

DEAN'S REPORT 2020

UNIVERSITY OF FLORIDA
COLLEGE OF JOURNALISM
AND COMMUNICATIONS



DECADE
AHEAD *Page 7*

2020 DEAN'S REPORT

Contents



We would like to thank

**Andrew Warden and the
Bert W. Martin Foundation**

for underwriting the Dean's Report and for
their ongoing support of the College.



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Dean's Message

CJC has played a central role in my life since I arrived here as a student in the mid-1970s. I stayed actively engaged after graduation, serving on the Journalism Advisory Council and driving up from Sarasota to participate in major College events. Throughout the years, I watched with pride as my alma mater continued to grow in scope and stature. Now, all these years later, I don't think I have ever been as excited about our College's future as I am today.

Timing is everything in life and work. I arrived as Dean in January 2013, just as the Great Recession was ending and the political environment in Florida was shifting from apathy toward higher education to intentional investment. UF rose in stature to No. 7 in *U.S. News and World Report's* list of Top 10 public research universities and, although journalism and communications programs aren't ranked, we felt our reputation rise as well. With the wind at our backs, we were able to build on past successes to an extent that hadn't been possible before. And you, alumni and stakeholders, were right beside us.

Ours is a story of growth by all measures: Since 2010, we have increased our full-time faculty numbers more than 40 percent, from 52 to 72, including 42 research and 30 creative/professional faculty members, plus 20 staff professionals who mentor students in our immersion venues. Our undergraduate enrollment has grown 17 percent, from 2,198 to 2,563 as of fall 2019, approaching our high of 2,767 in 2005. Over that same period, the College's endowment has grown nearly 40 percent from \$49 million to \$69 million today.



Throughout this year's Dean's Report, you will see how our accomplishments in the past have fueled the success we witness today and laid the foundation for groundbreaking achievements in the future. Our expanding immersion venues continue to provide unparalleled learning opportunities for our students. Our award-winning faculty has elevated the reputation of our College. Our scholars and our Centers are providing new insights and approaches with impact locally, nationally and internationally. Our staff has advised students through their academic careers and guided them to more 300 awards since 2015.

None of this would have been possible without the support from our alumni and friends, who have given generously of their time and resources to ensure the success of their alma mater. We are extremely gratified that for two years in a row, CJC has been the top college in the number of donations during UF's Gator Giving Day. Some of the more significant gifts to the College in 2019 are listed on page 30.

As I complete my eighth and final year as dean, I leave knowing that our College is well positioned to have a meaningful impact on students, industries and society in the decade ahead. We will continue to be guided by core objectives, including:

- › Embracing multiculturalism to ensure that an increasingly diverse population is effectively served
- › Equipping the next generation of journalists and communicators to be standard-bearers of truth and ethics
- › Examining how media and technology can be used to strengthen, not undermine, our democratic society
- › Exploring the intersection of science and effective storytelling and the principles of persuasive messaging to bolster businesses and institutions and have a positive impact on society.

In this year's Dean's Report, we will look at some of the people and programs that are addressing key trends and challenges as we prepare for another transformative decade ahead.

My decision to step down when 2020 winds to a close was hard fought, but, in the end, one simply knows when it is time. And, for me, it is time to hand the reins to an innovative new dean who will lead the College into exciting new directions.

As I have for all of my adult life, I will be watching with unabashed pride and gratitude.



DIANE MCFARLIN

Dean

Key Accomplishments Since 2013

- › **2013** Diane McFarlin assumes role as Dean
- › **2014** PATH office opens, consolidating student services
- › **2014** Florida Public Radio Emergency Network launches
- › **2015** The Agency opens for business
- › **2016** STEM Translational Communication program becomes a Center
- › **2016** Media Effects and Technology Lab opens
- › **2017** STEM Center receives \$3 million grant, largest in the school's history
- › **2017** The Center for Public Interest Communications launches
- › **2018** First of 24 new faculty positions hired
- › **2018 -19** CJC is a top four college for two years in a row in Hearst Journalism Awards
- › **2018** CJC is re-accredited with high praise
- › **2018** GHQ experimental, student-run audio entertainment platform launches
- › **2018** CJC hires its first Director of Inclusion and Diversity
- › **2019** The College receives \$1.25 million for the Consortium on Trust in Media and Technology
- › **2019** Online masters' program named number 1 in the country by several ranking services
- › **2019** CJC has the most donors of any college on UF's inaugural Giving Day
- › **2019** Dean McFarlin named Scripps Howard College Administrator of the Year

Highlights

FROM 2018–2019

Public stations WUFT-TV/FM and the Florida Public Radio Emergency Network were honored with the Corporation for Public Broadcasting Community Lifeline Award for providing extensive coverage and non-stop emergency information during Hurricanes Michael, Irma and Matthew.

The Community Lifeline Award, which has been presented only twice, recognizes public media stations that provide outstanding service to their communities during local emergencies, natural disasters and other urgent situations.



Corporation for Public Broadcasting
Community Lifeline Award

Presented to

WUFT
and the

Public Radio Emergency Network

leadership, innovation and statewide collaboration
to communicate emergency information to the public.

March 2019

The College hired eight new faculty members for the 2019–2020 academic year for a total of 24 new faculty positions in the past two years (see page 18).

Dean **Diane McFarlin** was named the 2018 Scripps Howard Administrator of the Year. The national award showcases excellence in the administration of a journalism and communications program.

CJC hired and promoted leaders to take the College through this decade. New leadership includes:

- › **James Babanikos**
Associate Dean for Undergraduate Affairs
- › **Laurent Burman**
Consulting Executive Director, The Agency

- › **Robyn Goodman**
Chair, Department of Advertising
- › **Tom Kelleher**
Associate Dean for Graduate Studies and Research
- › **Evan Kropp**
Director, CJC Online Graduate Program
- › **Mira Lowe**
Assistant Dean for Student Experiences

CJC, for the second time in two years, was named fourth best overall and first in the Broadcast Radio and TV category, in the Hearst Journalism Awards, considered the Pulitzer Prize of college journalism. In all, the college won 16 awards, including two first-place awards in the National Championships and three first-place awards in the intercollegiate competition.

Overall, more than 120 CJC students won awards in advertising, journalism, public relations, telecommunication and scholarly research competitions (see page 13).



Fresh Take Florida

In January 2019, the College introduced Fresh Take Florida, a news service producing top-caliber investigative and political content about Florida state government.

Although initially planned as only a spring semester program to coincide with the Florida legislative session, its success has prompted us to include it as part of the curriculum offered throughout the academic year.

Each semester, students travel regularly — typically at least once overnight each week — to the state capital to interview sources and to monitor legislation, committee hearings, floor votes and other action. They work on stories identified by faculty editors and ones they propose themselves from interviews with sources or reviews of government records.

In-depth reporting is patterned after the “rapid-response investigations” model, which includes interviews, surveys of public records and analyzed data that is intended to be reported in days or weeks, not months. 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 and other media organizations.

STORIES PRODUCED IN 2019 INCLUDE:

- › New Report Details Disparities in Trauma Training for K-12 School Employees
- › Donors Sticking By Florida Lawmaker Despite Blackface Photo
- › Firm Takes Steps to Keep Secretive Voice-Print Technology Used on Florida Inmates
- › Florida’s Elderly Sex Offenders Shut Out of Housing
- › Florida Considered Public Money for Troubled Executive
- › After the Eye: A Story of Recovery Along Florida’s Forgotten Coast
- › Nobody Noticed an Ex-Felon In Florida Ran for Office; Now There are Questions Whether it Was Legal

CJC officially launched the Center for Trust in Media and Technology, a UF “moonshot” initiative to address the crisis in trust in media (see page 22).

In June, the College announced it would provide \$200,000 over two years to support *The Independent Florida Alligator*, reflecting the importance of the news organization to the College’s immersion program.

In December, Public Relations Department Chair **Marcia DiStaso** was named *PRNews* Educator of the Year and Public Relations Senior **Gabriela Balayla** was named Public Relations Student of the Year. This is the second year in a row that a CJC student has received this honor.

In June, the College announced it would provide \$200,000 over two years to support *The Independent Florida Alligator*

CJC’s Distance Learning program, which was named the No. 1 online communication master’s program by several ranking services, formed partnerships with Disney and the Women’s Tennis Association, which will provide free or subsidized master’s and certificate programs to their employees and members.

Public Relations Associate Professor **Carma Bylund** and Advertising Associate Professor **Carla Fisher** received a grant for \$323,000 from the Leukemia and Lymphoma Society and Advertising Associate Professor **Huan Chen** received a \$350,000 grant from the National Science Foundation.



Public Relations Department Chair
Marcia DiStaso



Advertising Associate Professor Huan Chen



Associate Dean for Graduate Studies and
Research Tom Kelleher

The Decade Ahead

The next decade is expected to be just as transformative to life in the U.S. as the decade before. Continued demographic shifts, advances in technology, media trust and ethics, sustainability, and other developments will help shape communication strategies and approaches over the next 10 years.

Here are a few examples of how CJC, through its curriculum and research, is addressing today some of the significant developments we expect tomorrow.

TECHNOLOGY

Technology has transformed how we communicate, and technological advances will continue to disrupt traditional platforms.

One of the fastest-growing areas is the study of human-computer interaction and computer-mediated communication. In face-to-face communication, people interact with each other through cues, such as verbal language, eye contact, facial expressions, and gestures. Kun Xu, Telecommunication Assistant Professor in Emerging Media, is exploring which cues — for example, voice commands and gestures — are most effective in communicating with devices, and the interrelationships and psychological effects of different cues (see page 15).

But technology also has a dark side, enabling the rapid spread of false information leading to deepened mistrust in media, particularly news organizations. The Consortium on Trust in Media and Technology, launched in February 2019, is exploring how media and technology can become more trustworthy, and developing programs for the application of new knowledge and tools, and the creation of new policy and law (see page 23).

Ethics has always been a core component of CJC curriculum across disciplines and is included in both introductory and advanced courses.

MEDIA ETHICS

The crisis in trust is also exacerbated by a perceived lack of ethics in media. In a recent poll, when asked on average which one of four industries engaged in the greatest amount of unethical behavior, the top choice was media, followed by the drug and pharmaceutical industry, banking and technology.

Ethics has always been a core component of CJC curriculum across disciplines and is included in both introductory and advanced courses. More recently, the College has addressed complicated ethical issues in a changing world with courses such as: Problems and Ethics of Journalism in Society; Data Management and Ethics; Ethics and Professional Responsibility; Ethics and Problems in Mass Communication; Ethics in the Digital Age; and Law and Ethics of Social Media.

Journalism Professor **Kim Walsh-Childers** and Brechner Center for Freedom of Information Director **Frank LoMonte** are currently piloting a section of the Mass Media and You undergraduate course that is aimed at helping students in any major understand what constitutes good, reliable journalism and how high-quality journalism helps citizens in their interactions with government.



Journalism Assistant Professor Rachel Grant

MULTICULTURALISM

By 2030, minority groups are expected to comprise nearly 45 percent of the U.S. population (non-whites under 18 are already in the majority). As the U.S. becomes increasingly diverse, employers are seeking employees with skills to effectively reach multicultural audiences.

In the past two years, CJC has hired 12 faculty members from underrepresented groups to provide diverse perspectives across our four disciplines. For example, **Raegan Burden** was hired this past year in the new position of Advertising lecturer of cultural engagement and in fall 2020 will offer a new course, "Multicultural Advertising in the U.S." (see page 14). Journalism Assistant Professor **Rachel Grant's** academic research looks at media studies of race, gender and class, and she has conducted extensive research on social movements, social justice, and Black feminism.

Race and multicultural issues are infused in much of our curriculum. New courses specifically focused in this area include Diverse Voices; Race, Class, Gender and Media; Islam, Media, and Popular Culture; Race, Sports and Culture; and World Communication Systems.

Recent research around multicultural issues includes a study on black consumer identity and brand preference, diversity in local on-air talent, the effects of race on patient-physician communication, and media discourse on historic, national symbols and the continuation of systemic racism and oppression.

NEWS DESERTS

News deserts are emerging across the country at an alarming rate. It has been reported that some 1,300 communities in America are devoid of local news coverage and more than 2,000 counties have no daily newspaper. State government coverage also has eroded to a dangerous level. A study completed four years ago found that the number of reporters covering state capitals full time had declined by 35 percent since 2003, and continues to decline today.

To help address the issue of declining state government coverage, the College launched Fresh Take Florida, using student journalists to investigate issues in the Florida state capital. Their stories are made available to news outlets across the state and across the country (see page 5).

With a generous gift from UF alumnus **Nathan Collier**, CJC also launched the \$25,000 Collier Prize for State Government Accountability, which is designed to encourage coverage of state government in every state, focusing on investigative and political reporting. The prize is one of the largest journalism awards in the nation and will be awarded annually at the White House Correspondents' Association dinner.

THE ENVIRONMENT

Recent polls indicate that the vast majority of Americans are concerned about global warming and the future of the planet. As a result, how we communicate about climate change, to both those who accept it and those who are skeptical, will become increasingly important.

For the past five years, CJC has hosted an annual climate communication summit, bringing together both scientists and journalists to provide guidance on navigating this complicated issue. In 2019, the summit featured a workshop from CJC's Center for Public Interest Communications on the principles of communicating climate research clearly and compellingly.

Environmental Journalist-in-Residence **Cynthia Barnett** has pioneered environmental journalism curriculum at CJC, as well as training programs for journalists. In 2020, her environmental journalism class will be working with the Florida Climate Reporting Consortium, a collaboration among 18 Florida news organizations, and will focus on the intersection of public health and local climate change.

Public Relations Assistant Professor **Jay Hmielowski** has been studying the effectiveness of climate change communication and how people's identities — beyond political affiliation — can impact their views on environmental issues. His new research is exploring why people feel defeated when confronting significant issues like climate change, and messaging to help them overcome it.



Environmental Journalist-in-Residence Cynthia Barnett

As a result, how we communicate about climate change, to both those who accept it and those who are skeptical, will become increasingly important.

Students

PURSUING DREAMS THAT WILL CHANGE LIVES

▲ CJC students can capitalize on College opportunities on-campus or online, as freshmen or as transfer students. There are remarkable stories to share of undergraduate and graduate students demonstrating their passion to have an impact locally, nationally and globally.

USING PUBLIC INTEREST COMMUNICATIONS TO SAVE ANIMAL LIVES

Angela Hughes has always loved science, seeking to understand the world around her from a young age. Hughes became a veterinarian and completed a Ph.D. in animal genetics. Now, as a student in CJC's online master's program with a specialization in public interest communications, she's learning about advocacy to help veterinarians understand the latest tools and educate pet owners about potentially life-saving research.

As a veterinary geneticist at Mars Petcare, Hughes developed the first test to help breeders make the best matches possible based on genetic diversity, and a DNA product for dogs that screens for more than 150 genetic health conditions. Knowing an animal's ancestry and genetic predispositions can help vets provide individualized care. Communicating that is critical.

Hughes realized that "through this array of experiences my passion lies in educating and communicating the science of what we are doing and how it can positively impact an animal's life."





TECHNOLOGY PROVIDES NEW OPPORTUNITIES FOR DISABLED STUDENT

Telecommunication junior **Drew Dees**' cerebral palsy has compromised his body movement and muscle coordination. However, it has not dashed his dream to be a broadcast journalist. A new \$50,000 wheelchair is now bringing that dream to reality, allowing him to move from a sitting to standing position with a touch of a button.

"It's just going to make such a world of difference for me," said the 24-year-old Dees. "Just to be able to stand up and be able to talk to people on eye level and not have to look up at someone; that's just the most amazing feeling to me."

Dees has worked in the Innovation News Center, on WUFT-TV's "News in 90" and, last summer, as an intern at WESH-TV in Orlando. He continues to be determined to not let his physical limitations inhibit his ability to be an on-air anchor and reporter.

(Excerpted from a Dec. 18, 2019 story on Poynter.org)

STUDYING HUMAN INTERACTION WITH AI-DRIVEN INFLUENCERS

First-year Ph.D. student **Fanjue Liu**'s fascination with artificial intelligence (AI) Instagram influencers prompted her to pursue research on how computer-generated agents affect people's perception and comments.

"I saw that under AI influencer Instagram posts, there were so many comments that were just like comments under the real influencers," said Liu, who received her master's from CJC in 2019. "I began to become curious as to why people interact with these fake influencers, just as they interact with the real ones."

As part of her research, Liu began to categorize users' comments based on whether people treated these AI influencers as a robot, human or programmer, hoping to find out more about why people interact with these influencers knowing full well that they're just robots.

She is currently summarizing the mechanisms that can trigger people's different perceptions. "For my next step, I want to look at how the different perceptions influence the different interactions in user comments."





HELPING COMPANIES INTEGRATE SYSTEMS THINKING

Helping companies gel as an integrated team consumes **Rakeem Robinson** these days as the master's student researches best practices for systems thinking for CJC's Center for Public Interest Communications.

Robinson, 24, uses the data from his research to teach companies how to develop their vision, communicate it effectively and implement it — without making employees feel threatened by change.

Shortly after arriving at UF, Robinson was in a horrifying accident. His truck ran off the road and hit a stand of trees, then burst into flames. He's still recovering and anticipates future surgeries on his right hand and knee.

But that hasn't slowed him down. Robinson was part of a team that used data to attract more clients to The Agency. And he's conducted research for the Community Anti-Drug Coalitions of America to find out why Missouri is an outlier in the world of tobacco and give anti-tobacco advocates data to better tell their stories.

TRANSFER STUDENT HITS THE GROUND RUNNING

Telecommunication senior **Marcello Cuadra's** love of broadcast journalism took root in elementary school, when he was part of his school's morning announcements team. He studied business at Miami Dade College, but decided to change course when a friend suggested he consider becoming an anchor. Drawn to UF's strong reputation in journalism, he decided to transfer to CJC.

Moving to UF brought on a host of challenges, such as adjusting to a bigger campus and larger class sizes. He traded in writing for Miami Dade's student newspaper for reporting and producing for radio and television in the Innovation News Center (INC).

Getting involved was a priority for Cuadra, who reached out to the INC shortly after transferring to learn more about how he could get started. Now, he serves as an anchor and producer for "News in 90" and works with Noticias WUFT, presenting news in Spanish. He also serves as a Journalism and Communications Ambassador and helps prospective students learn more about the College.



Helping Students Connect with Top Employers

By the end of the 2015-16 academic year, 45 percent of CJC graduating undergraduates had secured employment. The average starting salary was \$30,770. In spring 2018, the placement rate inched up to 48 percent, and average starting salaries were \$36,000.

We are committed to providing our students with the best career opportunities. But to truly cement our position as one of the top programs in the country, placement rates and starting salaries need a significant boost.

Thanks to a generous donor's gift, CJC is creating the Office of Career and Corporate Partnerships (OCCP), which will be focused on generating new employment connections for our students. At the time of this publication, we were in the final stage of hiring a director. The Office will be under the purview of **Mira Lowe**, assistant dean for Student Experiences, who will also oversee the Knight Division for Scholarships, Career Services and Multicultural Affairs.

The new Director will lead a professional development and industry engagement strategy for students, recent alumni and employers. The OCCP will be creating and directing a corporate engagement program that identifies and cultivates partnerships with new and active employers, and promotes CJC and its students.

If you would like more information about this program, contact Mira Lowe at lowemira@ufl.edu.

Student Awards

More than 120 CJC students won awards in advertising, journalism, public relations, telecommunication and scholarly research competitions in 2019. Here are a few of the student awards from last year. A complete list of news award winners is available at: www.jou.ufl.edu/newsawards.

HEARST JOURNALISM AWARDS

- › **David Jones**, B.S. Telecommunication 2019: First Place, National Championships, TV News
- › **Dolores Hinckley**, B.S. Telecommunication 2019: First Place, National Championships, Radio News

FLORIDA AP PROFESSIONAL BROADCASTING

- › Nineteen CJC student journalists placed first in the College and Professional Divisions.
- › WUFT-FM: First Place: Digital Programming, Radio Investigative Reporting, Radio Continuing Coverage, Radio Breaking News
- › WUFT-TV: Best TV Newscast

PRNEWS

- › **Gabriela Balayla**, Public Relations senior: PR Student of the Year

ADVERTISING ASSOCIATIONS

- › **Summer Shelton**, Ph.D. 2019: First place, Dissertation Award, American Academy of Advertising
- › Five Advertising students were selected for the national 2020 **American Advertising Federation (AAF) Most Promising Multicultural Students** program.
- › Seventeen students were selected for the 4A's Foundation **Multicultural Advertising Internship Program** Fellowships, and completed 10-week internships at top agencies across the country.

Faculty and Scholarship

BLAZING NEW TRAILS IN EDUCATION AND RESEARCH

CJC faculty are engaged in research and teaching to address significant societal issues over the next decade, including multiculturalism, ethics, emerging technology and political discourse.

Here are a few examples of activity from on-campus and online faculty.

RAEGAN BURDEN

Recognizing the significance of increasing multiculturalism in the U.S., CJC last fall brought on Raegan Burden as the CJC's first Lecturer of Cultural Engagement, an Advertising Department position that

allows her to engage students to think critically about an increasingly diverse consumer population.

In addition to teaching Advertising Strategy and International and Cross Cultural Advertising, Burden is creating a new course called Multicultural Advertising in the U.S., which will address the country's evolving demographics and approaches to communicating with segments of the population who think and act differently. The course will be designed to provide a critical examination of cultural groups to support more informed and on-target advertising campaigns and strategies.

Before transitioning into academics, Burden worked in corporate settings and advertising agencies, such as J. Walter Thompson and Turner Broadcasting.



JAY HMIELOWSKI

The debate around issues such as climate change and immigration has been fractious, caused in part by ineffective or polarizing communication. Public Relations Assistant Professor Jay Hmielowski has been studying why different messages are effective or ineffective at changing people's attitudes and beliefs associated with various environmental, science, and political issues, and how that affects their information-seeking behaviors.

A Consortium on Trust in Media and Technology *Trust Scholar*, he is now examining the role of fact-checking in increasing or decreasing people's level of trust in news media organizations. Most research on fact-checking has looked only at the effects of correcting misperceptions on specific beliefs (e.g., beliefs about vaccines). This new research will examine whether attempts to correct misperceptions has a similar effect on trust in non-partisan news outlets.

Hmielowski is also studying why people feel defeated around critical issues like climate change, and how effective communication can help overcome it.

KIM WALSH-CHILDERS

For the last 30 years, Journalism Professor Kim Walsh-Childers has studied and taught journalism ethics, focusing mostly on health issues and whether news coverage shapes health policy development. Now, she is studying coverage of mass shootings in an effort to shape future coverage.

Her research on mass shooting coverage is designed to get journalists to think about the potential impact of their reporting, beyond whether a shooter's name and photo should be used. For instance: Should the media cover a shooter's manifesto or what a horrible childhood he had? Are journalists contributing to the problem by making shooters into folk heroes?

Walsh-Childers and a group of her students are analyzing data to find out whether journalists are changing the way they cover mass shootings. Are they not using the names and photos of shooters as much? "It looks like there's some discussion of the idea, that some are realizing they may be contributing to the problem," she said.



KUN XU

Growing up in Shanghai, China, Kun Xu's family was one of the first to have a personal computer. That was the beginning of his fascination with human and machine interactions. Later, as a journalism student, he was intrigued by people's attachment and addiction to the newly emerging smartphone.

Today, as Telecommunication Assistant Professor for Emerging Technology, Xu is exploring the nascent field of human-machine communication (HMC). Specifically, his research is focused on both interpersonal and technology cues, and how they impact the development of more effective human-machine interaction and communication. Cues trigger social responses. The next generation of mobile phones, social robots, smart cars and other devices will need to learn how to recognize the social and psychological effects of these cues and the related ethical questions.

Xu's research includes studying users' responses when machines are designed with multiple layers of social cues and how a combination of social cues, individual differences, and contextual factors has an effect on users' interaction with machines.





MARY ANN FERGUSON

When a mentor encouraged Public Relations Professor Mary Ann Ferguson to start thinking about research while she was getting her master's degree in journalism, she decided to tackle the future of public relations. She presented a paper that was well-received by all but one person, a senior scholar who scuttled her chance of having it published.

That was in 1984. Now, after a successful career that includes 38 years at CJC, Ferguson finally had her paper published. The editor of the *Journal of Public Relations Research* said "everyone wants this paper. They want to see it in its original form."

The piece was the journal's most-downloaded article in 2018, for which Ferguson last year won the Karen Russell Award from the University of Georgia's Grady College. The paper — "Building Theory in Public Relations: Inter-organizational Relationships as a Public Relations Paradigm" — was groundbreaking in its day, when Ferguson suggested public relations practitioners think about relationships with companies, individuals and the public instead of looking inward at themselves.

COLLEEN MCEDEWARDS

"As journalists and educators it really behooves us to help underline the best and most ethical use of digital media, and to help the next generation be really critical in how they view the media."

That sentiment, shared by former CNN International anchor and correspondent Colleen McEdwards, is infused in her Video Storytelling class as part of CJC's online master's programs. The course challenges students to examine the intersection of video and the science of storytelling for social impact.

"The ethical, purposeful use of media elements in distance learning can unite and empower," McEdwards said. "As an instructor, I am always looking for ways to use media for collaboration, deep learning and applying our learning in a dynamic, social way."

Last year, Edwards received a Fulbright Program grant to teach digital storytelling to Trinidad's state media organizations, as well as to journalism students and educators at the College of Science, Technology and Applied Arts of Trinidad and Tobago.



Faculty and Staff Awards

CJC faculty and staff continue to be recognized at UF and nationwide for their achievements. Here are some of the honors from 2019.

› Moni Basu

Michael and Linda Connelly Lecturer for Narrative Nonfiction: Religion Communicators Council Wilbur Award

› Huan Chen

Associate Professor, Advertising: McGraw-Hill Distinguished Scholar Award

› Ann Christiano

Director, Center for Public Interest Communications: UF Junior Faculty International Educator of the Year Award

› Roxane Coche

Assistant Professor, Telecommunication: UF Office of Teaching Excellence Rising Star Award

› Marcia DiStaso

Chair, Public Relations: PRNews Educator of the Year and Measurement Hall of Fame

› Mary Ann Ferguson

Professor, Public Relations: University of Georgia Grady College Karen M. Russell Award

› Mindy McAdams

Knight Chair, Journalism Technologies and the Democratic Process: Society of Professional Journalists Distinguished Teaching in Journalism Award

› Diane McFarlin

Dean: Scripps Howard College Administrator of the Year Award

› Randy Wright

Executive Director, Division of Media Properties: Public Radio Regional Organizations Award

Fond Farewells

Three faculty members with a combined 78 years at CJC retired in 2019. The announcement of their retirements generated a stream of tributes from current and former students and colleagues. All received emeritus status.

JOHN WRIGHT

During his 36 years at UF, Wright served as dean, executive associate dean, associate dean for graduate studies, graduate coordinator and interim department chair — the only person to have served in all of these roles at CJC.

SANDRA CHANCE

Chance taught media law since 1993 and, for 18 years, served as Executive Director of the Joseph L. Brechner Center for Freedom of Information.

KATHLEEN KELLY

During her 16 years at CJC, Kelly served as a faculty member and chair in the Public Relations Department. She was a leading authority on fundraising curriculum.

In addition, two respected administrators stepped down from their positions. Advertising Professor **Debbie Treise** served 16 years as Associate Dean and Senior Associate Dean of the Division of Graduate Studies and Research. Advertising Professor **Mike Weigold** served nine years as Associate Dean for Undergraduate Affairs and Enrollment Management. Both have returned to teaching full time.

Meet Our New Faculty

▲ In 2019, the College welcomed eight new full-time faculty, each with unique backgrounds bringing new experiences, research focus and subject area expertise.



RAEGAN BURDEN

*Lecturer of Cultural Engagement,
Department of Advertising*

Burden formerly was an instructor at two North Carolina colleges. Before entering academia, Burden worked in various agency roles, acquiring 15 years of experience in advertising, marketing and communications with organizations such as J. Walter Thompson, Turner Broadcasting, UTÖKA and Millward Brown.



ELIZABETH "LISSY" CALIENES

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

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.



JULIANA FERNANDES, PH.D.

*Assistant Professor,
Department of Advertising*

Fernandes, M.A.M.C. 2007 and Ph.D. 2010, was assistant professor in the University of Miami School of Communication. 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.



JAY HMIELOWSKI, PH.D.

*Assistant Professor,
Department of Public Relations*

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.



RACHEL GRANT, PH.D.

*Assistant Professor,
Department of Journalism*

Grant most recently was assistant professor in Xavier University of Louisiana's Mass Communication Department. Her academic research looks at media studies of race, gender and class. She has conducted extensive research with social movements, social justice and Black feminism.



HARRISON HOVE

Lecturer, Department of Journalism

Hove, B.S. Telecommunication 2005, had been a Multimedia News Manager in the CJC Innovation News Center since 2017, overseeing content creation, primarily for WUFT-TV broadcasts. Prior to coming to CJC, he spent more than a decade working at local television stations in Florida, Louisiana and Ohio.



DAN WINDELS

Lecturer, Department of Advertising

Windels served as a CJC Advertising Department visiting instructor in 2018-19. He also was the faculty adviser for the student-run Ad Society and advnt. Prior to his visiting position, he was a lead brand strategist and market researcher at Covalent Logic, and a senior brand strategist at GSD&M in Austin. In addition to teaching, he is a faculty adviser to The Agency.



KUN XU, PH.D.

*Assistant Professor in Emerging
Media, Department of
Telecommunication*

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 like social robots, computer agents and virtual assistants. Previously, Xu was a journalist at Thomson Reuters and Shanghai Media Group.

Research and Insights

To reach a broad audience for CJC research and thought pieces, the College provides summaries of many academic articles and papers in the Research and Insights section of our Web site (www.jou.ufl.edu/research). Here are a few of the studies we featured in 2019.

E-CIGARETTES AND SOCIAL MEDIA: ATTITUDES AND PERCEPTIONS OF YOUNG ADULTS TO SOCIAL MEDIA MESSAGES

Advertising Assistant Professor **Jordan Alpert**, Advertising Associate Professor **Huan Chen** and doctoral student **Kelsy-Ann Adams** wanted to understand how exposure to e-cigs on social media influences adolescent thoughts, feelings, attitudes, perceptions and behaviors toward e-cigs.

THE MILLENNIAL PERSPECTIVE ON BROADCAST RADIO VS. MUSIC STREAMING SERVICES

Telecommunication Professor **Sylvia Chan-Olmsted** and doctoral student **Rang Wang** sought to better understand how millennials were accessing music and their gratification from broadcast radio, broadcast radio apps and music streaming services.

FOR US, BY THEM?: A STUDY ON BLACK CONSUMER IDENTITY AND BRAND PREFERENCE

Doctoral students **Yewande O. Addie**, **Brett Ball** and **Kelsy-Ann Adams** wanted to understand how mainstream brands are creating products, messaging and distinctive campaigns for targeted ethnic audiences. Specifically, their research looks at Black female consumers and their selection of personal hair care brands based on cultural perception and sense of identity.

CORPORATE VANGUARDS: THE CONTEMPORARY ROLE OF ORGANIZATION ALTRUISM

Corporations have become more active on a politically charged and divisive stage. Public Relations Assistant Professor **Myiah Hutchens** and doctoral students **Lincoln Lu** and **Kalyca Becketl** explored whether doing so impacts overall brand adoption and currently held corporate perception. Meaning, if a company publicly takes a stand one way or another on a political topic, will consumers view the company differently?

TRAINING LAW ENFORCEMENT OFFICERS TO IDENTIFY RELIABLE DECEPTION CUES WITH A SERIOUS DIGITAL GAME

Existing research indicates that professional law enforcement officers are generally no better than untrained novices at detecting deception. Telecommunication Assistant Professor **Yu-Hao Lee** explored how digital games can help law enforcement officers better detect deception.



CLEANING UP SOCIAL MEDIA: THE EFFECT OF WARNING LABELS ON LIKELIHOOD OF SHARING FALSE NEWS ON FACEBOOK

Research by **Paul Mena**, Ph.D. 2019, determined that warning labels can impact a Facebook user's decision to share a disreputable source of information. In fact, social media users were less likely to repost flagged material even when an alternative or more accurate article was unavailable to simultaneously debunk the initial post.

NEXT STEPS IN CAMPAIGN STRATEGIES TO REDUCE TEEN DATING VIOLENCE: EXAMINING MEDIA CAMPAIGNS THROUGH THE LENS OF "BOY CULTURE"

Advertising Associate Professor **Cynthia R. Morton** found that promotional materials targeted at boys can be beneficial in not only broaching the subject of teen dating violence but mirroring appropriate responses to potentially volatile situations.

STUDY FINDS TROUBLING TRENDS IN VIRTUAL REALITY RESEARCH

Academic research on virtual reality is common, but what insights can be gleaned from this large body of work? A new study by a research team that included Journalism Assistant Professor **Frank Waddell** found troubling trends in published research on virtual reality.



New Research from CJC Faculty

JORDAN ALPERT

Assistant Professor, Advertising

Efforts are being made to incorporate patients' smartwatch data into electronic health records so it is available for providers. While this is a good idea in concept, implementing such an idea faces many obstacles. Alpert's study will analyze information from providers in in-patient and out-patient settings to understand their perceptions of using such data and how it can be implemented.

JIEUN SHIN

*Assistant Professor,
Telecommunication*

Shin's study examines the extent to which self-reported survey responses on media consumption accurately match that of actual behavior. The project identifies a potential gap between survey participants' self-reported responses on media consumption and participants' behavior on Twitter.

RACHEL GRANT

Assistant Professor, Journalism

Grant is working on a study that examines television's reboot culture within the context of racial or ethnic cast updates, specifically the reboot of Party of Five. The show now centers on a LatinX family and focuses on issues of immigration.

MYIAH HUTCHENS

Assistant Professor, Public Relations

Hutchens recently published findings from a study that shows that polarization is influenced by the face-to-face social networks we create — with more similar individuals leading to increases in political polarization. Earlier research showed that online networks DON'T influence polarization, and can actually reduce it.

► Scholarship AY 2018-19

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Centers and Consortium



Center for Public Interest Communications Director Ann Christiano

JOSEPH L. BRECHNER CENTER FOR FREEDOM OF INFORMATION

To showcase research that has immediate practical use to journalists and their legal counsel, the Brechner Center launched a new quarterly online publication, *The Journal of Civic Information*. The Journal features articles about the most pressing access issues that confront journalists and anyone else who needs information about matters of public concern, with an eye toward developing legal and technological solutions.

The Center also recruited Legal Fellows **Imani J. Jackson** and **Rachael Jones**, who manage a team of students working to address the pressing legal challenges that journalists report confronting in their daily professional lives, including formulating strategies to respond to restrictive nondisclosure agreements that impede whistleblowers from sharing their stories.

With the benefit of a two-year grant from the Hearst Foundations, the Center hired Pulitzer Prize-winning investigative reporter **Sara Ganim** to coach and mentor students in creating a forthcoming podcast series about the human toll of secrecy in government. The podcast series, "Why Don't We Know," and accompanying website form the centerpiece of the Brechner Center's "Data Deserts" initiative, which spotlights the shortcomings in the ways government agencies gather, organize and report information of public importance.

CENTER FOR PUBLIC INTEREST COMMUNICATIONS

The Center for Public Interest Communications applies social, behavioral and cognitive science to developing communication strategies that advance the greater good. In the decade ahead, the Center will continue to support its partners in studying, testing and applying science-based strategic communication. Two issues that the Center is addressing are child labor and slavery, and the growing refugee population.

The Center recently partnered with the International Labor Organization, a specialized unit of the United Nations focused on ending child labor and slavery, to use the science of storytelling to define a new narrative and structure for communicating about child labor and forced labor.

More than 70 million people have been forcibly displaced by violence or persecution. As the planet warms and climate change renders regions unlivable, that number will grow. The Center is working with the Gates Foundation to identify potential behavioral, psychological and social barriers, and evidence-based practices for engaging communities in a mission to increase investments in global health. That investment is critical in supporting refugees as climate change becomes a greater risk and the population grows. Through the Center's work with the United Nations Refugee Agency, they have found an opportunity to bolster this cause and build empathy for refugees through message framing that dispels stereotypes and counters harmful dominant narratives.

STEM TRANSLATIONAL COMMUNICATION CENTER

The STEM Translational Communication Center (STCC) is focused on research on effective communication, particularly in helping improve health care messaging. Its research includes using human-machine interaction, driving environmentalism and serving diverse communities.

Work continues on a \$3 million National Institutes of Health grant using virtual-human technology (VHT) to improve communication with rural, and ethnic and racial minority patients to help increase colorectal cancer screening. An additional study is using VHT to develop and test a culturally sensitive intervention to address nutrition disparities among rural and underserved populations at risk for colorectal cancer.

Healthcare also faces challenges of mistrust in information. A new study aims to understand how patients communicate about their illness within online communities and how targeted health messages can improve trust in online information.

During the 2019 academic year, one of the Center's major focuses was the study of communication around sustainability and recycling in Florida. The STCC launched a statewide research program aimed at improving recycling communication at the local level. As a result of this work, the Center created and tested an interactive training module prototype to be used by recycling coordinators across the state, along with a set of target recycling messages that were shown to increase recycling knowledge and intention.

CONSORTIUM ON TRUST IN MEDIA AND TECHNOLOGY

In 2019, the University of Florida provided \$1.25 million in seed funding to launch the Consortium on Trust in Media and Technology (CTMT), a transdisciplinary initiative to study how media and technology can become more trustworthy. The key areas of focus include media and communication, cognition and behavior, technology and networks, and policy and law.

The Consortium is providing seed funding to foster new research and build a community of scholars doing related research. Late last year, CTMT named 12 "Trust Consortium Scholars," including nine from CJC, and funded faculty across campus who are looking into areas of trust. The funding will support research ranging from the effects of artificial intelligence on the creation

of "deep fakes" and data infrastructure to strategies on improving digital literacy and organizational communication. In addition, the Consortium is funding two post-doctoral positions to work with UF researchers looking at trust through the lens of discussions surrounding communities and climate change and the effects of algorithmic decision-making in policing.

Going forward, CTMT will build a repository of research and best practices on trust and, through collaboration with scholars across disciplines, accelerate new directions in research that will illuminate the dynamics of trust in media and technology.



STEM Center Director Janice Krieger

Alumni

CHAMPIONING DIVERSITY & INCLUSION

Many CJC alums are playing a direct role in promoting diversity and inclusion in their industries or providing opportunities for underrepresented groups. Here are a few examples of alumni embracing and advancing multiculturalism.

DRIVING DIVERSITY IN TALENT MANAGEMENT

The artist representation business has historically lacked diversity in management. **Tony Hernandez**, B.S. Telecommunication 1997 and Hall of Fame 2019, CEO of production company Jax Media, was determined to introduce more diversity in artist management. In 2019, he and a partner launched Imagine Artist Management, a representation company run by women and focused on cultivating young, diverse voices and perspectives for both talent managers and the artists they represent.

In an interview last year, Hernandez said: "The real change is going to come in a farm system, in letting people get the [talent representation] to get the job, or taking real risks on people. We all need to take a little bit of a gamble to fix the problem, and it's not that crazy."

Jax Media, which was sold to Imagine Entertainment in 2019, had a long history of promoting diversity through its hiring practices and internships. Hernandez is also helping to raise money for a film fund that would promote young directors and producers from underrepresented groups.

Tony Hernandez



Bre Auberry

BUILDING COMMUNITY FOR LGBTQ+ WOMEN

In 2017, **Bre Auberry**, B.S. Advertising 2015, started Black Thread Agency to engage her passion for music, entertainment, and cultural moments. Her team was thinking about what to focus on and what needs existed in the community. “We identified that as queer and LGBTQ women,” Auberry said. “They deserve more elevated events, and they deserve more impactful experiences.”

With that need identified, the agency started Peach, a community-focused event series. The passion project is focused on uplifting LGBTQ+ women.

Peach partners with brands to donate money to each event. Nonprofits that have benefited from these events include Free Write Arts and Literacy, which provides arts opportunities to incarcerated and court-involved youth, and the Howard Brown Health Center, which specializes in providing care to the LGBT community.

“We want to make sure that we’re giving back to our community and not just partying without a purpose,” she said.

PROVIDING LEARNING OPPORTUNITIES FOR YOUNG JOURNALISTS OF COLOR

Yvette Miley, B.S. Broadcasting 1985, Hall of Fame 2000 and UF Distinguished Alumna, has been a senior news executive at MSNBC for more than a decade and is now senior vice president at MSNBC and NBC News. She is responsible for talent management at MSNBC and is in charge of weekend, overnight, breaking news and special events programming on MSNBC and NBC’s “Early Today” broadcasts. For the past four years, she has led the news organization’s diversity and inclusion efforts.

In 2019, under her direction, NBC launched NBC University, an effort to identify journalists of color and provide them an opportunity to learn from experienced broadcast journalists. The organization tracks their progress after training and, when they have gained enough experience, will hire some to join the network or owned and operated stations.

This year, she is bringing NBC University inside NBC News and providing the same training opportunity to all current employees who register. The 450 who attended the first session represented a broad and diverse cross-section of employees. Miley says recruiting people of color is only half the battle. Diversity initiatives often fail, she said, when there is an inability to promote these employees after they have been hired.



Yvette Miley

Alumni Profiles

CAITLIN OSTROFF

USING DATA AND CODING TO TRACK SHOOTINGS OF CHILDREN

As newsrooms continue to be stripped of resources, enterprise and investigative reporting based on data analysis has become more critical, sometimes leading to results that can save lives.

Caitlin Ostroff, B.S. Journalism and Political Science 2018, who covers finance in London for the *Wall Street Journal*, used the dark web in January 2020 for a story on how hackers used a money-exchange company's vulnerability in a cyber attack.

As a data reporter at the *Miami Herald*, she spent six months in 2018 collecting and cleaning data,

building a database and checking facts to identify trends in the deaths of 1,200 children who were shot to death in one year. The package, "Since Parkland," showed that more children are killed outside of mass school shootings, helping lead to a push for gun control legislation.

Before those stories could be written, the team needed information from hundreds of police departments. Instead of drafting thousands of requests by hand, Ostroff used coding skills she learned at CJC to build a program that automated the task. She won the Online News Association's Pro-Am Student Award for the package.



CANDACE HOLLAND

DATA ANALYTICS TO PREDICT PUBLIX CUSTOMERS' CHOICES

Candace Holland, B.S. Telecommunication 2009, M.A.M.C. 2012 uses many of the skills she learned in her master's program in her role as a consumer insights project manager for Publix supermarket. Holland designs and manages quantitative and qualitative research studies and provides analysis of customers' opinions and actions.

"We really speak for the customer in all business decisions," Holland said. "We still use the traditional methods of research but now pair it with technology and other insights to help our company's leaders make the best decisions."

Those methods include traditional survey research, data analysis, the use of descriptive statistics, advanced regression analysis, and max differential. By tying these traditional methods to big data, it allows Holland and her team to get a better understanding of the customers' choices. With grocery and restaurant delivery services on the rise, Holland sees this as a challenging time for her industry. Her work helps Publix understand not just what the customers do but why they do it.



In Memoriam

EDWARD ASCHOFF (1985 – 2019)

Edward Aschoff, B.S. Journalism 2008, was by all accounts an outstanding student, loving friend and admired colleague. He touched the lives of everyone around him, spread joy effortlessly and inspired all who knew him.



Edward, who was a respected college football reporter with ESPN, passed away on Dec. 24, 2019 — his 34th birthday — after a brief illness. The outpouring following the announcement of his death was extraordinary.

The College has created the **Edward Aschoff Memorial Fund** in his honor, which will provide support for CJC students involved in sports journalism. If you would like to contribute to the fund, go to: UFGive.to/Edward-AschoffMemorialFund/

We asked some of his friends, teachers and colleagues to share their experiences with Edward.

Bienvenido “Benny” Torres, B.S. Advertising 2007, Lecturer, CJC Department of Advertising

“Eddie was one of my best friends in college. He was a key part of the privileged experience I had at UF in 2007. He was a champion for women and queer people. He was a light. He was the best of us. He still is the future of Gator greatness. He shows me the future of Gators, the future of humans, and the future of radical, joyful acceptance.”

Jason Cole, Former Adjunct Faculty, CJC Department of Journalism

“Edward was a student in my Sports Reporting class the first year I was an adjunct professor at UF. I taught the class for 11 years. In all the time I taught the class,

Edward was, by far, the best student reporter I ever taught. He was fearless in forming personal relationships. That fearlessness was also part of what made him a great human being.”

Andrea Adelson, B.S. Journalism 1999, Sports Writer, ESPN.com

“Edward made us all better, as journalists and as people. That ability to connect with people, to understand your happiness, your pain, your hopes and even your fears allowed him to tell stories that went deeper than just the Xs and Os on a football field. I am making it my mission to listen more, to be a better friend, to tell compelling stories and to spread the light Edward once spread.”

“He was the best of us.
He still is the future of
Gator greatness.”

Hall of Fame

2019 INDUCTEES

The CJC Hall of Fame was created in 1970 to recognize alumni who have excelled in their careers and has been awarded to only 156 alumni out of more than 31,000 graduates. These four alumni were inducted in April, 2019.



SCOTT HAGEDORN

B.S. Advertising 1993

Scott Hagedorn is the CEO of Omnicom Media Group (OMG) North America and the founder and CEO of OMG's Hearts & Science, a data-driven marketing agency exploring new ways to measure attention and behavior. Under his leadership, Hearts & Science earned the agency Adweek's "Breakthrough Agency of the Year" and "Media Agency Executive of the Year." Hagedorn has served on the CJC's Dean's Leadership Council (DLC).



TONY HERNANDEZ

B.S. Telecommunication 1997

Tony Hernandez is president of Jax Media, an award-winning film and television development and production company acquired last year by Imagine Entertainment. Hernandez has been nominated for 11 Emmys and won the 2015 Emmy for Outstanding Variety Sketch Series for "Inside Amy Schumer, Season 2." Hernandez has served on the DLC and provided internships and living expenses in New York City for CJC students.



KAREN IRWIN

B.S. Public Relations 1987

Karen Irwin is president and COO of Universal Studios Hollywood, overseeing the iconic theme park, behind-the-scenes' Studio Tour and Universal CityWalk. Prior to her current role, she served as executive vice president of Global Merchandise and Partnership Development for Universal Parks & Resorts. She began her career with Universal Orlando in 1990 as part of the opening team for Universal Studios Florida.



MARY SELLERS

B.S. Public Relations 1989

Mary Sellers is the U.S. President of United Way Worldwide, responsible for leading the organization's enterprise-wide strategy implementation. Sellers joined United Way in 2012 with more than 20 years of leadership experience in nonprofit and community organizations, including The Children's Museum of the Upstate in Greenville, South Carolina, the South Florida Science Museum, the Science Center of Iowa and the Orlando Science Center.

Alumni Recognition

CJC alumni continue to garner national recognition for their achievements. Here are a few notable honors from 2019.

› Mindy Marques

B.S. Journalism 1986 and Hall of Fame 2012

Publisher and Executive Editor of the Miami Herald and el Nuevo Herald

Marques last year was honored with the National Press Foundation's Benjamin C. Bradlee Editor of the Year Award, which recognizes significant achievements that enhance the quality of journalism in the U.S. In 2018, she was inducted into the National Association of Hispanic Journalists Hall of Fame.

› Judy DeRango Wicks

M.A.J.C. 1984 and Hall of Fame 2018

Wicks received the Public Relations Society of America 2019 Sage Award for outstanding mentorship of professionals and Public Relations Student Society of America students. Wicks received the honor at the annual PRSA International Conference on Oct. 20.

› Scott Sanders

B.S. Advertising 1979 and Hall of Fame 2006

President, Scott Sanders Productions

› Flody Suarez

B.S. Journalism 2003

Co-President Seller Suarez/NBC Productions

Sanders received 11 Tony Award nominations for his production of *Tootsie*, including Best Musical, and **Suarez** received three nominations for *The Cher Show*. *Tootsie* won an award for best actor in a musical and *The Cher Show* won for best actress in a musical and best costume design.



JaNeika James (left) and JaSheika James

› JaNeika James and JaSheika James

B.S. Telecommunication 2003

Supervising Producers, Fox's Empire

The **James** sisters were the recipients of a 2019 Sentinel Award for their role as writers of "Depth of Grief," an episode about HIV/AIDS. The Awards, sponsored by the USC Annenberg Norman Lear Center, recognizes exemplary achievements in TV storylines that inform, educate and motivate viewers to make choices for healthier and safer lives.

› Brittany Wallman

B.S. Journalism 1991

› Susannah Bryan

B.S. Journalism 1987

› Michael Stocker

B.S. Telecommunication 1986

› Dana Banker

B.S. Journalism 1986

› Rosemary Goudreau O'Hara

B.S. Journalism 1976 and 2017 Hall of Fame

South Florida Sun Sentinel

The five CJC alums were part of a *Sun Sentinel* team that won the 2019 Pulitzer Prize for Public Service for coverage of the aftermath of the Marjory Stoneman Douglas High School shootings in Parkland, Florida. **Wallman** and **Bryan** reported for the series and **Stocker** provided visuals. **Banker** is the *Sun Sentinel's* Managing Editor and **Goudreau O'Hara** is Editorial Page Editor.

Giving

GATOR GIVING DAY

In 2019, UF launched its first Gator Nation Giving Day, a 24-hour marathon of donations from students, faculty, staff, alumni and friends.

CJC recorded the largest number of donations from any college (760), illustrating the passion and loyalty of all CJC Gators. The funds are used to support students (including scholarships and rescue funds), travel for students and faculty for professional and academic development, college events and more.

The College repeated as number one in 2020, with more than 1,200 gifts, surpassing our goal of 850.

UF created Giving Day to increase the number of alumni donations to the University, an important metric used to evaluate university rankings. Giving Day will help UF rise to the Top 5 by improving our alumni participation rate, increasing private support and raising national stature.



Barry Berish



The award given to the Public Relations Department for having the most students donating on Giving Day.

MAJOR GIFTS

We are thankful to all of our donors in 2019. Every gift, large or small, makes a difference and helps advance and improve student experiences at CJC. We would especially like to thank some of our major donors this year, including:

Office of Corporate and Career Partnerships

A gift from Barry Berish, B.S. Journalism 1954, helped us launch this new program to provide better job prospects for our students (see page 13).

Andrade Family Fund for Student Success

Juan, B.S. Journalism 1986, and Sandy Andrade, B.S. Journalism 1985, have provided funds to support the Office of Career and Corporate Partnerships by subsidizing internships for students in need.

Terry Hynes Innovative Leadership Endowment

Former CJC Dean Terry Hynes has provided funds to develop, support and/or advance innovation skills. Faculty, staff and students are eligible to receive funds.

The Collier Prize for State Government Accountability at the University of Florida

Nathan, J.D. UF College of Law 1982, and Ani Collier's gift will be used for an annual \$25,000 prize, which is designed to encourage coverage of state government in every state.

The Stuart G. Newman Endowment for Excellence in Journalism and Communications, Stuart G. Newman Endowed Scholarship

Stuart, B.S. Journalism 1946 and Hall of Fame 1994, and Sandy Newman's Excellence in Journalism and Communications gift will be used to support teaching, research and service programs. Newman, who at 96 was one of CJC's oldest alumni, passed away on March 24, 2019. He funded this gift through a series of Charitable Gift Annuities.

Consortium on Trust in Media Technology

Scott Hagedorn, B.S. Advertising 1983 and Hall of Fame 2019 (see page 28), and Terri Hagedorn provided funds to support the Consortium (see page 23).

Why Give

Donor gifts, which account for nearly 25 percent of our financial resources, are the lifeblood of the College. Ultimately, all gifts have an impact on student experiences, enrichment and development.

Here's how your gifts can help us meet current needs:

- › Help students, particularly those in financial need
- › Increase faculty and staff diversity by supplementing salaries
- › Retain our top scholars and professionals through endowed chairs and professorships
- › Support enrichment/ professional development opportunities for our faculty
- › Expand capacity of Weimer Hall to add more meeting and classroom space
- › Create dedicated space for the STEM Center
- › Expand The Agency to house more faculty and students
- › Convert atrium for year-round use
- › Strengthen career preparation and placement
- › Support Consortium on Trust in Media and Technology
- › Increase experimental research



How to Give

There are a variety of ways you can give to the College, whether you're a recent alumnus or winding down your career. Any donation will help CJC achieve its goals. Gifts can include:

- › **Cash and appreciated assets**, such as securities and bonds
- › **Bequest**: A gift to CJC in your will or living trust
- › **Life Insurance**: Naming UF as a revocable primary beneficiary
- › **Retirement Plan Assets**: Many retirement plan assets, such as an IRA, 401(K) and 403(b), transfer tax free
- › **Real Estate**: Receive a charitable income tax deduction for the full fair market value and avoid capital gains' tax on appreciation; avoid the burden of managing and selling your property.
- › **Charitable Gift Annuity**: A minimum \$25,000 contribution for a fixed annual lifetime income
- › **Retained Life Estate**: Transfer title to your personal residence, vacation home, farm or ranch while retaining the right to live in it or use it for the rest of your life
- › **Matching Gifts**: Many companies will match your charitable donations. Visit: www.matchinggifts.com/uff

For more information on giving, contact:

Margaret Gaylord
Senior Director of Advancement & Alumni Relations
 (352) 273-0193
mgaylord@jou.ufl.edu

Sharing Insights & Perspectives

CJC invited a number of senior industry executives to share their insights and advice with CJC students, faculty and staff. Here are some of the prominent visitors to the College in 2019.

› **Simone Boyce**

B.S. Telecommunication 2010, evening news host for NBC News Signal spoke to students about her journey since leaving CJC.

› **Brad Mislow**

VP/Creative Director at Saatchi & Saatchi, spoke at Ad Society's GBM.

› **Topher Sanders from ProPublica and Benjamin Conarck from The Florida Times-Union**

Winners of the ONA Investigative Data Journalism Award for their series "Walking While Black."

› **Sara Sidner**

B.S. Telecommunication 1995 and CJC Hall of Fame 2011

CNN National and International Correspondent, was the keynote speaker at the spring 2019 CJC graduation.

› **Julia Wallace**

Veteran journalist and the first female editor-in-chief of *The Atlanta Journal-Constitution*, discussed her new book "There's No Crying in Newsrooms."

The Public Relations Department hosted senior executives from some of the top agencies and corporations in 2019, including:

› **Rob Flaherty**

Chair and CEO, Ketchum

› **Andy Polansky**

Former CEO, Weber Shandwick

› **Ray Day**

Former Chief Communications Officer, IBM



Ray Day, former Chief Communication Officer at IBM.

› **Morris Morrison**

Motivational speaker met with students under the theme "Disrupt Yourself," becoming the spark that ignites your success.

SCIENCE JOURNALISTS IN RESIDENCE

› **Davey Alba**

Former Senior Technology Reporter for BuzzFeed News, spoke on the false promises of AI and how well-intentioned technologists lose control of algorithms.

› **Francie Diep**

Staff writer at *The Chronicle of Higher Education*, shared her perspective on reporting on science in today's environment and beyond.

BECOMING A WOMAN OF INFLUENCE

Panelists for this annual event included:

› **Erin Cigich**

B.S. Advertising 2007, CEO of Clickbooth

› **Karen Irwin**

B.S. Public Relations 1987 and Hall of Fame 2019, President and COO of Universal Studios Hollywood

› **Jasmine Johnson**

B.S. Public Relations 2012, personal brand strategist and founder of The J. Chanelle Group

› **Annelie Schmitttel**

Ph.D. 2015, Vice President of player development for the Philadelphia 76ers

Revenue & Expenses

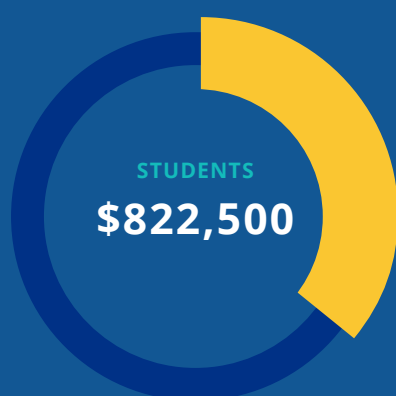
	FY19	FY18	% Change FY18-FY19
REVENUE			
Tuition and State Appropriations	\$13,839,466	\$12,863,557	8%
Grants and Gifts *	\$6,266,534	\$6,487,963	-3%
Media Properties	\$5,008,691	\$4,473,326	12%
Entrepreneurial **	\$3,488,033	\$2,936,990	19%
TOTAL	\$28,602,724	\$26,761,836	7%
EXPENSES			
Personnel	\$22,438,933	\$20,374,114	10%
Other	\$7,561,866	\$7,548,737	0%
TOTAL	\$30,000,799	\$27,922,851	7%

* Includes grants, endowments, cash gifts, public media memberships and underwriting

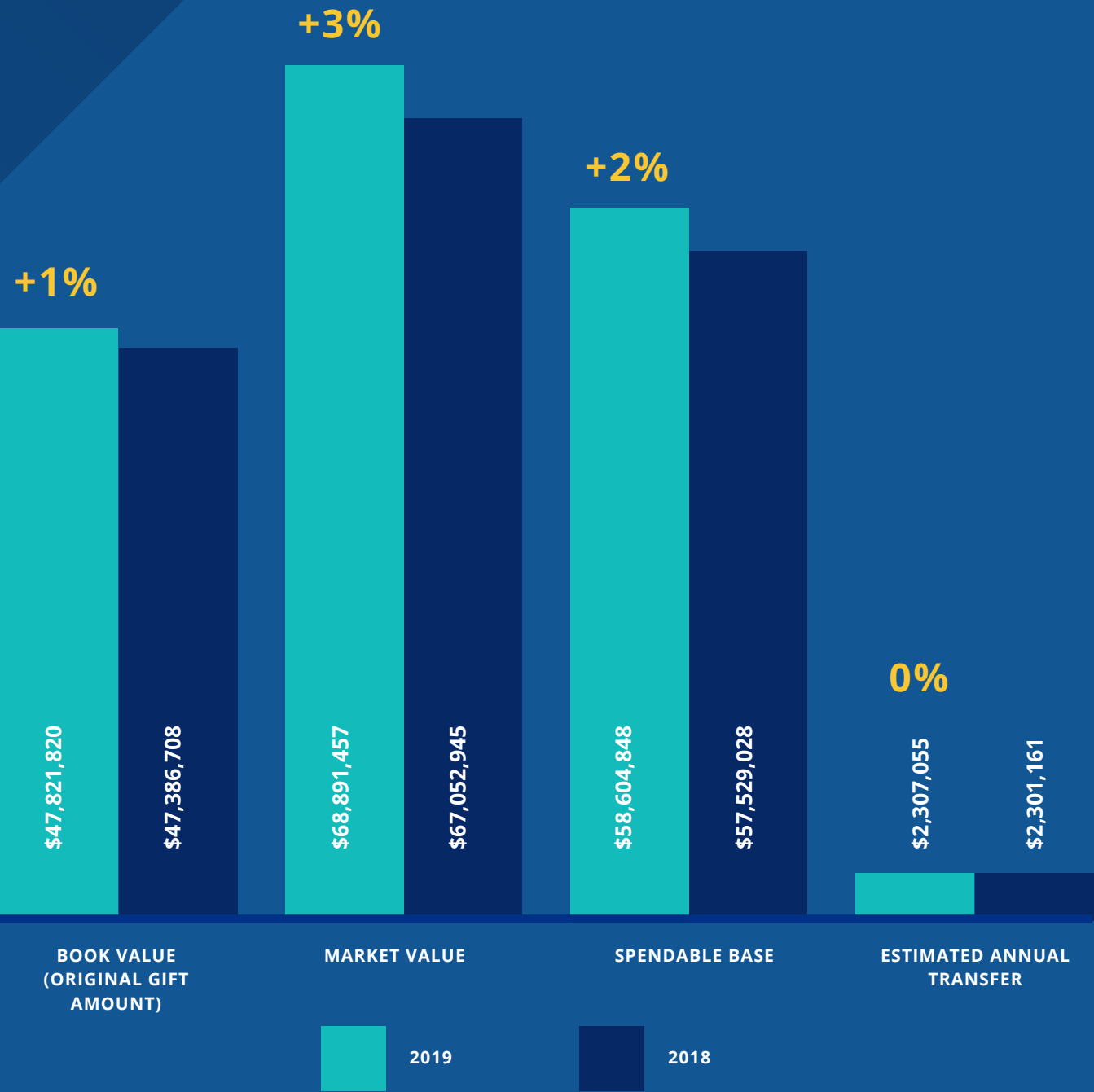
** Includes distance education, The Agency, strategic communication training and the Summer Media Institute

How Gift Money is Spent

▲ All giving enhances the College's reputation and supports UF's drive to the Top 5. Ultimately, all gifts support student experiences, from attracting world-class faculty to enhancing our state-of-the-art facilities. Here is how donors directed their gifts in the 2018–19 academic year.



CJC Endowment



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Left to right: CJC alumni Karen Irwin, Erin Cigich and Annelie Schmittl speak at the 2019 Becoming a Woman of Influence event.





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