



**STORIES CHANGE THE WORLD.
YOUR STORY**
starts here.

UF | College of Journalism
and Communications
UNIVERSITY of FLORIDA

COMPREHENSIVE.
WELCOMING.
FLEXIBLE.
EVOLVING.
HANDS-ON.

THAT'S THE
COLLEGE
OF JOURNALISM
..... **AND**
communications

www.jou.ufl.edu/welcome

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CJC AT A GLANCE

Undergraduate enrollment: 2,357

Graduate enrollment: 840 masters
(742 online), 60 Ph.D.

Faculty: 69, **Staff:** 83, **Adjunct:** 175

Graduation Rate: 80% (4-year
undergrads)

Internship Rate: 77% (1 or more
in past 4 years)

Media Properties: 2 TV, 5 radio and
companion websites; PBS, NPR and
ESPN affiliates; Florida Public Radio
Emergency Network

Living alumni: 34,000+



ABOUT THE COLLEGE

One of the premier programs in the country and part of a Top 5 public university, the University of Florida College of Journalism and Communications (CJC) provides high-level education and resources for state-school tuition! At CJC, we empower students to be career-ready in continually changing industries.

The College emphasizes hands-on learning from renowned industry professionals and faculty in world-class facilities. During your studies, you will cultivate the top skills employers are looking for: effective writing, analytical thinking, collaboration, innovation and creativity. Our students collaborate with educators and peers to experience projects and assignments that replicate the tasks and challenges occurring in their field of study. We take pride in preparing you to effectively apply knowledge and skills in real-world settings.

No matter what academic and career path you choose, CJC prepares you for greatness, ensuring you are ready to make an immediate and lasting impact in your chosen field.

WHERE YOU BELONG

CJC students consider the College a second home, an environment where they feel welcomed, supported, respected and encouraged. All students receive foundational skills with a tailored academic experience designed to meet their needs and diverse perspectives.

Whether you're attending on-campus or online, the College provides exciting opportunities for students to learn across four undergraduate majors: Advertising, Journalism, Public Relations, and Media Production, Management, and Technology. These programs equip you for successful careers both within and beyond your selected field of study.

"I wasn't sure if UF was the right fit for me at first, but the College helped me feel like I had found the right place. CJC is one big family and helped mold me into the professional I am today. I am forever thankful for the College and the people in it."

**Mari Faiello,
B.S. Journalism 2020**



Dean Hub Brown

WHAT MAKES US STAND OUT?

- Renowned research and professional faculty
- Hands-on opportunities in a professional newsroom, agency and broadcast stations
- Experience with nationally known brands like NPR, PBS, ESPN and NBCU
- Working alongside professionals who will guide you as you develop new skills
- Education and experience at one of the best-value universities in the country
- Access to more than \$400,000 in scholarship money
- A comprehensive support system to guide you throughout your academic career
- Gator Nation, a supportive and engaged alumni network across the country



CHOOSE YOUR PATH

There's no one-size-fits-all path through the College of Journalism and Communications. We understand students come to us with diverse backgrounds, unique circumstances and specific educational needs. Because of this, our program offers flexible options that cater to your career goals and optimize success.

Admitted students can:

- Enroll in our on-campus or online programs.
- Enter the PaCE program—starting their studies online and transitioning to on-campus.
- Transfer from a state or community college to start their junior year.
- Choose the Innovation Academy, a spring/summer program that teaches innovation.

We also offer financial assistance and resources to support your educational journey. First-generation students in need are eligible for Machen Florida Opportunity Scholarships.

Contact our Advising Office for more information on finding your path at CJC.

www.jou.ufl.edu/advising

OUR MAJORS:

Advertising

ADVERTISING PROGRAM

Dynamic education for an ever-evolving world. Our Advertising program combines business basics (consumer behavior, writing, strategy, research, analytics, branding) with creativity (visual communication, copywriting, art direction, creative thinking, strategic thinking, ideation) to tell compelling stories about brands and services across all media platforms.

MAJOR TRACKS IN ADVERTISING

Agency Track

In the Agency Track, you'll receive a comprehensive educational experience with a focus on real-world work. Along with core requirements, students choose 11 elective credits in the major. After completing the required prerequisites, students take the Advertising Campaigns class as a capstone. This class is an opportunity to experience agency roles and work hands-on with an actual client before you graduate.

Persuasive Messaging Track

Students in the Persuasive Messaging Track have a more customizable experience. In this track, students choose 14 elective credits along with their core advertising courses and two required experiential learning courses. Experiential learning options include courses such as Creative Advertising Competitions, Undergraduate Research, Great Ideas in Marketplace Communication and Advanced Internships.



HANDS-ON OPPORTUNITIES

Cultivate creativity and critical thinking skills while learning the fundamentals for a successful career in advertising.

We immerse our students in real-world experiences with a focus on career-readiness. In the Advertising program, you will work directly with our professionals and faculty and have access to hands-on projects with real clients. Through our campaigns classes, experiential learning opportunities, Ad Society student organization and The Agency—our College's working strategic communication shop—students learn the art and science of advertising by leading and doing.

**Get all the details on the
CJC Advertising Program.**
www.jou.ufl.edu/advertising

WHAT CAN YOU DO WITH A CJC ADVERTISING DEGREE?

After graduation, you've got options. Our advertising degree will prepare you for a range of career choices, including:

- Social Media Manager
- Account Executive
- Market Researcher
- Digital Media Strategist
- Media Planner
- Media Sales
- Brand Manager
- Art Director
- Copywriter

“Students learn the foundations of advertising, but also constantly experiment with new trends and tactics. When they graduate, they're ready to be influencers and innovators.”

Robyn Goodman,
Department Chair

OUR MAJORS:

Journalism

JOURNALISM PROGRAM

If you've got a passion for storytelling, this is the major for you. Our Journalism degree prepares you for career paths in traditional journalism, as well as innovative media forms and technology. The curriculum focuses on skills applicable on any platform, including writing, reporting, multimedia, audio, video, social media, data and more. Students gain practical experience producing stories in the Innovation News Center and are regularly represented in top national competitions. Journalists are no longer the only professionals in need of strong communication skills. In the world of technology and content, the CJC Journalism degree supports writers of all kinds.

MAJOR TRACKS IN JOURNALISM

Journalism

Journalism students begin by taking foundational classes in writing, reporting, fact-finding, law and ethics. From there, you can specialize in an area of your choice.

Writing, photojournalism/visual journalism, design, social media, broadcast news, audio storytelling, TV producing, data journalism, coding/web apps, new technology, innovative storytelling and more specialization options are available.

Sports and Media

Gain the skills required for a successful career in the sports media industry. Classes in the Sports and Media major track include sports writing, sports production, sports broadcasting, team media and sports communication. In addition, students cover UF sporting events live, report on players, staff and operations, and even write feature stories on UF athletes.

COURSEWORK TO PREPARE YOU FOR A NEW MEDIA WORLD

With so much to learn in this ever-changing industry, the Journalism program features highly relevant and timely courses, including:

- Data Journalism/Visualization
- Coding
- Sports Media
- Audience Engagement
- Media Law
- Science/Environmental Reporting

HANDS-ON OPPORTUNITIES

CJC Journalism students gain real-world experience as multimedia journalists in one of the largest student-run newsrooms in the country—the Innovation News Center.

Student journalists produce stories for broadcast and online publication, as well as work on *The Independent Florida Alligator*, the university newspaper, and other student-run magazines, such as *Orange and Blue*, and *Atium*.

WHAT CAN YOU DO WITH A CJC JOURNALISM DEGREE?

Skills developed as a journalism major prepare you for a variety of roles in careers that extend beyond the news industry.

Career opportunities include:

- Multimedia Journalist
- Broadcast Journalist
- Narrative Nonfiction Writer
- Sports Media Professional
- Data Journalist
- Social Media Producer/Manager
- News App Developer
- Corporate Communicator

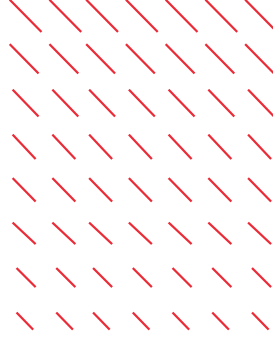
“Journalism is about nonfiction reporting and storytelling in all kinds of lengths and forms. Words, visuals, numbers and more. Stories are who we are.”

Ted Spiker, Department Chair

Find out more about the CJC
Journalism program.

www.jou.ufl.edu/journalism





OUR MAJORS:

Public Relations

PUBLIC RELATIONS PROGRAM

Public Relations practitioners are storytellers. They use their persuasion skills to support organizations in protecting, enhancing and building credible reputations. They also help organizations increase engagement, fundraise, drive social change and achieve other business goals. Our curriculum marries strategic communication with social good. The art and science of PR is learned through leading and doing in our campaigns classes and by working in The Agency.

HANDS-ON OPPORTUNITIES

Led by professionals and staffed by students, The Agency is a strategic communications firm that provides students the opportunity to work with real clients and budgets to craft campaigns targeted at young adults. Read more about The Agency on page 14.



WHAT CAN YOU DO WITH A CJC PUBLIC RELATIONS DEGREE?

There are many elements to public relations, yet many outside the industry don't have a concrete grasp of what public relations professionals do. After graduation, your options for career paths include:

- Corporate Communication
- Digital Strategy
- Public Affairs
- Data Analytics and Insights
- Social Media Management
- Social Change Communications
- Fundraising

“ Our public relations students graduate prepared for the global marketplace as strategic thinkers and great storytellers, leading to careers that inspire cultural change, help organizations evolve and connect communities. ”

Marcia DiStaso,
Department Chair

Find out more about the CJC public relations program.
www.jou.ufl.edu/public-relations



OUR MAJORS:

Media Production, Management, and Technology

MPMT PROGRAM

The Media Production, Management, and Technology (MPMT) major offers students interested in electronic media a variety of options. From video production and radio or TV broadcasting to operations management and digital content creation, carve out a future blending your passion with an ever-expanding industry.

MAJOR TRACKS IN MPMT

Digital Film and Television Production

The Digital Film and Television Production track prepares students for careers in program creation, writing, and creative applications of video and audio technology. Career paths applicable to this track include equipment operation, directing, writing, podcasting and producing.

Management and Strategy

In the Management and Strategy program, you'll be prepared to enter the profession through positions in research, sales, marketing and promotion. Students also work in technology, including content creation, legal, policy, and ethical issues for interactive video and mobile media, artificial intelligence, and human-machine communication.

Media and Society

The Media and Society track prepares students to work in media organizations and organizations using media in diverse and global environments. Combining social issues and media, careers in this field include those aligned with political campaigns, government, education and business, both in the private and public sectors.

HANDS-ON OPPORTUNITIES

The College is home to seven TV and radio stations and digital properties, providing students with real-world experience both behind the scenes and on camera. Students are involved in virtually all operational capacities. Because a variety of skills are required when working in studios, students gain extensive experience in video production and post-production, live sports production, audience research and analytics, program development, and social media.



WHAT YOU CAN DO WITH A CJC MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY DEGREE

A MPMT Degree from the UF College of Journalism and Communications will prepare you for several specialized roles, including:

- Program Development
- Radio and Podcast Production
- Sports Production
- Video Production
- On-Air Talent
- Screenwriting
- Audience Research and Analytics
- App Development, Interactive Media, Human-Machine Communication

"Our students are highly sought after by media and technology companies who need professionals skilled in production, management, and other electronic media fields."

David Ostroff, Department Chair



Get all the details on the
CJC MPMT Program.
www.jou.ufl.edu/mpmt



IMMERSION VENUES

Across all CJC majors, we are proud to offer hands-on learning experiences to elevate education and foster groundbreaking ideas. We have worked hard to establish premium opportunities to prepare our students for success beyond our university.

CJC's venues for hands-on learning in real-world environments are considered the best in the country. Each venue is directed by experienced professionals who work alongside students, translating what they learn in class into practice.

INNOVATION NEWS CENTER

The Innovation News Center, or INC, is the home of the College's news, weather and sports operations. The two-story, 14,000-square-foot space provides nearly 100 seats for reporters, producers and editors working together to deliver news in English and Spanish to the North Central Florida community.

Inside the INC, one of the largest student-run newsrooms in the country, students work alongside nine industry professionals. Stories are produced for the College's seven media properties, including TV, radio, digital and social media platforms.

Learn more about the Innovation News Center.

www.jou.ufl.edu/inc

THE AGENCY

The Agency provides Advertising and Public Relations students the opportunity to work with real clients to craft strategic, research-based and creative advertising, as well as PR and social media campaigns targeted at young adults. Alongside three professionals, students gain hands-on experience learning about brand identity, campaign development, communication strategy, design, consumer insights, copywriting, social media, concept testing, market research and more. At The Agency, our students have worked with McDonald's, Coca-Cola, NBC Universal, Tommy Hilfiger, Smucker's and other national and regional brands.

Go inside The Agency.

theagency.jou.ufl.edu

MEDIA PROPERTIES

Students throughout the College can gain experience in a competitive broadcast and multimedia environment. More than 200 students work in news, sports, production, management positions, web design, social media, promotions and advertising for the radio and television stations each semester.

The Division of Media Properties oversees all broadcast operations. It includes two TV stations and five radio stations, including the local PBS, NPR and ESPN affiliates, a Spanish-language station, and an experimental, student-run audio entertainment service.

CJC MEDIA PROPERTIES

WUFT-TV: Florida's 5

WUFT-FM: Florida's 89.1

WUFT-Classic

WRUF-TV

WRUF-AM: ESPN 98.1 FM, 850 AM

WRUF-FM: Country 103.7 The Gator

GHQ

Florida Public Radio Emergency Network

GatorVision

Explore our media properties.

www.jou.ufl.edu/mediaproperties



Graduate PROGRAMS

Take your education one step further. Graduate school is an excellent opportunity for those looking to expand their professional skills after college or pursue careers in academia. CJC offers three Master of Arts in Mass Communication (MAMC) programs and a nationally recognized Ph.D. program.

Discover CJC's graduate school offerings.
www.jou.ufl.edu/graduate

PROFESSIONAL MASTER'S

Designed specifically for those seeking to develop additional skills to become more competitive in the job market, our Professional Master's Program—part of our overall MAMC degree—allows students to develop their own path, with six required core courses and a wide range of electives available across the College.

Earning this advanced degree will make you more attractive to employers, enable you to command a higher starting salary, and accelerate your career advancement possibilities.

Learn more about the Professional Master's program.
www.jou.ufl.edu/promasters

RESEARCH AND THEORY MASTER'S

Our Research and Theory Master's thesis programs combine big-picture awareness with specialization to create some of the most well-rounded and well-regarded academics in the nation. The goal of our research Master's is simple: to shape competitive, developed academics who aspire to greatness in communications.

Thesis programs include the following areas:

- MAMC—Customizable Research and Theory, includes:
 - Advertising
 - Journalism
 - Media Production, Management, and Technology
 - Mass Communication Law
 - International and Intercultural Communication
- MAMC—Concentration in Public Relations
- MAMC—Concentration in Science/Health Communication
- JD/MAMC Joint Degree

Read about our Research and Theory Master's.
www.jou.ufl.edu/researchandtheory

ONLINE MASTER'S

The University of Florida continually raises the bar for online education by offering one of the most comprehensive, digitally focused online graduate programs in the world. UF CJC Online offers eight professionally focused master's concentrations designed to challenge, enhance skills and prepare students for fulfilling careers. Our online master's programs transform lives through graduate education founded in theory and influenced by industry.

Concentrations include:

- Audience Analytics
- Digital Strategy
- Global Strategic Communication
- Political Communication
- Public Interest Communication
- Public Relations
- Social Media
- Web Design

Explore our online master's programs.
onlinemasters.jou.ufl.edu



COMBINATION DEGREES

Current students from any UF college, online or on-campus, have the option to pursue a combination degree from CJC. Combination degree classes will count toward both your undergraduate and graduate school requirements. Students seeking combination degrees will complete the master's program alongside current graduate students in courses taught by CJC faculty and highly qualified industry professionals.

Dive deeper into our combination degree programs.

www.jou.ufl.edu/combination-degree

CERTIFICATES

Deepen your education in as little as two semesters with a graduate certificate in a specialized area of study. CJC offers four online and two on-campus certificate programs. Online certificate programs include audience analytics, global strategic communication, social media, and web design, featuring introductory and core courses that give students the opportunity to learn new skills.

On-campus certificate programs include health communication and science communication. Earn your graduate certificate by completing four three-credit courses in a communication specialization of your choice.

Explore online and on-campus graduate certificates.
www.jou.ufl.edu/graduate-certificates

PH.D.

Our doctoral program prepares students for excellence in research, teaching, consulting and contributing to academic, government and private organizations. All students are offered four years of funding that includes a combination of teaching and research assistantships. The results? Students in our program have consistently been among the nation's best in earning top-paper awards at scholarly conferences across the nation, and our alumni hold faculty appointments in many of our most competitive peer institutions.

Our program features renowned doctoral faculty in several key areas of research focus:

- AI and Emerging Technology
- Cultural and Social Change
- Health Communication
- International Communication
- Journalism
- Law, Policy and History
- Media Industry and Consumers
- Media Psychology
- Political Communication
- Science Communication
- Social Media
- Sports Communication
- Strategic Communication
- Trust in Media
- Visual Communication



SUPPORT

There is an old proverb that says, “If you want to go fast, go alone. If you want to go far, go together.” We believe our students will go far, and we will be right next to them throughout the journey.

You can find all our resources in our Professional Advising and Teaching Hub (PATH). PATH offers holistic student support in academic, personal and professional development.

www.jou.ufl.edu/path

ACADEMIC ADVISING

Preparation breeds confidence. Our nine advisers for on-campus and online students help you prepare an academic roadmap and work with you from admission to graduation.

Advisers work directly with current and prospective students on course and degree planning, graduation requirements, wellness and support, extracurricular and immersion opportunities, and more. Academic plans are tailored to your unique needs to ensure your success at CJC.

Learn more about academic advising at CJC.
www.jou.ufl.edu/advising

KNIGHT DIVISION FOR STUDENT INCLUSION AND SCHOLARSHIPS

The Knight Division coordinates the College’s undergraduate scholarship programs and inclusive student initiatives, including recruiting and retaining students from underrepresented groups.

The division distributes more than \$400,000 annually in scholarships for students based on both merit and need.

The Knight Division also serves as a liaison between the student body and leadership. They work to communicate opportunities and resources to students while advocating for student needs and providing support for students in crisis.

Learn more information on our student inclusion efforts and scholarship opportunities.
www.jou.ufl.edu/knight

OFFICE OF CAREERS AND CORPORATE PARTNERSHIPS

The Office of Careers and Corporate Partnerships is dedicated to building a network of top employers across the U.S. to provide the best job and internship opportunities for CJC students. Among its services are maintaining an extensive job and internship database, organizing career fairs with employers, offering in-person and virtual recruiting opportunities, building mentorship and career coaching opportunities, and providing access to career readiness resources for students and alumni.

Access career-building opportunities.
www.jou.ufl.edu/careers



THIS IS YOUR TIME

Setting the course for your education and future can feel like a heavy decision. We’re here to help. We hope that we’ve provided the insights and guidance you need to make the best decision for you. We also hope that decision brings you to UF’s College of Journalism and Communications, ready to get the most from our comprehensive majors, our immersion venues and the incomparable Gator spirit.

For more information on the opportunities and experiences at the UF College of Journalism and Communications, visit www.jou.ufl.edu/welcome

For virtual or in-person tours of our state-of-the-art facilities, please visit: jca.jou.ufl.edu



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