

DEAN'S REPORT

2021



The Hub Brown Era Begins

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UNIVERSITY OF FLORIDA
COLLEGE OF JOURNALISM
AND COMMUNICATIONS

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New Dean

Cover photo by Gregory Heisler
Distinguished Professor of Photography,
Syracuse University



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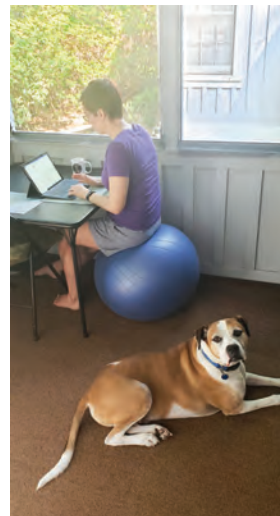
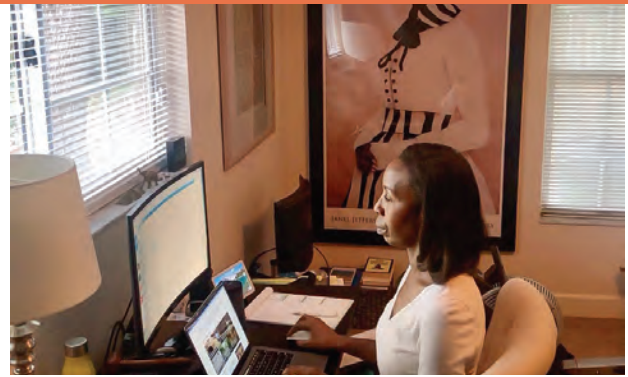
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Gator Resilience

Despite the educational, personal and professional challenges posed by the pandemic, CJC students, faculty and staff rose to the occasion by shifting online, staying safe and continuing to thrive.



*a message
from the*



Interim Dean



This past year has certainly been one of the most difficult in my 20 years as an educator. No one could have predicted the scope of the challenges we faced or its impact on our institution. Fortunately, and not surprisingly, CJC leadership, faculty, staff, students and alumni tackled the hardships together and forged successfully ahead.

I am honored to have been entrusted with the role of maintaining the momentum fueled by Dean McFarlin and providing a smooth transition for Hub Brown, who will become Dean on July 1. My goal is to continue to provide a safe and inclusive environment for everyone, improve our online teaching capabilities, support research, enhance our professional opportunities for students, and shepherd significant programs, particularly our support for UF's artificial intelligence initiative.

For those of you who don't know me, I joined CJC in 2002 as an assistant professor in the Department of Public Relations. In 2006, I became an associate professor and chair of the department. In 2010, I became a full professor and in 2013 Dean McFarlin named me Executive Associate Dean. During my 18 years at the College, I have witnessed first hand its

growth, its maturity, its increasing prominence. But the last eight years have been truly transformative.

We do have significant challenges ahead. The Florida Legislature will convene in March and is likely to consider budget reductions to Florida's state colleges and universities. As a result, our reliance on gifts will increase to ensure that we continue to offer the best opportunities for our students. Your support is more critical than ever.

I am extremely proud of the determination and dedication of all of the students, faculty, and staff who have graced our halls. And I am very excited about the years to come under the leadership of Hub Brown. We are all grateful for the generosity of our alumni and friends, without whom we would not be where we are today.

Best Wishes and Go Gators.

SPIRO KIOUSIS
Interim Dean

The Hub Brown *era begins*

CJC will welcome **Hub Brown** as our new Dean on July 1, 2021. Brown is currently associate dean and associate professor at the Newhouse School of Public Communications at Syracuse University.

For more information on Dean Designate Brown, visit:

www.jou.ufl.edu/hub-brown



WHAT WAS YOUR IMPRESSION OF CJC BEFORE APPLYING FOR THE DEAN'S POSITION?

From the beginning of my teaching at Newhouse School, I've known CJC to be a tremendously strong program filled with great people. I've always seen the College as one of the nation's top journalism and communications programs. It's long had the well-deserved reputation of graduating emerging professionals who were ready to contribute on their first day on the job, and scholars who emerged ready to make a significant impact on the disciplines of mass communication.

WHAT ARE YOUR PLANS FOR YOUR FIRST 100 DAYS?

Dean McFarlin left the College in a position where it is literally moving from strength to strength. In my first 100 days, I'm going to be listening to faculty, staff, students, and alumni about their hopes for the College and its next steps. I also want to talk about my ideas to strengthen inclusion, diversity, equity and accessibility — to make it something the College will be known for. That's a lot, but there is great positive momentum in the College, and I will be looking to keep that going.

HOW DO YOU SEE JOURNALISM AND COMMUNICATIONS EDUCATION CHANGING OVER THE NEXT FEW YEARS?

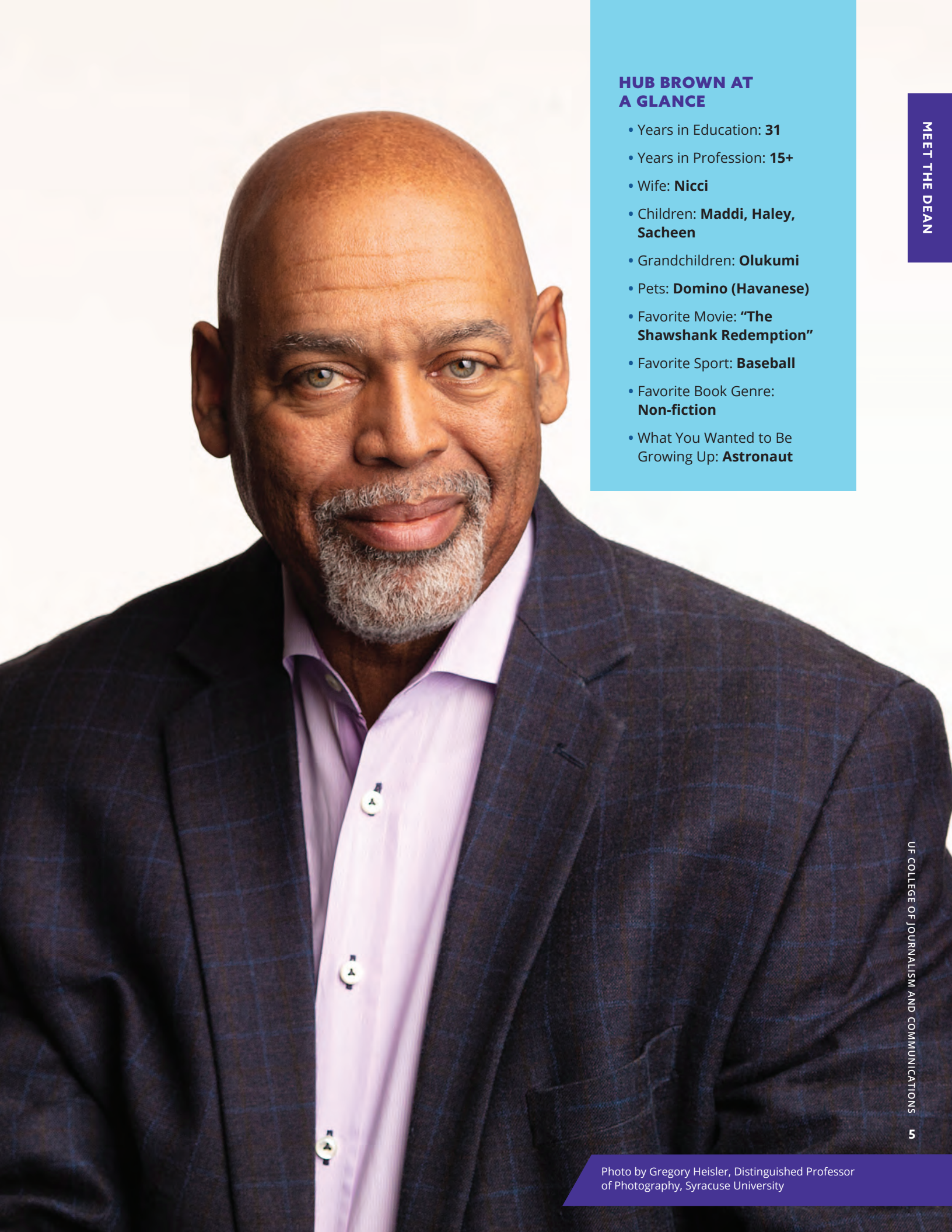
Journalism and communications education is, I believe, on the precipice of a time of real opportunity. Communication companies need the next generation of leaders to figure out how to build and more effectively reach audiences. They need to find ways to get people to trust what they do. They need to find ways to better reflect and serve the changing demographics of the country, and they need what we can offer in terms of research to provide insight. If we can meet the moment that is emerging, we will be able to strengthen both the academy and the profession.

HOW WILL YOU MEASURE YOUR SUCCESS AS DEAN?

I will measure success by determining whether we are doing a better job of supporting research and teaching, growing interdisciplinary partnerships on campus, improving our connections with students and alumni, and making sure all members of our community know that they belong. Making space for these and other things, and eliminating obstacles, will free people to achieve excellence in what they are doing.

WHAT ACCOMPLISHMENTS AT SYRACUSE ARE YOU MOST PROUD OF?

I've been an administrator for more than a decade, but I've also taught the entire time, and I am proudest of having helped launch so many careers in broadcast journalism and outside of it. I am also proud of helping foster an environment at Newhouse that values diversity, equity and inclusion in ways that will now outlast my time there.



HUB BROWN AT A GLANCE

- Years in Education: **31**
- Years in Profession: **15+**
- Wife: **Nicci**
- Children: **Maddi, Haley, Sacheen**
- Grandchildren: **Olukumi**
- Pets: **Domino (Havanese)**
- Favorite Movie: **“The Shawshank Redemption”**
- Favorite Sport: **Baseball**
- Favorite Book Genre: **Non-fiction**
- What You Wanted to Be Growing Up: **Astronaut**

farewell to Dean McFarlin



For more on Dean McFarlin and her accomplishments, visit:

www.jou.ufl.edu/dianemcfarlin

Dean **Diane McFarlin** led CJC for eight years with vision, passion, determination, compassion and a deep love for her alma mater. She was admired greatly within the halls of Weimer and across the campus and academia. These quotes are representative of the impact she made.



Diane McFarlin is a leader who lives and breathes the values of the University of Florida. She has clearly loved this university, first as a student, then as Dean, always a Gator. And it is most obvious to me that she is loved by others — students, alumni, professionals in the fields of journalism and communication. And yes, even by faculty. Congratulations on eight incredible years lifting the CJC even higher.

DR. KENT FUCHS
PRESIDENT, UNIVERSITY OF FLORIDA



**DIANE MCFARLIN
STUDENT INTERNSHIP
AND CAREER FUND**

In fall 2020, UF alumni Mitchell and Elissa Habib established a \$50,000 challenge grant to help establish a fund in honor of Dean McFarlin. The fund will strengthen the College's network of top employers and help students, particularly those in financial need, secure rewarding opportunities.

To give to this fund, go to:
www.jou.ufl.edu/mcfarlinfund

As a high school journalist, I had sent Dean McFarlin a clip I had written and to my surprise, she responded. In her response, she inspired and motivated me. And that's why I felt empowered to pursue each and every opportunity that came my way once I became a student at UF.

**CAMILLE RESPESS
B.S. JOURNALISM 2020**

I know I am one of many, many women who is inspired by your fortitude and your accomplishments. You managed to turn this garnet and gold girl into orange and blue. I will miss you terribly, but I know that your spirit and your energy will live on forever at Weimer Hall.

**MONI BASU
MICHAEL AND LINDA CONNELLY
LECTURER IN NARRATIVE
NONFICTION**

Thank you for creating an atmosphere of encouragement and support, and emboldening us to share our voice.

**IMAN ZAWAHRY
TELECOMMUNICATION LECTURER**

You've accomplished the most difficult of tasks, taking an already strong school and making it one of the very best in the nation. And you did that in a remarkably short period of time. Your leadership has been an inspiration to so many of us, a unique and enviable combination of vision and values, creativity and determination, patience and grace.

**CHRIS CALLAHAN
PRESIDENT, UNIVERSITY
OF THE PACIFIC**

By your lead, we have had the most successful campaign in college history. Through your mentoring, your support, your personal giving and your enthusiasm around development, our college is ready for the future. Thank you for making development an integral part of the college.

**MARGARET GAYLORD
SENIOR DIRECTOR,
CJC DEVELOPMENT OFFICE**

We know that life is a series of chapters, and your book is definitely a best seller. You always come to every challenge that you accept with a "what's possible, who else cares and what we can do together" attitude. So congratulations on the impact you have had on journalism, on students, on academia and our world.

**DEBRA JACOBS
PRESIDENT/CEO,
THE PATTERSON FOUNDATION**

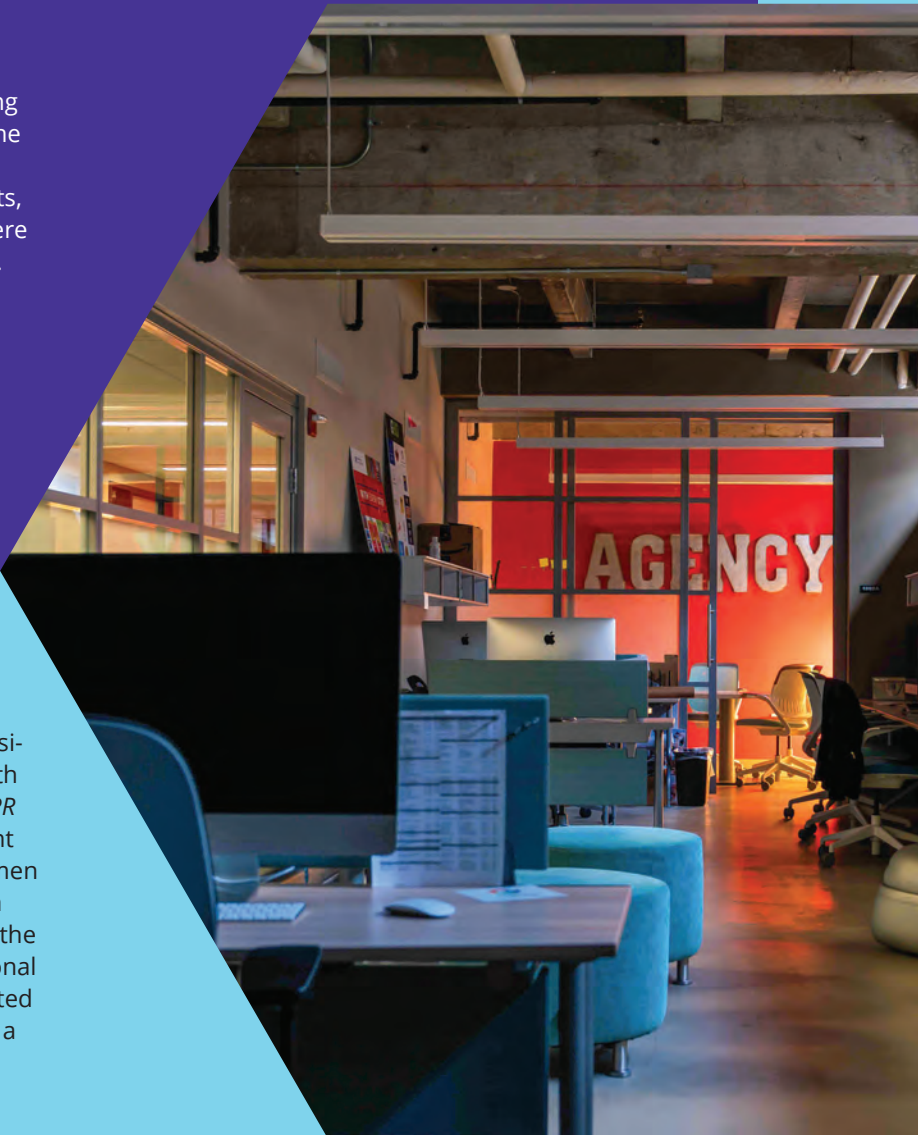
Highlights

from 2020

Last year was certainly one of the most challenging in our history. The most significant highlight for the College was the abrupt shift from on campus to online. The fortitude and resilience of our students, faculty and staff was remarkable and uplifting. Here are some additional accomplishments from 2020.

Public Relations

The Public Relations Department cemented its position as one of the top programs in the country with a variety of awards, including top-five finalist for *PR Week's* Education Program of the Year, Department Chair **Marcia DiStaso** named one of the Top Women in PR by *PRNEWS*, CJC alumna **Martha Paz-Soldan** named *PRNEWS* Outstanding Student of the Year, the Bateman Team received second place in the national competition, and PR senior **Carolyn Lok** was elected PRSSA National Board president, the third year in a row that a CJC student was elected to that post.



Teacher of the Year

Michael and Linda Connelly Lecturer for Narrative Nonfiction **Moni Basu** was named UF's Teacher of the Year, the third CJC faculty member to win the award in the past six years, and fifth winner since the program began (see page 19).

Gator Nation Giving Day

For the second year in a row, CJC in 2020 was the No. 1 college in number of gifts received, with more than 1,200 donations, nearly doubling the amount from 2019 (see page 36).

OCCP

The Office of Careers and Corporate Partnerships launched to maximize opportunities for students to obtain the best jobs and internships. **Julie Frey** was named OCCP's first director (see page 18).

Consortium on Trust in Media and Technology

The Consortium hired its inaugural managing director, news veteran **Janet Coats** (see page 23). We also named our first class of 12 Trust Scholars, who were provided funding to pursue trust-related research (see page 27).

We Are CJC

The College launched a special project to embrace the diversity of our students, faculty and staff. To maintain this initiative, We Are CJC became a new course, composed of students across disciplines (see page 12).

Inclusion, Diversity and Equity

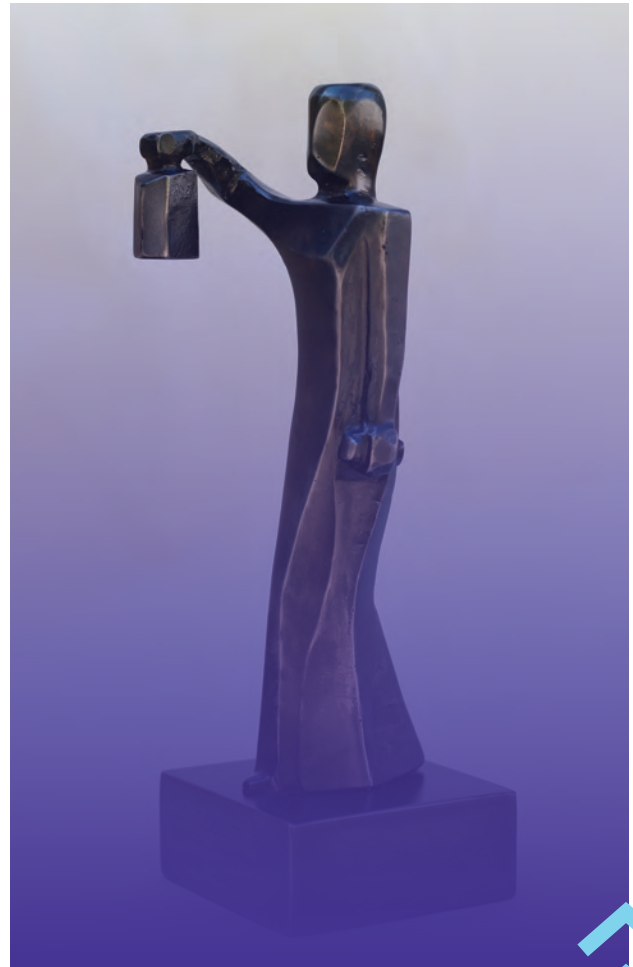
In reaction to the racial unrest last summer, CJC held town hall meetings with students and, separately, with faculty and staff. The conversations informed the College Retreat in August and led to a range of action steps (see page 12).

Public Interest Communications

Angela Bradbery was named the new Frank Karel Chair in Public Interest Communications, replacing **Ann Christiano**, who served in that role for 10 years (see page 23). Christiano continues as director of the Center for Public Interest Communications (see page 26).

Hearst Awards

CJC finished fourth overall in the 2020 Hearst Journalism Awards Intercollegiate Competition, and third in the Broadcast Radio and TV and Multimedia categories. The CJC student journalists competed in the Hearst National Competition, finishing with two second place awards and one fifth-place award (see page 17).



Collier Prize

The first annual Collier Prize for State Government Accountability was awarded to *The Oregonian* for "Polluted by Money," which identified issues with Oregon's political campaign contribution rules. (see page 34).

Fresh Take Florida

Four CJC student journalists won the Society of Professional Journalists' College Coronavirus Coverage Award, which recognized college journalists who admirably covered a pandemic for little or no money while struggling with online classes.

Great Storytellers

The speaker series continued in person and virtually with award-winning documentarian and CJC alumna **Jackie Olive** and former Washington Post Executive Editor **Len Downie**. Telecommunication Lecturer **Iman Zawahry** hosted a Women and the Art of Film series featuring four prominent female filmmakers.

exploring AI

In 2020, the University of Florida took its first step in becoming the premier institution in the study and teaching of artificial intelligence (AI). Thanks to a generous alumni gift, the University acquired one of the most powerful AI computers in higher education and launched an initiative to hire 100 new faculty with backgrounds in the study or use of AI. CJC faculty have been very active in studying various components of AI. Here are a few examples.



For more information on
CJC AI activities, visit
www.jou.ufl.edu/AI

EQUITABLE AI

While AI development is generally intended to benefit society, there are often unintentional consequences of the technology. If certain communities are outside of the scope of the AI creator's purview, the developer may fail to recognize the consequences for that community.

Jasmine McNealy, associate director of the Marion B. Brechner First Amendment Project and Telecommunication associate professor, has been exploring the impact of AI, both intentional and unintentional, on marginalized and vulnerable communities. **CONTINUES ON NEXT PAGE**

EQUITABLE AI CONTINUED

McNealy says, “You can’t start from the perspective that we need to make a technology equitable, because technology reflects society... The problem is how do we look at the system in which the technology is going to work or be active or behave and try to make that system more equitable?”

In October 2020, McNealy received a prestigious Google Award for Inclusion Research for her project exploring community-based mechanisms to combat algorithmic bias. In December, she was named one of the “100 Brilliant Women in AI Ethics” during the Women in AI Ethics Summit.



AI IN MEDIA AND SOCIETY

Mindy McAdams, Knight Chair for Journalism Technologies and the Democratic Process, has been a pioneer in integrating technology into journalism education. For many years, she has been teaching aspiring journalists how to code to enhance their reporting and storytelling. Now she is at the forefront of AI and journalism education with a new course called “AI in Media and Society.”

The course will provide students with an understanding of AI and machine learning as it applies to media professions, including journalists reporting on AI. Students will explore major developments in AI technologies as covered by the mass media, learn to detect hype and exaggeration in descriptions of AI’s promises and potential risks and dangers, and examine use of AI systems in finance, health care, hiring decisions, housing, policing and more.

McAdams explained, “Journalists need to ask better questions and do a better job of explaining to the public what roles AI is playing in systems that affect our lives.”



CULTURALLY COMPETENT AI

AI has been touted as the transformational technology of the digital age, used in practically every industry sector, and the media industry is no exception.

Telecommunication Professor **Sylvia Chan-Olmsted**, an internationally recognized scholar on media consumer engagement and media management, has been taking deep dives into how AI is being used by communication industries and its impact on audiences.

In 2019, Chan-Olmsted, who is also CJC’s Director of Consumer

Media Research, authored an article that explored how a wide range of media companies was using AI to alleviate the volume of work and make the interaction of media, content, audiences and operations faster and better.

In December, Chan-Olmsted and Advertising Associate Professor **Huan Chen** received a UF AI Research Catalyst Fund award for their project “Fairness in Information Access Through Culturally Competent AI Systems.” Chan-Olmsted explained: “To ensure a responsible integration of AI-powered systems into our society, we must consider the intricate human and cultural dimensions when designing/training the models. This is particularly important when it comes to messaging and information access.”

“You can’t start from the perspective that we need to make a technology equitable, because technology reflects society.”

Inclusion, Diversity, Equity and Accessibility

Embracing our differences



For more information, visit
www.jou.ufl.edu/diversity.

Historically, inclusion, diversity and equity have been at the forefront of CJC's culture. In 2020, issues of justice and equality took on an increased urgency in the wake of racial unrest that gripped the country.

LISTENING AND ACTING

The College organized a series of six town hall "listening sessions" with students and, separately, with faculty and staff to hear and understand concerns, particularly from our Black community. Those meetings helped inform CJC's strategy under the leadership of the Inclusion, Diversity and Equity Committee, and resulted in a number of action items that started in fall 2020, including:

- Implementing "Report Your Way," a feedback mechanism for CJC faculty and staff to raise issues and concerns and report inappropriate behavior.
- Exploring options for a shared governance model for staff with faculty to provide more of a voice for CJC staff, including the possible formation of a Staff Council.

- Forming a Recruitment and Hiring Task Force to establish processes that will foster an equitable and inclusive standard, and develop training and tools for hiring managers and committee members.

In spring 2021, the College reconvened CJC students for follow-up listening sessions and is exploring year-round anti-racism initiatives.

OTHER INITIATIVES

- The College organized a town hall meeting with Black alumni in December, focused on how alums can support Black students at CJC. The meeting was hosted by **Keith Tribble**, B.S. Broadcasting 1977, and **Terri Tribble**, B.S. Advertising 1979. As a result of that meeting, CJC is developing a mentoring program matching Black alumni with Black students.
- CJC's Knight Division launched CJC Paths, a program targeted toward underrepresented transfer students. The goal of this program is to promote the recruitment and retention of transfer students from a diverse array of backgrounds through transition strategies, including providing personalized guidance, a supportive campus cohort, mentorship, navigation of resources and exposure to opportunities.



From left, lecturers Natalie Asorey (Public Relations), Raegan Burden (Advertising) and Iman Zawahry (Telecommunication)

For more information, visit:
www.jou.ufl.edu/we-are-cjc



WE ARE CJC

When Advertising Lecturer **Raegan Burden** joined the College in fall 2019, she was encouraged by the growing diversity of CJC's faculty and staff, but surprised that many students of color were not aware that there were people who looked like them in Weimer Hall. "Students would come up to me all the time and ask if I worked at the College," Burden said. "Even though there are several Black faculty members, they just didn't know we were here."

Inspired by a photo of a gathering of Black women at Duke University that went viral, Burden came up with the idea of "We Are CJC", a project to celebrate the College's diversity. Partnering with CJC's Communication team, they created a series of videos of Black students, faculty and staff at the College during Black History Month, each describing their own experiences and advice for how Black students can navigate their academic careers.

Plans to extend this to Latin, Asian, gay and other underrepresented groups were sidetracked when the pandemic hit in March 2020. Undeterred, Burden had another brainstorm: Why not turn this into a course and have students from all majors take the lead on creating multimedia celebrations of CJC's diversity.

With the help of Public Relations Lecturer **Natalie Asorey** and Telecommunication Lecturer **Iman Zawahry** and the blessing of Advertising Department Chair **Robyn Goodman**, the course was launched in fall 2020 with 10 students representing a variety of communities. The result was a series of videos profiling various faculty, staff and students celebrating their differences and their experience at the College. Students produced the videos, designed social media campaigns and redesigned the We Are CJC site.

The course continued in the spring with plans to offer it each semester for the foreseeable future.

"Students would come up to me all the time and ask if I worked at the College. Even though there are several Black faculty members, they just didn't know we were here."

Students

Passion for Making a Difference



ADVANCING RACIAL EQUITY

Doctoral student **Yewande O. Addie** hopes some of her recent research helps affect change in hiring and retaining Black faculty, and highlights the opportunities and impediments Black students face on campus. She is advancing work in racial equity with the help of other faculty members and the support of two \$60,000 grants from UF.

The student-focused project she is leading was inspired by a digital archive idea she hatched in response to Nigeria being added to a national travel ban list. Half Nigerian herself, she was encouraged by an African studies faculty member to consider repurposing and expanding the idea to examine the biases and anti-Black racism on campus following a year of civil unrest.

“Instead of focusing on African student experiences alone, I thought it would be relevant to see what the temperature was like for Black students at large at UF,” she said. The research will be used to develop creative material that showcases Black voices on campus and encourages the administration to earnestly work toward making UF a more welcoming environment for all.



EMBRACING THE PIVOT

Public Relations senior **Carolyn Lok** has been described as “tireless,” working several jobs at CJC, including Communication Department social media guru and Operations Manager at The Agency, as well as serving as president of the Public Relations Student Society of America National Committee, all while excelling in her academics.

Among other things, Lok is the lead on The Agency’s Gator Nation Giving Day campaign for the College. Her team has helped CJC become the No. 1 college in total gifts for two years in a row and is aiming for a three-peat.

When the pandemic hit, Lok received a quick lesson in pivoting. “We had to adapt to a changing environment. We learned how to collaborate across departments, build motivation on your team, hold people accountable and work with different personalities.”

After getting established in her career, she wants to “create a scholarship fund (at PRSSA) to help under-represented, minority students pay for their dues and education.”



MASTERING MULTIMEDIA

Being able to tell stories that benefit society is the ultimate goal for **Krishen Kumar**, B.S. Telecommunication 2020.

His first step on that path is to move to Atlanta and start in film production, something he’s been involved in since high school. He got a crash course in the Narrative Collaborative Filmmaking class, where Telecommunication Lecturer **Iman Zawahry** “threw us into the deep end. We got a crash course into proper production and how people operate.”

Kumar worked in several video production jobs throughout college to bolster his classroom experience. “Krishen was raised by a single mom and he always worked three jobs while in college and made great grades and was one of our strongest production students,” Zawahry said.

He is now working at a small startup video production company and as a freelance photographer and motion graphics artist, a rather unique skill that he’s used in making animated short films, logo animations and spec ads.



CODING AND STORYTELLING

Every journalism student should know how to code, a skill **Jacob Silver**, M.A.M.C. 2020, didn't appreciate until he took a course in CJC's online master's program in Audience Analytics. "I think coding is kind of like peeking behind the curtain for how things work," he said.

The skills he learned in the master's program — from coding to storytelling — led him to Memetica, a media and technology investigations consultancy firm where he's a senior researcher investigating disinformation/misinformation. Prior to that, he spent three years at Storyful examining fringe platforms and conspiracy networks and how they intersect with mainstream conversations. He's had a dozen bylines or credit lines in *The New York Times* investigating how misinformation spreads in social media.

"Disinformation research felt like the field where all the tools I've gained for understanding and analyzing online conversation could make the biggest difference," Silver said.



PROTECTING THE ENVIRONMENT

National Geographic and a trip to South Africa in high school fueled **Marlowe Starling's** passion for nature and her desire to improve the environment through impactful reporting.

In Environmental Journalist-in-Residence **Cynthia Barnett's** Environmental Journalism course, she pursued a story about septic tanks and sewage in South Florida, a project aligned with the class project, "The Human Hazard," about climate change and public health. The project pushed her beyond "boring infrastructure stuff" to fully understand "these nuanced problems that a lot of people overlook that have dire consequences for people. It was a great wake-up call for me to get readers to care about these issues."

The journalism junior, who is minoring in wildlife ecology, has already returned to Africa, spending four weeks studying wildlife management in Tanzania and writing about efforts to make things as simple as cooking more environmentally friendly for *Earth Island Journal*. She's spending the spring semester taking online classes and interning at *Mongabay*, writing stories for the international environmental news outlet.

CJC Student Awards

Despite tremendous challenges in 2020, CJC students continued to be recognized for their achievements.

JOURNALISM AND BROADCASTING AWARDS

First number is total awards.
Second number is first-place awards.

7

Hearst
Journalism
Awards

11, 8

SPJ National
Mark of
Excellence

14, 9

SPJ Regional
Mark of
Excellence

10, 4

SPJ Sunshine
Awards

1, 1

SPJ College
Coronavirus
Coverage
Award

8, 1

BEA Festival
of Arts

6, 6

RTDNA
Regional
Edward R.
Murrow
Awards

6, 5

Florida
Society of
News Editors

10, 10

NBS-AERho

ADVERTISING AWARDS

- **Alexa Padron**, B.S. Advertising 2020, and Advertising senior **Nicole Lopez**: 2020 D&AD New Blood Award
- American Advertising Federation (AAF) Most Promising Multicultural Students Award: Seniors **Jordan Harrison, Alexa Padron, Jessica Smith, Grace Ubben, Ingrid Wu**
- Gainesville AAF Addy Awards: Four Gold, two Silver and one Best of Show

PUBLIC RELATIONS AWARDS

- **Martha Paz-Soldan**, B.S. Public Relations 2020: *PRNEWS* Outstanding Student of the Year and **Alexis Curls**, B.S. Public Relations 2019: *PR Week* Outstanding Student of the Year
- Bateman Case Study Competition: Second place
- Public Relations seniors **Leah Antovel, Marina Burke and Tamarra Thal** and junior **Jania Lowe**: Second place in the 2020 Arthur W. Page Society Case Study Competition
- Star Chapter Award from the Public Relations Student Society of America
- Four PR 2020 graduates named to the UF Hall of Fame: **Connor Bennett, Ashley Garner, Cindy Jara, Carolyn (Libby) Shaw**
- Senior **Alyssa Varas**, PRSA Foundation Chester Burger Scholarship for Excellence in Public Relations

DOCTORAL STUDENT AWARDS

- **Kendra Auguste**: Delores A. Auzenne Dissertation Award
- **Amanda Bradshaw**: 2021 American Academy of Advertising Dissertation Award
- **Amanda Kastrinos**: UF Health Cancer Center 2020 Pre-Doctoral Award
- **Michaela Devyn Mullis**: 2020 National Communication Association Doctoral Honors Seminar
- **Daniel Pimentel**, Ph.D. 2020, UF Graduate School Edward Alexander Bouchet Graduate Honor Society



For more information, visit
www.jou.ufl.edu/awards.

Office of Careers and Corporate Partnerships

The Office of Careers and Corporate Partnerships (OCCP) was launched in 2020 to build employer networks, expand opportunities for CJC students to get professional experience in real-world environments, and provide optimal opportunities for students to connect with prospective employers.

Establishing the Brand: In March 2020, CJC hired **Julie Frey**, B.S. Public Relations 1994, as director of the OCCP. Frey established the office, including identity, messaging and website. She also developed tools for employers, including internship position description templates, a virtual career-day system and “Hire the Best” recruitment materials.

Launched Gator to Gator Coaching Program: This mentorship program pairs CJC alumni with graduating students, linking students to potential jobs and internships, providing career development advice, and building the student’s professional network. Forty-four students and 34 alumni coaches participated in summer and fall 2020. In all, 70 alumni coaches have registered to participate, including alumni working at NBC Sports, Gannett/USA TODAY Network, Washington Post, Comcast, JP Morgan Chase, Mashable and National Public Radio.

Building Employer Network: OCCP is creating a comprehensive database of employer leads and contacts and have contacted more than 150 companies across the country, including Hearst Magazines, BBDO, Johnson & Johnson, WarnerMedia, Scripps, Disney, CNN, BERA, Atlanta-Journal Constitution and TEGNA.

SUPPORTING STUDENTS

CJC’s goal is to provide all students access to world-class opportunities with top employers in the industry. Alumni can have an immediate impact by:

- Posting open positions on our CJC Job/Internship Boards.
- Offering internships or creating an internship program for CJC students.
- Recruiting at CJC career fairs.
- Connecting with our office to discuss your organization’s recruiting needs.
- Providing support for programs and student internships.

Contact Julie Frey at jsfrey@ufl.edu or learn more at www.jou.ufl.edu/careers.



Faculty and Staff Providing Excellence and Experience



MONI BASU

Sharing her life experiences as a woman of color and teaching students to have empathy are two assets **Moni Basu** brings to the classroom, some of the traits that earned her UF's 2020 Teacher of the Year award.

The Michael and Linda Connelly Lecturer in Narrative Nonfiction teaches students in advanced reporting and writing courses how to tell other people's stories in a caring, committed way and how to write from the heart. "We talk a lot about really understanding the people you are writing about. If someone who doesn't know a person reads your story, they should think, 'That's what it feels like to be them, to walk in their shoes.'"

She encourages students to write about people in under-covered communities, to make them feel like their story really matters. "It's very easy to stay in your own lane and not mix with other people who are different. Many of my students have never been exposed to different viewpoints."



HARRISON HOVE

Journalism Lecturer **Harrison Hove** takes his students on a journey to tap into their full potential, all while ensuring a welcoming environment where students can thrive.

"It all comes down to my students' willingness to buy into the vision," said Hove, CJC's 2020 Teacher of the Year. "I've been lucky to have students who are hungry about achieving and creating. We learn by doing in my courses."

In his in-depth reporting course, students wanted to do a project on the impact of two Louisiana hurricanes in 2020. With Hove's encouragement and advocacy, the Journalism Department sent seven students to Lake Charles, Louisiana, for four days and they produced "The Forgotten City."

As a member of UF's LGBTQ advisory board, he also champions diversity and inclusion and is proud to provide an equitable learning environment where every student can succeed. "My willingness and ability to make sure that my classroom experience is welcoming and enfranchises every single student in the room makes a difference."



LIANDRA LARSEN

Telecommunication adjunct **Liandra Larsen** integrates mental health awareness into her lessons because she does not think students are adequately prepared to handle the emotional side of being in the news industry. That is one reason why she was chosen as CJC's 2020 Adjunct Teacher of the Year.

She learned the hard way as a reporter covering a Trump rally in Macon, Georgia. The President was pointing at the press, calling them fake news, and subjecting them to abuse by the crowds. Trying to be impartial, she was more civil than usual. "When I got home, I had to carry the weight of pushing my identities down, and that was a big struggle for me."

Larsen earned her master's degree at CJC and is now in the Ph.D. program at the University of Houston. "I'm studying social justice issues and trying to have my dissertation integrate higher education policy and the media and how students have to carry what they see on the news into class, and how they have to function."

BRIANNE FLEMING

Helping students and clients pinpoint that one thing they're passionate about drives **Brianne Fleming**, a distance learning instructor in marketing, a brand builder, a pop culture blogger, a podcaster and a speaker.

Fleming got her online master's degree in CJC's Web Design and Online Communication program. She chose to earn her degree online so she could be a more well-rounded marketer. She was tired of writing and sketching her ideas, but unable to make them come to life. The program's flexibility allowed her to continue working full time, move and plan for her wedding.

It taught her to think about how people communicate today, how traditional media has changed. "We're now empowered with so many different tools to reach



people. In one course we took a deep dive into something new to me — usability testing. It really helped me understand the psychology behind design and communication, that web sites aren't just pretty pictures and words. There are so many things to incorporate to compel an audience."

RYTA MEN

Building upon her background in corporate communication research, Public Relations Associate Professor **Rita Men**, in collaboration with Department Chair **Marcia DiStaso**, developed a model to find out how executives were communicating with their employees to maintain their trust, build relationships, engage them and help improve their feeling of well being during the pandemic.

The model examined leaders' transparency, authenticity, empathy and optimism in communications "and how that can help reduce employees' feelings of uncertainty and boost employee trust and engagement during the pandemic," she said.

She follows her own research when teaching her capstone and graduate-level PR classes. "This world is changing every day. We have seen how much technology has impacted the public relations industry and business environment," Men said.

She tells students to be open-minded and have a humble heart and learning attitude. "I advise them to be themselves. Be authentic. Everyone else is taken. Have confidence in what they have learned, their strengths, their skill sets, their training, their background."



RYAN VASQUEZ

As a multimedia news manager in the Innovation News Center, **Ryan Vasquez** thinks 2021 is the year the INC will move beyond being an experiential center for students to one in which innovation is pursued.

"We are constantly trying to up the bar," said Vasquez, CJC's 2020 Staff Member of the Year. "We have to be able to pivot, to provide opportunities for our students for the jobs that are coming open. We will be getting into more automation and how to incorporate AI into our field, which will not just help our students but the community we live in."

Vasquez said he thinks he was named Staff Member of the Year because he always goes above and beyond to serve the college and the community. Because the INC resources were limited, Vasquez was on the air almost daily to provide news of the pandemic after students left campus. "The audience doesn't care that you have fewer resources when they are relying on you for information during a pandemic," he said.



Faculty and Staff Awards

Following are some of the awards received by our faculty and staff in 2019-2020.

Matt Abramson, director, WUFT Media Services: 2020 Telly International Silver and Bronze Awards

Jordan Alpert, Advertising assistant professor: 2020 UF Excellence Award for Assistant Professors

Moni Basu, Michael and Linda Connelly Lecturer in Narrative Nonfiction: 2020 UF Teacher of the Year Award

Ann Christiano, director, Center for Public Interest Communications: 2019 UF Junior Faculty International Educator of the Year

John Freeman, Journalism associate professor: first place in the 2020 Association for Education in Journalism and Mass Communication Visual Communication Division Creative Research Competition

Sara Ganim, Brechner Center for Freedom of Information Hearst Journalism Fellow: Best Documentary Feature award from the June 2020 Festigious International Film Festival, and nominee for NYU Top Ten Works of Journalism of the Decade award

Judy Hunter, associate director of Advising, and Isabella Ryan, Public Relations administrative assistant: 2020 UF Division Three Superior Accomplishments Award

Janice Krieger, director, STEM Translational Communication Center: Society for Public Health Education 2020 Technology Award

Jasmine McNealy, Marion B. Brechner First Amendment Project associate director and Telecommunication

associate professor: Google 2020 Award for Inclusion Research, and UF Levin College of Law Center for Governmental Responsibility Fellow

Cynthia Morton Padovano, Advertising associate professor: 2020 UF Research Foundation Professorship

Ron Rodgers, Journalism associate professor: American Journalism Historians Association David Sloan Award for Outstanding Faculty Paper and Honorable Mention for Book of the Year

Tim Sorel, Telecommunication professor: BEA Festival of Media Arts Best of Competition in the Faculty Film & Video Promotional/Music Video category

Yulia Strekalova, Graduate Division director of grants development and research assistant professor: 2020 UF First-Generation Champions Award

Debbie Treise, Advertising professor: 2019-20 UF Doctoral Dissertation/Mentoring Award

Frank Waddell, Journalism assistant professor: *Journalism and Mass Communications Quarterly* 2019 Outstanding Article Award, and *Mass Communication and Society* 2020 Top Reviewer Award

Randy Wright, executive director, Division of Media Properties: 2019 Public Radio Regional Organizations Award

Kun Xu, Telecommunication assistant professor in emerging media: 2020-2021 UF International Center and the Office of Global Research Global Fellow

Meet our New Faculty and Staff

The College continues to attract experienced and renowned academics and professionals. Here are some of the recent hires across CJC.



ANGELA BRADBERRY

Frank Karel Chair in Public Interest Communications

Bradbery had been with Public Citizen and co-founded Smokefree DC, a nonprofit organization that achieved the passage of landmark smoke-free workplace legislation in Washington, D.C.



JANET COATS

Managing Director, Consortium on Trust in Media and Technology

Coats has been at the forefront of the seismic shifts in journalism and information culture over the last 25 years. She's led large multimedia news organizations and done groundbreaking work in civic engagement and reader outreach.



JULIE FREY

Director, Office of Careers and Corporate Partnerships

Frey joined the College after serving for 17 years as Communications Director for the UF College of Design, Construction and Planning.



MARIANO GERMAN COLEY

Lecturer in Creative, Department of Advertising

German has had more than 15 years of international experience as a creative director in Europe, Latin America and the U.S., and more than 10 years leading multicultural creative teams.



GEOFF THOMPSON

Lecturer, Department of Telecommunication

Thompson had been a commentator for USTA/Tennis and an associate producer on national and international live sports broadcasts for networks such as ESPN, FOX Sports and CBS College Sports.



KALISHA WHITMAN

Senior TV News Manager, Innovation News Center

Whitman has been an EMMY® award-winning TV anchor and multimedia reporter for more than a decade, including stints at WTVA in Tupelo, Mississippi, WVTM in Birmingham, Alabama, and WCTV in Tallahassee.



NYREE WRIGHT

Lecturer, Department of Public Relations

Wright had been a principal at the public relations firm NW Consulting, L.L.C., focused on public relations/integrated marketing, crisis communications and corporate reputation. Previously, she was Executive Vice President/Senior Consultant of Reputation Management at Porter Novelli.

Research and Insights

CJC faculty published a range of research and insights in 2020 on key issues affecting our society. Here is some of the research we posted last year.

COVID-19

Coronavirus Vaccines: Health Experts Identify Ways to Build Public Trust

Center for Public Interest Communications Director **Ann Christiano** and Post-doctoral Associate **Jack Barry** published an article describing eight principles for communication that can increase trust, acceptance and demand for vaccinations, based on a research project for the UN Verified initiative (see page 27).

Leading in Wartime: 5 Ways CEOs Should Communicate with their Workers During Coronavirus

Acknowledging CEOs' roles in addressing pandemic-related issues, Public Relations Associate Professor **Rita Men** published an article discussing five key themes on how CEOs should communicate, based on a review of executive leadership communication research and a textual analysis of studies related to organizational and leadership communication during the pandemic.

MEDIA TRUST

The Effect of News Consumption on Fake News Efficacy

Telecommunication Professor **Sylvia Chan-Olmsted** and doctoral student **Yufan "Sunny" Qin** wanted to understand how an individual's news sources and

news consumption may affect their perceived ability to differentiate what news is real and what news is fake.

How Technology is Affecting Trust in News

In a video interview, Journalism Assistant Professor **Frank Waddell** discusses how our trust in news is driven by our own preexisting biases and our trust in what others think about news. His research on automated news showed that, although audiences do not like when automation works alone, there are positive effects for trust and credibility when journalists and algorithms are perceived as working together.



MULTICULTURAL

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.

A Digital Intervention Promoting Colorectal Cancer Screening for Black Women

In the interest of increasing early detection of CRC for Black women, **STEM Translational Communication Center** scholars and colleagues studied participant responses to a virtual health assistant-delivered intervention promoting CRC screening with an at-home stool test. The team investigated what cues are important in a VHA-delivered intervention, and how those cues interact to shape credibility of the intervention.

HEALTH

Barriers to Parent-Child Communication About Sexual and Reproductive Health

Public Relations Professor **Carma Bylund** and a team of doctoral students reviewed research of parents discussing adolescent sexual health with their children, spanning 19 countries. They identified three types of communication barriers that can make informing children of appropriate sexual precautions and preventive measures challenging.

Helping Mothers and Daughters Talk about Environmental Breast Cancer Risk and Risk-Reducing Lifestyle Behaviors

Advertising Associate Professor **Carla L. Fisher** and colleagues explored the use of social media to disseminate information to help mothers facilitate the discussion of environmental risks of breast cancer with their family members. Her team created a partnership between scientists and “mommy bloggers” to identify message design approaches to promote mother-daughter communication about environmental breast cancer risk.

For more research, visit

www.jou.ufl.edu/research-insights



RESEARCH

RESEARCH GRANTS TO ADDRESS CRITICAL ISSUES

CJC faculty received a range of grants from UF and external sources to continue research on topics including COVID-19 communication, the spread of misinformation, inclusion and equity, and equitable AI.

- Journalism Associate Professor **Bernell Tripp** and doctoral student **Yewande O. Addie** were part of a team that received a \$60,000 Racial Justice Research Fund grant to study the recruitment and retention of Black faculty.
- Advertising Assistant Professor **Juliana Fernandes** collaborated with an engineering faculty member to win an \$83,000 UF Research Opportunity Seed Fund award to explore how to detect and address influence tactics in online propaganda.
- Telecommunication Professor **Sylvia Chan-Olmsted** and Advertising Associate Professor **Huan Chen** collaborated with an engineering faculty member to win a \$50,000 UF AI Research Catalyst Fund grant for their project “Fairness in Information Access Through Culturally Competent AI Systems” (see page 11).
- A **STEM Translational Communication Center** project titled “A Sociolinguistic-Enabled Web Application to Precision Health Intervention for African Americans” was funded through a \$49,004 UF Clinical and Translational Science Institute (CTSI) Pilot Project Award.
- Public Relations Professor **Carma Bylund** and Advertising Assistant Professor **Jordan Alpert** received a CTSI pilot grant to study “Doctor-Patient Cancer Communication through Telemedicine during COVID-19.”



Centers and Consortium

CONSORTIUM ON TRUST IN MEDIA AND TECHNOLOGY

The Consortium on Trust in Media and Technology (CTMT) is poised for accelerated growth with the addition in January 2021 of news veteran **Janet Coats** as managing director (see page 23). Coats will be responsible for the operational management and administrative direction of the program, including facilitating research and operational collaborations, fundraising in both the private and govern-

mental sectors, developing grants and fellowship programs, and developing an infrastructure to support Consortium scholars.

The Consortium's 12 trust scholars, announced in January 2020, continued their research on issues related to trust, including topics on political communication and polarization, machine learning and "deep fakes," credibility of online influencers, how corporate communication can enhance stakeholder trust, the effect of journalism in popular media on

trust, science of communication on social platforms, and more.

The CTMT also is a sponsor of the Narrative Justice Project, an initiative to help media better cover communities of color. The project was conceived by **Vanessa Wakeman**, a former Public Relations Professional in Residence. Journalism Assistant Professor **Rachel Grant** is leading research on the project.

For more information, visit trust.jou.ufl.edu

STEM TRANSLATIONAL COMMUNICATION CENTER

STCC faculty continued an impressive record of funding to conduct research that translates health information to diverse stakeholder groups, with a particular focus on cancer and aging. Center Director **Janice Krieger** continued to work with her collaborators on a \$3 million National Institutes of Health grant with studies focused on digital interventions to promote colorectal cancer screening with UF patients. Her team was recently awarded a \$153,000 supplement to expand the intervention to work with racial/ethnic minority patients in Jacksonville, Florida. The intervention also won the Society for Public Health Education 2020 Technology Award.

Journalism Professor **Kim Walsh-Childers** and collaborators received funding from a \$1.2 million Department of Defense grant to develop a novel cancer “digest” that provides decisional support for Black men diagnosed with prostate cancer.

In the area of aging, Public Relations Professor **Carma Bylund** and **Melissa Armstrong** from the College of Medicine Department of Neurology received a new grant from the Florida Department of Health to examine best practices in the context of delivering a diagnosis of dementia. Advertising Assistant Professor Jordan Alpert was part of a collaborative effort to develop a system to monitor patients 70 years and older through smartwatches. The team developed an interface integrated with the electronic health record system, which was evaluated by healthcare providers.

For more information visit www.jou.ufl.edu/stem

BRECHNER CENTER FOR FREEDOM OF INFORMATION

Drawing on the talents of more than two dozen UF journalism students, the Brechner Center launched an ambitious investigative podcast, “Why Don’t We Know,” spotlighting the shortcomings in government secrecy across the country. Under the supervision of Hearst Journalism Fellow **Sara Ganim**, a Pulitzer Prize-winning investigative reporter, the team distributed 11 episodes during fall 2020, examining the “data deserts” where schools and colleges routinely fail to gather and share reliable information about essential public-safety concerns.

The Center’s research on the unconstitutionality of “gag orders” that restrain public employees from sharing information with the news media won widespread acclaim, including being the subject of a nationally syndicated column by media critic Margaret Sullivan of *The Washington Post*. The Post also spotlighted the Center’s research on the First Amendment rights of college athletes, the result of a year-long study of restrictive campus speech policies.

In partnership with the nonprofit Poynter Institute, the Center produced a series of free instructional videos (“Open Records Success: Strategies for Writing Requests and Overcoming Denials”) to help young journalists — or others unfamiliar with freedom-of-information laws — learn to maximize their chances of making a successful FOIA request that produces timely results.

For more information, visit brechner.org

CENTER FOR PUBLIC INTEREST COMMUNICATIONS

As vaccines for COVID-19 were becoming available, the Center was focused on communication strategies to overcome hesitancy. Collaborating with 16 scholars from the disciplines of behavioral economics, social psychology, medical anthropology, political communication, and neuroscience on behalf of the United Nations Verified initiative, they developed a research-driven communication framework for decreasing vaccine hesitancy. The Center also developed “A Practitioner’s Guide to the Principles of COVID-19 Vaccine Communications” in partnership with Purpose and the United Nations Verified initiative.

In addition, the Center, in partnership with The Agency, developed Activating Healthy Behaviors in Bars and Restaurants to increase mask-wearing and social distancing in the city’s bars and clubs.

The Center continued its work with the UN Agency on Refugees, launching strategic communication programs to build a culture of innovation at the refugee agency, with engagements in Switzerland and North Macedonia.

Training continues to be a major driver of operating funds for the Center. Training sessions included building a civic science approach with the Rita Allen Foundation, MITRE, EPA Headquarters communications staff, Community Anti-Drug Coalitions of America, and the fifth cohort of the UF Strategic Communications Academy.

For more information, visit realgoodcenter.jou.ufl.edu

Department Updates

DEPARTMENT	FALL 2020 ENROLLMENT	FACULTY
Advertising	567	16
Journalism	602	22
Public Relations	692	15
Telecommunication	552	17

ADVERTISING DEPARTMENT

The Advertising Department continued to strengthen its professional ranks with the addition of internationally renowned creative director **Mariano German Coley** (see page 23). The department established an online major for its Persuasive Messaging track, added eight new courses, including Ads for Social Good and Digital Media Sales, and created an undergraduate certificate in Media Sales and Media Account Management. Five students were named American Advertising Federation Most Promising Multicultural Students, tying for first in the nation. 27 students were named AAF Multicultural Advertising Internship fellows in 2019 and 2020.

JOURNALISM DEPARTMENT

Department enrollment rose above 600 for the first time in a decade, aided, in part, by the addition of a Sports and Media track. Michael and Linda Connelly Lecturer in Narrative Nonfiction **Moni Basu** was named CJC and UF Teacher of the Year for 2019-20 and Lecturer **Harrison Hove** was named CJC Teacher of the Year in 2020-21. The department debuted its UF Online major in Sports in Media in 2020. Among new courses introduced were Opinion Writing, AI in Media and Society and The Art of the Interview.

PUBLIC RELATIONS DEPARTMENT

The Public Relations Department continued to be recognized as one of the top programs in the country, including being named a top five finalist for *PR Week's* Education Program of the Year and *PRNEWS* Outstanding Student of the Year (see page 17). Department Chair **Marcia DiStaso** was named by *PRNEWS* as one of the Top Women in PR. The program welcomed public relations industry veteran **Nyree Wright** to the faculty as a lecturer and **Angela Bradbery** as the new Karel Chair in Public Interest Communications (see page 23). New courses this year included Launching Your Career and Driving PR Insights.

TELECOMMUNICATION DEPARTMENT

The Telecommunication Department will complete its transformation this year when the UF Board of Trustees in March is scheduled to approve changing the department name to Media Production, Management and Technology, better reflecting the focus of the research, curriculum and faculty expertise. In 2020, all news-related courses and students were transferred to the Journalism Department. The department welcomed new lecturer **Geoff Thompson** (see page 23) and Visiting Lecturer **Barrington Smith-Seetachitt**. New courses included Live Sports Production, Pitch Your Script and Script Analysis.



Immersion

Despite the obstacles of providing information to the North Central Florida community and serving clients during the pandemic, faculty and staff kept operations humming with students working on-campus and remotely.

INNOVATION NEWS CENTER

Participating students in 2020: 140

The Innovation News Center faced the same challenges of most news organizations: continue providing news and information to the community while working remotely, in smaller teams, during a global pandemic.

Undaunted, newsroom managers guided student journalists through one of the most remarkable news years in a generation. The INC continued to produce

stories on critical issues, including Florida 2020 election coverage and ongoing COVID coverage, winning a variety of awards in several news competitions (see page 17).

Among the achievements this year:

- Introduced From the Frontlines podcast, chronicling Florida's response to the coronavirus, particularly in North Central Florida. The INC produced 45 episodes in total, averaging over 250 downloads a day.
- In August, published "4 Days, 5 Murders" podcast, a radio documentary and TV special report marking the 30th anniversary of the Gainesville murders. Newsroom staff and students produced five episodes for the series.
- Launched "The Lede," WUFT's first over-the-top television newscast production designed to engage the audience via social media. Piloted in May, students produce a weekly newscast for post on WUFT social media.



THE AGENCY

Participating students in 2020: 60-90 per semester

The Agency continues to differentiate CJC by providing students a unique opportunity to build their confidence, knowledge and skills and apply what they've learned in the classroom to real-world client engagement.

It successfully transitioned to a virtual environment — welcoming more than 60 new students, delivering strategic communications work and adding new clients to its roster, including Coca-Cola, Microsoft (in partnership with VMLY&R), Bliss Beauty and Amazon Alexa.

The Agency recently partnered with the Center for Public Interest Communications to train students in the science of story-building and support groundbreaking work in response to COVID-19 behaviors.

The Agency deepened its focus on and commitment to diversity, equity and inclusion, launching Ascend events and reexamining its recruitment and promotion process. Agency students have shared their perspectives as Gen Z on topics like voting, entertainment, retail and gaming in thought leadership pieces and podcast episodes.

DIVISION OF MEDIA PROPERTIES

Participating students in 2020: 200

Despite one of the most difficult advertising and public media funding environments in recent memory, the Division of Media Properties (DMP) continued to enhance its platforms, provide students with hands-on learning opportunities and serve the North Central Florida community.

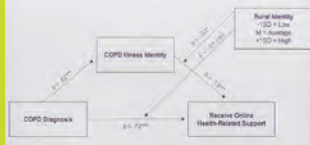
The DMP focused on ensuring student immersive experiences could continue, even from remote locations, and continued to execute a station systems and facility infrastructure hardening and resiliency project, funded by a State of Florida grant. The division focused on supporting pandemic-related information and content on all platforms.

Here are a few of the media properties' achievements last year:

- The Florida Public Radio Emergency Network was recognized nationally by the Corporation for Public Broadcasting (CPB) as a “concept to invest in.”
- WUFT is currently working to invest in a new live-news and content-production control room and a new news set, scheduled for a summer 2021 buildout.
- WRUF-FM (103.7, The Gator) achieved the highest Nielsen radio ratings in the history of the radio station, beating rival K-Country in the Gainesville-Ocala market with 25- to 54-year-olds.
- WUFT-FM remains the #1 radio station in Gainesville/Alachua County.
- WRUF now hosts in house play-by-play for all Gator athletics away games and matches. CJC is one of the first in the nation to do this.
- WUFT-TV received a \$150,000 grant from the CPB to transition to an innovative joint master control with technology company PMM and other public media stations. The CPB grant will underwrite all expenses associated with this transition.
- GHQ entertainment platform maintained live radio broadcasts through the pandemic. Students were able to do live broadcasts by socially distancing in studio, providing UF students with the latest campus updates.



mediating the relationship between a diagnosis and the perceived availability of online social support (while controlling for covariates), $F(501, 8) = 20.15, p < .001 (R^2 = .24)$.



- The indirect effect was moderated by rural identity
- Johnson-Neyman significance regions indicate this effect was strongest for low (effect = .24, SE = .04) rather than high (effect = .07, SE = .04) rural identity

Direct/Indirect Pathway	Effect (Std. Error)	95% CI	
		Lower Level	Upper Level
Direct Effect (Diagnosis -> Available Support)			
Low Rural Identity	.79 (.13)	.54	
Av. Rural Identity	.78 (.09)	.57	
High Rural Identity	.72 (.12)	.49	
Indirect Effect (Diagnosis -> COVID Identity -> Available Support)			
Low Rural Identity	-.13 (.05)	-.04	
Av. Rural Identity	-.10 (.04)	-.03	
High Rural Identity	-.07 (.03)	-.02	

posed a unique context in which the United States, France, and China involved themselves politically through international aid. Where China and the U.S. are competing for influence in Africa, in tandem with France's efforts to atone for its post-colonial role on the continent, the outbreak presented a unique opportunity for each country to try and influence global perceptions of themselves through each country's media coverage. This study seeks understand how news media visually framed the outbreak as a function of political public relations.

RQs & H:

RQ₁: What were the dominant themes in news coverage by country?

H₁: News coverage by country would be significantly different.

H₂: News coverage by country would be significantly different in tone of coverage.

H₃: News coverage by country would be significantly different in framing.

H₄: News coverage by country would be significantly different in framing.

H₅: News coverage by country would be significantly different in framing.

H₆: News coverage by country would be significantly different in framing.

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H₅₆: News coverage by country would be significantly different in framing.

H₅₇: News coverage by country would be significantly different in framing.

present in 28% of images and Military in 13% of images. (RQ₁).
 - Coverage in *Le Monde* and *The New York Times* was significantly more negatively toned than in the *People's Daily* (H₁).
 - In the *People's Daily*, Medical Aid was present in 59% of images, while Military was present in 28% of images and Displays of Emotion in 14% of images. (RQ₁).
 - Data suggest that China did promote a highly military-dominant image of aid as compared to the United States and France who tended to stress images of diplomacy and cooperation (H₂).



Conclusions:

French (i.e. Western) coverage tended to address the AI of the outbreak in a darker, more narrative form while Chinese coverage tended to address Chinese aid in a more positive light. This difference in the role of journalism (agenda-setting) and agenda-building in the role of power politics. China's interest in promoting itself as a "peaceful rise"

For more information on our graduate programs, visit

www.jou.ufl.edu/graduate



Graduate Division

Both our on-campus and online graduate programs continued to advance amidst the turmoil of the pandemic. While the master's program declined slightly from fall 2019 (79 students) to fall 2020 (63), our Ph.D. program grew from 63 to 70 students, maintaining our position as one of the largest communication Ph.D. programs in the country.

Meanwhile, our now 7-year-old online master's program more than doubled in size from 217 students in fall 2019 to 437 in fall 2020. The program further expanded to 643 active students as of spring 2021. In December, the college conferred its 500th M.A.M.C. degree awarded through the online master's program.

Both the on-campus and online master's programs are poised for additional growth as the CJC faculty voted to eliminate the GRE requirements for all master's admissions, following a trend for

most graduate programs at UF and many of our peer institutions.

Here are some highlights from the past year:

- **Ph.D. Program:** Our cohorts of incoming Ph.D. students in 2019 (16) and 2020 (17) are among the largest, if not *the* largest, recruiting classes among our peer schools. More than 70% of our Ph.D. graduates in the past five years have landed faculty positions after graduation, compared to 28% for all UF.
- **Professional Master's:** The program graduated 20 Professional Master's students who completed interdisciplinary projects with 17 faculty members participating across all four departments in 2019-20. As of spring 2021, 90 students are active in the program.
- **Certificates:** The College launched two new certificate

programs: one in health communication and one in science communication. The online program added a graduate certificate in Audience Analytics to its current offerings, which include certificates in Global Strategic Communication, Social Media and Web Design.

- **Online:** The program launched two key initiatives in 2020 — a quality assurance process to revise all our online courses to meet the State of Florida's Quality Matters standards by 2025, and a new Faculty Training and Support Division to train and support our online instructors. The program was one of three UF programs to partner with the Women's Tennis Association. And the program created Hardship Awards and a new development fund to help support students in financial need. (For more on the online program, visit onlinemasters.jou.ufl.edu.)

Hall of Fame

2020 Inductees

The CJC Hall of Fame was created in 1970 to recognize alumni who have excelled in their careers. There are 161 alumni in the Hall of Fame, out of some 35,000 graduates.

For more information, visit:
www.jou.ufl.edu/hall-of-fame



LAUREN ROSEMAN

B.S. Telecommunication 2006, is the Senior Vice President of Entertainment Publicity at NBC Universal, where she leads the Entertainment Publicity Team and oversees publicity for “Saturday Night Live” and “Late Night with Seth Meyers.” Roseman has spent her entire career with NBCUniversal.



TONYAA WEATHERSBEE

B.S. Journalism 1981, M.A.M.C. 2016, is the metro columnist and a member of the editorial board for *The Commercial Appeal* in Memphis, Tennessee. She spent most of her career writing opinion columns on social and economic justice, race, politics, immigration and poverty for the *Florida Times-Union* in Jacksonville, where she won 14 writing awards and was the first African American to join its editorial board.



FLODY SUAREZ

B.S. Journalism 1984, an award-winning TV and theatrical producer, is co-president of the production company Seller Suarez in New York City. He is also the president of FlodyCo Productions in New York City, Los Angeles and London. In 2018, Suarez produced the Broadway play “The Cher Show,” which was nominated for three Tony Awards and won two, including Best Performance by an Actress in a Leading Role.



KEN EBANKS

B.S. Advertising 1985, has served as the Vice President and Deputy General Counsel for eBay’s Marketplace business since 2015. He leads a global legal team and serves as a member of eBay’s worldwide leadership team focused on rebooting the e-commerce giant using emerging technology, such as artificial intelligence, augmented reality and structured data.



EDWARD ASCHOFF

B.S. Journalism 2008, was a respected college football reporter who passed away on Dec. 24, 2019 — his 34th birthday — after a brief illness. Aschoff received multiple awards throughout his career from the Football Writers Association of America (FWAA). In his honor, FWAA created the Edward Aschoff Rising Star Award to honor sports journalists under the age of 34. In addition, UFCJC has created the Edward Aschoff Memorial Fund in his honor to support students at the College pursuing sports journalism.

Alumni

and friends

CJC is focused on providing the best educational experiences for our students and professional development opportunities for our faculty and staff, and making a meaningful difference in our society. Achieving these goals is not possible without the generous support from alumni and friends. Here are few examples of how donors are helping us make a difference.

TRUST IN MEDIA

The erosion of trust in media and technology, driven in part by the extensive spread of misinformation and disinformation, poses a real threat to our democracy. The Consortium on Trust in Media and Technology (see page 26) is focused on understanding and finding solutions for these critical issues.

UF alumni **Linda and Ken McGurn** share this concern and committed \$2 million to establish the McGurn Fellowship Program for Media Integrity and the Fight Against Disinformation, which will fund fellowships at the Consortium, CJC and the UF Levin College of Law.



TRUST IN MEDIA CONTINUED

“The spread of false information and increasing distrust of credible news organizations is a scourge that is polarizing our nation and endangering our ability to survive as a democracy. Ken and I are thrilled to be able to support these institutions in their efforts to combat this perilous trend.”

LINDA MCGURN

UF alumni **Mitchell and Elissa Habib** also expressed their concerns about the erosion of trust in the media and donated \$500,000 to the Consortium to establish an advisory board of experts from around the world.

“The erosion of confidence in our nation’s press brings great sadness to Elissa and me and presents a danger to our society. Our hope is that the CJC can bring focus on this critical issue so we can better understand its causes and reduce this decline in trust to ensure that we will live in a society where differences of position and policy are celebrated, but the facts are not disputed.”

MITCHELL HABIB, B.S. ADVERTISING 1982, HALL OF FAME 2011.



ADVANCING JOURNALISM

Fulfilling the news media’s role as government watchdogs is more critical now than ever. But continuing financial challenges for news organizations are forcing them to cut back on coverage, especially at the state level, where decisions are made that directly impact citizens of that state.

UF alumnus **Nathan Collier**, a descendant of pioneering journalism publisher Peter Collier, wanted to make a difference by establishing the Collier Prize in State Government Accountability, which was designed to encourage coverage of state government in every state, focusing on investigative and political reporting. The \$25,000 annual prize is one of the largest journalism prizes offered.

“With local newspapers dying out, what press is left focuses on Washington, D.C. Encouraging a focus on integrity at the statehouse level helps ensure when state-level elected officials move on to Washington, they will be citizens with principles.”

NATHAN COLLIER

Ron Sachs, B.S. Journalism 1972 and Hall of Fame 1998, was a renowned editor of *The Alligator* during his College years. To help today’s student journalists and ensure continued oversight of Florida state government, Sachs has donated \$50,000 to Fresh Take Florida, a news service comprised of CJC students producing top-caliber investigative and political content about Tallahassee.

“In this prolonged, challenging era of a global pandemic and the most severe political divide of our lives, Fresh Take Florida has become even more important to shed light into dark corners with the facts and the truth. We are proud to invest in supporting this excellent and necessary work — that also prepares a next generation of trustworthy journalists.”

RON SACHS



PROVIDING OPPORTUNITIES

Gale V. King, B.S. Journalism 1983 and Hall of Fame 2016, knows firsthand that increased and improved interaction between genders, races, generations, geographies, and classes is a key issue for the College. To help increase the diversity of CJC's student body, she has established the King Scholars program to provide scholarships to transfer students in financial need.

“I believe that empowered people empower others. My family, my faith, my education, mentors and sponsors have empowered me and, as such, I have an obligation to empower others. The King Scholars enables this belief by supporting the academic achievements of tomorrow's leaders, helping to create powerful possibilities for these students – and in so doing, empowering them to positively impact the world.”

GALE V. KING

Carol Sanger, B.S. Journalism 1970 and Hall of Fame 2000, also believes that a great college experience is a multicultural experience for all students. She has made a donation to help the College recruit Black students from small colleges and community colleges across the state. Her gift will help fund recruitment material, travel and other expenses.

“CJC gave me a jump start on my career, and now it's my turn to pay it forward. In an increasingly complex world, communication is the key to understanding, and true understanding requires the sharing of diverse ideas and experiences. My hope is that by better connecting students with UF, there will be new voices and a broader diversity of perceptions that ultimately will lead to greater understanding in tomorrow's world.”

CAROL SANGER



Giving Day

Thank you to all of our alumni, students, faculty, staff and friends whose more than 2,500 donations made CJC the No. 1 college on Gator Nation Giving Day for two of the last three years.





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



Revenue & Expenses

	FY20	FY19	% CHANGE FY19-FY20
REVENUE			
Tuition and State Appropriations	\$14,812,180	\$13,839,466	7%
Grants and Gifts *	\$6,165,478	\$6,266,534	-2%
Media Properties	\$7,021,554	\$6,887,975	2%
Entrepreneurial **	\$3,370,905	\$3,488,033	-3%
TOTAL	\$31,370,117	\$30,482,008	3%
EXPENSES			
Personnel	\$23,352,955	\$22,438,933	4%
Other	\$8,604,390	\$7,561,866	14%
TOTAL	\$31,957,345	\$30,000,799	7%

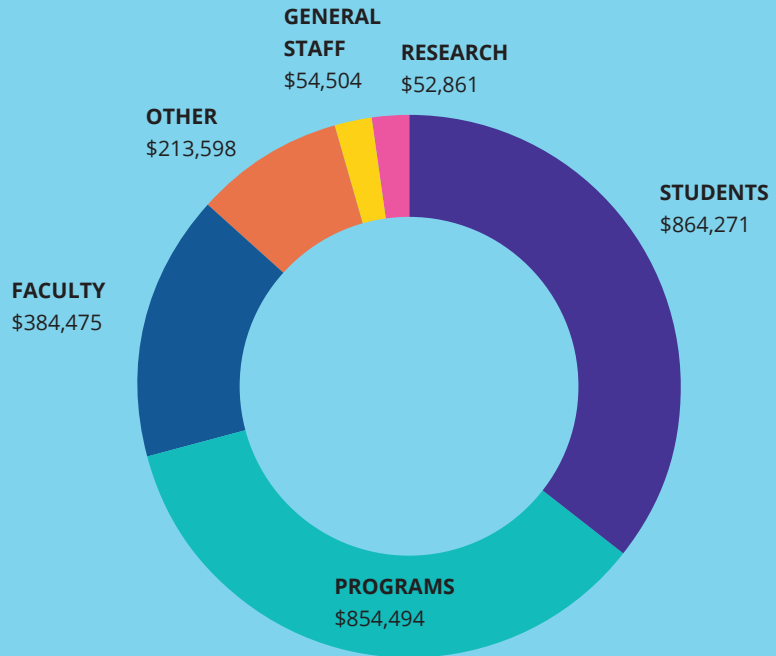
* Includes grants, endowments, cash gifts, public media memberships and underwriting

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

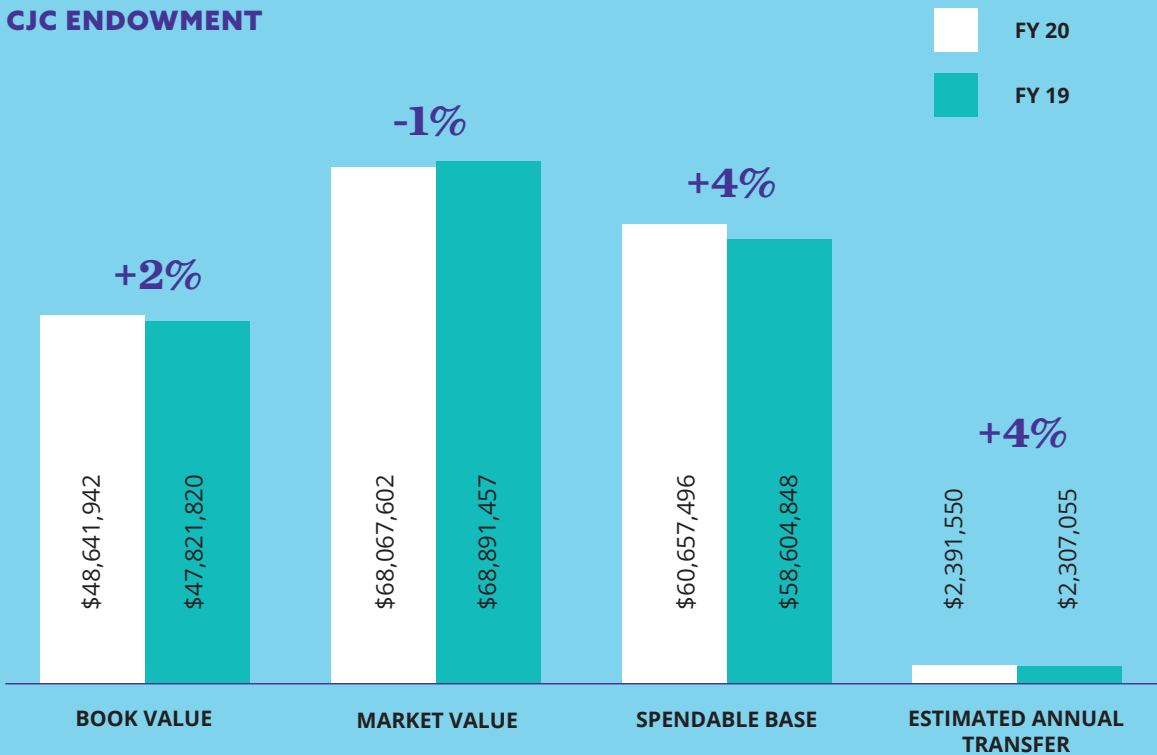
Giving

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 2019-20 academic year.



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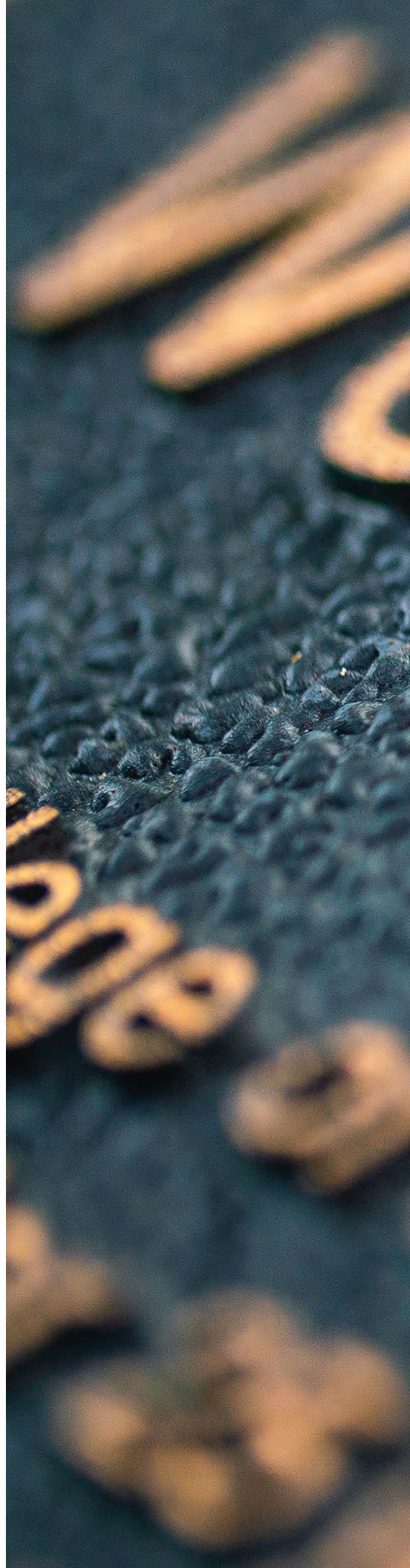
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We would like to thank

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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