

REWRITE TOMORROW

University of Florida

College of Journalism and Communications

DEAN'S REPORT 2018

CAMILLE RESPESS
CLASS OF '21

REWRITING THE STUDENT
EXPERIENCE





The College won 18 prestigious
Hearst Journalism Awards in 2017.
See story on page 15.

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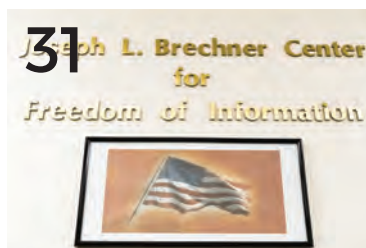
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UF College of Journalism
and Communications
UNIVERSITY of FLORIDA

ON THE COVER

Freshman Journalism major Camille Respress wastes no time to dive into a multitude of CJC immersion opportunities and craft stories with community impact.
See story on page 13



DIANE MCFARLIN



*This year marks the **50th anniversary** of our College and the beginning of my sixth year as Dean.*

It is a time when I can both look back at the remarkable heritage of our program and ahead at the exciting future before us.

What has emerged are two seemingly opposing trends: change and constants. The world around us has changed. The industries we serve have changed. Attitudes about media have changed. The technology has changed. The skills needed by our students to succeed have changed.

And, at the same time, there are programs, values and ideals that have endured throughout our College's existence: A focus on foundational skills. Teaching excellence. Unparalleled learning opportunities for our students. An openness to new ideas and approaches.

These constants have earned us our reputation as one of the premier journalism and communication programs in the country. But it is embracing and driving change that will define our future.

We can see that mindset across the college:

- Establishing the nation's only STEM Translational Communication Center, focused on experimental research that will help doctors more effectively communicate with patients, municipalities develop messaging strategies to increase recycling by their residents, and developing countries create cancer prevention interventions.
- Building one of the largest data journalism programs in the country as the use of data becomes integral to investigative projects locally and nationally.
- Creating the Media Effects and Technology Lab to study how virtual reality and other immersive technologies can improve understanding of how our actions affect the environment or how people from different cultures and races experience the world.
- Launching the nation's first Center for Public Interest Communications, fostering research and building curriculum for an emerging discipline that uses strategic communication rooted in science to drive long-lasting change on social issues.
- Hiring 15 new faculty members to ensure that our students are learning skills employers will need three or four years from now and conducting more research that addresses changing communication platforms and behavior.

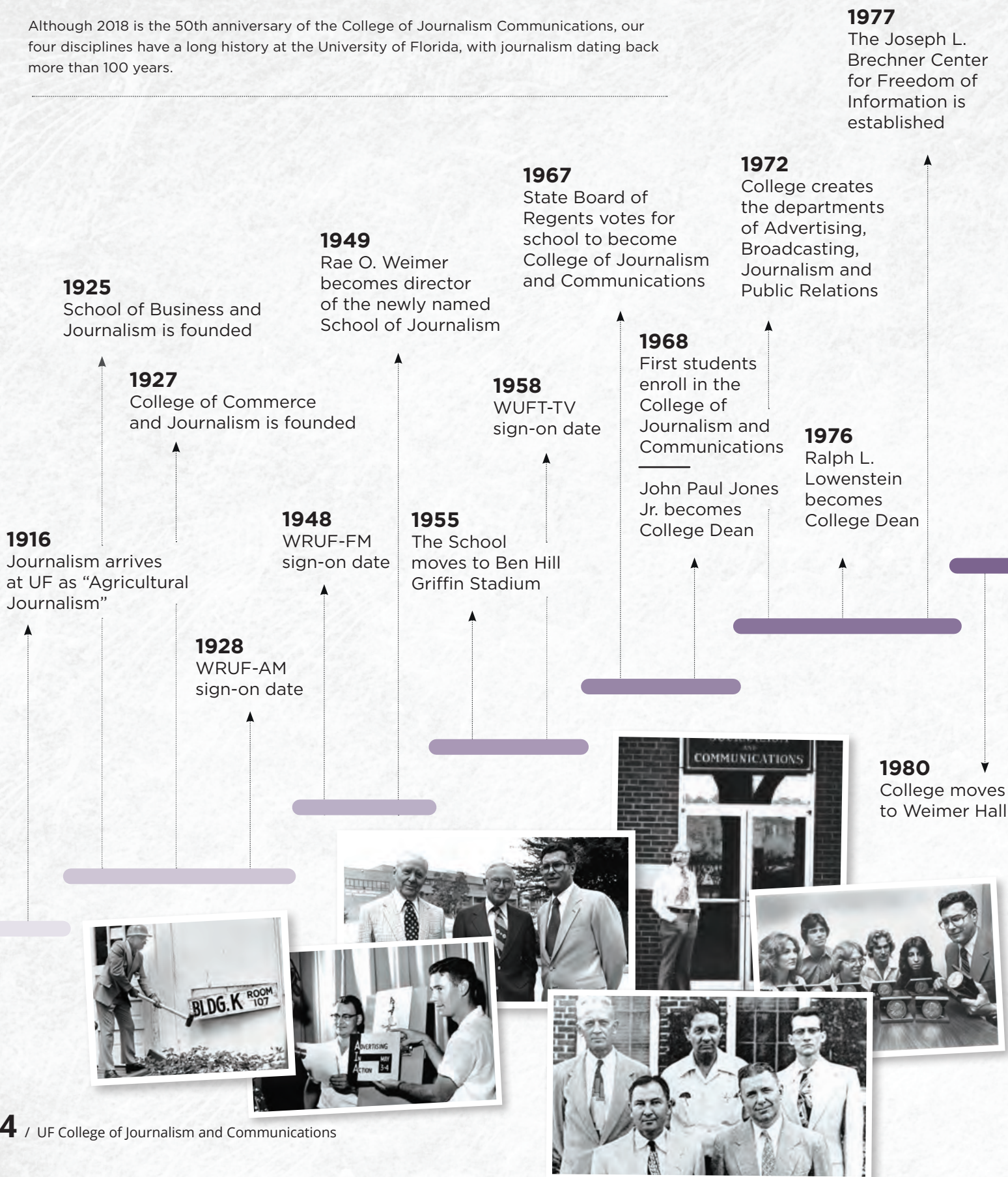
We invite you to join us in celebrating the College that you helped shape, and to join us for our journey ahead.

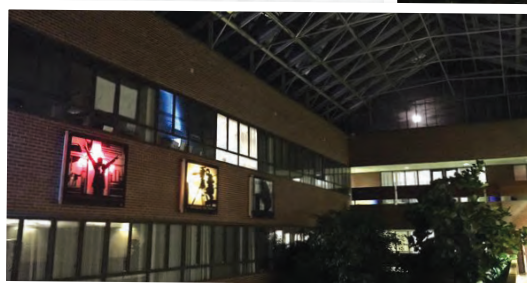
We have never been comfortable following. What drives us is leadership – in research, in teaching, in student experiences. Let others react. We are determined to rewrite tomorrow.



The College of Journalism and Communications Celebrates 50 Years

Although 2018 is the 50th anniversary of the College of Journalism Communications, our four disciplines have a long history at the University of Florida, with journalism dating back more than 100 years.





1981
WUFT-FM
sign-on date

1990
College confers
first two doctoral
degrees in mass
communication

1994
Interactive Media Lab
establishes the first
journalism site anywhere
on the web

Terry Hynes becomes
first female College Dean

1999
Marion B.
Brechner Citizens
Access Project is
endowed

2007
John W. Wright II
becomes College
Dean

2008
College creates
nation's first
Endowed Chair
in Public Interest
Communications

2010
Brechner Citizens Access
Project becomes Brechner
First Amendment Project

WUFT Noticias begins
broadcasting Spanish-
language news

2012
Innovation
News Center
opens

2013
Diane McFarlin
becomes first CJC
alumnus to be
College Dean

2014
Florida Public
Radio Emergency
Network launches

2015
The Agency
strategic
communication
agency opens

WUFT Classic
sign-on date

2016
STEM Translational
Communication
program is conferred
with Center status
Hatch content
incubator launches

2018
College
celebrates its
50th anniversary
Public Interest
Communications
program is
conferred with
Center status

2017
College takes
home 18 awards
in the Hearst
Journalism Awards

**CULTIVATING GAME-
CHANGING TALENT
AND INSIGHTS**

To be a leader in today's media and communication industry requires creativity, passion and skill — qualities cultivated by great teachers and mentors. Our faculty and staff are experts in the science and art of communication, and work hands-on with students to prepare them to succeed in transforming tomorrow's industry.

Our mission isn't just to cultivate great students, but also to cultivate new ideas. Our faculty are testing the boundaries of media and communication to provide insights critical for navigating our changing world.

Telecommunication Department Assistant Professor Jasmine McNeely preparing students for a shifting media law and policy landscape.



BRIDGING RESEARCH AND INDUSTRY

Innovation in communication and media requires collaboration between the academy and industry, where industry learns from science, and researchers ask pressing questions from industry. **Sylvia Chan-Olmsted**, professor in the Department of Telecommunication and director of Media Consumer Research for the CJC media properties, is one of those scholars leading that charge. “We always try to find industry topics that are not only important to the practitioners, but can also be investigated with academic rigor,” says Chan-Olmsted. Working on projects with industry also immerses students in the latest insights that equip them to lead in their careers.



A CJC INSTITUTION

“Journalism is more than a profession and a craft. It’s a mission,” says **Mike Foley**, the Hugh Cunningham Professor in Journalism Excellence. For nearly two decades, Foley has taught students how to tell compelling stories, capture the truth and dream in AP style. His mission: Equip students with critical skills and insight to uphold the standards of the profession. Even as media changes, the fundamentals hold true: “The basics of good journalism – accuracy, brevity and clarity. Plus, it has to be interesting,” says Foley. His students go on to win awards, and work for leading news organizations as well as launch successful careers in communication fields. His secret? It might be his passion, not to mention his wardrobe of shorts, sneakers and ironic T-shirts. Or, it could be because, as Foley says, “I love my job.”



From the Boardroom TO THE CLASSROOM

"When my agency merged with another firm after 25 years, I was consulting for multinational corporations. While interesting and enjoyable, there was something missing," says **Deanna Pelfrey**, senior lecturer in the Department of Public Relations. After nearly a three-decade career in public relations, Pelfrey felt called to another passion: teaching. "It was my adult daughter who encouraged me. In her words, 'you have been teaching most of your life ... team members, staff members and clients about public relations and its effectiveness,'" says Pelfrey. She uses her experience to mentor and prepare students for public relations careers. "It is a privilege to be a resource for students at a time when they are seeking to expand the world in which they live and think and will soon work. It is amazing to watch them enter a career that will hopefully bring the wonderment, challenges and delight it brought me for many years."

SCIENCE FOR BETTER HEALTH

"Breast cancer is a family experience," says **Carla L. Fisher**, assistant professor in the Department of Advertising and affiliate faculty in the STEM Translational Communication Center, UF Health Cancer Center and Center for Arts in Medicine. Fisher's work centers on understanding how the relationship between family communication, patients' disease coping and managing or reducing disease risk. "Part of what I do is gather that information for families so they can cope in better ways by engaging in healthy communication practices, but also to get the health care system and community on board with the idea that you have to be treating the family as well as the patient," says Fisher. She is currently examining how breast cancer and environmental risk information can be culturally tailored and disseminated to mothers and daughters through social media.

Learn more about her work at motherdaughterbreastcancer.com.



Pushing the Boundaries OF PERSUASIVE STORIES

Under the direction of **Sriram Kalyanaraman**, preminent scholar and professor in the Department of Journalism, the Media Effects and Technology Lab is exploring how to tell compelling and persuasive stories using virtual reality and 360 video technology. "From climate change to health issues, the lab sets forth measuring effects of media messages on audiences. One of its many goals is to measure, and even increase, empathy levels," Kalyanaraman says. "We want to let UF be the place where we are having virtual reality change the world around us." Along with using these technologies to affect health and environmental issues, the lab is developing an immersive experience for incoming UF freshmen to educate them on the importance of diversity.

Learn more about the lab at jou.ufl.edu/mediaeffectslab.

+ FACULTY SPOTLIGHT

Faculty Research Productivity



120

Faculty
Publications



12

Creative
Works



33

Books/Book
Chapters



59

Grad Student
Presentations at
National Meetings



12

Awards

New Classes Offered

Advertising

- + Advertising Strategy
- + Advanced Copywriting
- + STEM Research and Apps
- + Advertising Writing
- + Workshops
- + Forward Thinking

Journalism

- + Drone, Mobile + 360 Video
- + Coding Capstone Course
- + Sports Play-by-Play/
On-Air Talent
- + Social Media Law
and Ethics
- + Food, Media and Culture
- + Political Reporting
- + Advanced Media Graphics

Public Relations

- + Crisis Communications
- + Client/Agency Relations
- + Rapid Response Crisis Learning
Immersion
- + CEO Activism Learning Immersion

Telecommunication

- + Entertainment Storytelling
- + Social Media Immersion
- + Sports Capstone
- + Christian Media
- + Storytelling Experience
- + Spring Training Experience

New Faculty

Jordan Alpert

Assistant professor, Advertising

Cynthia Barnett

Lecturer, Journalism

Carma Bylund

Associate professor, Public Relations

Marcia DiStaso

Chair, Public Relations

Pat Ford

Professional in residence, Public
Relations

Jim Harrison

Lecturer at-large

Frank LoMonte

Director, Brechner Center for
Freedom of Information

Herbert Lowe

Lecturer, Journalism

Andy Selepak

Lecturer, Telecommunication

Benny Torres

Lecturer, Advertising

+ DEFENDING THE FIRST AMENDMENT

As technological innovations give rise to more public voices in our national discourse, the norms and protections afforded by the First Amendment face scrutiny. Our faculty, graduate

students and alumni are working hard to advance understanding, appreciation and support for freedom of information and expression in Florida and the nation.



Clay Calvert



Frank LoMonte

From the visit of white nationalist Richard Spencer to the UF campus to President Trump's use of Twitter to student speech rights, Marion B. Brechner First Amendment Project Director **Clay Calvert** and Brechner Center for Freedom of Information Director **Frank LoMonte** help make sense of current issues as they relate to freedom of speech. Both regularly provide commentary to press, publish in law journals, participate in community events and present work at academic conferences on the challenges facing the First Amendment.



WUFT News reporter senior Christy Piña captures protestors during Richard Spencer's October visit to UF.

BUILDING BETTER STORIES

What makes one story better than another? With funding from the John S. and James L. Knight Foundation, researchers are exploring the science of what makes better stories. Under the direction of **Ann Christiano**, the Frank Karel Chair in Public Interest Communications, **Annie Neimand**, frank research director and **Matt Sheehan**, the CJC's director of stories and emerging platforms, this "living lit review" uncovered insights from scholars invited to a two-day summit in 2016. What emerged are nine principles for building better stories, including a focus on structure, emotion, leaving room for your audience, narrative transportation, empathy and tying into the habits of the audience. In the last year, they have presented to groups such as the Bill and Melinda Gates Foundation, the United Nations High Commissioner for Refugees Innovation Service and the Knight Foundation Media Learning Seminar/Media Forum.

To learn more, visit jou.ufl.edu/storyscience.



Ann Christiano

DEDICATED TO DIVERSITY AND INCLUSION

Journalism senior Shamarria Morrison helped organize an event called "Coloring the Media" during Black History Month.



Treely express: Compassion. Tolerance. Unity. Those were some of the messages posted around the College before white nationalist Richard Spencer's UF visit. They emerged from "Campaign for Kindness," an initiative conceived by CJC's Student Diversity Task Force.

The campaign was part of a larger CJC initiative to promote more diversity and inclusion in our student body, faculty ranks, curriculum and immersion venues. Diversity and inclusion is one of the six key goals in the College's CJC 2020 strategic plan.

The College's effort to invest in diversity and inclusion over the past several years have provided a solid foundation to build on.

Today:

- 45 percent of CJC students identify in a historically underrepresented population
- 36 percent of faculty and staff are non-Caucasian and 58 percent are female
- Of the 20 faculty members and professionals who have been hired since Jan. 1, 2015, three are African-American, two are Hispanic, two identify as members of the LGBT community, three are of Asian descent and half are women.
- Our Innovation News Center committed to expanding Spanish language programming, an effort led by Dania Alexandrino, a former reporter for Univision and CNN en Español.

This is just the beginning. The College is recruiting an Assistant Dean of Inclusion, a position that will be shared with two other colleges, who will be charged with developing and implementing strategies for recruitment and retention of students and faculty; increasing inclusion in teaching, curriculum and communication; facilitating open and timely discussions around issues and events; and improving career readiness.

How You Can Help

- Endow a chair in an area important to you
- Fund new faculty positions
- Supplement salaries to attract top candidates
- Support research to help the industries we serve



A DIFFERENT KIND OF CLASSROOM

A women's gym in Cuba. An eco-park in Mexico. A computer mining data from Gainesville Regional Utilities. As one of the nation's largest and oldest "teaching hospitals," our students are immersed in projects, experiences and places that take them out

of the classroom and prepare them for life after college. From our campaigns classes to study abroad courses to our immersion programs, students work alongside professionals and gain real-world experience building on the practice and theory from the classroom.

Rising Above THE COMPETITION

To compete in today's job market, undergraduate students need skills that help them stand out. According to Advertising junior **Graham Olney**, there is no better



place to gain experience than at The Agency, CJC's strategic communication agency. "Students need tangible ways to apply what they've learned in the classroom to an internship, and eventually, a job post-graduation," he says. The Agency provides this by giving CJC students the opportunity to work with real clients under the direction of seasoned agency

professionals. Working with nearly 20 clients this year, The Agency gives CJC students a place to apply their classroom knowledge and to understand the agency lifestyle before entering the workforce.

After graduating from the CJC, Olney will pursue a career in agency account management – skills he wouldn't have been able to develop without his immersion experience. "I have learned countless things from The Agency that apply to account management and life in general," Olney says. "I know how to conduct myself around coworkers and superiors, genuine and utilitarian networking, public speaking, taking chances and so much more. As it applies to account management, my experience working directly with clients at The Agency will prove to be invaluable as I enter the workforce."

Building A Future Through the INC

"I want to write stories that spark major conversations," says first-year journalism student Camille Respass (cover photo). Respass is already deeply involved in the Innovation News Center, home to the College's news, weather and sports operations, as a reporter for WUFT News. Last semester, she helped produce the daily email newsletter The Point, served as radio host, producer and reader for WUFT's radio reading service for the blind, and was a staff writer for The Alligator. She's also a member of the CJC Dean's Student Advisory Council. Respass may spend much of her free time in a newsroom, but she wouldn't have it any other way. "I had the realization pretty early on that what you do outside of the classroom is just as important as what happens inside. That keeps me centered and reminds me what's important." Respass is currently creating a series for WUFT about Hawthorne Middle/High School – both its struggle to remain open despite low academic ratings and its impact on the surrounding community. Over the next four years, Respass aims to shed light on topics that the community may only understand superficially. "That's what keeps me up at night – brainstorming ideas," she says. "There are so many truths that can be uncovered."



Division of Media Properties Executive Director Randy Wright (left) and meteorologist Jeff Huffman in the FPREN studio.

A Lighthouse When The Lights Go Out

Following 2016's Hurricane Matthew, 2017's Hurricane Irma was the next big test for the Florida Public Radio Emergency Network, developed by our weather team. Hurricane Irma made landfall in Florida in September 2017 with sustained winds of 130 miles per hour and was described as one of the strongest storms ever recorded in the Atlantic basin. The network provided up-to-the-minute storm information across Florida and around the world via Florida's 13 public

radio stations and various social media platforms including Facebook Live and the Florida Storms app. Before, during and after the hurricane, two meteorologists, five student forecasters, three student producers and two hosts worked around the clock for more than 80 hours to cover the storm. The emergency network was recognized by the Corporation for Public Broadcasting for its community service throughout the storm.

THE INEQUITIES OF ENERGY

"Energy comes at a much greater cost for Gainesville's poor," wrote journalism senior Emily Mavrakis to open the WUFT.org investigative series "Energy Burden," produced this past fall by students in CJC's Environmental Journalism class. The five-day series, which ran on our public news site WUFT.org, used database reporting and human storytelling to expose local energy inequities, from the higher percent of income poor people must spend on utility bills to the longer wait they had to endure before power was restored after Hurricane Irma. The class, taught by Environmental Journalist in Residence **Cynthia Barnett**, helps make those larger, human connections for students as they learn to report climate change and other complex environmental issues in compelling ways. Already, these students are making a difference in the field. Alumna Alex Harris, who took Barnett's first environmental journalism course, was recently named the Miami Herald's climate change reporter, the first full-time climate journalism position in Florida.

Read the Energy Burden series at www.wuft.org/news/energy-burden.



Senior Telecommunication major Tamara Dobry captured this ballet dancer in a Havana studio.

A Window to a HIDDEN WORLD

When Cuba opened its doors for the first time in 56 years, our faculty and students were eager to tell its stories. Seventeen students and five coaches headed south for a 10-day immersive adventure. Their mission: tell the story of Cuba culture today and the social and environmental issues it faces. The series explored water issues, Cuba's unique and thriving art scene, women's experiences, and the changing local economy. CJC students produced multimedia stories – written, video, and audio – for the series "Cuba: Outside In." "Our studies included daily independent and group immersions," wrote **Desire Lee**, journalism senior, in the introduction to the series. "Our group took part in everything from touristy museum visits to local boxing matches and met some of the scientists helping to protect a vulnerable island from climate change. A group of curious, and at times straight up nosey communications students took on the challenge to observe a country that has been off limits to America for decades." Their work was featured in a half-hour television special on PBS.

Experience "Cuba: Outside In" at cubaoutsidein.com

How You Can Help

- Fund immersion venue upgrades
- Help fund College expansion
- Support new learning and collaboration spaces



AWARD-WINNING IMMERSION

IMMERSION ALLOWS OUR STUDENTS TO PARTICIPATE IN HANDS-ON ACTIVITIES THAT WILL PREPARE THEM FOR THE REAL WORLD. THIS IMMERSION IS EARNING RECOGNITION FROM THE COLLEGE'S NATIONAL PEERS.

IMMERSION OPPORTUNITIES

Innovation News Center
The Agency
PBS/WUFT-TV
NPR/WUFT-FM
Noticias WUFT
WRUF-TV/FPREN
ESPN 98.1
Country 103.7 The Gator
GatorVision
GHQ
Hatch
Audience Research

HEARST JOURNALISM AWARDS

The Hearst Journalism Awards, the most prestigious college news awards, consist of five monthly writing competitions, two photojournalism competitions, one radio competition, two television competitions and four multimedia competitions — with championship finals in all divisions. In 2016-17, CJC won 18 awards in the competitions, including:

National Championships

- First Place: Television News
- Third Place: Radio News
- Best Story of the Year

Intercollegiate Competition

- First Place: Radio News
- First Place: Multimedia Reporting
- Tied, Fourth Place: Overall

NEWS AWARDS

CJC won more than 100 news awards during the 2016-17 school year, including:

- 8 first-place awards from the National Broadcasting society
- 16 first-place awards from the Florida AP Broadcasting Awards, College Division, including Station of the Year for WUFT-TV
- 6 first-place awards from the Florida AP Broadcasting Awards, Professional Division, including Best Digital Site for wuft.org
- 2 first-place awards from the Edward R. Murrow Regional Awards, including Best Website for wuft.org
- 9 SPJ Sunshine State Awards, including first- and second-place awards, College Journalist of the Year; winner, James Batten Award for Public Service

19

OF TEACHING PROFESSIONALS

AGENCY CLIENTS

- | | | |
|---------------------------------|---------------------------|------------------------------|
| • AICPA | • Gainesville Dev Academy | • UF Physical Plant Division |
| • Best Buy | • McDonald's | • UFAA |
| • Campus USA | • Infinite Energy | • UFIC |
| • UF DCE: Conference Department | • P&G | • Warren Henry/Audi |
| • Gould Cooksey Fennell | • Smucker's | • Xcaret |

STUDENT IMMERSION PARTICIPATION IN 2016-17

300+

INC Students

90

Students in
The Agency

200+

TV/Radio
Students

15+

Audience
Research



A close-up photograph of a student with long brown hair wearing a black HTC Vive VR headset and white Sony headphones. They are holding two black VR controllers. The background is blurred with blue and red lights.

Students

PURSUING THEIR PASSIONS

Students attend college to gain knowledge and experience. However, it's equally important that students explore and discover a passion that will drive their academic and professional careers. Our students have a wide array of opportunities at their disposal to

pursue that passion, from social media communication to immersive technology research to investigative journalism. With award-winning faculty and state-of-the-art facilities, all CJC students can discover what inspires them while receiving an outstanding education.

Redefining STORYTELLING

Caitlin Ostroff, Journalism senior, found her voice in data reporting. She says this emerging field integrating traditional written reporting with statistics and design responds to the way today's readers want to acquire new information. "Using data allows me to tell stories that traditional journalists may not have access to," she says. "Being able to analyze and contextualize data is an emerging means of storytelling."

As a data reporting intern for CNN Digital, Ostroff created a map of hospital deserts, plotting the areas of the country that lack sufficient access to health care. "That project led to a big story that received backing from legislators in efforts to

rectify the disparities in access to health care," she says. "It ended up being a project that created real change."

After she graduates this spring, she'll work as a data journalist for the Wall Street Journal in New York City's weekend, business and finance section. The position is a testament to her drive and commitment to her passion.

"I could fill an inbox with all the rejections I received. But you work hard and you show people you're driven, experienced and committed, and hopefully something comes out of it," she says. "That's journalism – it's full of rejection but you have to keep going back for more."

Where Difference Makers COME TO GROW



"As a communicator, my dream is to positively affect the narrative surrounding immigrants," says **Eugenia Blaubach**, Public Relations senior. Born in Venezuela, she

came to the U.S. when she was seven years old. After high school, she wanted to study journalism, but deep down knew she wanted to advocate, not just report.

At CJC, Blaubach has been working toward a future where she can marry her skills in strategic communication with a career in public diplomacy. "Now that the world is more connected than ever, and political tensions are on the rise, we need public diplomacy efforts to encourage dialogue and cooperation between countries," Blaubach says. This spring she is studying abroad in Lyon, France, where she is studying European politics, economics and culture in a language-intensive program. "I feel incredibly fortunate that I was able to find this niche within the CJC, one that gave me the skills, friendships, network and knowledge to make the world a better place."



ENROLLMENT (Fall 2017)

2519* Undergraduate

189 Pace

234 Online Master's
and Certificates

72 Master's

69 Ph.D.

3083 Total

** includes online*

Majors (Fall 2017)

500 JOU

679 PUR

741 TEL

599 ADV

Not Throwing Away **HIS SHOT**

By his 20th birthday, **Merrett Fay**, Advertising sophomore, had traveled to and photographed over 22 countries. Self-taught, he has a knack for capturing the moment. Fay discovered his talent and passion for photography at the cost of another passion, wakeboarding. "Wakeboarding was my passion from age 14 to 18 until I blew out my knee," said Fay. "I made it to the world tour and accumulated an impressive sponsor list including Nautique Boats and Hyperlite."

What do you do when one door closes? You find another. "When I had to drop out of the sport, my sponsors helped launch my photography and video business," said Fay.

When he is not working in The Agency or taking classes, he shoots for his wakeboarding sponsors, and recently collaborated on an international artistic endeavor for a Capital One Bank campaign that took 40 days and involved travel to 10 countries. He has embarked on two student National Geographic Expeditions to the Czech

Republic and India, and travels on weekends to music festivals to capture some of his favorite artists including Post Malone, Armin van Buuren, and 3lau.

"My visit to India for National Geographic was a culture shock," says Fay. "I took photos of kids that were living in some terrible conditions, but they were still incredibly happy. We could not communicate with language so instead we used gestures to connect. This was an incredible two-hour photo experience that I won't forget."



Last May, Fay pushed his skills in Cuba, where he joined 16 CJC students for the multimedia study abroad program "Cuba: Outside In." "The Cuba trip was

an exciting opportunity," said Fay. "I think that all photo classes should offer this kind of real-world experience."

OPENING ANOTHER DOOR

As a freshman at the University of South Carolina, **Brett Ball**, now a CJC doctoral student, watched the time tick by as she sat on the couch of her newly assigned sports psychologist. It felt like she had lost everything. She spent her entire life preparing to be a basketball star, following a legacy of professionals in her family. But earlier, during a practice with her team, her heart rate would not slow down and medical tests confirmed her worst fear: she had a heart condition. She could never play basketball again.

with these issues, too. "I can only imagine how many student athletes go through that, but don't know what it is, how to recognize it or know anyone who cares enough for them to even talk about it," says Ball.

She did stay on her basketball team. But instead of playing, she began to host a behind-the-scenes web show for her team called "Ballin' With Brett." "I learned production skills. It was an opportunity that fell in my lap," she said.

I can only imagine how many student athletes go through that, but don't know what it is, how to recognize it or know anyone who cares enough for them to even talk about it,"

What Ball didn't know then was that that was just the beginning. She kept going to her counselor and began consuming articles on mental health. "That's me," she remembers thinking after reading about depression and anxiety. She began to wonder how many other athletes struggle

After receiving her master's degree from the University of Mississippi, she is now studying how best to educate athletes, their coaches and teammates on mental health, and use her production skills to amplify those messages.



MOVING IN FRONT OF THE CAMERA

Being in front of the camera was never the plan for **Laura Palacio**, a senior in Telecommunication. A Miami native whose main language is English, Palacio definitely never considered reporting in Spanish for Noticias WUFT, the College's Spanish-language news programming. "News would not have been something I'd even consider doing two semesters ago," Palacio says. Her Noticias involvement would not have

happened without Dania Alexandrino, the College's Spanish-language news manager. "Her written and spoken Spanish has improved in just one semester," Alexandrino says of Palacio. "She had never thought of being in front of the cameras but has shined doing so."



While her experience has landed her an internship with Telemundo, Palacio says Noticias WUFT

has also connected her with the Latin community. She is better able to communicate with her family in their native Spanish language. Palacio has written, produced and reported on stories for Noticias, but she's most excited about this new opportunity for growth. "With the Noticias Newscast, I will get to be an anchor, an associate producer, an entertainment news reporter and a producer for one whole show," she says. "This is going to give me a lot of experience I wouldn't have gotten otherwise, so I am very grateful to have this opportunity."

BECOMING A LIFETIME STUDENT

The dream of many broadcasting students is that someday they'll end up at a national organization like CNN or CBS. That was **Kelly Frank's** dream. After climbing near to the top of the broadcasting ladder and scoring a job as an executive producer at CNN, Frank had a realization: journalism, especially local news, desperately needed to adapt to the new digital and social world. "I saw our platform dying in one sense, but I know journalism is relevant and there was a new language I needed to learn," she said.

Frank recently graduated from CJC's online Master of Arts in Mass Communication with a specialization in Social Media. Now director of news and digital content at WBNS-10TV in Columbus, Ohio, Frank said there hasn't been a single day at her job where she hasn't used at least one skill she attained in her master's program. "I think that we always have to be students. If you stop learning, you stop contributing. If you stop contributing, you stop living."



DISTANCE LEARNING

CURRENT ONLINE MASTER'S:

- Audience Analytics
- Digital Strategy
- Global Strategic Communication
- Political Communication
- Public Relations and Communication Management
- Social Media
- Web Design and Online Communication

CURRENT ONLINE CERTIFICATES:

- Global Strategic Communication
- Media Sales
- Social Media
- Web Design

ENROLLMENT AND DEGREES

- Spring 2018: 248
- Students who have earned an online master's degree: 250
- Students who have earned graduate certificates: 127
- Students who have earned combined degrees: 131

HAVING A MEANINGFUL IMPACT

John Woodruff knew he wanted to do something bigger than his current job as a photojournalist. What he didn't know was that his work as part of CJC's Global Strategic Communication online master's program would have a significant impact on an organization helping the struggling Haitian population.

"I wanted to continue to develop my storytelling, business and strategic communication skills," Woodruff says. "The GSC program was a perfect opportunity for me to develop those skills and continue working at my current job."

For his course in Global Activism and Social Change, Woodruff chose to study REBUILD globally – a nonprofit organization working in Haiti. The next semester, Woodruff applied for an internship at REBUILD. When he appeared for the interview with the founder, the class essay he had sent her was covered with notes that identified new ideas for the organization.

During the internship in fall 2017, Woodruff worked with b-roll, animation, and original footage to produce four fundraising videos for REBUILD. When the internship



ended REBUILD globally's founder told him, through e-mail, that she was in tears and incapable of finding the words to describe his work. She said his was the most successful internship they ever had and the organization will model all future internships based on this experience.

In addition to his job and working on his capstone, Woodruff stayed on with REBUILD as a volunteer helping generate new ideas to support the organization. He accompanied the organization's leadership to film a video in Haiti this year.



USING THE LANGUAGE OF THE FUTURE TO ELEVATE UNDERSTANDING

Raised by parents who work in IT, Andrew Briz was destined to get into coding from an early age. Destiny collided with passion when Andrew discovered his fervent interest in journalism and applied for the UF College of Journalism and Communications. Upon entering the Telecommunications program, Andrew was thrilled to discover he could combine his technical skills with his interest in interactive storytelling to add depth to his field. Working at Hatch, CJC's content and product incubator, Andrew combatted decentralized election reporting by creating a 2016 election dashboard that visually displayed election results from 13 Florida counties. In the years that followed, Andrew created "Longform," a web application that allows for the easy creation of digital feature stories with an emphasis on multimedia content to keep readers interested and informed. His latest project is a podcast player for WUFT that allows visitors to stream uninterrupted audio as they navigate the website. Using what he dubs "the language of the future," Andrew embraces the intersection of journalism and coding to rewrite tools for processing and understanding information.

ANDREW BRIZ
CLASS OF '18

REWRITING THE INTERSECTION OF
PROGRAMMING AND JOURNALISM.

UF | College of Journalism
and Communications
UNIVERSITY of FLORIDA



Jeraldine Williams, B.S. Journalism 1967, one of the first African-Americans to enroll in UF and the first to graduate from CJC, visits during Black History Month.

CJC alumni are a critical component in our efforts to rewrite tomorrow. They are making a difference in their industries. They are making a difference in our students' lives. Their contributions to the College and representation of our program help us sustain our leadership position in journalism and communications education and scholarship.

The mark of our alums can be seen and felt all around the building – from donations to help grow our immersion venues to participation in events like Becoming a Woman of Influence and Great Storytellers to classroom lectures to subsidizing students. Our alums help fuel our efforts for meaningful change.

CAN A GIFT CHANGE AN INDUSTRY?

As vice-president for communications at the Robert Wood Johnson Foundation, **Frank Karel**, Journalism B.S. 1961, transformed and elevated the role of strategic communications in driving social change. He also had a deep and abiding love for the UF College of Journalism and Communications, a place he referred to as his “Almie Mamie.”

Frank and his wife Betsy’s gift to the college — the Frank Karel Chair in Public Interest Communications — is a lasting testament to Frank’s leadership. The position was created for a practitioner, and one of its most unique aspects is that no one can hold the chair for more than 10 years.

Hundreds of students have had the opportunity to choose career paths that have led them into public interest communications positions. And each year, hundreds of change communicators converge in Gainesville for the annual *frank* gathering. The *frank* gathering brings together practitioners, scholars, activists, funders and students. The College is home to the Journal of Public Interest Communications, the only academic journal dedicated to capturing and sharing scholarship in this emerging discipline.



As one student said, “I never had the opportunity to meet Frank Karel, but he changed my life.”

CENTER FOR PUBLIC INTEREST COMMUNICATIONS

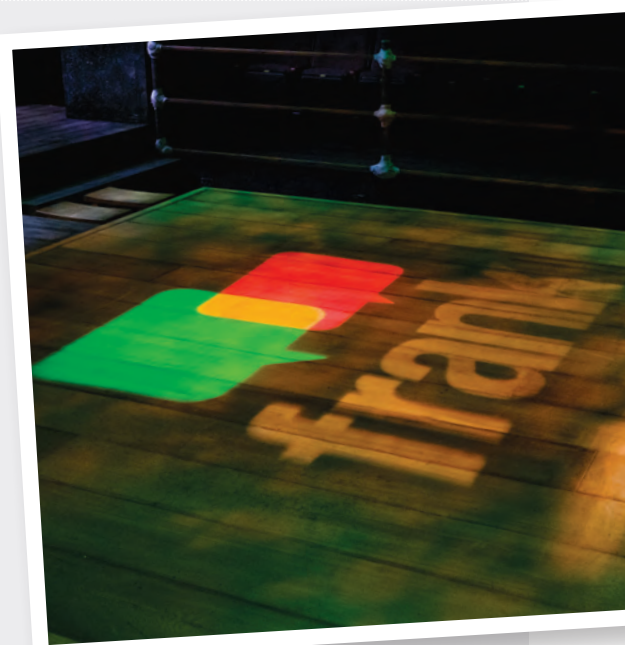
In 2017, UF approved center status for our public interest communications program, establishing the first center in the U.S. dedicated to developing, translating and applying the science of strategic communication to drive social change.

The Center for Public Interest Communications, which will be self-sustaining, will be led by Ann Christiano, the Frank Karel Chair in Public Interest Communications, the only such endowed chair in the country (for more on Frank Karel, see above).

The Center for Public Interest Communications will work toward these goals:

1. Build and test both undergraduate and graduate curricula for adoption by other universities.
2. Nurture, generate and promote scholarship that can advance the practice of public interest communications.
3. Build and support a vibrant community among those who practice, fund or study public interest communications.

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





A PATH APPEARS

Chuck Tobin, B.S. Journalism 1984, came to the University of Florida with two objectives: become a doctor and escape the New Jersey cold. The warm part was achieved. The M.D. part was not. Tobin eventually found his way to Weimer Hall where he came face-to-face with a man with eyeglass frames three times too big for his head. It was former Journalism Department Chair Jon Roosenraad.

"Here I am this sweaty, clueless kid, and he offers to give me a personal tour of the building. He spent almost two hours with me," Tobin says. "His enthusiasm for the College and the profession, along with all the really neat toys I was seeing everywhere, it sparked an excitement in me. Next thing I knew it was sleeves up, running around with my notepad. I was struck by dumb luck."



*“Here I am this
sweaty, clueless kid,
and he offers to give
me a personal tour
of the building. He
spent almost two
hours with me.”*

After a few years of reporting, Tobin discovered another new path: media law.

Tobin made the decision to return to UF for law school and, today, is a partner at the national law firm Ballard Spahr in Washington, D.C. He is currently representing journalists trying to gain access to government records; working on behalf of a coalition of news industries on sensible regulations for drone journalism; and defending several major television networks in defamation lawsuits. And that's just his day job. He is also working with other media lawyers through the American Bar Association to train the next generation of media lawyers. He is a member of the CJC's Journalism Advisory Council and mentors UF law school and CJC graduates as a way to give back to the College that helped him find his path.

ALUMNI OF DISTINCTION 2017

The college honored four Alumni of Distinction at its annual awards banquet on March 31, 2017. They join 148 distinguished alums who have been selected to receive this honor since its creation in 1970.

Sandor Bondorowsky, B.S. Telecommunication 1992

is founder and president of Total Media Productions, Inc., the parent company of Remote Digital Media, or RDM, a multi-camera, full-service global production company based in New Jersey.

Bondorowsky began his career as a technical director at America's Talking, a former cable television channel featuring talk programming, and then helped launch Fox News Channel. He spent many years as a freelance technical director for productions ranging from daytime talk ("Ricki Lake," "The Tony Danza Show" and "Martha Stewart") to major broadcast events such as the "12/12/12 Concert," "VH1 Divas," Rock and Roll Hall of Fame induction ceremonies, Democratic conventions and inaugurations, the "In Performance at the White House" series on PBS and many others. He launched RDM in 2004, has been involved with an IP broadcasting startup called Senza Tech and is now moving into the virtual reality world with Total Media VR, Inc.

Rosemary Goudreau O'Hara, B.S. Journalism 1976

is the editorial page editor at the *Sun Sentinel* in Fort Lauderdale, Florida. After graduation, she began her reporting career at the *Tampa Tribune* before moving to the *Orlando Sentinel* and later to the *Miami Herald* as a medical writer and then as an editor in the *Herald's* Broward bureau. She also held editing positions at the Knight-Ridder Washington Bureau, The *Virginian-Pilot* in Norfolk, Virginia; The *Cincinnati Enquirer*, where she was the managing editor; and the *Tampa Tribune*, where she was editorial page editor. Prior to joining the *Sun Sentinel* in 2012, O'Hara was a new-media entrepreneur who founded the website Florida Voices.

Amy Burnett Gravina, B.S. Public Relations 1976, MAMC 1978

is the founder of Gravina, Smith, Matte & Arnold, a full-service marketing and public relations firm headquartered in Southwest Florida. Prior to establishing the firm in 1983, she served as promotions director for WINK-TV, a CBS affiliate, and as marketing director of The Mariner Group. She is an Accredited Public Relations Professional (APR) and was named by the Southwest Florida chapter of the Florida Public Relations Association as the region's first PR Professional of the Year in 1987.

Gravina currently serves on the board of directors of Ben Hill Griffin, Inc. and is president of The Al and Nancy Burnett Charitable Foundation. The Foundation has provided grants to support *frank*, The Agency and the establishment of a center in public interest communications. She served on the College's Public Relations Advisory Council from 2011-2016 and currently serves on the Dean's Leadership Council.

Robert E. McClure, B.S. Journalism 1982

is the executive director and co-founder of InvestigateWest, a nonprofit agency reporting on the environment, public health and government integrity, based in Seattle, Washington. Previously he was a reporter at the *Seattle Post-Intelligencer* and the *South Florida Sun Sentinel*, *United Press International* and *The Independent Florida Alligator*. In 2016, he won a Knight Science Journalism Program Fellowship at MIT, the premier global fellowship for journalists covering science, technology, health and the environment. McClure was one of ten journalists chosen for the 34th class of fellows.



Sandor Bondorowsky



Rosemary Goudreau O'Hara



Amy Burnett Gravina



Robert E. McClure



Outstanding Young Alumni

“I go into these things with an open mind as much as I can. I want to tell the stories through the eyes of the kids involved, and that’s an extra challenge,”

John Woodrow Cox, B.S. Journalism 2008, has spent his career telling stories of tragedy and triumph across America. On the night of Sunday, Oct. 1, 2017, a gunman in Las Vegas opened fire on a concert crowd, killing 58 people and wounding hundreds more. Less than 36 hours later, John was on a plane to Vegas to meet twin girls who’d been wounded in the attack. “I go into these things with an open mind as much as I can. I want to tell the stories through the eyes of the kids involved, and that’s an extra challenge,” Cox says. “But these are the true stories highlighting this [gun violence] epidemic.”

Cox, this year’s Outstanding Young Alumni, has a coveted job, working as an award-winning enterprise reporter for the *Washington Post*. In a world where narrative

reporting is eschewed in favor of quick, digestible content, you could say John is somewhat of a young throwback. But because of his strong instincts, narrative gifts and work ethic, he’s earned the time and resources to dive deep. “Deeply reported narrative will always be the thread that runs through my career,” he says.

Cox, who is a member of the Journalism Department Advisory Council, started developing those skills as a CJC student. “[Journalism Department Chair Ted] Spiker was enormously influential to me. He and [Journalism Department Lecturer Mike] Foley exposed me to really good writing and they taught me how to do it,” he said. “The college has a way of getting you to compete with yourself. It showed me what the work is really like. That is not true of many colleges.”

Leah Harding

Some kids make forts out of pillows. Other kids play cops and robbers. Leah Harding, B.S. Telecommunication 2014, created studios with bedsheet backdrops and reported the news with her siblings. Now now it's not pretend anymore. Harding spends her days as a TV reporter and producer for Al Jazeera English in Doha, Qatar – 7,558 miles from Gainesville.

Though it may seem like a culture shock to go from Gainesville to the media hub of the Middle East, it's actually where Leah feels most comfortable. Her father is a water engineer and her mother a physical and occupational therapist whose jobs took them to Jordan, Ethiopia and Kenya. Leah learned Arabic, went to an all Arabic speaking school and, until she moved back stateside, grew up thinking she was Arab.

"I moved to the U.S. shortly after 9/11, and found myself explaining life in Jordan and talking about my friends there. I think that set within me the love of journalism and storytelling to help people understand more complicated issues," Leah says. "I've never seen war in the Middle East, never covered my head. I live with my friends,



"I moved to the U.S. shortly after 9/11, and found myself explaining life in Jordan and talking about my friends there."

go to church, drive myself. It was hard because the Middle East seemed like a black hole to people in the US."

Harding achieved her dream to work at Al-Jazeera at 22 years old. "Everything I did in college was to help me get here.

And my professors became my friends and mentors. I would text them, call them, cry and celebrate with them, and when I told them my vision they would push me to get there, pitch me stories far outside my comfort zone. And as a team I succeeded."

Chris Kennedy

Beginning a new life at college can be a challenging transition for many students. Add on moving away from your home country and transferring from a different college, and you have a recipe for hardship. After completing his A.A. degree in South Florida, Chris Kennedy, B.S. Public Relations 2016, essentially started his life over for a second time when he transferred to the University of Florida. Kennedy, originally from Jamaica, had already entered a new life when he moved to West Palm Beach in 2011.

Starting over at the University of Florida proved to be just as challenging at the start. "I knew nobody, and I'd just go to class and go back home because of the pressure



of starting new against people who have been here for years," Kennedy says. Soon enough, Kennedy made connections with former students and plugged himself into Weimer Hall through some of its student organizations – The Agency, Journalism and Communications Ambassadors and *frank*. After getting more involved within the College, Kennedy found himself growing

personally and professionally. "I gained the self-confidence to really chase after things I never thought I could achieve," he says.

While Kennedy misses the camaraderie within Weimer Hall, he's taken his cherished memories and learned skills to start over yet again, this time working in New York City. Today, Kennedy works as an assistant account executive at Saatchi & Saatchi New York, where he started out as an intern. Although he no longer walks the halls of the CJC every day, he can still provide sound advice for all its current students: "Make every connection you can and never take an opportunity for granted." This mentality has propelled Kennedy from Jamaica to Gainesville and now New York City.

FUTURE OF THE INDUSTRY

Doctoral student Alyssa Jaisle is part of a team of students designing virtual human prototypes that will be tested and eventually used to help promote colorectal cancer awareness and screening.

We are living in very disruptive times. Communication industries, in particular, are undergoing significant transformations, reexamining their approaches, strategies, messaging platforms, capabilities and role in the

communication spectrum. We asked CJC faculty and alums to share their perspectives on the future of the disciplines and industries they serve.



Advertising:



"Digital advertising is now dominant, and the buying, selling and placing of ads is becoming more automated every day. But that doesn't mean the bots will take over! Converting insights from data into creativity and compelling advertising still requires critical thinking, imagination and humanity. Cultivating those traits is what we're here for as a university."

- Tom Kelleher, Chair, Department of Advertising



"The future of advertising will not involve the word 'advertising.' The truth is, more content is delivered via applications digitally on mobile devices than in linear, analog formats. Unfortunately, marketing practitioners do not have the tools to effectively plan and deliver engaging experiences in the app content world and don't fully understand how to break through the complex, and sometimes addictive, relationships consumers have with their apps and their phones. The key to future success in our field is solving how to be persuasive – versus interruptive – in the mobile world." - **Scott Hagedorn, B.S. Advertising 1992, CEO, Hearts & Science**

Journalism:



"The mission of journalism — to report and disseminate the truth — is our foundational principle. That mission, of course, has intensified in this digital era of information (and misinformation) and because of the competitive environment that often rewards speed and attention. While we will continue to fulfill our truth-seeking role, we will also be exploring, developing and practicing journalism and storytelling through the new and future platforms that best fit our stories — and, most importantly, that best serve our audiences." - **Ted Spiker, Chair, Department of Journalism**



"The future of journalism is at the intersection of diversity and engagement. Our profession will suffer unless we, as journalists and news organizations, actively engage communities of all backgrounds. Ignoring or underreporting issues that matter to audiences will be at our own peril. To be relevant to them is to listen, to interact and to report stories that will have a direct impact on their lives." - **Mira Lowe, Director, Innovation News Center**



Public Relations:



"There has never been a better time to be in public relations. As we look to the future, I expect the following four points will shape our field. First, we will see the importance of brand reputation lead to an increase in focus on owned channels. Second, leading with purpose will become more prevalent as expectations increase for companies to contribute to social good. Third, we are in a transformative, data-driven time and successful public relations pros will need to adapt with changes in digital technologies such as artificial intelligence. Fourth, the continued decrease in trust along with the proliferation of fake news will highlight the importance of authentic ethical communication."

– **Marcia DiStaso,**
Chair, Department of
Public Relations



"The proliferation of fake news, the erosion of trust in major institutions, including the media, and the increasing polarization and coarsening of public discourse are troubling trends that show no signs of abating. The core principles of public relations – 'tell the truth, prove it with action, listen to stakeholders' – are essential to future success. In the coming years, we will see a more diverse, more global, more purpose-driven PR profession. We will apply lessons from behavioral science to gain greater understanding of how stakeholders process and react to communications. And we will use social media analytics to listen more carefully and productively to the constituencies we serve."

– **Pat Ford,**
Worldwide Vice Chair and
Senior Adviser, Burson
Marsteller and Professional
in Residence at CJC

Telecommunication:



"The future of media is here. If you follow a millennial consumer through his or her day, I think you will find most living in a mobile-only world. The challenge for decision makers is to change our thinking, output and focus to the vertical experience. One of the issues we face in today's consumer-facing industry is that our revenue model is very much tied to the past. Television is still the core of profitability for most companies, but the future means even more fragmentation and even more content choices made without relying on traditional media as the platform or source of information."

– **Yvette Miley, B.S Broadcasting 1985, Senior Vice President, MSNBC and NBC News**



"Throughout their existence, the electronic media professions and industries have faced change and uncertainty. Once it was the emergence of television, then, satellites and cable. Today it's the challenges of streaming services, augmented reality and 5G. Even self-driving vehicles will impact how and when content is consumed. Exploring and shaping how these play out over the next several years and the changes they will bring make for exciting opportunities for our students and alumni."

– **David Ostroff,**
Chair, Department of
Telecommunication

Joseph L. Brechner Center for Freedom of Information



A NEW DIRECTION FOR THE BRECHNER CENTER

In 2017, the Brechner Center for Freedom of Information celebrated both its 40th anniversary and a new beginning with the hiring of Frank LoMonte as the Center's new director.

LoMonte, a nationally known media lawyer and former executive director of the Student Press Law Center, is focused on improving the public's access to civically useful information in all its forms.

Under his leadership the Center will:

Educate the public, press and government officials about the value of open government and the important role that freedom of information plays in a democracy.

Monitor developments in the area of freedom of information at all levels of government.

Provide clear, current and useful information in response to queries about First Amendment and access issues.

Conduct and publish scholarly research that underscores the importance of freedom of information to society.

Foster the work of graduate students in the areas of media law and policy.

The Center is also launching six new project areas:

- Access 2.0, promoting a "push, not pull" culture of information transparency
- Data Deserts, identifying the data governments should publish, but don't
- Government Gagged, freeing employees to speak out about issues of public concern
- Privacy and Accountability, working for a sensible balance of privacy and public access
- Shadow Governments, lifting the secrecy curtain from quasi-governmental agencies
- Vanishing History, developing best practices for retaining digital records

For more information, visit brechner.org.

STEM CENTER EXTENDS ITS LEADERSHIP

The STEM Translational Communication Center continues to extend CJC's leadership in translational research. In addition to a \$3 million National Institutes of Health grant awarded in 2016, Center staff and affiliates have secured additional research funding, including:

- A \$345,000 grant from the NIH/ National Institute of Environmental Health Sciences for a two-year study to evaluate the effectiveness of using targeted social media to disseminate breast cancer environmental risk information to women and their family members.
- Funding to participate in a National Cancer Institute SPeeding Research-tested INterventions (SPRINT) program. The SPRINT program trains scientists and engineers to expedite the transfer or commercialization of cancer interventions into practice.
- Two UF Health Cancer Center awards to support pilot projects on cancer patient-centered communication and dignity therapy for elderly cancer patients.

The Center has also expanded its research capacity with the addition of preeminence faculty member Dr. Carma Bylund, who will be focused on provider-patient communication and cancer communication training, two research coordinators, two post-doctoral students and five undergraduate research interns. CJC now has the most cancer communication researchers of any college in the U.S.

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



STEM Center Director
Janice Krieger



CREATE YOUR LEGACY

You can make a real difference by helping CJC students thrive. Any gift to the college – for faculty, facilities or students – will have a positive impact on a student’s life.

Remember that faculty member who helped shape your academic and professional career?

The reputation of a college rests largely on the quality of its faculty and students. And student success relies on teaching excellence and mentorship. This year, UF is providing funds to our College to hire 15 new faculty members. Additional funding to supplement salaries – or create new endowed positions – will help ensure that we are attracting the best and brightest teachers and scholars and providing the best and most up-to-date education for our students.

You can have a meaningful impact by:

- Endowing a chair in an area important to you
- Funding new faculty positions
- Supplementing salaries to attract top candidates
- Supporting research to help the industries we serve

Remember the classrooms, labs and newsrooms when you were here?

Providing opportunities to work in state-of-the-art facilities gives our students a competitive advantage upon graduation. And providing welcoming and collaborative spaces enhances students’ learning experience. But time has taken its toll on our 38-year-old building. Our infrastructure needs updating and we are running out of space as we continue to grow.

You can have a meaningful impact by:

- Helping fund College expansion
- Funding immersion venue upgrades
- Supporting new learning and collaboration spaces

Do you remember a classmate who struggled financially? Maybe that was you.

More than half of UF students require some form of financial assistance to attend the University or take advantage of all UF and our College have to offer. Students benefit from direct gifts, funds that help support their activities at CJC or new career opportunities.

You can have a meaningful impact by:

- Providing direct financial aid
- Subsidizing internships for lower income students
- Offering internships or job opportunities at your organization
- Funding travel to academic and professional events



WAYS TO GIVE

Last year, UF launched its capital campaign to raise \$3 billion by 2022. Our College has an ambitious goal of raising \$40 million. With those funds, we will invest in the changes required to give our students unparalleled learning experiences, both in the classroom and out.

This year, as we celebrate our 50th Anniversary, we are launching a planned gift initiative, 18 in '18. Achieving this 18 planned gifts in 2018 goal is critical for the College and its future. And setting up a planned gift has never been easier. UF's team of gift planning experts can provide details and work with your family and financial advisers to create a plan that best fits your situation and goals.

Any donations, including cash and appreciated assets, will benefit our students. If you are interested in giving cash, you can donate here: www.uff.ufl.edu/jou

If you are interested in a planned gift, there are a variety of ways you can give.

Bequest

Include a gift to CJC in your will or living trust. Your bequest can be a specific amount, a particular asset or a percentage of your estate. A bequest is flexible and allows you to retain control of your assets during your lifetime.

Life Insurance

Name the University of Florida Foundation (UFF) as a revocable primary beneficiary of an existing life insurance policy and direct all or a portion of your policy to support the College. Or, you can make an outright gift of a new or existing policy by naming the UFF as the owner and beneficiary. You may receive an income tax deduction for the value of the policy, reduce your future estate tax liability and receive an income tax deduction for the premium payments

Retirement Plan Assets

Many retirement plan assets will transfer tax free and allow you to leave a lasting legacy to the College.

Charitable Gift Annuity

A minimum contribution of \$25,000 will provide you with a fixed annual lifetime income that is backed by the resources of the UFF. These annuities also provide a variety of tax benefits, including an income tax charitable deduction and up-front avoidance on long-term capital gain. The remainder will support the program of your choice at CJC.

Retained Life Estate

Transfer the title to your personal residence, vacation home, farm or ranch now, while retaining the right to live in it or use it for the rest of your life. You can enjoy the benefits, including current tax savings typical of lifetime charitable gifts.

Matching Gifts

Many companies will match your charitable donations. If your company is eligible, request a matching gift form from your employer and send it completed and signed with your gift. We will handle the rest. The impact of your gift to the college can sometimes be double or triple the amount of your donation. Some companies also match gifts made by retirees and/or spouses. See if your company matches here: www.matchinggifts.com/uff/.

For more information on how your gift can create a legacy for you and enable extraordinary experiences for students, contact:

Margaret Gaylord

**Senior Director
Development and Alumni Affairs**

352-273-0193 | mgaylord@jou.ufl.edu

DEAN'S FUND

Discretionary funds are priceless because they enable us to capitalize on opportunities that can't always be anticipated when we are talking with donors. These dollars are used for myriad purposes and our students are always the beneficiaries.



TOTAL REVENUE AND EXPENSES

Revenue	Forecast: FY18	FY 17	FY 16	% Change 16-18
Tuition and State Appropriations	\$12,500,000	\$12,113,190	\$11,678,761	7%
Grants, Endowment, Gifts	\$4,800,000	\$4,666,110	\$4,631,821	4%
Media Properties	\$6,400,000	\$6,800,260	\$6,037,367	6%
Entrepreneurial*	\$2,600,000	\$2,377,402	\$2,315,604	12%
Total	\$26,300,000	\$25,956,962	\$24,663,553	7%

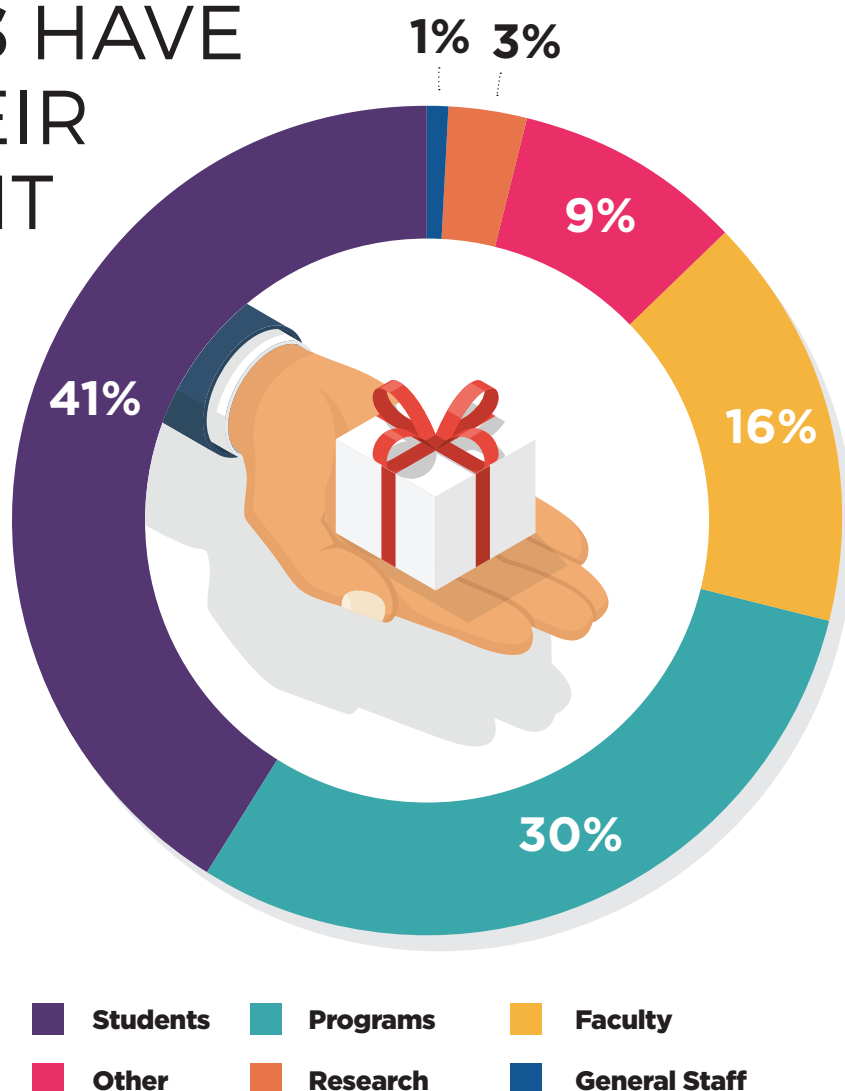
Expenses	Forecast: FY18	FY17	FY16	% Change 16-18
Personnel	\$18,500,000	\$18,206,077	\$16,535,885	12%
Other	\$8,500,000	\$8,292,409	\$7,817,749	9%
Total	\$27,000,000	\$26,498,486	\$24,353,634	11%

*Includes Distance Education, The Agency, Strategic Communication Training, and the Summer Media Institute



HOW DONORS HAVE DIRECTED THEIR GIFTS BE SPENT

The majority of donor gifts are given directly to students. All giving ultimately supports student experiences, from attracting world-class faculty to enhancing our state-of-the-art facilities.

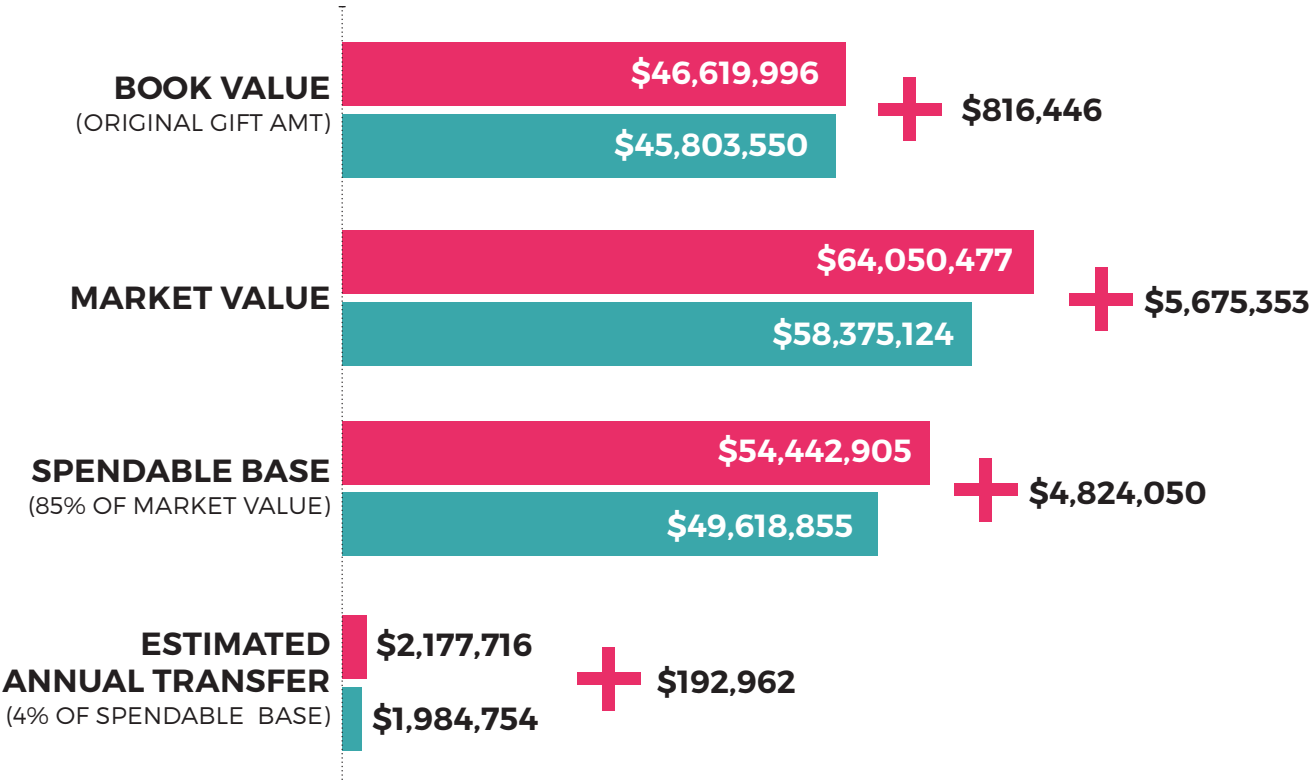


Area of Support	Dollars*
Students	\$925,921
Programs	\$677,060
Faculty	\$367,832
Other	\$202,116
Research	\$67,121
General Staff	\$29,786

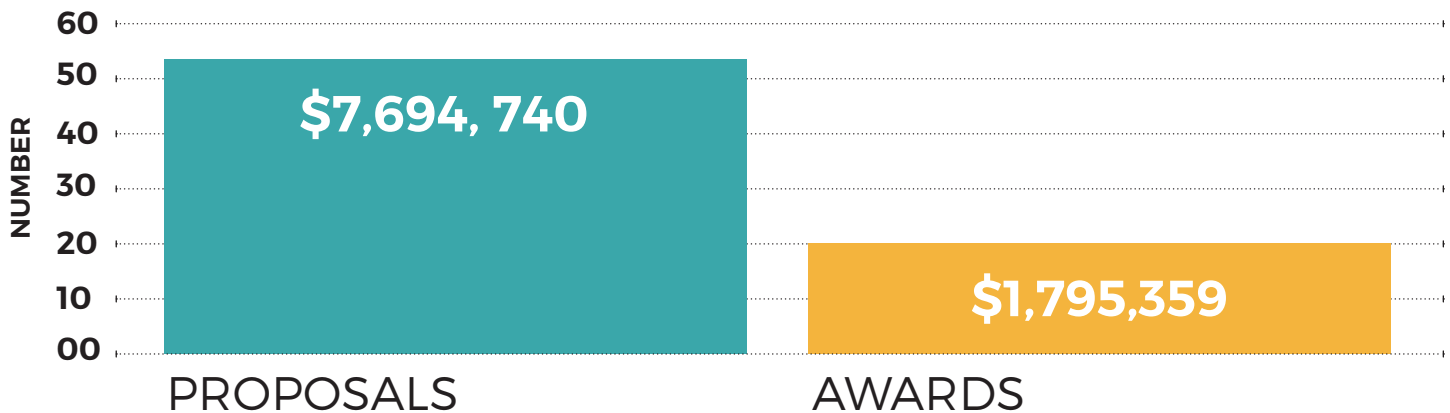


CJC ENDOWMENT

2017 2016



RESEARCH PROPOSALS AND AWARDS 2016-17



FOLLOWING ARE A FEW EXAMPLES OF RECENT RESEARCH PROJECTS FROM OUR FACULTY:



Moon Lee, associate professor, Public Relations Department

Exploring how social media engages and facilitates public empowerment with social interaction



Eunice Kim, assistant professor, Advertising Department

Using virtual age-morphing technology to reduce the psychological distance between younger generations and the elderly by showing them images of their future selves



Janice Krieger, director, STEM Translational Communication Center

Testing the effectiveness of Florida counties' recycling messages and identifying characteristics of high and low recyclers.



Yu-Hao Lee, assistant professor, Telecommunication Department

Testing a game to teach people, especially law enforcement officers, how to detect truth and lies based on verbal and non-verbal cues.



APPENDICES

Journalism Department Chair Ted Spiker was named UF's Teacher of the Year for 2016-17.

Honor Roll

We greatly appreciate all of our donors. Because of space limitations, we are listing all alumni and friends of the College who donated \$1,000 and more in 2017 and, in bold, those who donated \$5,000 or more. You can find the complete list of 2017 donors at www.jou.ufl.edu/honorroll2017.

1943
Stuart Newman and Sandra Sharp Newman

1954
Barry and Mollybelle Berish

1956
Stephen and Betty Lou Hooper

1957
Peter Clairmonte Barr Sr.

1958
Marcie Ersoff
Bob Haiman
Richard and Shirley McGinnis

1962
Stanley and Barbara Schwartz

1963
Linda and Peter Perkel

1964
Donald Blackadar Jr. and Anne Blackadar
Elaine Gibson
Frederick Lane and Madeline Adler
Judy Lynn Prince

1965
Ted and Ruthanne Brown
Carl and Patricia Fabry
Jackie Reid and William Reid, Jr.

1967
Joseph Carew
Jeraldine Williams
Dalton and Barbara Yancey

1968
Ric Katz and Steven Rothaus

1969
Sally Evans and Brian Rodgers

1970
Helen Alston
Margo Cox Pope and Alyn Pope
W Bradford and Rebecca Todd

1971
Emily and Lawrence Lisska

1972
Belton Jennings III
Ronald Sachs and Gay Webster-Sachs

1973
Bruce Kuehn
Carol Brady Powell and Gregory Powell

1974
William and Melanie Leonard

1975
Doris and Jeffrey Goldstein
Brian and Melanie Marsh
Andy Warden

1976
Michael and Jane Dunn
Amy and Peter Gravina
Diane McFarlin

1977
Keith and Terri Tribble

1978
Angela Buonocore

1980
Michael and Linda Connelly
Rick Hirsch and Robin Landers
Chris and Melody Malachowsky

1981
Patricia and Steve Fastook
Kevin Kolczynski and Alexandra Saxe-Kolczynski
Jeanne (BSA) and Douglas Mitchell

1982
Sharyl and James Attkisson
Mickey Nall
Joe Zubizarreta

1983
Laurence and Veronica Alexander
Gale King
Bill Wax
Janice Weinsoff

1984
Laura DeBruce and Jeff Blackman
Judy DeRango Wicks and Alan Wicks
Clifford and Stella Marks
Chuck Tobin and Nancy Isaacson-Tobin
Alexander and Lucia Vergara

1985
Yvette Miley

1986
Juan and Sandra Andrade
Debbie and Jeffrey Bornstein

1987
Steven and Rose Weinstein

1988
Robert and Janice Cohen
Helen Stefan Moreau and Francois Moreau

1989
John Antonio Jr.
Kirsten Prebianca Flanik and Barry Flanik
Marc and Nanci Schwartz

1990
Rebecca Patterson and Robert Frank
Rick and Deanna Stern

1991
Rebecca Hart Blaudow and Todd Blaudow
Barton Field

1992
Susan and Paul Litten
Michael Neumeier Jr. and Kelly Neumeier
Enrico and Jennifer Pasqualini
Jason and Danielle Simon

1993
Scott Hagedorn

1994
Stephen and Katherine Burkowski
Matthew and Erin Hodge
Patrick Minor and Tina Gehringer-Minor
Kristin Pilgrim

1995
Brian and Therese Siemienas

1997
Tony Hernandez and Lilly Burns

2007
Bienvenido Torres III

2010
Katherine Burkowski and Stephen Burkowski

FRIENDS OF THE COLLEGE

Berl and Kathy Brechner
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Vicky Gibbs
Bill Imada
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Lisa Malone
Patricia Melzer
David Morse and Merete Rasmussen
Laura and Bryan Olnick
Sarah and Rene Rivas
Anita Serpa
John and Rita Sutherland



Best-selling authors James Patterson (left) and Michael Connelly, B.S. Journalism 1980, discuss their craft as part of CJC's Great Storytellers series.

Speakers

CJC students were exposed to a range of industry experts. Below are just some of the experts who recently came to UF.

ADVERTISING

Doug Melville,
chief diversity officer,
TBWA\Worldwide

Chip Eickmann,
vice president,
McBride Marketing Group

Adam Singer,
analytics advocate,
Google

Danielle Vialle,
creative director,
Mattel

Dawne Widener Burrows,
president,
Widener Research

Jessica Watson,
HR project manager,
J. Walter Thompson

JOURNALISM

Archie Tse,
deputy graphics editor,
The New York Times

Derek Willis,
news application developer,
ProPublica

Jeff Goodall,
writer,
Rolling Stone

Jeff Darlington,
national television reporter,
ESPN

David Biello,
science curator,
TED Conferences

Ryan Lochte,
Olympic gold medalist

PUBLIC RELATIONS

Sherry Scott,
president,
Gagen MacDonald

Karen Doyne,
managing director,
Burson-Marsteller U.S. Public
Affairs and Crisis Practice

Scott Farrell,
president, Global Corporate
Communications, Golin

Chris Chiames,
chief communications officer,
Sabre Corp.

Alan VanderMolen,
president, international,
WE Communications

Steve Cody,
CEO,
Peppercomm

TELECOMMUNICATION

Katherine Green,
national director,
news recruitment,
Scripps Media

Meredith Phillips Reis,
coordinating/line producer,
TODAY Show

Lexi Alexander,
writer/director,
"Punisher: War Zone"

Annelie Schmittell,
player engagement,
Oakland Raiders

Adam Bornstein,
founder and CEO,
Born Fitness

Nicole Buie,
vice president of marketing,
Cox Media Group



Brechner Eminent Scholar in Mass Communication Clay Calvert discusses First Amendment issues with his media law class.

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* *Department Chair*

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Jasmine McNealy
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John Wright, II



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* *Council chair*

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Stacey Readout
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Rick Schneider
Robyn Sieron
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Erik Waxler
Dana Webber



USING DIGITAL GAMES TO LEVEL UP HOW WE COMMUNICATE

When most people think of digital games, we conjure images of Italian plumbers riding an egg-laying green dinosaur. Yu-Hao Lee imagines the possibility to change the world. Lee's research into how we process information in interactive media and the social effects of digital games led him to the conclusion that we can literally game our reality. His background in journalism led to an understanding that many a headline will fall on deaf ears. By creating engaging digital experiences to communicate complex stories, we can change more than what we know; we can change the way we think. Lee's work has produced experiments that use digital games to teach intelligence analysts about cognitive biases and improve information literacy skills in high school students. Through his thought-provoking research into digital games, Lee forgoes helping a fictional world in favor of creating deeper understanding in the real one.

YU-HAO LEE

ASSISTANT PROFESSOR,
DEPARTMENT OF
TELECOMMUNICATION

REWRITING THE VALUE OF DIGITAL
GAMES IN OUR SOCIETY.

Environmental Journalist in Residence
Cynthia Barnett (third from left) with
students exploring how climate
change could affect Cuba.



Telecommunication Production senior Kiersten Clark captures this picture of an acrobat during her photojournalism study abroad in Berlin.





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UNIVERSITY *of* FLORIDA

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