

2019

GUIDE TO NEW FACULTY



WELCOME

In fall 2019, the University of Florida College of Journalism and Communications welcomed eight new, full-time faculty members. Since 2018, the College has brought on 24 new faculty, an unprecedented infusion of new faculty positions at any college communication program.

This guide provides a glimpse of our newest faculty members – who they are, where they came from, and a few things that may not appear on their LinkedIn page. This stellar group will be joining an already renowned team of scholars and professionals.





raegan BURDEN

Lecturer of Cultural Engagement, Department of Advertising

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In this new position, Raegan Burden will specialize in monitoring trends and opportunities for advertising's role in shaping the cultural, social, political and ethical trust between institutions and audiences.

She formerly was Instructor of Communications at Johnston Community College (Smithfield, N.C.) Transfer Program. Prior to that, she was Instructor of Communication at The Art Institute of Raleigh-Durham and Charlotte. Her teaching and research areas of interest are focused on the intersections of culture, diversity, ethics, and health.

Before entering academia, she acquired 15 years of experience in advertising, marketing and communication, most recently as a freelance branded content editor. She has worked for J. Walter Thompson, Turner Broadcasting, UTÖKA, Millward Brown and other firms in a range of agency roles, including content developer, producer, account manager, and researcher.

Raegan received her B.A. in Communications, with a minor in Business, from North Carolina A&T State University and her Master of Mass Communication from the University of Georgia.

AREAS OF EXPERTISE

International/Intercultural Communication • Ethics/Professional Responsibility • Women's Studies • African-American Studies • Media and Consumer Psychology • Media and Communication Law

SIGNIFICANT OTHER

Unwed. Aren't we all hoping to find our soulmate?

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

Florida is one of the states I have yet to explore! I doubt there will be a dull moment.

ACCOMPLISHMENT YOU ARE MOST PROUD OF

Personal: Surviving Cancer. Professional: Transitioning from the agency world to academia has been rewarding! The students, faculty, and industry converge in such a stimulating way. It's truly my calling.

THREE THINGS WE DON'T KNOW ABOUT YOU

- 1) Favorite color: White. I wear it year-round, in some way.
- 2) First Broadway show: RENT (it was so amazing, I cried!)
- 3) I used to be afraid of heights! True story: On a trip to St. Lucia, I decided to face it ... by ziplining through the rainforest!



elizabeth CALIENES

*Lecturer, Department of Advertising
Graduate Director, Professional Master's
Program*

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Lissy Calienes, who is earning a Ph.D. in Design, Construction & Planning at UF, has a multidisciplinary background in advertising, graphic design, film, interior design and shopper marketing and has worked in both senior strategic planning and creative roles with top global

brands, including Toyota, P&G, Coca-Cola, Colgate, Kellogg's, Nestle, Diageo, Pepsi and Sony.

Her advertising and shopper marketing work has won numerous industry awards and recognitions, including AdAge's Association of Hispanic Advertising Association award, Adweek's Best Spot award, and a POPAI award.

During her time at UF, Lissy created and coordinated the Engage Design Lab Research Initiative which focuses on human-centered design for healthcare and education environments.

She holds a B.S. in Communications from the University of Miami, with double majors in Advertising and Graphic Design, and a Master of Interior Design degree from UF.

AREAS OF EXPERTISE

Advertising Campaign • Research and Strategy • Branding/Brand Relationships • Communication Strategy • Consumer Insights Research • Consumer Psychology • Copywriting • Creative Leadership and Direction • Creative Strategy • Integrated Communication • International and Intercultural Communication • Strategic Communication • Strategic Planning and Research • Visual Communication • Visualization • Retail Design • Shopper Marketing • Production Design for Film/TV • Multicultural Advertising • Graphic Design.

SIGNIFICANT OTHER + CHILDREN

Husband: Giuliano De Portu, former photojournalist turned ER doctor. Child: Gio, 7-year-old avid rocker

PETS

Lulu - the cutest Mini Goldendoodle ever!

WHAT EXCITES YOU MOST ABOUT COMING TO CJC?

I have been in Gainesville for seven years and love it! I am excited about being surrounded by such diverse and amazingly talented people at UF, both faculty and students.

ACCOMPLISHMENT YOU ARE MOST PROUD OF

I love being a mom!

THREE THINGS WE DON'T KNOW ABOUT YOU

1) I was a film production designer in Los Angeles and had a film at the Sundance Film festival. 2) I lived in the island of Dominica in the West Indies for a year. 3) I make a delicious – or so I am told– Masa Real (Cuban Guava Cake), but (shhh..) I don't eat it!



Juliana FERNANDES

Assistant Professor, Department of Advertising

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Dr. Juliana Fernandes, M.A.M.C. 2007 and Ph.D. 2010, was assistant professor in the University of Miami School of Communication. Prior to joining the University of Miami in 2012, she was an assistant professor for two years at Florida International University.

Her research interests focus on the use and effects of negative information in persuasive communication messages and how social and traditional media are used as a strategic tool during political campaigns.

She has published academic articles in top advertising and mass communication journals including the *Journal of Advertising*, *International Journal of Advertising*, *Journal of Current Issues & Research in Advertising*, *Mass Communication & Society*, *Journal of Public Relations Research*, *American Behavioral Scientist*, *American Journal of Media Psychology*, and the *Journal of Social Media in Society*. She also has several book chapters in edited collections.

Juliana received her B.A. in Journalism from Universidade do Vale do Rio dos Sinos in Brazil.

AREAS OF EXPERTISE

Advertising Campaigns • Research and Strategy • Consumer Insights Research • Media Psychology and Effects • Political Communication • Social Media

SIGNIFICANT OTHER

Juliano Laran

WHAT EXCITES YOU MOST ABOUT COMING TO GAINESVILLE?

Coming back to UF as a faculty member, working with former mentors and new talent at the CJC, and football games!

ACCOMPLISHMENT YOU ARE MOST PROUD OF

Getting a Ph.D. degree in my non-native language

THREE THINGS WE DON'T KNOW ABOUT YOU

1. I love to put puzzles together.
2. I collect magnets and flag lapel pins from places I have visited.
3. I am big fan of Bon Jovi and Shakira.



rachel GRANT

*Assistant Professor, Department of
Journalism*

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Dr. Rachel Grant most recently was assistant professor in Xavier University of Louisiana's Mass Communication Department teaching classes in strategic communication, social media management and media law.

Her academic research looks at media studies of race, gender and class and she has conducted extensive research with social movements, social justice, and Black feminism.

She has been published in peer-reviewed journals such as *American Journalism and Media History*, *Celebrity Studies* and *Southwest Education Council for Journalism and Mass Communication Journal*.

Rachel has worked professionally as a news reporter for local daily newspapers and statewide magazines and has worked in corporate advertising as a digital copywriter. She received her Ph.D. from the University of Missouri and M.A. and B.A. in Journalism from the University of Arkansas at Little Rock.

AREAS OF EXPERTISE

International and Intercultural Communication • Media/Journalism History • Social Advocacy • Critical Media Studies • Intersectionality/Gender Studies • Media Sociology • Alternative Media

PETS

Beagle/Lab Mix

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

Excited about Florida's beaches and sunny weather.

THREE THINGS WE DON'T KNOW ABOUT YOU

1. I am big fan of karaoke.
2. I have an eye for style and fashion.
3. I love chocolate.



jay HMIELOWSKI

Assistant Professor, Department of Public Relations

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Dr. Jay Hmielowski most recently was an associate professor in the Edward R. Murrow College of Communication at Washington State University. Prior to that, he was an assistant professor in the University of Arizona Department

of Communication and a postdoctoral associate at the Yale University School of Forestry and Environmental Studies.

His research interests include environmental, science, and political communication. He is interested in understanding why different messages are effective or ineffective at changing people's attitudes and beliefs associated with various environmental, science, and political issues.

Jay has more than 40 publications in a range of outlets that include top-tier communication journals such as the *Journal of Communication*, *Communication Research*, *Communication Monographs*, and *Journalism and Mass Communication Quarterly*.

He received his Ph.D. from the School of Communication at The Ohio State University, his M.A. from Washington State University, and his B.A. in communication from the University of Massachusetts Amherst.

AREAS OF EXPERTISE

Media Psychology and Effects • Political Communication • Science Communication

SIGNIFICANT OTHER

Myiah Hutchens

PETS

Wilbur and Roxie Muffin

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

I'm excited to be joining one of the best communication colleges at one of the best universities in the country. We're both excited about all the things to do in Gainesville (there's a lot more to do here compared to the last place we lived). I'm also excited to be living close to family and in the same city as my wife.

ACCOMPLISHMENT YOU ARE MOST PROUD OF

Winning the Thesis Advisor award

THREE THINGS WE DON'T KNOW ABOUT YOU

1. I worked in a tax collector office in Florida (part of my job involved giving driving tests).
2. I have lived in six states, three of which I have lived in on two separate occasions.
3. My sister also has a Ph.D. and neither of our parents have bachelor's degrees.



harrison **HOVE**

Lecturer, Department of Journalism

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Harrison Hove, B.S. Telecommunication 2005, has been a Multimedia News Manager in the CJC Innovation News Center since 2017, overseeing content creation, primarily for WUFT-TV broadcasts, with award-winning results from the Hearst Journalism Awards, BEA, Edward R. Murrow, and SPJ Mark of Excellence competitions.

He has been teaching courses on broadcast journalism, performance and presentation and innovative storytelling techniques, and oversaw projects focusing on Florida felons' reintegration into society ("Locked Out: Florida Sentences are for Life") and Florida Amendment Four's restoration of felon voting rights ("Silenced: 1.5 million Florida Felons Without a Vote").

In 2017, Harrison won the Top Faculty Paper Award in the AEJMC Electronic News Division for "The Local TV News Digital Footprint: Is Local Content Vanishing Amid Climate of Consolidation?". Last year, he was elected Research Chair for the Electronic News Division.

Prior to coming to CJC, Harrison spent more than a decade working at local television stations in Florida, Louisiana, and Ohio. His anchoring, reporting, and weather forecasting earned him seven regional EMMY awards.

AREAS OF EXPERTISE

Digital and Mobile Media Communication • Editing (visual/audio) • Media Competition • Media Management and Economics • Reporting • Social Media • Visual Communications • Television News • Broadcast Journalism • Multi-Platform Journalism • Innovative Storytelling

WHAT EXCITES YOU MOST ABOUT YOUR NEW ROLE?

My new role is an opportunity to grow within a university community that I love. In many ways I am home, employed at my alma mater and working about 60 miles from where I grew up.

ACCOMPLISHMENT YOU ARE MOST PROUD OF

Professionally, I am proudest of the demonstrated track record of success my students have achieved from major awards to job placement. Personally, traveling the world has taught me so much, pushed me out of my comfort zone and shaped me as a person.

THREE THINGS WE DON'T KNOW ABOUT YOU

1. I have traveled to all seven continents, including Antarctica.
2. I love college and pro football.
3. I was inducted into the UF Hall of Fame as a student.



dan WINDELS

Lecturer, Department of Advertising

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For the past year, Dan Windels has served as a CJC visiting instructor for the Advertising Department. He also was the faculty advisor for the student-run Ad Society and Advnt, and led the development efforts for the College's first annual "Brand Bowl". This event brought more than 50 students from Ad Society, The

Agency and the Public Relations Student Society of America together on Super Bowl Sunday to evaluate the Super Bowl ads in real-time based on measures of trust.

Prior to his visiting position, he was a lead brand strategist and market researcher at Covalent Logic, where he helped develop the award-winning advertising campaign for the Baton Rouge Metropolitan Airport. Prior to that, he was a senior brand strategist at GSD&M in Austin.

In his work for the Truth Initiative's quit-smoking campaign, he helped develop the strategic framework for "Become an EX," a groundbreaking campaign that challenged smokers to re-learn the quitting process one cigarette at a time.

AREAS OF EXPERTISE

Advertising Campaigns • Research and Strategy • Audience Research • Branding/Brand Relationships • Consumer Insights Research • Creative Strategy • Integrated Communication

SIGNIFICANT OTHER

Kasey Windels

CHILDREN

Luke, age 10

WHAT EXCITED YOU MOST ABOUT FLORIDA?

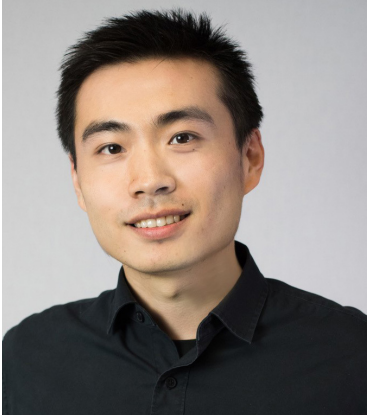
Crystal-clear Florida springs.

ACCOMPLISHMENT YOU ARE MOST PROUD OF

Our amazing 10-year-old son Luke

THREE THINGS WE DON'T KNOW ABOUT YOU

- 1) A bear stole all of my food on a remote hiking trip.
- 2) I had a cigar and cognac with Steven Spielberg.
- 3) I am obsessed with Costco.



kun
XU

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Dr. Kun Xu's research area focuses on the intersection of human-computer interaction, computer-mediated communication, and media psychology. His work investigates how people perceive and process information from technologies such as social robots, computer agents and virtual assistants. He also examines

how people use virtual and augmented reality (VR/AR) technologies to make sense of spaces and maintain social relationships. His research on smartphones focuses on mobile interface design and users' geo-location sharing behavior.

His works have been accepted in journals such as *New Media & Society*, *Computers in Human Behavior*, *Journal of Computer-Mediated Communication*, *Convergence*, and *International Communication Gazette*.

Kun also was a journalist at Thomson Reuters and Shanghai Media Group.

Kun received his Ph.D. from the Klein College of Media and Communication at Temple University.

AREAS OF EXPERTISE

Emerging Media (gaming, VR, AI, etc.) • Media Psychology and Effects • Human-Robot Interaction • Computer-Mediated Communication • Mobile Media • Augmented Reality • Public Opinion

SIGNIFICANT OTHER

Flora Wang, married for two years

WHAT EXCITES YOU MOST ABOUT COMING TO FLORIDA?

The warm winter and the natural scenes.

THREE THINGS WE DON'T KNOW ABOUT YOU

- 1) I love bubble tea.
- 2) I am a Manchester United soccer fan.
- 3) I'm interested in horoscope/star signs.

