

# 2024 FACT SHEET

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The College of Journalism and Communications at the University of Florida is recognized as **one of the top journalism and communication programs in the country**. The College's strength is drawn from both academic rigor and experiential learning. With its exceptional breadth and depth, it is a premier academic community located at the intersection of rigorous storytelling and data sciences, journalistic excellence, strategic communication, social impact and public service.

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## FAST FACTS

- Founded: 1925 (Department of Journalism); 1953 (School of Journalism and Communications); 1968 (College of Journalism and Communications)
- Undergraduate enrollment\*: 2,321
- Graduate enrollment\*: 837 masters (772 online), 43 Ph.D.
- Faculty: 71, Staff: 93, Adjunct: 203
- Four Academic Disciplines: Advertising, Journalism, Public Relations and Media Production, Management, and Technology
- Distance Learning: 6 online master's programs, 4 online graduate certificates, 4 undergraduate degree programs
- Graduation Rate: 82% (4-year undergrads)
- Internship Rate: 73% (1 or more in past 4 years)
- Media Properties: 2 TV and 5 radio stations and websites; PBS, NPR and ESPN affiliates; Florida Public Radio Emergency Network
- Living alumni: 34,000+

\*Fall 2023

## WHAT MAKES CJC STAND OUT

- One of the pioneers of the "teaching hospital" method of communication education that bridges faculty research with classroom learning and experience in real-world venues serving various communities
- Uses a science-based approach to studying, teaching, testing and practicing storytelling with a particular focus on social change
- Hub for teaching excellence—six CJC professors have been named the UF Teacher of the Year in the past 15 years
- Provides one of the most extensive immersion experiences for news, sports and weather across seven media properties
- Is one of the only colleges with a working strategic communication agency developing campaigns, creating strategies and conducting research for clients
- Houses the Consortium on Trust in Media and Technology, focused on identifying and combatting the spread of misinformation and restoring trust to media institutions
- Includes the only STEM Translational Communication Center at a U.S. university
- Is the only academic institution with a Center for Public Interest Communications and the only endowed chair in the field of public interest communications
- A national leader in environmental and climate journalism
- Has endowed programs focused on First Amendment and freedom of information issues
- One of the most comprehensive sports media programs in the U.S.
- Offers one of the largest data journalism and coding programs in the U.S.
- Is the only organization in the U.S. operating a statewide public radio emergency network, now supporting both Florida and South Carolina

## KEY AREAS OF FOCUS

- AI and Emerging Technology
- Cultural and Social Change
- Data Journalism
- First Amendment and Freedom of Information
- Health and Science Communication
- Internal Corporate Communication
- Investigative Journalism
- Media Industry and Consumers
- Media Psychology
- Political Communication
- Public Interest Communications
- Social Media Analysis
- Sports Media and Communication
- Strategic Communication
- Trust in Media
- Visual Communication

## CENTERS AND PROGRAMS

- Brechner Center for the Advancement of the First Amendment
  - Joseph L. Brechner Freedom of Information Project
  - Marion B. Brechner First Amendment Project
- Center for Public Interest Communications
- Consortium on Trust in Media and Technology
- STEM Translational Communication Center

## THOUGHT LEADERSHIP

### EVENTS

- Becoming a Woman of Influence
- Climate Communication Summit
- *frank* gathering
- Great Storytellers
- Sports Symposium

### SHARED INSIGHTS (2023)

- 75+ peer-reviewed articles
- 120+ conference papers
- 60+ faculty and staff articles in mainstream publications

## PROFESSIONAL SKILLS DEVELOPMENT

### IMMERSION

- Atlas Lab: Digital media analytics and social listening
- The Agency: An integrated, strategic communications firm
- The Innovation News Center: A multi-platform news operation
- GHQ: Audio entertainment and information R&D lab
- Seven TV, radio and digital properties
- Fresh Take Florida: State government investigative journalism team

### IN-CLASS AND STUDENT-RUN

- Atrium Magazine: Student-produced narrative nonfiction publication
- Elevate Agency: Student-run advertising firm, part of Ad Society
- Alpha PRoductions: Student-run public relations agency, part of PRSSA
- *Orange and Blue*: Student-run magazine
- ChomPics: Student-run online video and broadcast productions
- The Reptile Report: Video sports program
- Capstone campaign classes for Advertising and Public Relations