



We're bringing the **CJC** to **DC**

There's no place like Washington, DC to prepare students to be communication leaders in a radically changing world.

CJCxDC is an immersion program that blends professional experiences with the city's political energy to give students the opportunity to learn, work, and live in the nation's capital. DC is one of the most important political communication and media hubs in the world. For government agencies, political organizations, NGOs, and communication firms, it's a gateway to the next generation of talent.

The University of Florida College of Journalism and Communications (CJC) is a pioneer in the "teaching hospital" method of communication education that bridges research-based curriculum with the student experience in real-world venues. CJCxDC extends this model from the university campus directly into the city and your office.

GET TO KNOW THE NEXT GENERATION OF TALENT

Your future press secretary, communication strategist, political correspondent and public affairs specialist are at CJC.

Our students are nationally recognized—by PRWeek, the Broadcast Education Association, Heart Journalism Awards, and other leading organizations—as some of the brightest and most promising in the country. Get to know their talent and their personalities. They will inspire you and surprise you.

HOW AND WHO WE HIRE IS CHANGING

Gone are the days of traditional staffing models. CJCxDC is designed to support your organization's recruitment and hiring needs while planning for the future.

Let us help you:

- Diversify your hiring pool
- Better assess candidates and make best-fit decisions
- Provide prospective hires with before-the-job training
- Build students' affinity for your organization's culture and team
- Add fresh perspectives from a coveted generation

WHO ARE CJC STUDENTS?

In their own words:

- | | |
|----------------|------------------|
| » Vibrant. | » Self-starting. |
| » Ambitious. | » Empathetic. |
| » Caring. | » Eccentric. |
| » Curious. | » Spontaneous. |
| » Creative. | » Hardworking. |
| » Adaptive. | » Attentive. |
| » Quirky. | » Collaborative. |
| » Adventurous. | » Bubbly. |
| » Determined. | » Candid. |
| » Colorful. | » Formidable. |



CJC BY THE NUMBERS

4 UNDERGRADUATE ACADEMIC DISCIPLINES:

Public Relations, Advertising, Journalism, and Media Production, Management, and Technology

2,357 undergraduate students,
840 master's students and
60 PhD students

22% of students identify as Hispanic/Latino;

8.3% as Black or African American;

3.5% as Asian

77% of students have had one or more internships

PRWEEK 2021

Outstanding Education Program – Honorable Mention

HEARST JOURNALISM AWARDS (STUDENTS)

First Place

NUMEROUS STUDENT AND FACULTY AWARDS

from Page Society; PRWeek; PRNEWS; AVA Digital Awards, AEJMC, Public Relations Society of America; Florida Public Relations Association; Multicultural Advertising Internship Program and American Advertising Federation

Interested in partnering with CJCxDC?

Contact **Jonelle Henry**, our faculty member in-residence in Washington, DC and CJCxDC director:

Jonelle.Henry@ufl.edu

GET INVOLVED IN A WAY THAT WORKS FOR YOU

Experience first-hand the vibrancy of CJC students' work and potential through a variety of immersion learning experiences and engagement opportunities.

- Hire top CJC students for internships as an inaugural partner of CJCxDC Immersive program, launching this fall in Washington, DC. CJC will complement this internship experience with an interactive, professional development course, and more policy-focused curriculum coming later.
- Build a sustainable recruitment pipeline through one or more of CJC's hands-on programs, but with a DC-focus:
 - » **THE AGENCY:** An integrated strategic communications agency where students grow their skills in a hands-on environment, working directly with government entities, NGOs, and political communication professionals.
 - » **PUBLIC INTEREST COMMUNICATIONS:** A program helping movements, foundations, agencies and organizations apply behavioral, cognitive and social science to build better communication strategies for the common good.
 - » **FRESH TAKE FLORIDA:** A news service producing investigative and political content with hard-hitting coverage focusing on Florida's state government and its relationship with federal agencies in DC. Stories explore the Florida-DC connection, covering how national policies impact Florida constituencies and how Florida's political landscape influences national conversations.
- Host a Capitol Hill weekend immersion or congressional policy week to gain the Gen Z perspective on your advocacy campaigns and legislative initiatives—directly from Gen Z themselves. Coach student teams as they respond to policy briefs, committee hearings, or strategy sessions centering the legislative process, then present their solutions to your government affairs team.
- Meet young CJC alumni who are ready for mid-level roles with your organization at sponsored meet-ups, networking events or trainings on Capitol Hill.
- Connect with CJC's Office of Careers and Corporate Partnerships to publish your internship and job listings and participate in career fairs that reach hundreds of students.
- Teach specialized 1-credit courses as adjunct faculty or guest lecture in political communication and public affairs courses to cultivate students' potential.

If there's another idea you'd like to explore, we'd love to hear it.



CJC x DC
UNIVERSITY OF FLORIDA
COLLEGE OF JOURNALISM AND COMMUNICATIONS