)
- Board of Advisors, Ragan Communications (2021–present)
- Board of Advisors, RepTrack (2021, 2022)
- Board of Directors, Global Alliance (2019–2020)
- Editorial Board Member, Journal of Public Relations Research (2014–present)

**Rebecca Frazer, Assistant Professor (STARTED IN 2023)**

- Editorial Review Board Member, Journal of Media Psychology (2024)
- Editorial Review Board Member, Media Psychology (2024)
- Reviewer/Referee, AEJMC Annual Convention (2024)
- Reviewer/Referee, Communication Research (2023)

**Jay Hmielowski, Associate Professor**

- Editorial Review Board Member, Environmental Communication (2024)
- Editorial Review Board Member, Human Communication Research (2023)
- Reviewer/Referee, Social Science Quarterly (2021)
- Associate Editor, Mass Communication and Society (2021–2024)
- Editorial Review Board Member, The Social Science Journal (2019–2024)

**Myiah Hutchens, Associate Professor and Chair**

- Reviewer/Referee, Computers and Human Behavior (2022)
- Reviewer/Referee, Human Communication Research (2022)
- Reviewer/Referee, Social Media & Society (2022)
- Reviewer/Referee, International Journal of Communication (2021)
- Editorial Review Board Member, Communication Research (2020)

**Rita Men, Professor and Director, Internal Communication Research**

- Board of Advisors, Developmental Evaluation of UNICEF'S Internal Communication and Staff Engagement (2023)
- Board of Advisors, Global Listening Center (2023)
- Committee Member, Thesis Committee Member, Chinese University of Hong Kong (2022)
- Editorial Review Board Member, International Journal of Strategic Communication (2021)
- Editor, Journal of Communication Management (2021)

**Mickey Nall, Senior Lecturer and Professional-In-Residence**

- Committee Member, Public Relations Society of America National Nominating Committee (2022)
- International Judge, Public Relations Student Society of America J. Carroll Bateman Competition (2021, 2022)
- Committee Member, Public Relations Society of America – 75th Anniversary Committee (2021–2022)
- Board of Directors, Communities in Schools of Georgia (2019)

3. Summarize the professional and public service activities undertaken by the unit. Include short courses, continuing education, institutes, press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.

## PUBLIC SERVICE

The College has provided news and information to the 19-county North Central Florida community since 1958. News, weather and sports is produced by professionals and by students through a state-of-the-art newsroom and distributed across seven broadcast properties and companion digital sites, including local PBS (WUFT-TV), NPR (WUFT-FM) and ESPN (WRUF AM/FM) affiliates. The College's radio stations have broad coverage in the North Central Florida region. According to the fall 2023 Nielsen Audio Metro ratings (Alachua, Marion, Levy and Gilchrist Counties).

- **WUFT-FM**, an NPR-affiliated news/talk station, has been ranked in the top five consistently with adults 35 and older. In Alachua County, WUFT-FM was ranked No. 1 in multiple demographics including persons 12-plus, 25-plus and 35-plus.
- **WUFT CLASSIC**, a classical music and arts FM station, achieved its highest rankings in two years. WUFT Classic ranked in the top 10 with persons 35-plus and top 6 with persons 55-plus.
- **103.7 THE GATOR**, a commercial country music FM station, was ranked third with persons 12-plus and 25-54. The station is also the highest rated station with women 18-49.
- **WRUF-AM**, an ESPN affiliated sports station, provides the most play-by-play coverage of the Gators in the nation. The station, one of the oldest in Florida, is the highest rated station in Alachua County with men 35-64.
- **GHQ-FM**, a Top-40 station powered by students, ranks in the top 10 with young adults in Alachua County. Through the FM signal and Futuri-powered mobile app, GHQ listeners can get a flavor of Gator campus life wherever they go.

WUFT-FM regularly runs public service announcements for North Florida community. In 2023, the public media station ran a total of 937 30-second PSA messages and 2,407 15-second PSAs, a typical annual amount.

Community events sponsored by our public media stations include:

- **EDUCATION OUTREACH:** Read for the Record program and literacy activity at local elementary schools
- **BEST FRIENDS FOR LIFE BOOK BUDDY:** Providing elementary school children with books based on PBS children's shows. The program was extended to include children receiving in-patient or out-patient treatment at UF Health Shands Hospital cancer infusion unit.
- **ARTISTRY IN MOTION:** An even featuring local artists
- **PBS KIDS ZONE:** Events and information during the stations' annual "Fanfare and Fireworks" celebration on July 3.

CJC students produce a weekday local news program called "First at Five," regular news updates on public media stations, and weather and sports on WRUF-TV, the local all-news channel. Staff and students also produce a weekday news round-up e-mail newsletter distributed to local subscribers.

In addition to breaking news, students regularly produce special projects of interest to the community, including:

- **WATERSHED** (winner of the 2023 Online News Association Student Journalism Award), which pursued the question of whether water quality is worsening today, 50 years after the passage of the Clean Water Act and the Florida Water Resources Act.
- **Unintended**, a series of articles that explored the consequences of unintended shootings in Florida.
- **Small-Town Democracy in Alachua County**, a series exploring why small towns and cities had canceled five of seven elections to choose municipal leaders.

- For the [Decolonizing the Curriculum](#) podcast series, WUFT worked with high schools in Alachua County throughout 2022 to produce elements for “Broadcasting Hope” and the “Decolonizing the Curriculum” project.

In 2019, the College launched Fresh Take Florida, a student news service producing top-caliber investigative and political content focusing on Florida’s state government, including the Legislature, and other issues of statewide, regional or national interest. Each semester, students travel regularly to the state capital for interviews and to monitor legislation, committee hearings, floor votes and other action. Stories are written by student journalists under the direction of CJC faculty and staff. Stories, photos, video and audio packages, graphics, and data visualizations are distributed directly to Florida’s largest news organizations and more broadly under distribution agreements with The Associated Press, CNN, the Florida Public Radio Network, Gatehouse/Gannett, Tribune Media Company, McClatchy Co. and TEGNA.

Non-journalism students also contribute to the community by producing pro bono campaigns in the College’s capstone campaign classes. Most recently, Advertising students have produced campaigns for the Humane Society in Columbia, Missouri, and the Honey Baked Ham Company in Gainesville. Public Relations students have created pro bono campaigns for organizations that include the Sea Turtle Conservancy, Florida Springs Council, Life Unplastic and Roots Plant Studio.

The College’s Bateman Case Study Competition Teams have created campaigns for clients participating in the prestigious Public Relations Student Society of America competition. The team won first place in 2024 with a campaign for Culturs, a global multicultural magazine. The team also won first place in 2023 with a campaign for the News Literacy Project. Past clients have included the Lymphoma Research Foundation, U.S. Census Bureau and Student Veterans of America.

The College’s Media Services unit produces several programs for the North Florida Community including:

- **WUFT’S GREATER GOOD:** A half-hour shows that highlight non-profits across our area, from arts organizations and animal rescues to social service providers and environmental conservation groups
- **WUFT AMPLIFIED:** A half-hour episode that features local musicians and bands who perform in the College’s studios.
- **ARTISTRY IN MOTION:** Produced every spring, is an initiative highlighting local painters, sculptors, performers and creators.
- **KNIGHT TALKS:** A half-hour interview/talk show where CJC students interview established professionals in varying media fields.
- **ANTIQUES APPRAISAL DAY:** A new program debuting in fall 2024, which is a local version of Antiques Roadshow.

In the past year, Media Services invited to the College Eastside High School, located in an underrepresented community, and Aces in Motion, a sports-based after-school youth development program for middle and high school students, for short programs where students participate in filming guest speakers.

Since 2019, the College and its students have been honored for their news and information coverage with more than 400 state, regional and national awards. The College placed second nationally in the prestigious Hearst Journalism Awards Intercollegiate Competition for four years in a row between 2020–2021 and 2023–2024. In 2023–2024, CJC won second place in Writing (including first place in the Explanatory Writing competition and first in the Personality/Profile competition), third place in Audio, fourth place in Television and fourth place in Multimedia. Providing high-quality news coverage to the College’s listening area is a cornerstone of the College’s service efforts.

In 2014, the College received approval and funding from the Florida Legislature to develop the Florida Public Radio Emergency Network (FPREN). Division of Media Properties staff and students feed stories and weather information to public and commercial radio stations, reaching 20 million Florida residents during times of emergency. In addition to broadcast radio, FPREN reaches residents through the Florida Storms app. The app provides up-to-date storm information and tracking, real-time evacuation and shelter information and a live stream of the closest Florida public radio station geo-targeted to the user’s location.



The value of this service has been proven during hurricanes Michael, Ian and Idalia, when students produced content that was both hyperlocal to the Gainesville–Ocala market and to a statewide audience.

WUFT-FM produces a number of programs in collaboration with other UF colleges on topics of public interest, including:

- **ANIMAL AIRWAVES:** A one-minute module produced in cooperation with UF's College of Veterinary Medicine focusing on animal and human health issues and topics. The module airs throughout the state of Florida, in Pennsylvania and on the Armed Forces Radio Network.
- **HEALTH IN A HEARTBEAT:** A daily two-minute module produced in cooperation with UF Health highlighting medical information and research studies for the general public. The module airs on 60 stations across the country and on the Armed Forces Radio Network.
- **TELL ME ABOUT IT:** A weekly audio storytelling series focusing on non-profit organizations and events as well as research projects by University of Florida faculty and staff.
- **TINY TECH RADIO:** A series of radio modules focusing on the science and engineering of the very small. Each module features an aspect of different nanoscale objects.
- **UF AI MINUTE:** A weekly one-minute broadcast featuring research developments in artificial intelligence at the University of Florida, as well as explanations of AI terminology.
- **MARINE SCIENCE MINUTE:** A weekly broadcast delivering informative segments that help the listener understand their connection to Florida's coastal resources.

WUFT-FM/WJUF-FM are also actively involved in community activities:

- **ANNIVERSARY POSTER SIGNING:** An annual event showcasing the broadcast anniversary poster. The artwork is donated by local artists and a poster print is produced as a premium gift available during the fall membership campaign. The posters feature a variety of artistic styles and often highlight the beauty of North Central Florida. The poster signing is held in a local museum and is open to all members.
- **FANFARES & FIREWORKS:** The annual Independence Day Eve celebration for the Gainesville and Alachua County community hosted by the Division of Media Properties. Since 1989, the event has been one of the biggest non-sports events in this area, attracting between 10,000 and 15,000 people on the UF campus. Local artists perform at the UF Bandshell, culminating in a gala performance by the Gainesville Community Band followed by fireworks.

WUFT-TV provides a variety of educational outreach programs:

- The **WUFT-TV 5.1** schedule features an emphasis on children's educational programming during the day and news, information and entertainment programming during prime-time and overnight. WUFT-TV, along with other Florida public television stations, continues to focus on children's educational programming to help children get ready to learn and ready to read. The WUFT Best Friends program offers books and educational videos to children at Shands Children's Hospital's Immune Compromised Unit. Collaborating with the Florida Department of Education, WUFT-TV participates in the annual "Read for the Record" event, which includes corresponding programs and activities in local elementary schools. WUFT-TV continues to work with community and volunteer groups to disseminate information to viewers of all ages. WUFT is actively engaged with the education community and promotes [pbslearningmedia.org](https://pbslearningmedia.org) to educators throughout the viewing area.
- **WUFT-TV, 5.2 - CREATE:** The Create network, from American Public Television, features "how-to" programs from PBS and other independent program providers. The programs include cooking, gardening, travel, crafts and other instructional episodes.
- **WUFT-TV, 5.3 - THE FLORIDA CHANNEL:** As a member of the Florida Public Broadcasting Service (FPBS), WUFT-TV broadcasts The Florida Channel, which provides updates on the Florida Legislative session and other legislative topics throughout the year.

The College organizes speaker series that bring prominent industry experts to campus to meet with students and to present to the public on topics of interest. Series include:

**Science Journalist in Residence** program, organized in conjunction with several UF colleges, brings science writers to campus to discuss the craft of science writing. Recent guests have included:

- Helena Bottemiller Evich, the founder and editor-in-chief of Food Fix, an in-depth publication about food policy in Washington and beyond.
- Drew Harwell, technology reporter for The Washington Post, shared insights on the development and rollout of AI.
- Dr. Ainissa Ramirez, a science communicator and science storyteller, discussed her award-winning book “The Alchemy of Us: How Humans and Matter Transformed One Another.”
- Sam Kean, best-selling author of six books, discussed his latest book, “The Icepick Surgeon: Murder, Fraud, Sabotage, Piracy, and Other Dastardly Deeds Perpetrated in the Name of Science.”
- Carl Zimmer, science columnist with The New York Times, shared insights on the progression of the COVID-19 virus and the impact of the pandemic.
- Jenny Staletovich, environment reporter at WLRN in Miami and a Florida journalist for 20 years, including covering the environment, climate change and hurricanes, discussed communicating climate change, uncertainty, and the future of Florida.
- Francie Diep, staff writer at The Chronicle for Higher Education who focuses on accountability reporting in science and health and the intersections in science, culture and policy, talked about reporting on science in the Trump era and beyond.

**Great Storytellers** is a series that features prominent communicators discussing their craft. The series is open to the general public. Recent speakers have included:

- McKenzie Barney, Emmy-award winning director and producer
- Essdras Suarez, two-time Pulitzer Prize-winning photographer
- Carl Hiaasen, award-winning journalist, columnist and best-selling author
- Brett Berish, president and CEO of Sovereign Brands
- Leonard Downie, former Washington Post executive editor
- Women and the Art of Film: During the pandemic, the College held several Zoom events with prominent and diverse women in film, including Lena Kahn, Jesi Rojas, Li Lu and Chloe Weaver
- Jacqueline Olive, award-winning documentarian
- Scott Sanders, Emmy, Grammy and Tony Award-winning producer

The **Climate Communications Summit** brings together journalists and scientists to share insights on climate change and how to effectively communicate its impact. Each year focuses on a different theme. CJC has also offered workshops to working reporters and students on climate reporting, in conjunction with the summit. Recent speakers have included:

- Dr. Amy Clement, University of Miami marine scientist
- Dr. J. Marshall Shepherd, University of Georgia atmospheric scientist
- Alex Harris, lead climate reporter for the Miami Herald
- Melissa Aronczyk, associate professor at Rutgers University and co-author of “A Strategic Nature: Public Relations and the Politics of Environmentalism”
- Dr. Ed Maibach, distinguished professor and director of George Mason’s Center for Climate Change Communication
- Dr. Faith Kearns, a scientist and science communication practitioner who writes about water, wildfire, climate change, and people

- Frank is an annual national gathering organized by the College's Center for Public Interest Communications for public interest communicators and social movement builders. The event has been offered 10 times since 2014 and was on hiatus in 2024. The gathering features prominent communication professionals and social activists, including:
- Bennett Callaghan, a social psychologist who researches inequality's influence on politics and public opinion
- Brandi Collins-Dexter, associate director of research at the Technology and Social Change Project at Harvard
- Nicole Bronzan, vice president of communications and content at the Council on Foundations
- Rick Serdiuk, co-founder and Creative Director of Banda, a ground-breaking Ukrainian creative agency
- Rodrigo Dorfman, a Latino Chilean award-winning writer, filmmaker and multimedia producer known for his work documenting the Great Latino Migration to the American South
- Kamal Sinclair, executive director of the Guild of Future Architects and artist at Sinclair Futures
- Shankar Vidantram, host of NPR's Hidden Brain
- Liz Winstead, co-creator and former head writer of The Daily Show and co-founder of Air America Radio

The College also provides public service through its centers and programs.

The **Joseph L. Brechner Freedom of Information Project**, founded in 1977, has been committed to equipping people, through research and education, with the tools they need to acquire government records, identify threats to transparency, implement solutions to improve laws and practices, and increase support for freedom of information. In 2023, responsibility for the leadership of Sunshine Week, which highlights the importance of open government and the dangers of excessive and unnecessary secrecy, was transferred to the FOI Project and the Knight Foundation provided a grant to support the expansion of the initiative.

The **Marion B. Brechner First Amendment Project** is a non-profit, non-partisan organization dedicated to current and contemporary issues affecting the First Amendment freedoms of speech, press, thought, assembly and petition. The Project addresses these issues in multiple ways, including by filing legal briefs in court cases, publishing op-ed commentaries in mainstream newspapers, presenting speeches and papers at conferences and symposia across the country, providing commentary to news organizations and media outlets and testifying before legislative bodies regarding bills affecting First Amendment rights.

The **STEM Translational Communication Center** strives to improve human health and environmental quality by making scientific research more accessible, understandable and usable. The Center creates strategic partnerships among university researchers, community members, the healthcare industry and the environmental sector around evidence-based communication to improve the messages, techniques, and strategies in science, environment, and health literacy, enhancing knowledge engagement, and behavioral change.

The **Center for Public Interest Communications** provides research and training on effective communications to impact positive social change. Over the past several years, it has worked with the United Nations and other non-profit organizations on a variety of projects, including:

- Creating a science-driven guide on building vaccine confidence for the United Nations
- Providing communications strategy and support to the UN Agency on Refugees Innovation Service and advising on a public interest communications approach
- Providing training and support for UN Agency on Refugees in North Macedonia
- Supporting the International Labour Organization's Knowledge Mobilisation and Storytelling initiative
- Partnering with The Agency, CJC's strategic communication agency, in collaboration with City of Gainesville to produce a campaign encouraging college students to wear masks while in bars
- Providing research support to the Bill & Melinda Gates Foundation's efforts to increase support for investments in global health (working with their London-based team)

- Sharing research insights with the Bill & Melinda Gates Foundation's Berlin team
- Visiting University of Canterbury and meeting with Māori leaders in Christchurch, New Zealand

## PROFESSIONAL SERVICE

The College has a long tradition of service to both the academic and professional communities.

Our faculty are very active in the academic community, joining and serving on boards and committees of major academic associations, participating on accreditation committees, serving on editorial boards and as reviewers for academic journals (including the Journal of Advertising Research, Journalism and Mass Communication Quarterly, International Journal of Media Management, Journal of Media Psychology and International Journal of Strategic Communication), participating in workshops and panel discussions, guest lecturing at international academic institutions, mentoring colleagues and more. The College has been one of the leading institutions in the sharing of research findings at major conferences, including the Association for Education in Journalism and Mass Communication, the International Communication Association, and the American Academy of Advertising.

Applied research from faculty provides insights to industry professionals navigating a rapidly changing media environment. The “Research and Insights” section of the College’s website, along with a companion newsletter sent to 20,000 alumni and more than 3,000 professionals, provides summaries of academic research, written for non-academic audiences. The research covers a wide range of communication-related topics, including AI, communication and technology, health and science, social change and trust. Recent research of value to the professional community includes:

- Can Virtual Humans Combat Climate Change Misinformation?
- How Audiences Perceive Gender Presentations by Virtual Influencers
- The Art of Persuasion: Decoding the Perfect AI-Powered Digital Ad
- The Like Economy: How Social Media Reshapes News Priorities
- How to Build a Trustworthy Robot
- Examining Different Viewer Engagement Patterns for Social Capital on Streaming Communities
- When It Comes to Communicating Sea-Level Rise, Hope Wins
- This Untapped Tool Could Help Boost Vaccination Rates
- How Partisanship and Political Fandom Affect the Spread of Misinformation

Several faculty members’ expertise and research has been featured in [The Conversation](#), a non-profit news site that provides an academic perspective on current events and trending topics. Topics that faculty have written about include “Appeals court rules against Trump blocking critics on Twitter,” “Foundations are using so many confusing words that few people can figure out what they’re doing,” “Half of unvaccinated workers say they’d rather quit than get a shot – but real-world data suggest few are following through,” “Coronavirus vaccines: Health experts identify ways to build public trust,” “What is doxxing, and why is it so scary?,” “Workers like it when their employers talk about diversity and inclusion,” and “When MSNBC or Fox News airs in public places, how do people react?”

Faculty and staff have been quoted in media articles or appeared in media interviews more than 800 times since Jan. 1, 2020. Faculty expertise has been tapped in articles from national news organizations, including a story on movie spoilers in the Financial Times, how employers are training employees to be influencers in Forbes, how management should respond to unionizing workers in Fortune, Florida’s “Don’t Say Gay” bill on NBC News, colleges rescinding admissions offers because of racist social media posts in The New York Times, how America’s culture war is extending into medicine in The Economist, and travelers’ worries about facial recognition technology in The Washington Post.

Since 2019, the Center for Trust in Media and Technology (CTMT) has been exploring ways to identify and combat the spread of misinformation and disinformation. In 2024, it launched Authentically, an AI-powered tool that helps communicators assess in real-time whether their word choices and language framing are unbiased and assist them in making choices that lower barriers to information trust. The tool will be made available to news organizations and other media companies.

CTMT Research Director Seungahn Nah and colleagues, in Spring 2024, launched [MyMiamiNews.org](https://mymiami.news.org), an AI-empowered, non-profit news platform that is citizen and community focused. The research team is conducting an experimental community-intervention study with students from Florida International University to test how the AI news platform works in terms of leveraging the level of trust in human-generated and AI-generated news content and how the level of trust in news leads to civic engagement.

The College also serves journalism communities by sponsoring national awards. Since 2020, the annual Collier Prize for State Government Accountability has offered a \$25,000 prize to news organizations that have produced excellent state-level government and political investigative journalism. The goal is to help incentivize increased coverage of state-level government. The prize is funded by local developer Nathan Collier, who in 2024 established an \$8 million endowment to fund the prize in perpetuity, hire a full-time director, and create an annual local news symposium.

As mentioned earlier, CJC sponsors the Online News Association's UF Data Investigative Journalism Award, honoring excellence in data journalism. The College for the past three years has also sponsored a session at the ONA annual conference to drill deeper into data investigative journalism. In 2023, CJC expanded the awards program to the National Association of Black Journalists and the National Association of Hispanic Journalists to award coverage of their respective communities. These awards are funded through the estate of the late Lorraine Dingman.

Since 1995, the College has headquartered the Institute for Public Relations, an organization whose mission is to "expand and document the intellectual foundations of public relations and to make this knowledge available and useful to all practitioners, educators, and researchers, as well as the corporate and institutional clients they serve."

The College is also committed to advancing thought leadership in communication fields. The **Becoming a Woman of Influence** series, which debuted in 2015, exposes CJC students and faculty to successful alumnae who share insights on navigating the professional world. The annual **Sports Collective Symposium**, which debuted in 2023, brings prominent sports media professionals to campus to discuss the future of sports and sports communication. As part of UF's **Climate Communication Summit** series, the College organizes periodic workshops for journalists on how to write about climate change.

In addition to academic conferences, faculty and staff regularly present at professional conferences to share their expertise and insights. Examples of conferences and workshops that faculty and staff recently have presented at include:

- PRSSA 2021 Sunshine State District Conference
- American Enterprise Institute special event
- International Symposium on Water Sustainability 2022
- Entertainment and Sports Law Society Spring 2022 Symposium
- First Amendment Law Review Symposium: Election Speech and the First Amendment
- 2023 World Media Economics and Management Conference
- 32nd annual Ethnographic and Qualitative Research Conference
- Society for Risk Analysis Annual Meeting
- ESJ Paris Conference Hebdomadaire
- IACS Summit on Communication and Sport

- Ragan’s Social Media Conference
- Kuala Lumpur International Public Relations Conference
- 9th International Symposium on Security and Privacy in Social Networks and Big Data
- The Leukemia & Lymphoma Society (LLS) – Annual Meeting
- City-County Communications & Marketing Association annual conference
- Ivan L. Preston Research Symposium, University of Wisconsin–Madison
- Human Sciences Research Council, Pretoria, South Africa
- International Conference on Intercultural Communication
- Society for the Social Study of Science
- Berkeley Tech Law Symposium
- Data Protection World Forum
- Immersive Learning Research Network Conference

In Fall 2024, the College launched the first in a series of professional and workforce development programs — non-degree and non-credit-earning courses that are open to the public. At the completion of each course, individuals are awarded a digital badge from [Credly](#) that they can share with their professional networks. The first course is titled “[Leadership Essentials for Communications Professionals](#).”

**4. Describe the unit’s methods for communicating with alumni, such as newsletters or other publications. Provide the web link(s) for communication during the previous academic year or provide print copies in the workroom.**

The College maintains regular contact with alumni, professionals and friends through its monthly e-mail newsletter *CommuniGator*, which provides recent news; alumni, student, faculty and staff profiles; major developments and achievements from the College; and the *Research and Insights* e-mail newsletter, which contains links to four or five research summaries each month. Both newsletters are sent to more than 20,000 alumni each month.

Click below to view archives of these publications.

[CommuniGator Archives](#)

[Research and Insights Archives](#)

Since 2017, the College has produced a print and digital version of the annual Dean’s Report, which is mailed to 5,000 alumni and made available online to everyone else. The Dean’s Report features highlights from the previous year; updates on major initiatives; profiles of students, faculty, staff and alumni; a roundup of awards and honors; financial information; etc. In 2024, CJC launched the first web-based version of the Dean’s Report with additional multimedia content, along with the print edition.

[Dean’s Report Archives](#)

[2024 Dean’s Report site](#)

The College also uses social media extensively to communicate with both students and alumni. The College regularly posts messages about college news, achievements and new developments on X/Twitter (20,500 followers), Facebook (10,000 followers), Instagram (7,000 followers) and LinkedIn (9,600 followers.)

The College hosts various alumni gatherings throughout the year. The dean also travels across the U.S. to meet with alumni. Over the past three years, cities he has visited multiple times include New York, Washington, D.C., Los Angeles, Cincinnati, San Francisco, Orlando, Miami, Tampa and other cities throughout Florida. Professional lunches and dinners were held with alumni in senior industry positions. The receptions



and briefings provide an opportunity to update alumni on College developments, exchange ideas about the current curriculum, establish career and internship pipelines, and communicate current needs.

**5. Describe the unit's support of scholastic (high school) journalism and communications, including workshops, visiting lectures, critiques of student work, etc.**

The College continues to assist high school students and teachers in improving high school media – newspapers, magazines, yearbooks, and online media programs – and learning about the role of a free student press.

The College has supported the Florida Scholastic Press Association (FSPA) for more than 50 years and continues to provide funding for its executive director. FSPA offers an evaluation service for high school newspapers, magazines, yearbooks, and online media programs. Members of the faculty are frequent speakers at the statewide FSPA convention, which hosts approximately 1,000 students every year. In some years, the College has hosted district workshops for FSPA, in which faculty participate as speakers.

The College has also hosted a week-long summer program for high school students for more than 50 years. The Summer Media Institute (SMI), formerly Summer Journalism Institute, brings students from across the country to campus for six days to help develop writing, editing, filmmaking, video production, design, photo-journalism and other skills, working directly with CJC faculty, staff and students. More than 160 students participated in the program in 2024 from 14 states and one foreign country. About 25% of the students attending were from outside Florida. This year, SMI awarded scholarships to 50 students totaling more than \$43,000.

In 2023, the College launched a new program called CJC on the Go, a two-day immersive learning experience for students at Title 1 high schools, including access to a pre-college CJC mentor. In the program, funded through a grant from the Hearst Foundation, CJC faculty and staff travel to high schools in Florida, with four stops planned per year. Participating students are eligible for scholarships to attend SMI each year.

The College regularly hosts multiple high schools for tours and student panels, and faculty and staff often travel to high schools as guest speakers and advisers. CJC also participates in a University of Florida collaboration with local high school Eastside High on their African American Studies program. Over the past several years, the College has had a presence at the Journalism Education Association's National High School Journalism Conventions as exhibitors and as speakers.

In 2024, CJC's Media Production, Management, and Technology Department debuted the Orange and Blue Film Festival, the only state-wide collegiate/high school film festival hosted by a public university in Florida. This festival includes film screenings, workshops, industry panels and awards.