

## Standard 8 Professional and Public Service

### Executive Summary

Professional and public service is a foundational tenet at the University of Florida's College of Journalism and Communications. During the last seven years, we have built on a solid history of service to all our constituencies and look to expand to new ways of furthering our mission.

### Public Service

The College does its work at the intersection of storytelling, science and STEM communication, and social good. Our 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.*

One of the six key goals of our CJC 2020 strategic plan is to “invest in communication research, curriculum and practice focused on advancing human values, improving quality of life, and sharing knowledge for a diverse society.”

Locally, we have served the Gainesville community for 90 years, since 1928, when WRUF, our first radio station, debuted. We have been providing news to and addressing local issues for a 19-county North Central Florida community since 1958 on public television and 1981 on public radio. News is produced through a 100-seat, state-of-the-art newsroom and distributed across seven and broadcast and digital properties.

Since 2012, the College and its students have earned more than 300 state, regional and national awards for news coverage. In 2016-17, we won 18 awards in the prestigious Hearst Journalism Awards, including first in TV Reporting and Best Multimedia Story of the Year in the National Championships and two first-place and seven top-10 finishes in the Intercollegiate Awards. The College tied with the University of Missouri for fourth overall. We believe providing high-quality news coverage of our listening area is a cornerstone of our service efforts.

In 2009, the College received funds for an endowed chair in Public Interest Communications, a nascent field focused on strategic communication for change. As the only college in the United States with an endowed chair in public interest communications, we have pursued a three-pronged mission of creating a curriculum around this field of study, fostering research and best practices, and building a community of social change communicators, educators and movement builders. Our annual [international conference on public interest communications – frank](#) – now in its fourth year, attracts more than 300 participants, including leading scholars and professionals in social change communication research and practice.

In 2014, the College was provided University of Florida preeminence funding to hire renowned scholar Dr. Janice Krieger to build a STEM translational communication research program, the first of its kind in the country. In 2016, the program was bestowed “Center” status. The STEM Translational Communication Center (STCC) is breaking ground with new research to help healthcare providers discuss complex issues with their patients and to engage individuals on the importance of preventive care. We are the only communication college with a STEM center and the only program to offer undergraduate students the opportunity to specialize in STEM message design, dissemination and evaluation. Our five cancer communication scholars are the largest number employed by any single college.

In January 2017, Dr. Krieger was awarded a \$3.04 million grant from the National Institutes of Health, the largest research grant ever awarded to the College. The five-year grant will be used to develop and test a virtual human application to promote colorectal cancer screening – a disease that the Center has prioritized in its research.

Also in 2014, the College received approval and funding from the Florida Legislature to develop the Florida Public Radio Emergency Network (FPREN). Students and staff members of the Division of Media Properties feed stories and weather information to public and commercial radio stations throughout the state during times of emergency. The value of this service was proven during Hurricane Irma when FPREN and the College’s WUFT-FM began alerting millions of Floridians to the potential of a serious tropical weather event. This coverage, carried on the multiple media platforms of Florida’s public radio stations across the country’s third-largest state, played a pivotal role in the readiness of the state’s 20 million residents. In addition to broadcast radio, FPREN reaches residents through the Florida Storms app, which now has more than 100,000 downloads. 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. More than 50 CJC faculty, staff and students participated in more than 81 hours of live coverage of Hurricane Irma, producing content that was both hyperlocal to the Gainesville-Ocala market and to a statewide audience.

In addition, our Joseph L. Brechner Center for Freedom of Information and Marion B. Brechner First Amendment Project are providing research, education and advocacy on freedom of information and First Amendment issues. In 2017, we hired Frank LoMonte, former executive of the Student Press Law Center, to head the Brechner Center.

## **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, participating in workshops and panel discussions, guest lecturing at other international academic institutions, mentoring colleagues and more. We have been one of the leading institutions in the sharing of our 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.

The College has been a leader in journalism and communication education outside of our campus. We partnered with the Philip Merrill College of Journalism at the University of Maryland and the University of Missouri School of Journalism to host Journalism Interactive, a conference focused on helping journalism educators understand and use digital media technology. We are home to the Florida Scholastic Press Association (FSPA), the state's largest organization for high-school journalism teachers. And since the 1960s, we have hosted the Summer Journalism Institute (now Summer Media Institute), a week-long summer workshop for high school students.

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.”

Professionals routinely visit the College and interact with students and faculty. Each of our four departments has an advisory council comprised mostly of industry professionals who advise department chairs on curriculum and programs and work directly with students, sharing industry insights and developing interviewing skills. Faculty involve professionals on an ongoing basis as guest lecturers and as clients for campaign classes. Since 2015, more than 150 professionals have guest lectured at the College, including Storyful founder Mark Little, best-selling author Michael Connelly, Pulitzer Prize winner Debbie Cenziper, former PetsSmart and Eckerd Drugs CMO Ken Banks and BBDO NY CEO Kirsten Flanik. And the College engages professionals as visiting faculty. In the past year, a highly respected journalist and author joined the College as an environmental journalist-in-residence, a former executive with Ogilvy was a visiting lecturer in public relations, and an experienced advertising creative professional was a visiting lecturer in advertising. This year, the current vice chairman of Burson-Marsteller will be a professional-in-residence in the Public Relations Department. The majority of our adjunct faculty are working professionals.

Plus, a top public relations agency executive is serving as a professional-in-residence for the 2017-18 academic year.

We are also committed to advancing thought leadership in communication fields. In 2014, we were awarded a grant from the Knight Foundation to create *The Innovators* series, a program that brought six executives who are working to redefine communication to campus to speak publicly and work directly with students and faculty. 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. Our *Great Storytellers* series included Pulitzer-Prize winning journalist Debbie Cenziper and best-selling authors Michael Connelly and James Patterson.

**Question 1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.**

Our professional service activities cover a wide variety of initiatives, including freedom of information, and First Amendment concerns, high school press support, the Institute for Public Relations, student immersion opportunities including our media properties, and the work of the individual academic departments. Details are outlined below.

### **The Joseph L. Brechner Center for Freedom of Information**

The College has a long tradition of supporting Freedom of Information issues through a designated unit. The Florida Freedom of Information Clearinghouse was established in 1977. In 1986, the Clearinghouse was renamed the Brechner Center for Freedom of Information in honor of Joseph L. Brechner, an Orlando broadcaster and advocate of freedom of information, who provided funds for an eminent scholar chair endowment, funds to construct a suite of offices, and funds to enlarge the operating endowment.

The Brechner Center is an incubator for ideas and initiatives that give the public timely and affordable access to the information necessary for informed, participatory citizenship. The Brechner Center works to educate journalists, policymakers and the general public about the way the law of access works today and how it should work tomorrow. The Brechner Center is a source of research, expertise and advocacy about the law of gathering and disseminating news across all platforms and technologies.

The Center is nationally and internationally recognized for its contributions to furthering the public's access to information. The Center's former executive director, Professor Sandra Chance, has been honored nationally (National Journalism Teacher of the Year, Society of Professional Journalists National Sunshine Award, and AEJMC's Baskett Mosse Award) and has been sent by the U.S. government to other countries to share her expertise on FOI issues. During her 23 years as director, Professor Chance made hundreds of presentations about open-government law, and published dozens of articles in scholarly and trade journals. She was on the board of directors of the First Amendment Foundation and served as Sunshine Chair for the Society of Professional Journalists. She led the Liberty Tree First Amendment national grant program, and served on ASNE's First Amendment and Freedom of Information committees. Professor Chance stepped down from her position in 2016.

In March 2017, following a nationwide search, Frank LoMonte, executive director of the Student Press Law Center, was selected to become the new Brechner Center director. Professor LoMonte is a widely published commentator and scholar on media-law issues. LoMonte joined the SPLC after practicing as a litigation associate with Sutherland Asbill & Brennan, LLP, one of the nation's largest corporate law firms, and clerking for federal judges on the Eleventh Circuit U.S. Court of Appeals and the Northern District of Georgia. At the SPLC, he founded the "New Voices" project that built a nationwide network of grassroots organizations advocating for laws to protect student journalism, and the "Active Voice" fellowship program that trains female college students to advocate for the rights of high-school girls victimized by censorship. His accomplishments were recognized with awards including the American Library Association's Freedom to Read Foundation Roll of Honor and the Louis E. Ingelhart First Amendment Award presented by the College Media Association.

Under a directive from Dean McFarlin, the Center is broadening its scope of work to also include building an intellectual foundation for public-policy reforms that advance the rights of all citizens, including journalists, to gather and disseminate information and data. The Center's mission is to be a catalyst for positive change in making information more accessible and useful for civic good, in Florida and across the country. Drawing on creative talent from across the College and in partnership with the University's Levin College of Law and Bob Graham Center for Public Service, the Brechner Center will work to bring together stakeholders from across the fields of media, law, technology and government, who can create consensus toward public policy that improves the accessibility and usefulness of government information, and protects the journalists who analyze and publish it.

### **The Marion B. Brechner First Amendment Project**

Founded in 2010, the [Marion B. Brechner First Amendment Project](#) is directed by the College's Joseph L. Brechner Eminent Scholar in Mass Communication, Dr. Clay Calvert. The Project addresses First Amendment issues in multiple ways, including by:

- Filing friend-of-the-court briefs in major cases affecting First Amendment rights;
- Publishing scholarly articles that appear in the nation's top law journals;
- Publishing op-ed commentaries in mainstream newspapers;
- Presenting speeches and papers at conferences and symposia across the country;
- Providing expert commentary to news organizations and media outlets at the local, state, and national level; and
- Testifying before legislative bodies regarding bills affecting First Amendment rights.

In terms of public commentary and outreach, Calvert in 2016 published op-ed pieces in *New Republic*, *Fortune Magazine* and *The Conversation*. In 2016, Calvert was quoted in the February, March, July and August issues of the *ABA Journal*. From his position as director the First Amendment Project, Calvert was also quoted in 2016 in *Vice*, *Huffington Post*, *Law 360*, *Wired Magazine* and *Tampa Bay Times*.

In 2016 alone, Calvert, with research and editorial assistance from a cadre of students who serve as Graduate Research Fellows and Undergraduate Fellows in the Marion B. Brechner First Amendment Project, published law journal articles in, among other venues: *N.Y.U. Journal of Legislation and Public Policy*; *Columbia Journal of Law & the Arts*; *William & Mary Bill of Rights Journal*; *UCLA Law Review Discourse*; *Arizona State Law Journal*; and *University of Richmond Law Review*.

The Marion B. Brechner First Amendment Project currently is fully funding graduate assistantships for three Ph.D. students in the College of Journalism and Communications who are specializing in communications law. One of those three students is pursuing a joint J.D./ Ph.D. with the Levin College of Law, while the other two are doctoral students.

### **Florida Scholastic Press Association (FSPA)**

The state's major organization for high school journalism teachers, the [Florida Scholastic Press Association](#), has been supported by the College for more than 50 years. Among other services and activities, FSPA offers an evaluation service for high school newspapers, magazines, yearbooks, and broadcast programs. The association also offers a wide variety of online, digital contests throughout the school year. FSPA holds an annual statewide convention that attracts more than 1,200 students and advisers for three days of networking, seminars, on-the-spot competitions, guest speakers and awards banquets. The association also conducts seven district workshops during the fall, some of which attract nearly 1,000 attendees.

The College provides significant resources annually, including funding for the association's director, Dave Doucette, office space, faculty speakers, and support for an advisers' reception at the association's annual statewide conference. The dean and other members of the College's leadership team attend and speak during the annual conference. A long-time newspaper and magazine editor as well as one of the 10 founding editors of *USA Today*, Doucette is a graduate of the College of Journalism and Communications, and served on the college's Journalism Advisory Council for many years.

### **Institute for Public Relations (IPR)**

The [Institute for Public Relations](#), founded in 1956, exists 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 has served as its headquarters since 1995.

The Institute's programming falls into three major categories:

- Research, to establish the Institute as a widely recognized leader in continuously expanding the frontiers of the professional body of knowledge in public relations through a defined mix of original work, research that IPR encourages or catalyzes, and work that IPR discovers and publishes through its portal;
- Education programs to mainstream the body of knowledge, providing opportunities and resources to help current professionals become better grounded in the science behind the art of public relations;
- Education-industry affairs to enhance relationships between the academy and the profession, supporting undergraduate and graduate education and helping to ensure a robust supply of new professionals who are well grounded in the science beneath the art of public relations.

The Institute is the parent organization of the Measurement Commission, which develops and promotes standards and best practices for research, measurement, and analytics that contribute to ethical, strategic, and effective public relations.

The Institute provides five nationally competitive annual academic awards: the Pathfinder Award (\$2,000; recognizes an original program of scholarly research that has made a significant contribution to the body of knowledge and practice of public relations); the Northwestern Mutual Best Master's Thesis Award (student receives \$2,000, faculty adviser receives \$1,000); the Don Bartholomew Award for Excellence in Public Relations Research (a six-week work experience with Ketchum Global Research & Analytics and a \$7,500 stipend); the Grunig PRIME Research Fellowship (a six-week fellowship and \$5,000 stipend); and the IPR PRIME Research Infographic Design Competition (an internship with PRIME Research or a \$200 cash prize). The Institute also sponsors an annual breakout session for public relations educators at the convention of the Association for Education in Journalism and Mass Communication.

The current IPR president will teach *PUR 3801 Public Relations Strategy* in the Fall of 2017, and the College co-sponsors occasional events with IPR (e.g., a reception at AEJMC co-sponsored with Boston University), and created the IPR PRIME Research Infographic Design Competition.

IPR's Research Director, Dr. Sarab Kochhar, received her doctorate from UF's College of Journalism and Communications. She holds the position of Director of Applied Research in Public Relations with the College and coordinates research projects with IPR and CJC. She is also leading the online master's program in public relations and is working on a series of webinars to bring researchers and practitioners together to talk about research that matters to the profession. Dr. Kochhar also works with the College to identify thought leadership opportunities and ways to collaborate with IPR.

### **The Agency**

The Agency at UF is a strategic communication firm led by professionals and staffed by students. It was established to give students immersive learning opportunities while providing a valuable service to clients. An auxiliary of the CJC, it has a staff of five: an executive director, director of research, creative director, business development coordinator and office manager, and 100 student team members. Although focused on Advertising and Public Relations students, it includes students from Journalism and Telecommunication as well as students from other UF colleges, including Business and Engineering.

In addition to its paying clients, The Agency also has taken on pro bono clients. For example, it has worked with the Southern Sudan Health Care Organization (SSHCO) as a pro bono client since 2015. SSHCO, a NGO focused on providing healthcare to one of the most desolate and forlorn areas in the world, was founded in 2008 by Jacob Atem and Lual Deng, both "Lost Boys of Sudan." In the two years The Agency has been working with SSHCO, it has assisted with numerous activities including the development of a website, establishing a social media presence on multiple platforms, creating fundraising campaigns, applying for grants, and developing collaborative partnerships. The Agency is currently engaged in writing a strategic plan which can be shared with large donors.

## Department of Advertising

Professional and public service are deeply integrated across all Department of Advertising operations, ranging from individual faculty work, to classroom and student group service projects, to participation in College-wide service endeavors.

Examples of faculty service that go above and beyond service to the unit, College and University include launching new courses that develop creative marketing communication solutions for nonprofits, mentoring first-generation college students, serving on local and national panels focused on industry issues of diversity and inclusion, and grant projects developed to apply social marketing expertise to help remedy societal health inequities. Key examples of faculty commitment to professional and public service are listed in Appendix 8A, and each faculty member's CV includes a full list of service activities.

Our faculty members also serve in key academic leadership positions that leverage their academic expertise in service to the discipline. For example, Dr. Debbie Treise served as president of the American Academy of Advertising (AAA) in 2012, and is incoming chair of the AAA publications committee. Dr. Cynthia Morton served as treasurer of AAA in 2016, and Dr. Janice Krieger served as vice-chair of the Intergroup Interest Group for the International Communication Association, and Executive Board Member of the International Association for Language and Social Psychology. Every tenured and tenure-track faculty member in the department has regularly served as a reviewer for multiple academic conferences, journals and other publications.

Since 2015, the Department of Advertising has regularly participated in the CJC Summer Media Institute to serve aspiring journalism and communication high school students. (Previously known as the Summer Journalism Institute, the name change reflects a broader new focus that includes strategic communication.)

Prominent advertising alumni and professionals are regularly invited to visit and participate in programs designed to inspire students about opportunities in the field. For example, Samantha Avivi, Global Marketing Director at Kimberly-Clark, and Leigh Radford, Vice President at Procter & Gamble, both participated in the 2015 *Becoming a Woman of Influence* speaker series.

UF Ad Society, the department's pre-professional student organization, hosts an annual Ad Dash competition, which is a philanthropic event that connects students with local nonprofit clients in a friendly competition with the purpose of improving the community, as well as building student portfolios and community connections. The event started in 2012 with CJC's own "Aha! The Innovation Colab" as the client, but has since served the following organizations:

- 2013 Three Rivers Legal Services
- 2014 Jungle Friends Primate Sanctuary
- 2015 Southern Sudan Healthcare Organization
- 2016 Gainesville Fine Arts Association
- 2017 Habitat for Humanity

The UF Ad Society also includes a completely student-run firm, which since 2012 has served client organizations including Venture for America, Project Gainesville, Friends of the Library of Alachua County, The Family Garden, and Dream on Purpose.

A task force of the Advertising Advisory Council has conducted a gap analysis to assess the diversity of gender, race, ethnicity, and professional background among current membership and identify priorities to drive nominations and selection of new members. New member nominations are now made with strong consideration of these dimensions with the explicit goal of diversifying the council. We are using the following rationale in service to both students and the profession:

“In addition to the intense motivation that students experience in their time here, they crave to see individuals in our industry that look, sound and remind them of themselves. They want a diverse council to empower them and impact their careers thereby showing them what the field really looks like and what their place in it could be. What our field really looks like isn't a pretty picture either. Minority groups are still underrepresented in our industry so joining together our professionals and students is more important than ever to combat the issue of diversity in advertising.”

### **Department of Journalism**

Faculty in the Department of Journalism regularly engage in professional and public service in a wide array of activities.

For example, the department has been deeply involved with scholastic journalism in the state, as well as nationally. Faculty have assisted high school students and teachers in improving high school media, including newspapers, magazines, yearbooks and multimedia programs, and in learning about the role of free student press. In addition, the Department shares its faculty expertise at the Florida Scholastic Press Association's annual conventions by providing faculty for workshops, etc. In 2016, faculty members spoke at the Journalism Education Associate/National Student Press Association's National Journalism Convention in Orlando, and hosted 20 students traveling from Orlando to show them UF facilities and talk about the future of journalism.

Each year the Department is the lead department in the Summer Media Institute (formerly the Summer Journalism Institute), which offers high school students on-campus instruction in writing, reporting, editing, design, photojournalism, and online media. College faculty serve as teachers and speakers during the weeklong workshop.

Various faculty members have served as judges for many journalism contests as a service to the industry. Some of these awards programs include the National Magazine Awards, the City Regional Magazine Association Awards, the Local Media Association Awards, the Lowell Thomas Travel Writing Competition, among others. Faculty members are also involved with professional outreach that involve working with professionals. For example, Dr. Norm Lewis has conducted workshops at Florida newspapers in data journalism. Cynthia Barnett, Environmental Journalist in Residence, led the College's McCormick Specialized Reporting Institute called “Covering Water in a Changing World.” This workshop attracted 30 reporters from around the country.

Faculty members are also involved in other roles of professional organizations and outreach. Professor Dave Carlson, a former national president of the Society of Professional Journalists, serves on the board of directors of the Sigma Delta Chi Foundation and the Florida Society of News Editors. Professor John Freeman is actively involved in the National Press Photographers Association. Professor Matt Sheehan, a lecturer and Director of Stories and Emerging Platforms, is active in the Online News Association. (Please see the separate section on the Joseph A. Brechner Center for Freedom of Information, which provides professional and public outreach in areas of access and FOI, as well as the Marion B. Brechner First Amendment Project.)

Departmental faculty also are involved in international outreach. Professor Mindy McAdams participates as a workshop leader internationally, teaching skills in digital journalism in democratic societies. Professor Wayne Wanta gives lectures internationally about journalism, agenda setting, and more. Every summer since the last accrediting visit, Professor John Freeman has conducted a two-week trip to Berlin for photojournalism students. During the trip students complete original feature assignments profiling the people and unique history and culture of Berlin. Professor Matt Sheehan led a group of students to Cuba in May 2017.

As do all of the departments, the Department of Journalism has a professional advisory council that visits UF twice a year. The chair is in contact with them throughout the year, and the department started a Facebook group for council members and faculty to encourage more interaction throughout the year. This year, the department began a process of integrating new members onto the council, as a way of increasing diversity in all areas, including race, gender, age, media affiliation.

### **Department of Public Relations**

Professional and public service in the Department of Public Relations is accomplished by the faculty through leadership roles in regional, national and international organizations, international cooperative programs, lectures and workshops presented nationally and internationally, active engagement with alumni, a strong relationship with the Institute for Public Relations Research, mentorship of student organizations, and leadership in development, planning, production and hosting of the annual *frank* Conference for Public Interest Communications. In addition to its relationship with the Institute for Public Relations Research, the Department maintains close ties with the Public Relations Society of America and with the Gainesville Chapter of the Florida Public Relations Association, many of whose members are alumni.

The Department has maintained a strong commitment to international service, including cooperative agreements with Universidad de Sao Paulo in Brazil, Universidad de San Martin Porres in Peru, and Universidad de Medellin in Colombia. In 2014, the Department, assisted by the College's Director of Entrepreneurship and Partnership, Randy Bennett, designed and offered an executive seminar to members of the Colombian Center of Public Relations and Organizational Communication in Medellin.

The Department provides professional service and outreach through the Public Relations Student Society of America. The department's PRSSA chapter has won national Star Chapter recognition four of the past five years including 2014 and 2015. PRSSA was selected to host a chapter development session on chapter branding at the 2013 PRSSA National Conference and recently formed a task force to read, share and publish research with the Institute for Public Relations. The chapter is also hosting workshops for local high school students to help them learn more about academic and career opportunities in public relations and communications. Alpha PProductions, a division of PRSSA, has more than 40 associates who work on campaigns for seven to ten clients every semester, including brands such as Major League Baseball, Levi's and Wendy's. During 2014-2015, Alpha PProductions organized a panel on diversity, sponsored by the Hispanic Marketing and Communication Association.

The Public Relations Advisory Council, which consists of seasoned professionals and includes several College alumni, meets on campus every fall and spring semester. The faculty engage heavily with members regarding professional trends and developments. Council members speak in courses and hold informal discussions with students individually and in planned sessions. They also interact with leaders and other members of the College's PRSSA chapter.

### **Department of Telecommunication**

Professional and public service by the Department of Telecommunication is largely accomplished through participation and cooperation with College and University activities, and the efforts of individual faculty members. Because the department's structure is made up of curriculum and faculty with four different sets of interests, complete department-wide service activities are rare.

The department and individual faculty members regularly and continuously meet and consult with professionals to ensure that our curriculum meets the needs of the industries we serve. The most formal of these are twice-yearly meetings of our department Advisory Council. There are typically at least two, and often three, sessions devoted to discussions among the faculty and members. During the two-day sessions, individual or small groups of faculty meet informally with council members most germane to their teaching.

Faculty members attend conferences of the major academic organizations, such as AEJMC, BEA, and ICA, but also to smaller, more focused meetings, such as the World Media Economics and Management Conference, and the Deutsche Welle Global Media Forum. The department provides financial support for faculty to attend academic conferences and workshops with funds from its state operating budget and private funds. In 2015-16, these totaled about \$10,000. Additional travel support comes from College and University sources, and grants and contracts.

The University, through its Teaching Center, offers workshops and individual consultation on teaching techniques, uses of technology, and other issues. Faculty are encouraged to attend, and some faculty members, such as Dr. James Babanikos, have served as workshop leaders. Babanikos and Dr. Churchill Roberts spoke to two classes at a local middle school about producing video documentaries.

Faculty members have served in leadership roles in many media-related organizations. Dr. Amy Jo Coffey is past head of the AEJMC Media Management, Economics, and Entrepreneurship Division; Dr. Jasmine McNealy is Vice Chair Elect of the ICA Communication Law and Policy Division; Dr. Sylvia Chan-Olmsted served on the Research and Advisory Board of the Cable Center's Magness Institute; Dr. David Ostroff is Vice Chair of the Frieda Saeys Foundation (Ghent, Belgium); Professor Houston Wells is a member of the planning team for the International Media Users Group annual event at the National Association of Broadcasters convention.

Several faculty serve on the editorial boards of major journals, such as the *Journal of Broadcasting and Electronic Media*, *Journal of Media Economics*, *Journalism and Mass Communication Quarterly*, *International Journal on Media Management*, *Journal of Media Business Studies*, and *International Journal of Hispanic Media*. Faculty regularly serve as manuscript reviewers for major journals and for major conferences. Faculty who teach video production have judged entries in faculty and student competitions. For several years Dr. Amy Jo Coffey and Dr. David Ostroff were judges for the Nielsen Student Case Competition.

Department faculty have conducted workshops for professionals in a number of venues. For several years Professor Tim Sorel taught a weeklong summer workshop in digital storytelling, and a workshop for business leaders and communications professionals on Adobe Production Software. Dr. Sylvia Chan-Olmsted conducted workshops on electronic media technology and policy for the Public Utility Research Center's program for Thai broadcast regulators.

Faculty also contribute their professional expertise in serving the University and community. For example, Tim Sorel was producer/director of the STOP Children's Cancer Benefit concert, and served as producer, director and editor of the video productions of the College's *Innovators* series. Several faculty members provide mass communication perspectives to the University's Centers for Latin American Studies, African Studies, European Studies, and the Public Utilities Research Center.

### **Division of Multimedia Properties**

The College's Division of Media Properties creates a unique and powerful learning environment ranging from immersive experiences that benefit incoming freshmen to senior-level undergraduate and graduate students who work alongside the media properties' professional staff each day to serve various audiences.

Over the past five years the College's Division of Media Properties has seen extraordinary growth and recognition nationally as a leader, especially from the perspective of service to public safety through news/talk radio station WUFT-FM and the Florida Public Radio Emergency Network, which was launched in 2013. Other new products and platforms were launched to better serve the market as well as College students interested in immersive experiences through traditional and emerging media platforms.

As of 2017, the Division of Media Properties consists of a combination of commercial and non-commercial/public radio and television stations and associated websites, social media accounts, and mobile apps. Each of the following platforms serve as immersion opportunities for students to gain experience in all aspects of multimedia content production and operations: commercial radio stations WRUF-AM (ESPN 98.1/850 WRUF), WRUF-FM (Country 1037, The Gator), low power commercial television local news/weather/sports operation WRUF-TV (DT channel 10 and Cox cable channel 6); public television station and PBS affiliate WUFT-TV (DT channel 5) and multicast channels “Create” and “The Florida Channel/World;” Florida’s 89.1 WUFT-FM and WJUF-FM (news/talk NPR affiliates at 89.1 mhz and 90.1 mhz), WUFT Classic (102.7 mhz and the WUFT Classic app), a 24-hour classical/arts-formatted radio station and “GHQ” (95.3 mhz, WUFT-FM 89.1 HD3 and the GHQ app), the audio-based multimedia project that focuses on the future of radio and how it attracts and engages young listeners. Each of the media properties offers unique immersive experiences for hundreds of students in the College.

This combination of traditional and new media owned by the College provides students an unmatched opportunity to extend their academic experiences through in-depth professional opportunities.

**Florida’s 5, WUFT-TV:** WUFT-TV is the full-power PBS television affiliate serving North Florida with a digital/high definition signal coverage from coast to coast and via cable. WUFT-TV provides news, weather information and state emergency management announcements to more than 1.76 million people in 21 counties. WUFT-TV features children’s educational programming, news, public affairs and documentary programs, as well as entertainment and community service specials.

WUFT-TV produces live coverage of the annual UF Fall Homecoming Parade including video segments on the University. College students, supported by WUFT-TV’s professional staff, lead the live remote production holding all positions including producing, directing, hosting and reporting on site during the event.

**WUFT Local News Products:** Each year the WUFT-TV News Department supervises the student production of 200-plus live half-hour weekday television newscasts which air throughout the 19-county viewing area on the main PBS channel, WUFT 5.1. With rotations for various positions, this newscast alone provides yearly pre-professional training experiences for up to 40 producers, associate producers, editors and anchors (news, sports, weather), plus specialty segments that have included entertainment, politics, consumer, health, technology, as well as more than 120 reporting experiences tied to radio and television classes. Student volunteers provide the manpower for almost all crew positions for the newscasts, as well as for most other productions. Each year students in the College have produced 100 six-minute live midday student newscasts which aired on WUFT-TV. The TV news operation supports student reporter travel far beyond campus to bring home news of interest to this market and provide enhanced real-world, major-event experience for students.

WUFT FM and WUFT TV provide local news coverage to a large and diverse audience in North Central Florida. Broad topics such as agriculture, medical, education, environmental, politics and public safety are included in the scope of coverage. Every year we report on the Florida legislative issues that are important to our audience.

We also cover special topics or news events as necessary. An example was June 2016, when a gunman opened fire at the Pulse Nightclub in Orlando, Florida, killing 49 people. Although that tragic event was not itself in our coverage area, our area was affected by it. That led to a special one-hour broadcast on various aspects of the shooting.

During weather emergencies, our Innovation News Center strives to bring critical public safety information to our audience. During the annual Atlantic hurricane season, because our coverage area covers such a large portion of the state, we have to be ready to provide our audience with lifesaving information. In the 2015 and 2016 hurricane seasons, we sent reporters to both coasts to report first hand on the potential impact of storms.

Each election cycle we profile the candidates running for office for federal and state races, local races, and any public initiatives that may be on the ballot. On Election Day, our stations provide live election return coverage. This provides an opportunity for the stations to perform an important public service and to give our CJC students unique immersive opportunities.

**Education Outreach:** A modified program schedule for WUFT-TV, now in its fifth year, 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 and has partnered with local elementary schools for the "Martha Speaks" Reading Buddy and Book Club program to serve nine kindergarten classes in the community. In addition, the WUFT Best Friends program offers books and educational videos to children at Shands Children's hospital immune compromised unit. Both of these programs help children get ready to learn and are effective in helping grade school children learn to read. The partnership with the Florida Department of Education is a valuable part of the programs' success and inspires a desire for lifelong learning. WUFT-TV continues to work with community and volunteer groups to disseminate information to viewers of all ages. WUFT is actively engaged with our education community and promotes [pbslearningmedia.org](http://pbslearningmedia.org) to educators throughout the viewing area. The "Stop Children's Cancer Foundation" holiday concert program, produced and broadcast by WUFT-TV, continues to bring awareness of the challenges of childhood cancer. Other local WUFT programs have focused on palliative care, colorectal cancer, and breast cancer as well as the environment and services available in local communities.

**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/WORLD:** As a member of the Florida Public Broadcasting Service (FPBS), WUFT-TV broadcasts The Florida Channel from 6 a.m. to 6 p.m. Monday through Friday. The channel provides updates on the Florida Legislative session and other legislative topics throughout the year. WORLD is broadcast from 6 p.m. to 6 a.m., Monday through Friday and all day on Saturday and Sunday. WORLD features rebroadcasts of PBS information, nature and science programming.

**WRUF-TV:** This low-power commercial television station broadcasts local and regional news, weather, traffic updates, long-form informational videos and UF Gator athletics video features and profiles. It operates with a digital/HD over the air signal in the Gainesville market in addition to an analog and high-definition clearance on Cox cable in Gainesville and Ocala, Fla. WRUF-TV is led by professionals in the media properties, including news managers and a meteorologist from the Innovation News Center. Students play a key role in the production of various local news, weather and sports content that comprises the bulk of programming seen on WRUF-TV.

**Florida's 89.1, WUFT-FM/WJUF-FM:** WUFT-FM is a 100,000-watt public radio station and NPR affiliate at 89.1/90.1 mhz serving North Florida from coast to coast and from the Georgia state line to Tampa. WJUF-FM is a satellite/repeater radio station that extends the WUFT-FM signal throughout the Nature Coast region of West Central Florida and covers an audience of more than 500,000. The College's NPR affiliate stations are typically ranked among the top five overall in the entire Gainesville-Ocala market and WUFT-FM often receives the number one Nielsen rating in the metropolitan Gainesville/Alachua county area. Among the public service programs locally produced and aired on WUFTFM/ WJUF-FM (and number of hours produced annually) are: **Morning Edition Local Inserts**-College telecommunication and journalism majors contribute more than 30 minutes of live, local news content to WUFT's highly rated NPR Morning Edition program on weekdays; **All Things Considered Local Inserts**-Weekday news inserts written, produced, and anchored by telecommunication and journalism majors working in the Innovation News Center. **WUFT-FM Evening Newscasts**-Weeknight local news inserts airing at the top of each hour written, produced, and anchored by telecommunication major; **Soul Circuit**-Weekly three-hour (Saturdays, 8 - 11 p.m.) soul music program produced and hosted by a WUFT volunteer from the community (104 hours annually); **Animal Airwaves**-WUFT-FM has partnered with the UF College of Veterinary Medicine to produce a live weekly hour-long call in program highlighting the care of animals and offering the expertise of UF veterinary professionals to provide input and advice to listeners across north Florida (52 hours annually); and **Sikorsky's Attic**-weekly one-hour (Saturdays, 11 a.m.) antiques and collectibles call-in program hosted by local expert (52 hours annually.)

WUFT-FM produces three short modules as program inserts: **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 county and on the Armed Forces Radio Network; **Public Health Minute** - This one-minute module produced in partnership with the Lehman College of Nursing at the City University of New York, highlights public health issues and calls on experts from the University of Florida to provide insight and guidance regarding the day's important public health challenges.

WUFT-FM/WJUF-FM are also actively involved in community activities: **Anniversary Poster Signing** - The annual event showcases 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** is the annual Independence Day Eve celebration for the Gainesville and Alachua County community hosted by the Division of Media Properties. Since 1989, the event is 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 Classic:** Launched in late 2015, WUFT Classic features a 24-hour classical/arts format available via the WUFT-FM 89.1 -2 or WJUF-FM 90.1-2 HD streams, radio or an app. WUFT Classic provides classical/arts programming to the Gainesville-Ocala market via the HD2 streams and to the metropolitan Gainesville/Alachua county area via a FM translator that broadcasts at 102.7 mhz. The WUFT Classic Performance Studio was built in 2016 to provide a venue for the College to host artists for live and pre-recorded performances for broadcast on WUFT Classic. Since its inception, artists from the UF College of the Arts, local performance groups and travelling musicians have performed in the studio and have been featured on-air. Following WUFT-FM's transition from a hybrid classical/news format to all news/talk in 2009, the creation of WUFT Classic has fulfilled requests for the return of classical music and performance programming.

**GHQ:** GHQ is the audio-based multimedia project targeted at millennials and Gen Z'ers that comprise the bulk of the University of Florida and Santa Fe College student population of more than 70,000. GHQ embraces mobile, digital, social and traditional over-the-air broadcast technology. It is designed to provide students with a real-world immersive experience in producing multimedia content for a young demographic and testing various media platforms and technologies to determine "best practices" for the billion-dollar commercial radio industry. The College's media properties have partnered with one of the broadcast industry's leading manufacturers of mobile apps, Futuri, to develop, test, research and refine different content features of the GHQ app with a goal of providing ongoing feedback to industry. At present, GHQ incorporates 35 students in the strategy and operation of the product and various platforms.

**WUFT Radio Reading Service:** Building on the theme of service to the community and providing College students with unique immersive experiences, WUFT Radio Reading Service is offers 24-hour-a-day programming that provides blind and visually impaired individuals with access to critical information on a daily basis. Utilized as a combination training ground for incoming freshmen and sophomore College students and community volunteers, the WUFT Radio Reading Service offers opportunities for volunteers to read *The Gainesville Sun* daily newspaper, various magazines, articles, books, etc., allowing sight-impaired individuals to maintain contact with traditional media. WUFT receives no state funding in of this service and provides it as a community service and academic enhancement.

**Florida Public Radio Emergency Network (FPREN):** In 2013, WUFT-FM led the statewide effort to build and operate the Florida Public Radio Emergency Network (FPREN) with the FPREN StormCenter operations being housed in the College's Division of Media Properties. In the past three years, FPREN has proven its value to the entire state of Florida through providing each of the state's 13 public radio stations with critically important hurricane, tropical storm and other emergency messaging information year-round for broadcast radio, online, digital, social and mobile distribution to audiences across Florida and around the world. FPREN and WUFT-FM has been recognized as a cutting edge deployment of public media resources through an application that truly serves broad and diverse audiences with important emergency messaging. FPREN partnered with the State of Florida Division of Emergency Management and was awarded by a state emergency operations association for excellence in media operations in support of emergency messaging. FPREN is funded wholly by a state of Florida grant that provides resources for hiring a meteorologist, state-of-the-art equipment and other tools that allow for the dissemination of emergency messaging across all media platforms.

**WRUF-AM (ESPN 98.1/850 WRUF):** WRUF-AM operates at 850 khz at 5000 watts 24-hours a day and continues to be the cornerstone of the College's Division of Media Properties. It serves as a powerful teaching platform for sports broadcasting. ESPN 98.1/850 WRUF remains a strong and influential part of the Gainesville market. Student opportunities include producing and anchoring news briefs as well as producing and hosting sports-talk shows.

**WRUF-FM (Country 103.7, The Gator):** The College's Division of Multimedia Properties operates 100,000 watt commercial FM radio station "Country 103.7, The Gator," the top-rated country formatted radio station in Gainesville and a top-five overall radio station. "The Gator" serves the College and Division of Multimedia Properties through academic enrichment and revenue generation to help support the commercial and public media properties. Students learn commercial media programming, news, weather and sports reporting, marketing and promotions, sales, and internet/new media initiatives.

**GatorVision/University Athletic Association Partnership:** Formed in 2010 as a partnership between the University of Florida's Athletic Association (the collegiate athletics administrative unit of the University, also known as "UAA") and the College's Division of Media Properties, UAA's multimedia unit moved into Weimer Hall and operates in conjunction with the media properties. GatorVision professionals work alongside College students to produce various types of content that is distributed via FloridaGators.com and the various multimedia platforms operated by the College and the Division of Media Properties. The infrastructure that supports GatorVision also benefits the College's media properties and various immersive student experiences including those related to video production, sports journalism and event production in addition to sports broadcasting, i.e. "play by play" and "color," "sideline reporting", etc.

As the primary unit responsible for populating FloridaGators.com with live and produced content, GatorVision provides students in the College with opportunities not available in many academic environments in America. Expansion of the GatorVision unit of the College have included completing state of the art high-definition/digital production control rooms that allow for as many as three simultaneous athletic events with end-product broadcasts available for numerous media platforms such as ESPN networks and the SEC Network, FloridaGators.com and more.

Phase two included installation of the technical infrastructure which allows GatorVision to produce all videoboard production for Florida Gator football, men's and women's basketball, gymnastics and other University-related events such as commencement and convocation exercises. The installation of Vyvx fiber and fiber connectivity from the College's media properties to all major academic and athletic venues on campus provided the opportunity to produce events on a routine basis year-round. College students work alongside media properties and UAA professionals in each of these productions and the experience places them among the best-trained media production students in the nation.

### **Journalism and Communications Ambassadors**

In addition to the service activities of our student organizations affiliated with professional organizations, the Journalism and Communications Ambassadors (JCA) provide a valuable extension of the College's service activities. Founded through the initiative of an outstanding student in 2003, the JCA has added significantly to the experiences of many students.

The organization's mission statement reads: The Journalism and Communications Ambassadors are dedicated to promoting high standards of excellence in the University of Florida's College of Journalism and Communications by giving all students access to opportunities for both academic and personal development.

The specific service goals of the JCA include the following:

- Personally host visiting professionals and alumni and provide tours of Weimer Hall to students, alumni, guests and members of the community
- Stay abreast of current field trends via personal professional mentors
- Greet and guide potential students visiting the college

The Ambassadors help college faculty and staff by proctoring exams and hosting candidates during faculty searches.

The JCAs also provide tutoring services for:

- CJC classes RTV 2100, ADV 3203, ADV 4101, JOU 2005, JOU 3109C, JOU 3101
- Reporting stories
- Cover letters and resumes
- AP style
- Script writing
- Audio and video editing
- InDesign and Photoshop

### **Journalism Interactive Conference**

The College partnered with the Philip Merrill College of Journalism at the University of Maryland and the University of Missouri School of Journalism to organize an annual conference for journalism educators. Maryland founded the program in 2011 and UF joined in 2013. The responsibility for hosting the event rotates every three years. The College hosted the conference in 2013 and 2016. Faculty and staff from all three colleges are part of a national planning committee for each year's conference.

The mission of the Journalism Interactive Conference is to improve journalism education by:

- Advancing the national discourse about how journalism schools are preparing students for a rapidly changing industry
- Expanding the knowledge of media educators through training in digital media teaching strategies and technologies
- Creating a community of journalism educators engaged in teaching and using digital media and providing them with meaningful networking opportunities to share teaching strategies and techniques

The event includes presentations from industry professionals, workshops for teachers and a showcase of innovative student projects. Attendance averages around 150 participants a year representing more than 100 journalism schools and colleges.

**Question 2. List online examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Limit to five examples per faculty member. The unit has the option of providing a complete list online. Do not include service to the unit or institution; this information should be presented in Standard 1.**

The College's faculty has a distinguished record of professional and public service to a wide range of organizations. Activities for each of the full-time faculty are detailed in Appendix 8A.

**Question 3. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or onsite, 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.**

The College maintains regular contact with alumni, professionals, and friends through its monthly e-mail newsletter, *e-Communigator*.

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 she has visited multiple times include New York, Washington, D.C., Atlanta, Orlando, Miami, Tampa, Los Angeles, San Francisco, Columbus, Ohio, Chicago and cities throughout Florida. Professional lunches and dinners were held with alumni in senior industry positions in Atlanta, New York and Washington, D.C. 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.

Alumni are active in many College activities. Each of the College's four departments has an advisory council comprised of industry executives that meets twice a year. Seventy-seven percent of advisory council members are alumni. While the councils are mostly comprised of alumni, several non-alumni also sit on the Councils, including:

- David Haan, executive director, Creative Circus
- Larry Meador, founder and chief strategy officer, Evoke Advertising
- Ken Banks, president, KAB Marketing
- Kurt Caywood, vice president of audience, Times-Union Media (Jacksonville, Fla.)
- Rob Anderson, executive vice president, Corporate Communications, Rabin Martin
- Bridget L. Braxton, Senior Vice President, Corporate Communications, Wells Fargo & Company
- Bill Imada, founder, chairman and chief collaboration officer, IW Group
- Lisa Malone, APR, former director of Public Affairs, NASA Kennedy Space Center

Each council normally meets at UF twice a year, during which members visit and speak to classes, counsel students and faculty, and assess student performance. A portion of each advisory council's meeting is devoted to one-on-one sessions and/or small group discussions with students, focusing on professional issues, including internships, resumes, professional skills and placement.

Advisory council members regularly address curriculum issues, suggest improvements, contribute to program reviews, and review proposed changes. Most meetings end with an evaluative discussion of individual programs, based on council members' interactions with students. Council members often are contacted when students seek employment in various markets. Many council members speak in classes when they visit campus.

A full list of all advisory council members is found in Appendix 1D.

The Department of Advertising Advisory Council is creating a resource to allow council members and their colleagues to interact with students more than twice a year when they are in town by using digital channels.

In 2016-17, the Department of Journalism started the Young Alum Boot Camp series, a program that brings an alum to campus for a public talk and a one-day workshop focusing on a special skill set. Guests included an alum from the *Washington Post*, who led a session on narrative writing, as well as an alum from *TIME*, who led a workshop on covering major breaking news in a digital environment.

In 2016, the dean formed a Dean's Leadership Council of 20 people in senior industry positions who provide her with strategy advice, connections for possible industry partnerships and help in fundraising activities. The first meeting was in February 2017.

The College expanded its development and alumni affairs staff to four people in 2015 and 2016 with the addition of one development officer focused on second tier alumni prospects and one focused on fundraising for the College's media properties. The dean and the College's development officers visit frequently with alumni and engage them strategically in fund-raising activities.

The College co-sponsors UF's Science Journalist-in-Residence, a weeklong program in which a professional science journalist visits campus and participates in public talks, classroom visits, meetings with faculty, among other activities. The program, now in its third year, typically features two guests per year.

The *Great Storytellers* series, launched in 2016, brings accomplished storytellers across media platforms to campus to share their craft with students and faculty. Speakers have included best-selling authors Michael Connelly and James Patterson and Pulitzer Price-winning *Washington Post* journalist Debbie Cenziper. (Both Connelly and Cenziper are alumni).

The *Becoming a Woman of Influence* series, which began in 2015, features prominent women alumni who discuss the challenges and opportunities for young women in careers generally, and communication careers specifically, and offer advice on how to navigate their advancement. Speakers have included:

- Gale King, executive vice president and chief administrative officer, Nationwide
- Samantha Avivi, chief marketing officer and brand strategies, Avivi Marketing
- Katherine Green, former senior vice president of news for Tribune Broadcasting
- Aminda Marqués Gonzalez, executive editor and vice president for news at the *Miami Herald*
- Leigh Radford, vice president/PG Ventures, Procter & Gamble
- Kirsten P. Flanik, president, BBDO New York
- Ava L. Parker, president, Palm Beach State College
- Rebecca H. Patterson, chief investment officer, Bessemer Trust Companies

*The Innovators Series*, funded by the Knight Foundation, brought six up-and-coming innovators to the College between 2014 and 2016 to work with students and faculty. They discussed new opportunities in media and curricula ideas with faculty. *Innovation Series* participants included:

- Mark Little, founder, Storyful
- Melissa Bell, publisher, Vox Media
- Maria Balinska, managing editor, *The Conversation*
- Matt Thompson, deputy editor, TheAtlantic.com
- Sachin Kamdar, CEO and co-founder, Parse.ly
- Rafat Ali, CEO and founder, Skift

College faculty also regularly attend meetings of academic and professional organizations where practitioners and academics often engage in conversations about the nature of education needed for future professionals in the field and industry best practices. Conferences and meeting organizers include the American Academy of Advertising, Association for Education in Journalism and Mass Communication, Broadcast Education Association, International Communication Association, National Communication Association, National Institute for Computer-Assisted Reporting, Online News Association, Public Relations Society of America.

**Question 4. Describe the unit's methods for communicating with alumni, such as newsletters or other publications, on paper or online. Provide in the workroom copies of publications or the Web link for communication during the previous academic year.**

The College invested \$50,000 over a two-year period to increase and improve its communications activity, particularly activity targeted at alumni. In 2014, the College hired a 35-year communication industry executive as director of Entrepreneurship and Partnerships and in 2015 promoted him to executive director of External Relations, responsible for all internal and external relations.

In 2014, the College introduced its first e-mail newsletter, *eCommunigator*, that has become the primary communication vehicle to alumni. Published 10 times a year, the newsletter is e-mailed to more than 14,000 alumni, VIPs and industry executives, with updates about College activities, news about alumni, faculty and student achievements, event recaps, etc. The average open rate for the newsletter is 20-25%. [Archives of the newsletter](#) are available online.

In October 2016, the College launched a new e-mail newsletter, [Research and Insights](#), that features summaries of faculty and staff research and perspectives. The newsletter, which is distributed to more than 14,000 alumni and 4,900 academics, industry executives, policy makers and journalists, is intended to showcase the range of experts and expertise and attract more funding, partnerships and top faculty and graduate students.

Until 2015, the College published a printed magazine for alumni twice a year. The College suspended publication of the *Communicator* in 2015. In early 2017, the College published its first [Dean's Report](#), a printed report with a recap of College activities from 2015-16, fiscal year financials, faculty and student profiles, and plans for the upcoming year. The College plans to distribute a printed *Dean's Report* to alumni on an annual basis.

As part of an overhaul of the College's web site in 2016, a [section devoted to alumni](#) was elevated and enhanced. The section includes latest alumni news, giving opportunities, honor roll of donors, "Defining Moments" profiles of alumni, archive of *eCommunigators*, and awards of distinction.

The College also uses social media extensively to inform current students and alumni. An undergrad student assistant in the Communication Department is dedicated to social media messaging, 10-15 hours each week. As of February 2017, the College had 14,200 [Twitter](#) followers, 7,000 who have liked our [Facebook page](#) (80 percent of whom are older than 25) and 5,300 members in our [LinkedIn group](#).

An alumni survey in Fall 2016 administered by students in one of our public relations campaign classes asked alumni about communication channels they use to receive updates about the College. Sixty-two percent of respondents said they use social media, 48 percent from the *eCommunigator*, 41 percent from College e-mails, 27 percent from contact with students, faculty or staff, and 12 percent from the College's web site.

The College holds various reunions, receptions and professional networking events in Gainesville and elsewhere to maintain communications and relationships with alumni. The Dean sends periodic emails and letters to alumni, primarily for fundraising purposes.

**Question 5. Describe the unit's support of scholastic (high school) journalism, 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 free student press. As noted earlier in this section, the Florida Scholastic Press Association (FSPA) has been supported by the College for more than 50 years, and the College continues to provide funding for its executive director who now works off site. FSPA also 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.

Some faculty members have also given talks for students at individual high schools, as well as for high school media advisers. We participated in conferences targeted at high school journalism students, including the Journalism Educators Association's annual convention and the Southern Interscholastic Press Association.

Each year, the College and the Department of Journalism host a one-week Summer Media Institute, which offers high-school students on-campus instruction in writing, reporting, editing, design, photojournalism, and broadcasting. Faculty members serve as teachers and speakers during the week-long workshop.

As discussed earlier in this section, the Journalism and Communication Ambassadors, a student organization, has an outreach program to mentor local high school students.

Finally, the College's Knight Division engages in outreach activities to high schools around the state through its recruitment and visitation programs, especially to attract students from underrepresented groups to UF and the College.