



UF
UNIVERSITY OF
FLORIDA

A COMMUNIGATOR SPECIAL EDITION

DEAN'S REPORT 2017

COLLEGE OF JOURNALISM AND COMMUNICATIONS

A surreal underwater scene. A diver in a black wetsuit and blue fins is positioned in the lower center, holding a small object. The water is a vibrant green and blue. Above the water, a large, bright, yellow and orange cloud-like shape dominates the upper half of the frame, resembling a sunset or a massive fire. Several bubbles of various sizes are floating in the water, some appearing to have a blue or purple tint. The overall atmosphere is dreamlike and ethereal.

Project: Blue Ether
is a multidimensional
reporting and
engagement project
that leveraged
journalism,
public interest
communications
and digital games
to explore the
challenges of water
in North Central
Florida.

Photo by Jenny Adler for Blue Ether

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A woman with shoulder-length dark brown hair and bangs is smiling warmly at the camera. She is wearing a black long-sleeved top with a gold-colored zipper and a large black tassel necklace. She is holding a smartphone in her hands. The background is a bright, out-of-focus indoor setting.

DEAN'S MESSAGE

“Today, we are rallying around the intersection of storytelling, science and social good as our key differentiator.”

Welcome to our first “Dean’s Report,” an annual review of our accomplishments from the previous year and our goals and plans for the year ahead. As you will see, we continue to invest in scholarship, teaching and student experiences to cement our position as one of the top communication programs in the nation.

I am very proud of what we’ve accomplished over the past three years, including:

- Increasing enrollment across disciplines by 7 percent
- Establishing best practices in the “teaching hospital method,” capitalizing on clinical research, real-world experience and connections to our community
- Launching the STEM Translational Communication Center to work in partnership with health and science researchers across campus and around the world
- Opening The Agency, an immersion experience for Advertising and Public Relations students who are guided by seasoned professionals
- Raising our profile through new thought leadership activities, including The Innovators, Great Storytellers and Becoming a Woman of Influence series
- Hiring 15 new faculty members since 2012
- Creating the Professional Advising and Teaching Hub (PATH) to expand our academic and career advising for students

- Building an international reputation for our Public Interest Communications program
- Launching online master’s and certificate programs and a new in-residence Professional Master’s.

Today, we are rallying around the intersection of storytelling, science and social good as our key differentiator. Our heritage is journalism and the mission to send credible professionals out into the world has never been more important. What began with journalism 90 years ago now includes newer fields, such as translational communication and experimentation with emerging technologies.

This report will highlight the extraordinary work of our faculty and students and showcase our world-class immersion experiences. We’ll share our strategic and funding goals as well as our financial picture as of the end of the 2016 fiscal year.

Many of our accomplishments would not have been possible without your generous contributions, and our goals for the future rely on your continued connection with the College. There is so much more we must do to live up to our obligations to our students and society. We hope our progress will inspire new investments of your time, energy and giving – as well as your pride.

Diane McFarlin

A woman with dark hair, wearing a blue textured sweater, is shown from the chest up. She is wearing a black HTC Vive VR headset and white Sony headphones. She is smiling and looking upwards and to the right, holding a black VR controller in her right hand. In the background, a computer monitor displays a colorful, abstract 3D visualization of what appears to be a biological or mechanical structure.

Telecommunication student
Rachel Wang using virtual
reality technology in the Media
Effects and Technology Lab.

THE SCIENCE OF STORY BUILDING

STORYTELLING

Story building and storytelling have always been central to what defines us, across all of our disciplines. What differentiates us is the integration of progressive science into our teaching and our immersion experiences.

This past year, we have extended our storytelling portfolio to include experimental research with immersive technology in our Media Effects and Technology Lab (METL) and innovative and creative storytelling practice in Hatch, our content and product “incubator.” (More on Hatch on the next page.)

METL is a state-of-the-art facility, funded largely by a UF preeminence grant and designed by preeminence scholar Sri Kalyanaraman. The lab is dedicated to investigating interactions between people and technology across multiple platforms using the latest

virtual reality (VR), eye-tracking, facial expression and physiological monitoring technology.

The lab will study the interplay between psychology, technology and communication and will serve as a collaborative space for interdisciplinary teams of faculty, students and industry

METL: THE LATEST IN VIRTUAL REALITY TECHNOLOGY

professionals. Projects currently under development include exploration of the future of advertising in VR, the impact of immersive journalism and the influencing of environmental attitudes and behaviors through customized digital experiences.



Exploring the Intersection of Storytelling, Science and Social Good

Funded by the John S. and James L. Knight Foundation, the **Innovators Series** brought six of the brightest industry leaders, thinkers and storytellers, including luminaries such as **Vox** co-founder Melissa Bell and Matt Thompson, deputy editor of *The Atlantic*, to the College to talk with students and faculty about entrepreneurship, change and engagement in the tumultuous modern media landscape.

In the fall, as an extension of this series and grant, we held a storytelling summit at the College. We invited 12 scholars studying storytelling from a range of disciplines to explore questions about the science of storytelling and how it can be used to inform and improve the industry. The themes that emerged from the meeting are currently being turned into a white paper to be shared with news organizations, foundations and strategic communication firms.

HATCH

Our Storytelling Incubator

Hatch uses human-centered design to drive real-world experimentation at the intersection of storytelling, narrative science, emerging technology and social good. Students gain experience in user-focused product and project management.

Launched in fall 2016, Hatch has experimented with innovative storytelling technology and concepts, including a "Digital Dean" chatbot that can answer questions about the College and a news provider inspired by the smash Broadway hit "*Hamilton*" that delivers topical deep dives as rap.

Great Storytellers

Great Storytellers is an ongoing series that features professionals at the height of their craft who share their insights and experience creating compelling, engaging and finely honed narratives that inspire, inform, persuade and entertain. The series, which debuted in 2016, has included:



• **Debbie Cenziper**, B.S. Journalism 1992, author and Pulitzer Prize-winning journalist.



• **Michael Connelly**, B.S. Journalism 1980, best-selling and critically acclaimed author.



• **James Patterson**, best-selling author of the last decade.

Recent Telecommunication student Adam Gerstenfeld presenting his research at the College's annual Research Symposium.

BRIDGING ACADEMIA AND INDUSTRY

SCIENCE

We are dedicated to rigorous research that not only informs the future of communication but also can have a positive social impact. Our research spans mass communication, media effects and translational communication. Our highly regarded scholars are being recognized for their progressive research, bolstering our academic reputation and providing actionable insights to practitioners.

In particular, we have placed ourselves on the frontlines of health and science communication research. In April 2016, we launched our STEM Translational Communication Center (STCC), which is breaking ground with new research to help healthcare providers discuss complex issues with their patients and to engage individuals on the importance of preventive care. The

STCC is dedicated to research that can help improve decision-making and outcomes.

The Center fills an academic void. We are the only college of communication with a STEM Translational Communication Center and the only program to offer undergraduate students the opportunity to specialize in STEM message design, dissemination and evaluation.

In January, STCC Director Janice Krieger was awarded a \$3.04 million grant from the National Institutes of Health. The five-year grant is the largest ever awarded to a CJC faculty member. It will be used to develop and test a virtual human application to promote colorectal cancer screening – a disease that the Center has prioritized in its research.



Gaming for Good

As a journalist covering education, political and environmental news, **Yu-Hao Lee**, assistant professor in the Department of Telecommunication, was constantly seeking ways to communicate complex stories. His passion for digital games as a tool to persuade and engage users for good brought him to academia. Now, he is examining how people experience persuasive messages via digital games and social media—from turning Facebook likes into action to using games to improve childhood literacy and address biases.

Finding What Works



Cynthia Morton, associate professor in the Department of Advertising, studies the nuances of messaging strategy. She has explored issues such as sexual health behaviors among mature patient audiences, communication strategies to prevent teen dating violence and effects of anti-terrorism messages in public service ads. Her years of research have yielded a major takeaway that always holds true: the way you communicate a message is more important than the message itself.

For more than three decades, **Jon Morris**, Advertising professor, has been thrilled by scientific discovery and challenged by the work of interpreting his data. Morris is working in collaboration with UF Health Shands Hospital on a project to track the relationship between what consumers are looking at and their emotional response. He is also working with the UF McKnight Brain Institute faculty on a patented process that measures how the human brain identifies and measures emotions physiologically. His goal is to discover how the body emotionally and physiologically responds to advertisements in order to create more persuasive messages.



Jordan Neil is a research assistant in the new STEM Translational Communication Center and a third-year Ph.D. student. Jordan is contributing to the growing body of science on the effectiveness of strategic communication in eliminating health disparities and encouraging people to make lifesaving choices. He studies persuasive messaging around cancer prevention and control and how to overcome communication barriers between providers, caregivers and patients.





ACLU
Investigative
Reporter
Curt Guyette
speaking at
frank 2016.

COMMUNICATION IS THE ACCELERANT ON THE FIRE OF CHANGE

SOCIAL GOOD

As one of the top journalism and communications programs in the nation, we recognize the critical role we play in the information environment. Whether it is training tomorrow's difference makers, testing technology to help inform communities or building the knowledge for communicating in the public's interest, we are dedicated to capitalizing on our strengths for social good.

We believe that communication is the accelerant on the fire of change. From solutions journalism to digital advocacy to social marketing to corporate social responsibility, we are fulfilling our land-grant responsibility to help improve our local, national and international communities.

Any effort to drive social change or to artfully inform the public is more effective if it is rooted in science. We are building a home for the blossoming field of public interest communications: science-based, planned strategic communication for social change.

Leading the charge is Ann Christiano, the country's only endowed chair in public interest communications, funded by visionary communicator and phi-

lanthropist Frank Karel, B.S. Journalism 1961. Under her direction, we offer the first-ever degree specialization and courses and are developing an online Master's in Public Interest Communications.

To bring the field of public interest communicators together, we:

- Annually hold *frank*, *frank* scholar and Changeville. Going on their fifth year, the gatherings bring together scholars, practitioners and artists to serve as a meeting ground for people who use or study strategic communication for social change.
- Provide strategic communication training for practitioners, storytellers and scientists. The team has worked with UF's Institute for Food and Agricultural Sciences, Tobacco-free Florida and the Southwest Florida Community Foundation, among others.
- Provide analysis of current events through the lens of science. This work has been featured on Salon, The Conversation, PBS, Stanford Social Innovation Review, Newsweek and Huffington Post, among others.
- Will publish in April the first-ever academic journal in public interest communications, under the direction of Public Relations Professor Linda Hon.



Serving our Community

We provide a critical service for our North Central Florida community. Our Innovation News Center produces more than six hours of broadcast content every day, including digital updates. Students create content for our PBS, NPR and ESPN affiliates. Plus, WUFT expanded its reach and audience, launching North Central Florida's first 30-minute weekly Spanish-language radio program "Noticias WUFT".

STUDYING THE FUTURE OF ACTIVISM

With the rise of new media technology, many of today's movements are emerging and taking place online. *Linda Hon*, Public Relations professor and program director for the Public Relations and Social Advocacy Project, and her team of graduate students are studying activism on social media. From *Meredith Richmond's* research on how social media is used in LGBT advocacy campaigns to *Toluwani Oloke's* work on digital public health campaigns in Nigeria, the team is exploring how organizations and movements are mobilizing people to action online.



- 1 Food deserts in North Florida
- 2 Local communities recovering after Hurricane Hermine
- 3 Homeless youth in Alachua County
- 4 The experience of pregnant women in Florida during the Zika outbreak
- 5 How the Gainesville Police Department is creating a dialogue between community and police
- 6 Hosted a candidate forum and reported on the Gainesville mayoral election

TELLING STORIES

about the environment

Compelling environmental science storytelling is crucial to help increase public understanding of environmental issues, from water scarcity to species extinction. The College supports a specialization in environmental journalism with courses taught by *Cynthia Barnett*, environmental journalist-in-residence. In the fall, the College hosted its annual symposium on climate change communication with the Florida Climate Institute and other partners across campus: "Higher Ground: Science, Storytelling and the Climb Toward Better Understanding of Climate Change." Speakers provided research and insight into how to communicate about climate change and the climate denial challenge. This fall, the symposium will focus on the power of virtual reality to help audiences understand the impact of climate change on people.



LOOKING AHEAD

2020: Strategic Framework

Our roadmap going forward is shaped by our CJC 2020 strategic planning process. Faculty and staff approved the strategic framework last spring and we are now fleshing out strategies and tactics to address our long-term goals. Read our mission statement and six key goals that emerged from the CJC 2020 process.

change the
story to
change the
world

GOALS



Strengthen CJC's Reputation for Academic Excellence in Media and Communication Science



Establish CJC as a Leader in the Recruitment, Retention and Placement of Multicultural Faculty, Staff, and Students



Establish CJC's Preeminence in Storytelling Grounded in Research



Improve Student Career Preparation, Readiness and Competitive Standing



Invest in Communication Research, Curriculum, and Practice Focused on Advancing Human Values, Improving Quality of Life and Sharing Knowledge for a Diverse Society



Strengthen professional skills development to ensure we are providing the greatest opportunity for student career placement.

MISSION STATEMENT

The University of Florida College of Journalism and Communications is committed to a diverse and inclusive environment, preeminent scholarship, cross-disciplinary education, superior skills development and collaboration spanning the science and practice of communication to produce significant societal impact on a local, state and global scale.



Working Toward More Diversity and Inclusion

Being a leader both on campus and around the nation in attracting faculty and recruiting and placing multicultural students has emerged as a key strategic initiative for the College.

In August 2016, the College's annual retreat focused on diversity and inclusion. Faculty and staff participated in a workshop conducted by UF's Multicultural and Diversity Affairs Division and brainstormed on strategies to mitigate bias and build a more welcoming environment.

Before our retreat, members of the Dean's Student Advisory Council initiated a process to improve diversity and inclusion at the College, forming a task force to explore additional steps the College could take to be a model for multiculturalism.

The College is currently recruiting a Director of Inclusion, a position that will be shared with the Colleges of Health and Human Performance and Law.



Key Strategies for Our Diversity and Inclusion Plan

Expanding

the Knight Division Multicultural Affairs function to better attract new students from all backgrounds and create an environment welcoming to a multicultural population.

Designing

a recruitment process that addresses and mitigates bias and ensures a broad and diverse pool of high-caliber faculty and students.

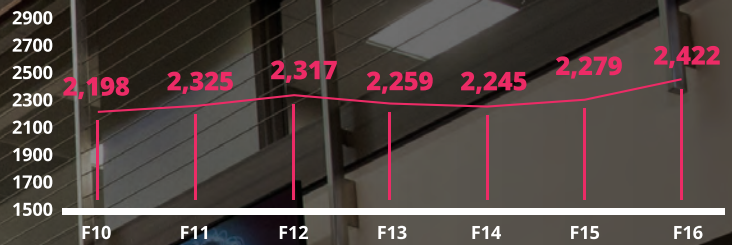
Creating

processes and mechanisms to make the environment and culture more welcoming for diverse students and faculty.

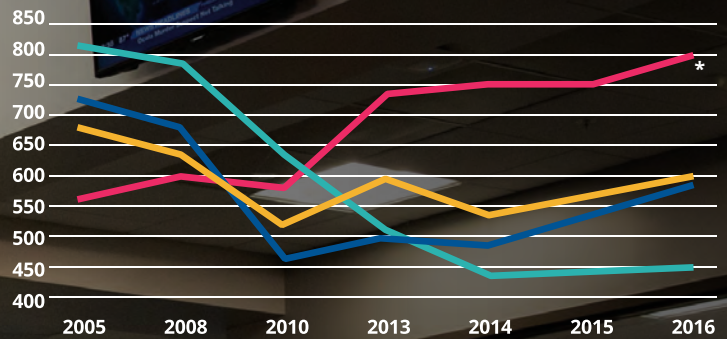
Integrating

diversity and inclusion into curriculum and immersion experiences.

THE COLLEGE IS ON AN UPWARD
TREND IN TOTAL ENROLLMENT...



...ACROSS ALL MAJORS, WITH ADVERTISING
SHOWING THE STRONGEST GROWTH.



ADV

JOU

PUR

*RTV

*Includes Media and Society enrollment starting in 2012

FALL 2015

FALL 2016

14 18

Ph.D.

24

44

Master's

WHAT SETS US APART

STUDENTS

Our students are among the best in the nation. Through an integration of academics and hands-on opportunities, they can build an experience that will prepare them for a dream career in the rapidly changing media and communication industries.

Like many of our students, the students profiled in the next few pages have been afforded unique education and immersion opportunities thanks to support from donors who have provided scholarships, faculty support, endowed chairs, start-up funding and technology assistance.



ADVERTISING

We are home to one of the nation's oldest and most respected advertising programs, with a progressive curriculum that prepares students for leadership roles in strategic communication. See why our students make our program so great.

Persuasive Messaging



Thomas Echezabal, Advertising senior, is obsessed with the future of digital media and marketing. With a love for all things tech and a passion for persuasive storytelling, he has capitalized on opportunities in The Agency to create **NEXGEN**, a student-run digital studio specializing in website and mobile development for millennial audiences.

Naa Amponsah Dodoo, a fourth-year Ph.D. candidate, is fascinated by evolving new media technology, its role in digital communication and subsequent influence on consumer psychology and behavior. She is exploring the intersection of individual differences, digital message design and persuasion.



Making Their Mark

ADVENT is a student-run publication designed to showcase the work of creatives within the College. In collaboration with Ad Society and the Advertising Department, a team of over 30 students are creating the annual portfolio to highlight creative work from students, including art and design, illustration, copywriting, photography and social media content. The first edition of the book is expected to be completed spring 2017 and will be distributed to advertising professionals and incoming students to help highlight the work of students and elevate our Advertising program.



JOURNALISM

As one of the top 10 journalism programs in the nation, we push the boundaries of storytelling. Our award-winning faculty, with one foot in the newsroom and one foot in the classroom, are training the next generation of journalists. See how our students are taking what they learn in the classroom straight to the field.

Meaningful Storytelling



Caitlin Ostroff, a Journalism and Political Science junior, is a self-described math nerd who found her passion at the intersection of journalism, math and coding. She is currently using coding and data journalism to examine inmate experiences in North Florida prisons. She is building a program to collect prisoner data, such as age, race, charges, sentencing length and release date. Later this year, she will build a web app to tell this story.

Caitie Switalski, a Journalism and English senior, is obsessed with telling stories about Florida politics. Caitie works in the Innovation News Center as the anchor for the local NPR "Morning Edition" program on WUFT-FM. She recently placed first in the 2017 Hearst Journalism Awards Radio Competition and will advance to the national championship for her piece on a Steinhatchee woman who lost everything after Hurricane Hermine flooded her trailer park. Her package also included coverage of Florida delegates at the Republican National Convention.



Sports and Media Track

The best sports stories transport the fans courtside or to the starting line. Immersing audiences through engaging storytelling is what we hang our hat on with our new sports and media track. Students can specialize in sports and media and create content for our new integrated radio, digital and social media sports studio. Students are gaining hands-on experience producing content for our ESPN affiliate and UF Athletics Association.



PUBLIC RELATIONS

Named as one of the country's top five public relations programs, our students have access to innovative immersion programs, professional experiences and leading scholars and practitioners to prepare them for a successful career in strategic communication. See how our students are pursuing their passions.

Strategic Communication



Karsten Burgstahler is a former journalist turned aspiring public relations pro. After working as a reporter, he said, "I realized I wanted to use my skills to help a specific organization tell their story." Now he is finishing up his Master of Arts in Mass Communication with a focus on public relations so he can marry his passion for travel and storytelling in a tourism public relations career.



Lauren Maloney, a senior Public Relations student, has a passion for health and education communication. She has a leadership role in The Agency and serves as president of UF's Public Relations Student Society of America (PRSSA) chapter, a pre-professional development organization, where she has made it her goal to connect students with industry professionals to help students launch their careers.



Aaron Zeiler, a senior Public Relations student, is a UF research fellow and recent Karel Fellow with the Campaign for Tobacco-Free Kids. He is working toward a career at the intersection of public interest communications research, public health and practice.



The Bateman Team

The Bateman team, for the 2017 competition, launched "Mind The Gap," a campaign to improve the mental health of the Gainesville community. Under the direction of *Deanna Pelfrey*, Public Relations senior lecturer, the team competed to raise awareness for The Campaign to Change Direction initiative, a coalition of citizens and nonprofit and private-sector leaders working to change the mental health culture in America.

Excelling at Bateman

2016
honorable mention

2015
second place

2014
first place

2013
honorable mention

2012
second place



TELECOMMUNICATION

As one of the country's most competitive and comprehensive programs, our rigorous Telecommunication curriculum immerses students in the art, science and management of broadcast and digital news, information and entertainment. Students are taking courses in writing, directing, freelancing, reporting, anchoring and social media. See how our students are driving innovation in the industry.

Building the Future



Bonnie Katz, Telecommunication junior, embraces our multimedia future. Under the auspices of the Division of Media Properties, Bonnie led a team of students in launching GHQ, a new interactive, multi-platform entertainment product for UF students. The team has partnered with Futuri, a leading radio industry technology innovator, to provide insights learned about millennial consumers to industry executives.

Paul Mena Erazo, a Ph.D. student with more than 20 years of professional experience, is passionate about training the next generation of Spanish-language journalists. He supervises the "Noticias WUFT" weekly radio newscast, a Spanish-language program covering local, national and international news and events. When he is not working with students, he is exploring the intersection of journalism and new technologies.



ChomPics Productions

Students in the UF chapter of the National Broadcasting Society launched ChomPics Productions, a student-run production organization that provides writing, editing and producing for video series, commercials, podcasts and entertainment news shows.

Their ongoing projects include:

- Sunshine State of Affairs, a five-episode mini-series
- Biweekly parody news show covering local and national news from a Florida perspective
- Podcasts
- An entertainment news show called "PopMedia TV."



EXPANDING THE CLASSROOM

DISTANCE LEARNING

CURRENT PROGRAMS

- Audience Analytics
- Communicating Value & Web Conversion
- Digital Strategy
- Global Strategic Communication
- Media Sales
- Public Relations & Communication Management
- Social Media
- Web Conversion
- Web Design & Online Communication

NEW COURSES/ PROGRAMS *Coming in 2017-2018*

- Digital Strategy (MAMC)
- Political Communication (MAMC)
- Public Interest Communications (MAMC)

215

*students have earned an
online master's degree*

79

*students have earned
graduate certificates*

40

*students have earned
combined degrees*

PARTNERSHIPS

MecLabs Research Institute, Jacksonville, FL
(partner with Communicating Value certificate)

Stetson University MBA program
(partner in revised Global Strategic Communication program)

A man with short dark hair, wearing a blue patterned button-down shirt and a gold watch, is speaking and gesturing with his right hand. He is wearing a small blue headset microphone. The background is a bright, out-of-focus indoor setting.

RECRUITING THE BEST AND BRIGHTEST

FACULTY

A college's reputation is driven largely by the quality and success of its students. Highly regarded faculty play a significant role in attracting the best and brightest undergraduate and graduate students. CJC has been fortunate to attract award-winning faculty, renowned for both teaching and research, with

experience in academia and industry. For the past two years, our College has been a leader in papers published at major academic conferences. And many of our faculty have been featured in mainstream publications providing explanations and analysis of current events. Meet some of our newer faculty and see new course offerings.

Welcome to the CJC Family

PROFESSIONALS



Mira Lowe, former senior editor at CNN Digital, is the new director of the Innovation News Center. She leads a team of seven news professionals and more than 500 student journalists who deliver local news for 19 North Central Florida counties. Prior to joining CNN, she was the first woman editor-in-chief of *JET* Magazine and taught journalism at Columbia University, Northwestern University and Loyola University.



Herbert Lowe, journalism lecturer and director of the Summer Media Institute, comes to UF from Marquette University. Arriving in June, he will teach digital journalism courses and head the Summer Media Institute, a six-day immersion camp for high school students. Lowe spent 22 years as a newspaper reporter and was named one of the "100+ Most Influential Black Americans" by *Ebony* magazine.



Dania Alexandrino, former CNN and Univision news producer and reporter, is the College's new Spanish-language news manager. In a position funded by the College, The Center for Latin American Studies and the Provost's Office, Alexandrino will oversee production of the weekly "Noticias WUFT" radio broadcast and its news team, its website and social media channels. She will also develop and teach a Spanish-language news curriculum and develop an undergraduate joint certificate program in Spanish-language journalism.

SCHOLARS



Carla L. Fisher, assistant professor, Department of Advertising, is an author and an award-winning health behavior expert whose research examines the importance of family communication to health in the family environment and clinical setting. She is an affiliate member of the STEM Translational Communication Center and UF Health Cancer Center.



Frank Waddell, assistant professor, Department of Journalism, explores questions at the intersection of media and psychology. He has published a number of papers on emerging media's ability to serve as a communication source individually and collectively. He teaches courses in Media Research, Communication Theory and Mass Communication Statistics.

What's New

In **Sports Communication (PUR 3463)**, Lecturer **Eric Esterline** teaches the principles and practice of public relations in sports organizations, including handling media interactions, negative publicity and communication crises along with integrating positive communication strategies to support the goals of sports organizations.

In **Consumer and Audience Analytics (MMC 6939)**, Telecommunication Professor and Director of Consumer Media Research **Sylvia Chan-Olmsted**, who has conducted research and consulted for companies such as Google, Nielsen, and the National Association of Broadcasters, trains students to use analytics to understand various audiences, improve content and engagement and make better strategic decisions.

The future of storytelling includes data and coding, and we now have one of the largest data and coding journalism programs in the country. **Norm Lewis**, associate professor in Journalism, has developed three classes to help students find data to tell stories and find stories in the data: **Data Literacy for Communicators, Data Journalism**, and **DataViz and Mapping**. **Mindy McAdams**, Journalism professor and Knight Chair, has created a two-course sequence to teach students coding and programming for media organizations: **Introduction to Web Apps for Communicators** and **Advanced Web Apps for Communicators**.

JOINING THIS YEAR

Jordan Alpert, assistant professor, Advertising Department

Marcia DiStaso, chair, Public Relations Department

Harrison Hove, newsroom manager, INC

Frank LoMonte, director, Brechner Center for Freedom of Information



19

TEACHING
HOSPITAL
PROFESSIONALS

53

FACULTY

*assistant, associate,
full professors,
lecturers*

84

ADJUNCTS

From the Lab to the Field

Can news headlines be tailored to the way users think? Could this increase engagement? These are the questions Telecommunication Assistant Professor **Yu-Hao Lee** is exploring in a new project. Lee received one of only four grants from the Association for Education in Journalism and Mass Communication 2017 Emerging Scholars Program for this project.



Advertising Assistant Professor **Eunice Kim** believes research should be applied to the real world. She won a grant for research conducted with CJC graduate student **Yoo Jin Chung**. The Korean Advertising Society and HS Ad, a leading South Korean ad agency, awarded the grant for their exploration of how consumers experience native advertising, a form of paid media that resembles editorial content.





Social Responsibility



The corporate and social change sectors are merging as more consumers, particularly millennials, seek products and companies that align themselves with causes. In collaboration with the University of Miami's School of Communication and the Institute of Public Relations, **Mary Ann Ferguson**, Public Relations professor, and Ph.D. student **Baobao Song** were awarded an Arthur W. Page Center Joint Faculty-Practitioner Grant to explore employee engagement with corporate social responsibility.

FACULTY RESEARCH PRODUCTIVITY 2015-2016

91

Faculty
Publications

7

Creative
Activities

27

Books/
Book Chapters

15

Awards

Faculty Presentations at International Meetings:

- AEJ-15,
- ICA-22
- NCA-4
- AAA-3
- BEA-1
- Other-31

THE ART OF STORYTELLING ON FILM



"The Curse of the Terracotta Warriors"

In 1974, seven Chinese peasant farmers were digging a well when they accidentally stumbled upon one of the world's most important treasures. This discovery profoundly changed their lives and turned the nearby ancient capital of Xi'an into a tourist mecca. Telecommunication Professor **Churchill Roberts** tells this story in his new documentary, *"The Curse of the Terracotta Warriors"*, for which he received a National Endowment for the Arts award.



"Fred Turns Fifty"

Telecommunication Professor **James Babanikos** wrote, directed, produced and edited the comedy/fantasy *"Fred Turns Fifty"*, a short film about a man who feels old, weary and depressed. Telecommunication Lecturer **Houston Wells** served as director of photography. The film was screened at the Silver Screen for Short Films (SSSF) event in St. Petersburg last fall.



"My Kid is Not Crazy"

Nothing builds empathy and helps an audience understand social problems like a story. In Telecommunication Associate Professor **Tim Sorel's** new documentary film, *"My Kid is Not Crazy"*, he tells the stories of six children suffering from undiagnosed strep infections that have been linked to symptoms associated with psychiatric illness. Through the lives of these children, the film exposes flaws in modern medicine that lead to the misdiagnosis of newly discovered illnesses. The film was honored with a Broadcast Education Association "Best of Festival" Award.

Protecting the First Amendment and Freedom of Information



In today's environment, with basic tenets of the First Amendment being challenged, Marion B. Brechner First Amendment Project Director **Clay Calvert** is actively publishing his insights and commentary into a fractious debate.

A nationally known First Amendment scholar, Calvert has written about fake news, recording police activity, right to protest, right to offend, the Gawker lawsuit and other critical free-speech issues. He wrote the first academic journal article on fake news, and, in March, his piece on First Amendment questions the Senate Judiciary Committee should ask Supreme Court nominee Neil Gorsuch was published in *Time*, *Newsweek* and other national publications.

MEET SOME OF HIS GRADUATE STUDENTS :

Minch Minchin developed a keen interest in protecting the constitutional freedom of

expression while an undergrad here almost a decade ago. Now a joint J.D./Ph.D. student, his research includes bridging the gap between legal theories and actual cases involving journalists, bloggers, musicians and other communicators.

Austin Vining is a first-year Ph.D. student who loves the law. His experience as a community journalist in Mississippi left him with a fascination for the First Amendment that he enjoys sharing with others. An advocate for college media, he also serves on the Board of Directors for the *Independent Florida Alligator*.



In March, the College hired Frank LoMonte to direct the Brechner Center for Freedom of Information. LoMonte previously was the executive director of the Student Press Law Center in Washington, D.C.

NEW INSIGHTS

From Faculty



Tomorrow's public relations practitioners must be equipped with the skills to communicate in the digital age. In the new textbook *Public Relations*, Department of Advertising Chair **Tom Kelleher** not only covers public relations fundamentals, but also includes insights for public relations in the age of social media.



In *Excellence in Internal Communication Management*, co-author **Rita Linjuan Men**, Public Relations assistant professor, integrates theories, research and case studies into a comprehensive guide for communication managers and organizational leaders seeking to communicate more effectively with internal audiences.



In the new book *Age-Proof: Living Longer Without Running Out of Money or Breaking a Hip*, Department of Journalism Chair **Ted Spiker** worked with Today show financial expert Jean Chatzky and The Cleveland Clinic's Chief Wellness Officer Dr. Michael Roizen to write on the connection between finances and health issues.



In *Mass Media and Health: Examining Media Impact on Individuals and the Health Environment*, Journalism Professor **Kim Walsh-Childers** covers the media's health influences from a variety of angles. The book shares research on the ways media influence individuals' health beliefs and behavior, as well as how media affect public health policy development.



THE TEACHING HOSPITAL METHOD

IMMERSION

Communication programs around the country have emulated medicine's teaching hospital method, marrying research and practice that has a direct benefit to the community. CJC is one of the oldest and largest communication teaching hospitals, continually informing storytelling through new research, improving best-of-breed immersion opportunities and connecting with local, national and global communities.

Modeled after the best newsrooms in the country, the 100-seat Innovation News Center (INC) serves dual purposes: to provide the public with quality news and to support academic efforts through hands-on learning for students who produce content for TV, radio and various digital and social media platforms. The immersive experience provided at the INC ensures that UF's

students are seasoned and well-prepared when they begin their careers.

Students create novel content for a number of local media affiliates, including PBS, NPR and ESPN. Their content is on par with professionals, as evidenced by the awards they've received from the Society of Professional Journalists, the Associated Press and the Radio Television Digital News Association. Many are also stringers for NPR who have their individual work published or aired during the course of their college careers.

The INC is forward looking as it works to keep pace with the rapidly evolving media environment. The fluid, flexible nature of the INC prepares students for emerging careers across the news landscape.

Electionland

Florida is all too familiar with the problems and confusion that tend to arise on Election Day every four years. To combat these issues, CJC students joined a coalition called ElectionLand to help identify and report on Election Day hurdles that impede citizens' abilities to vote, including long lines, malfunctioning machines and the highly debated and unrequired requests for photo identification.

Based out of a pop-up newsroom at the CUNY Graduate School of Journalism, ElectionLand harnessed the power of reporting across the country with the help of news outlets like ProPublica, Univision and Google News Lab. CJC students provided live online updates and video cut-ins for broadcasts on the College's local TV station, WUFT-TV.



The Intersection of Journalism and Coding



As a college freshman, **Andrew Briz** thought he was going to be a broadcast TV producer. After a year as an assistant producer at the Innovation News Center, he realized that his ambitions lay beyond production.

The College's exploratory environment allowed him to dive right into his other passions: computers and coding. Today, Briz's focus is on news development and interactive storytelling, using code to add depth and dimension to journalism.

His recent projects sprung to life at Hatch, CJC's new content and product incubator. For example, to combat the decentralized nature of local election results, he created a 2016 election dashboard that pulled data from 13 Florida county websites and displayed the election results visually.

Over the last six months, he also built a podcast player for WUFT that allows visitors to stream uninterrupted audio as they navigate the website, and a long-form story builder, which employs user-friendly drag-and-drop features to allow journalists to beautifully deliver visually dense feature stories.

These projects live at the intersection of journalism and coding, which, as Andrew says, "is the language of the future."

Awards



12

top 15 finishes in the Hearst Journalism Awards, including two first-place finishes and six in the top ten.

3

first-place and three second-place finishes in the Florida AP Professionals Broadcasting Awards.

12

awards in the Florida AP College Broadcasting Awards, including eight first-place and four second-place awards.

29

Society for Professional Journalists Mark of Excellence winners and finalists, including four first-place awards.



REAL CLIENTS AND REAL RESULTS

THE AGENCY

Building on the College's learn-by-doing environment, we launched The Agency in 2015 to give Advertising and Public Relations students hands-on experience in a professional strategic communication firm. Led by professionals, inspired by faculty and run by students, The Agency provides students the opportunity to work with real clients and real budgets. Each semester, about 100 undergraduates develop campaigns, with a particular emphasis on research-based communication for millennials. The Agency's purpose is to provide a vital service to clients

while yielding a seamless partnership between the classroom and the industry with a goal to achieve 100 percent job placement of student team members.

The Agency leverages MAVY™ (short for "maverick"), a virtual community that yields relevant research about millennials and their preferences to inform campaigns and provide insights to clients. The Agency's developers use the insights gleaned from MAVY in **NEXGEN**, the digital research studio.



Creative Leadership

What happens when a passion for thinking outside the box and mentoring students collide? Enter **Jim Harrison**, The Agency's first creative director. Harrison, an award-winning creative director, graphic designer and visual artist, previously helped guide creative strategy for UF.

At The Agency, Harrison leads a team of more than 30 students who are developing campaigns to build brand loyalty among millennials. "Being named The Agency's first creative director per-

fectly blends opportunities to mentor students and lead significant creative efforts," Harrison said. "It continues my role teaching graphic design and fulfills my deep interest in making UF a better place. Creatively, of course."



THE AGENCY HAS WORKED WITH MORE THAN 20 COMPANIES SINCE OPENING IN 2015, INCLUDING:

McDonald's	Best Buy
Infinite Energy	Florida Citrus
P&G	Grey
Florida Department of Transportation	Maxus
BBVA Compass	Xcaret Mexico

A GREAT START

Facts and Figures

- PR News Platinum Awards 2016: Honorable Mention/GreenPR for Experiencias Xcaret
- Just celebrated its second year
- Revenues of \$420,000
- 77 percent placement rate for The Agency alumni (with a goal of 100 percent)



SEVEN BROADCAST AND DIGITAL PROPERTIES

DIVISION OF MEDIA PROPERTIES

The Division of Media Properties (DMP) offers more than 300 students practical, hands-on experience on our seven broadcast and digital properties including programming, content development, production, web design, promotions and advertising.

WUFT-TV/DT: This public broadcasting television station features PBS and local programming, including an award-winning newscast that is produced and anchored by INC students.

WUFT-FM 89.1/WJUF-FM: This highly rated news/talk-NPR affiliate programs news and information for the Gainesville-Ocala market. A professional staff and students from the INC provide news, talk and a variety programming from NPR, PRI and APM. The station also features a Spanish-language program on Saturdays as well as local news and weather.

WUFT Classic: Streamed on WUFT.org, WUFT-FM 89.1-2 HD2 and 102.7 FM, WUFT Classic features a collection of classical music and recorded performance programming – 24 hours a day, seven days a week.

WRUF-TV: This 24-hour local weather, news, Gator sports channel is broadcast in high definition on DTV channel 10 and via Cox cable in the marketplace. All content is produced by students in media properties immersive experiences.

ESPN 98.1/850 WRUF: Students work alongside sports broadcasters and journalists to create content for the market's top-rated sports station and highlight the best of Gator sports. Originally launched in 1928 by the University of Florida, WRUF is one of the oldest radio stations in Florida.

Country 103.7 The Gator: Targeting the 18-49 demographic in north Central Florida, "The Gator" is the 100,000 watt WRUF-FM that programs a country format and is the home of Florida Gator football and basketball.

Radio Reading Service: Founded in 1992 with funding from the Florida Legislature, this service streams important content for the blind and visually impaired. Students read excerpts from books, newspapers and magazines to bring listeners up to speed every day while experiencing producing live and produced content.



GHQ, "The Future of Radio"

This year, the DMP launched 95.3 GHQ, a non-commercial, multiplatform entertainment product developed and run by students with music and audio as its centerpiece. GHQ includes a mobile app and live broadcast to connect students to campus life and keep their peers up to date on Gainesville events. GHQ lives on the radio, online and on the GHQ mobile app.

The project experiments with an interactive radio app and, under the guidance of Telecommunication Professor and Director of Consumer Media Research **Sylvia Chan-Olmsted** and in partnership with leading interactive app development company Futuri, students are producing insights for the industry on how millennials are engaging with multiplatform radio.

Immersion into Sports Journalism, Broadcasting and Communication

Aspiring sports reporters benefit from immersive, hands-on experience at the College. In the Innovation News Center, students report, produce and edit sports segments for distribution channels, including ESPN 98.1/850 WRUF.

As the highest-rated sports radio station in its market, the channel features a number of shows, including the student-hosted "Cheap Seats", and provides coverage of Gator athletics. Our students work both sides of the camera,

anchoring the weekday sports segment for our broadcast station, as well as working in GatorVision, the video production arm of the University of Florida Athletic Association.

Students also work side-by-side with professional talent and professors in our new Sports Multiplatform Studio. This state-of-the-art facility promotes collaboration and communication among all of the sports multimedia platforms within the Innovation News Center.

Weather Watch



Tropical storms, erratic weather patterns and hurricanes are par for the course in Florida. While this can be problematic and even frightening, it provides unique opportunities for CJC students to develop meteorology skills while serving the public through the **Florida Public Radio Emergency Network (FPREN)**.

Funded by the Florida legislature, the FPREN StormCenter is housed at WUFT-FM and meteorologist **Jeff Huffman** and a staff of student meteorologists-in-training create timely content for Florida's 13 public radio stations and their digital and social platforms. In addition, FPREN launched the "Florida Storms" app, which is promoted widely throughout the state as a key resource in emergency communications.

FPREN proved especially useful last year when Hurricane Matthew threatened to wreak havoc. Under the direction of **Randy Wright**, executive director of the DMP, and Huffman, students helped provide 38 straight hours of coverage to Floridians. Working in eight- to 10-hour shifts, students created content for social media, radio, Facebook Live and TV to keep citizens safe and apprised of the storm's trajectory.

ALUMNI

We continue to be one of the top programs in the country because of the people who call CJC home. We are able to provide the best journalism and communications education and training because of the involvement of our alumni. Alumni help students define their passions and carve out their journey by providing mentorships and internships and through visits to the College. And, because of the generous gifts of our alumni, we can provide the best facilities, faculty and immersive experiences for our students.



Raising the Bar



Cliff Marks,

B.S. Advertising 1984, president of National Cinemedia. Cash gift to support the Agency.

"I give to the College to pay-it-forward and help develop the next generation of advertising executives to lead our industry."



Barry Berish,

B.S. Advertising 1954, former CEO of Jim Beam and co-owner in his family business Sovereign Brands. Cash gift to scholarships.

"In a career that started at Florida, I built and managed some of America's best known brands. Now I am investing in one of the brands I believe in most—my own College of Journalism and Communications—by funding scholarships for Advertising students to continue the legacy."



Lonnie Brown,

B.S. Journalism 1969, retired reporter and columnist at the Lakeland Ledger. Charitable Remainder Trust.

"I didn't attend my UF graduation because I had already landed a job on my hometown newspaper and was working that day. For 41 years, The New York Times Company mostly paid me to come in and have a good time. I'm paying off an I.O.U of F."



Judy Lynn Prince,

B.S. Journalism 1964, retired executive television producer at Mobil Corporation. Bequest (percent of estate and real estate).

"What I learned at the College of Journalism and Communications made it possible for me to have a challenging, fascinating and rewarding career. This is my way of giving back."



Showing Them the Ropes

The Agency, our in-house strategic communication agency, sent 19 students to New York City to visit the offices of some of our most prominent alumni. The group stopped by 15 advertising and public relations agencies including BBDO, Grey, DiMassimo Goldstein, Maxus, Publicis Health and Peppercomm. Alumni spent one-on-one time with our students, and connected them with their HR managers to provide information about internships and job opportunities.

"This trip was a life-changing experience", says Advertising major **Victoria Najmy**. "We were able to see the inner workings of large and small agencies and learn from industry professionals about the opportunities available when we graduate."

Providing Mentorship: Becoming a Woman of Influence

Our alumni continue to provide guidance and mentorship to our students. Every spring, for instance, prominent CJC alumna share their journey and advice at our Becoming a Woman of Influence event. BWI, as we like to call it, was designed to inspire our students to enter the workforce with confidence and impact. Last year's panel included **Kirsten P. Flanik**, B.S. Advertising 1989, president of BBDO New York; **Ava L. Parker**, B.S. Journalism 1984, president of Palm Beach County's largest higher education institution; and **Rebecca H. Patterson**, B.S. Journalism 1990, chief investment officer for the Bessemer Trust Companies. **Meghan Mangrum**, a CJC graduate student, said her takeaway from the event was "to be brave, be tenacious, be graceful."



Outstanding Young Alumnus

Miles Doran, B.S. Telecommunication 2010

CJC alumnus Miles Doran was selected as the College's Outstanding Young Alumnus for 2016-17. The award, created by the UF Alumni Association, recognizes Gators under the age of 35 who are leaders in their profession and community.

Doran has been an associate producer at "60 Minutes" since 2015 and a part of the CBS family since 2008. He has worked on a variety of stories including "Seeking Asylum" with Anderson Cooper about the European refugee crisis, "Lost in the Bermuda Triangle" with Scott Pelley about the sinking of the cargo ship El Faro and "Dialing for Dollars" with Norah O'Donnell about the amount of time members of Congress spend on the phone soliciting campaign contributions.



ENSURING OUR STUDENTS ARE CAREER-READY

WHAT WE NEED

The preeminence of our College will be driven by the opportunities for our students, prominence of our faculty and quality of our immersion experiences.

We have been fortunate to have the funds to hire new faculty and invest in our facilities. Going forward, we will be challenged with finding adequate

funding to grow. We have run out of physical space for new faculty. Meanwhile, we are woefully lagging in endowed chairs and our student-to-faculty ratio is one of the highest in the University and higher than many other communication programs. Our immersion venues require continued investments to ensure our students are career-ready.

HERE IS HOW WE WOULD INVEST NEW REVENUE AND DONATIONS:

FACULTY

Because our faculty growth has not kept pace with student enrollment, we are in need of additional professors to teach, mentor and conduct cutting-edge research. To continue to ensure our students are learning from the top academics and practitioners, the College needs funds for endowments, travel for professional development and conference presentations, recruitment of industry experts and investment in new research.

IMMERSION

Funds are needed to acquire the latest media technology and provide opportunities for continued faculty development in emerging platforms. New construction is necessary to grow our faculty numbers.

STUDENTS

To prepare our students to be competitive upon graduation, we need support for scholarships and internships. We are also in need of funding to send our students to academic events and competitions, help offset the cost of internship participation such as housing and living expenses, study abroad support and assistantships for our graduate students.



Giving Opportunities

STARTING AT...

Deanships / directorships / department namings	\$5,000,000
Endowed chairs	\$2,000,000
Professorships	\$1,000,000
Assistant and visiting professorships / fellowships	\$250,000
Research funds	\$100,000

FACILITIES

College naming	\$30,000,000
The Agency naming	\$10,000,000
Innovation News Center naming	\$5,000,000
Atrium naming	\$5,000,000
Naming opportunities throughout the College	\$50,000

STUDENTS

Assistantships	\$350,000
Fellowships	\$350,000
Internships & support	\$100,000
Scholarships	\$30,000
Conference travel	\$20,000

CJC's Eight Endowed Chairs and Professorships Lag Behind Other Colleges

ENDOWED POSITIONS AT UF COLLEGES*

Medicine	33.4%
Business Administration	12.4%
Liberal Arts and Sciences	10.5%
Engineering	10.5%
Food and Agricultural Sciences	6.6%
Law	5.5%
Journalism and Communications	2.1%

*Percentage of total faculty

Total Revenue and Expenses

A 5 percent increase in revenue since 2015 supported investment in new programs.

REVENUE	FORECAST: FY17	FY16	FY15	% CHANGE 15-17
Tuition and State Appropriations	\$11,900,000	\$11,678,761	\$11,460,467	4%
Grants, Endowment, Gifts	\$4,390,000	\$4,334,996	\$3,540,871	24%
Media Properties	\$6,300,000	\$6,037,367	\$5,825,314	8%
Entrepreneurial*	\$2,481,000	\$2,315,604	\$2,808,356	-12%
TOTAL	\$25,071,000	\$24,366,728	\$23,891,372	5%

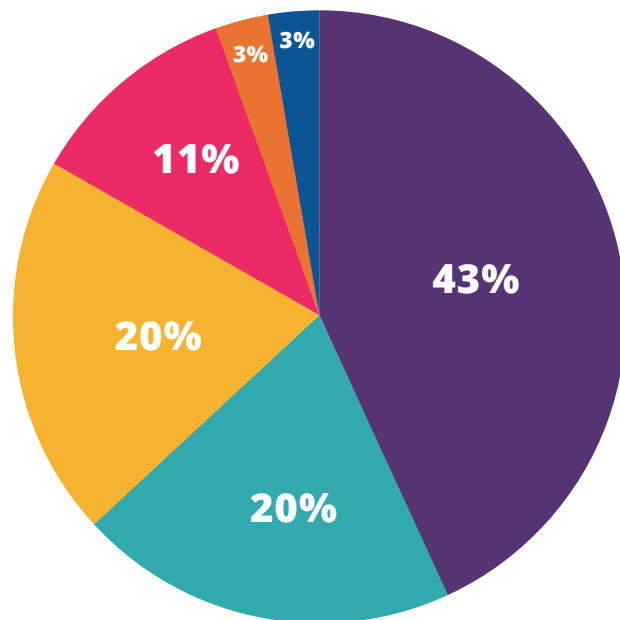
EXPENSES				
Personnel	\$16,600,000	\$16,535,885	\$16,026,991	4%
Other	\$7,600,000	\$7,817,749	\$7,229,623	5%
TOTAL	\$24,200,000	\$24,353,634	\$23,256,614	4%

**Includes Distance Education, The Agency and Summer Media Institute*



How Donors Have Directed Their Gifts Be Spent

New gifts to the College—including new cash, pledges and bequests—have more than doubled since 2013 and have averaged about \$6 million in each of the past three years.



STUDENTS **OTHER**
PROGRAMS **GENERAL STAFF**
FACULTY **RESEARCH**

AREA OF SUPPORT	DOLLARS*
Students	\$837,706
Programs	\$392,033
Faculty	\$391,587
Other	\$216,500
General Staff	\$52,446
Research	\$49,978

*As of Sept. 30, 2016. Represents 4 percent of spendable base





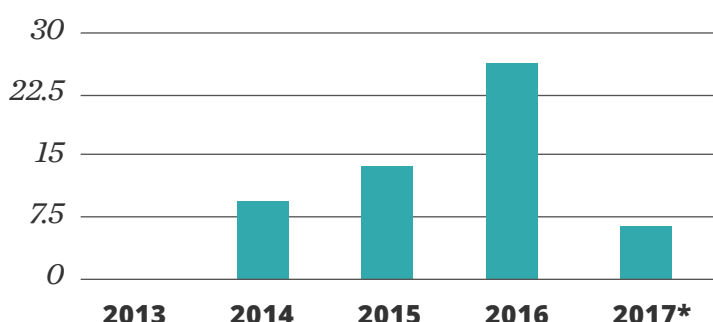
The College's new multi-platform sports studio integrates ESPN radio, digital and social media to provide students with unparalleled real-world experiences. The studio, and other facilities, offer unique naming opportunities for donors.

Research Proposals and Awards

With the hiring of a director of grants, our proposal and awards activity has increased dramatically.

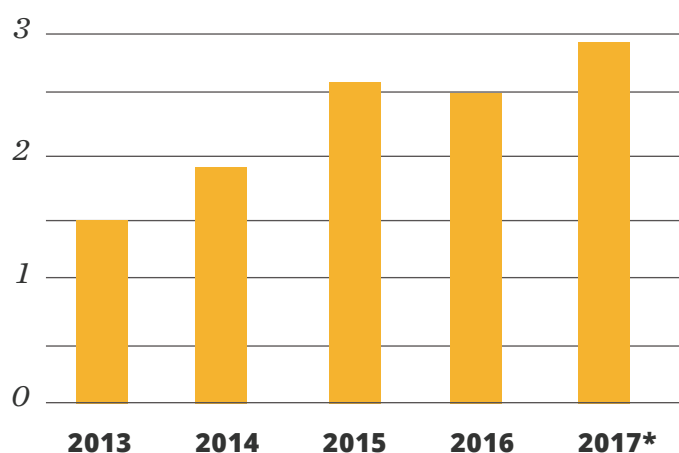
PROPOSALS

in \$Millions



AWARDS

in \$Millions



**Fiscal year to date; Awards chart includes first allocation from \$3.04 million NIH grant.*

Average Annual Investments

CJC supports its research mission by providing seed funding, tools and assistantships.

AVERAGE ANNUAL INVESTMENTS

\$18K *Faculty Seed Awards*

\$30K *Science and Health Communication Awards*

\$2K/\$1K *Annual Outstanding Faculty/Student Awards*

\$2K *Research Software SONA*

\$18K *Student Conference Travel*

\$500 *Dissertation Awards*

\$470K *Research Assistants*

APPENDIX

Honor Roll

We greatly appreciate all of our donors for 2016. Because of space limitations, we are listing all alumni who donated \$1,000 or more and, in bold, those who donated \$5,000 or more. You can find the complete list of 2016 donors at: www.jou.ufl.edu/honorroll2016.

1943

Stuart G. & Sandra Sharp Newman

1950

Jack F. Shoemaker

1954

Barry M. & Mollybelle S. Berish

1957

Martha W. Sinclair

1959

Leslie E. & Jacqueline B. Clemens

1962

Stanley J. & Barbara S. Schwartz

1963

Laurie M. & James H. Allen
J. Dennis & Virginia M. Sexton **Elaine L. Gibson**

1965

Carl J. & Patricia E. Fabry
William T. & Jackie C. Reid

1969

Sally I. Evans & Brian D. Rodgers
Jo A. & Edward M. Sears

1970

Helen Alston
W. Bradford & Rebecca S. Todd

1972

Belton E. Jennings III
Cynthia P. & Jonathan Macague

1973

Bruce J. Kuehn

1974

Carl A. & Mrs. Fenia Hiaasen
Melanie R. & William R. Leonard

1975

Andrew Warden

1976

Lawrence Burrows & Dawne D. Widener-Burrows
Amy Gravina
Diane H. McFarlin
Gordon F. & Nancy H. O'Neill

1980

Toni M. & M. Timothy Clark
Rick J. Hirsch & Robin S. Landers
Jeanne (BSA) & Douglas Mitchell

1982

Mickey G. & Janice R. Nall
Joe O. Zubizarreta

1983

Gale V. King

1984

Geoffrey S. & Susan A. Gaberino **Barbara L. & Davis H. Gaynes**
Clifford E. & Stella F. Marks
Richard W. Schneider & Karen N. Bryant
Chuck D. Tobin & Nancy R. Isaacson-Tobin
Judith D. & Alan M. Wicks

1985

Kim K. & Dennis L. Denton

1986

Juan C. & Sandra H. Andrade
Carlos J. & Berth L. Burruezo
Leigh B. & John B. Radford

1987

Roxana A. & Captain Paul L. Hambleton

1988

Robert O. & Janice S. Cohen

1989

John M. Antonio, Jr.

1990

Rick A. & Deanna Stern

1991

Rebecca Hart & Todd R. Blaudow
Barton R. Field

1992

Susan T. & Paul Litten
J. Michael & Kelly L. Neumeier
Enrico & Jennifer L. Pasqualini

1993

Jennifer A. Boardman

1994

Katherine L. & Stephen J. Burkowski
Kristin M. & Ronald C. Pilgrim

1999

Kristen M. & Jason D. Powers

2000

Megan J. & Avi H. Zimak

2005

Melissa J. & Nick Stires

Foundations:

John S. & James L. Knight Foundation
William Randolph Hearst Foundation

ALUMNI OF DISTINCTION 2016

The College honored four Alumni of Distinction at its annual awards banquet on April 4, 2016. With more than 28,000 graduates with degrees in advertising, journalism, public relations and telecommunication, only 144 individuals have been selected to receive this honor since its creation in 1970. The 2016 Alumni of Distinction class includes:

**CHARLES N. DAVIS,
PH.D. 1995**



Charles N. Davis has served as the Dean of the University of Georgia Henry W. Grady School of Journalism and Mass Communication since 2013.

"Being named an Alumni of Distinction stands as one of the most meaningful honors of my professional career, for which I am deeply grateful," Davis said.

"I came to the University of Florida to work with the best doctoral advisor in the business — Dr. Bill F. Chamberlin — and along the way forged lifelong relationships with so many faculty mentors and doctoral colleagues that continue to enrich my life in so many ways. I owe the program a great deal."

**ADRIAN DENNIS,
B.S. JOURNALISM 1993**



Adrian Dennis is a staff photographer for Agence France-Presse (AFP), one of the world's largest and most prestigious news agencies. Dennis has been voted by the Sports Journalists' Association as Sports Photographer of the Year for 2012 and 2014 and most recently runner-up in 2015.

"It was an absolute surprise to get a phone call from the Dean," Dennis said. "I was in the middle of shooting a Premiership football match at the time. I feel it's really an honor to be made an Alumni of Distinction. I sometimes stood in the corridors of Weimer Hall reading the biographies of former Alumnus of Distinction when I was a student. After the game, the two-hour drive home just whizzed by I was so excited."

**ERIN B. HART,
B.S. JOURNALISM 1991**



Erin B. Hart is the managing director of Spitfire Strategies in San Francisco. Her career has focused on strategic communication for social change. She has worked with foundations, nonprofits and government agencies to help them engage their audiences and develop programs that make a difference for people's health, the environment and social justice.

"UF and the College first welcomed me as a journalism student eager to change the world and introduced me to resources and mentors that made that dream a reality," Hart said. "Today, I'm honored to work with the College as it elevates and defines the role of social change makers and evolves the practice of communication."

**GALE V. KING,
BS JOURNALISM, 1983**



Gale V. King is executive vice president and chief administrative officer for Nationwide Insurance, where she oversees the development of the HR strategy, leadership development, organizational effectiveness and diversity and inclusion, among other responsibilities.

"I am deeply proud and honored to be recognized as an Alumni of Distinction," King said. "This recognition is a full-circle moment, as it reminds me of my childhood dream to attend UF, my college experience, my professional journey, and now an Alumni of Distinction. An incredible personal and professional journey, positively impacted by a realized dream. I am most proud."

Advisory boards

* = College of Journalism and Communications alumni

Dean's Leadership Council

Juan C. Andrade *	Tony Hernandez *
Barry Berish *	Cliff Marks *
Berl Brechner	Yvette Miley *
Angela Buonocore *	Jeanne Mitchell
Michael Connelly *	Judy Lynn Prince *
Judy DeRango Wicks *	Stanley Schwartz *
Kirsten Flanik *	Helen Stefan
Amy Gravina *	Moreau*
Bob Haiman *	Joe Zubi *



Advertising Advisory Council

Samantha Avivi *
Ken Banks
Brett Barash
D. Benny Bennafield
Andy Brown*
Rob Cherof*
Keith Cutler*
Robert E. "Chip" Eickmann
Dayana Falcon*
Barry Finkelstein*
Norm Grey
David Haan
Charles Harris*
Cindy Kane*
Melissa Lammers*
Larry Meador*
David Ropes *
Shane Santiago *
Jay Schwedelson *
Andrew Warden*
Dawne Widener-Burrows*
David W. Wilson*

Journalism Advisory Council

Andrea Adelson*
Bridget Carey*
Kurt Caywood
Lenore Devore*
Jon Glass*
Reggie Grant*
Irvin B. Harrell*
Rick Hirsch*
Boyzell Hosey
Beth Kassab*
Jacki Levine*
Danny Sanchez
Anne Saul*
Mary Shedden*
Chuck Tobin*

Public Relations Advisory Council

Erin B. Hart*
Iliana Rodriguez
Rob Anderson*
Kathy Barbour*
Keith Bowermaster*
Bridget L. Braxton
Rosanna M. Fiske
Judy DeRango Wicks*
Nancy Fullerton
Susan Gilden*
Amy Gravina*
Bill Imada
Heather Jameson
Vicki Johnson*
Jay Magee*
Lisa Malone
Tina McCorkindale
Jeanne Mitchell
Karen Oliver*
Claudia Panfil
Allyson Park*
Christine Pietryla*
Ron Sachs*
Fraser P. Seitel
Valerie Zucker*

Telecommunication Advisory Council

Dawn Rodriguez*
Jason Alpert*
Manuel Aragon
Jackie Barron*
Doug Bartel*
Donna Bell*
Ken Carlson*
Tom Doerr*
Paul Gordon*
Brian Marsh*
Patrick Nealis*
Vickie Oldham*
Jason Ramsey*
Stacey Readout*
Tanya Rivera*
Marc Robertz-Schwartz*
Leigh Seaman*
Rick Schneider*
Tom Shed*
Robyn Sieron*
Paul Sirmons*
Erik Waxler*
Dana Webber*

Areas of Research

- Health and Science Communication
- Media Effects
- Communication and Technology
- Law, Policy and History
- Media Industry and Consumers
- Strategic Communication
- International Communication
- Social Good

Full-Time Faculty

* = Department Chair



Advertising

Jordan Alpert
Huan Chen
Carla Fisher
Robyn Goodman
Tom Kelleher*
Eunice Kim
Janice Krieger
Jon Morris
Cynthia Morton
Debbie Treise
Michael Weigold

Journalism

Clay Calvert
David Carlson
Sandra Chance
Michael Foley
John Freeman
Sriram Kalyanaraman
John Kaplan
Norman Lewis
Mindy McAdams
Ronald Rodgers
Matt Sheehan
Ted Spiker*
Bernell Tripp
Frank Wadell
Kim Walsh-Childers
Wayne Wanta

Public Relations

Ann Christiano
Marcia DiStaso*
MaryAnn Ferguson
Linda Hon
Kathleen Kelly
Spiro Kiousis
Moon Lee
Rita Men
Deanna Pelfrey
Kay Tappan

Telecommunication

James Babanikos
Sylvia Chan-Olmsted
Amy Jo Coffey
Eric Esterline
Yu-Hao Lee
Mark Leeps
Michael Leslie
Jasmine McNealy
David Ostroff*
Churchill Roberts
Tim Sorel
Houston Wells
John Wright

Speakers

*Thought leaders
who visited the
College in 2016
include:*

Ava Parker
*Palm Beach County
College*

Rebecca Patterson
Bessemer Trust

Gail King
Nationwide

Samantha Avivi
Avivi Marketing

Katherine Green
E.W. Scripps Co.

Mindy Marqués
Miami Herald

Leigh Radford
Proctor & Gamble

Kirsten Flanik
BBDO

John Cox
Washington Post

Debbie Cenziper
*Washington Post
and author of
"Love Wins"*

Michael Connelly
best-selling author

Laura Reiley
Tampa Bay Times

Julie Leibach
Science Friday

Sachin Kamdar
Parse.ly

Moya Neville
Cox Media Group

Bill Frakes
photographer

Melissa Simpson
Firehouse Subs

Chad Ochocinco
Former NFL All-Star

Filipe DeAndrade
National Geographic

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