

DEAN'S REPORT 2019

UNIVERSITY
OF FLORIDA
COLLEGE OF
JOURNALISM AND
COMMUNICATIONS



Moni Basu, Michael and
Linda Connelly Lecturer
for Narrative Nonfiction



WE WOULD LIKE TO THANK

**ANDREW WARDEN AND
THE BERT W. MARTIN
FOUNDATION**

FOR UNDERWRITING THE DEAN'S
REPORT AND FOR THEIR ONGOING
SUPPORT OF THE COLLEGE.

2019 DEAN'S REPORT CONTENTS



2	DEAN'S MESSAGE
4	2017-18 HIGHLIGHTS
6	GOING GREATER
10	IMMERSION
14	FACULTY
18	CURRICULUM
22	AWARDS
30	GIVING
34	FINANCIALS
37	APPENDICES



Award-winning journalist Moni Basu is one of 15 new full-time faculty members who joined the College in 2018.

For more on the new faculty, see page 16.

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UF | College of Journalism
and Communications
UNIVERSITY of FLORIDA

DEAN'S MESSAGE



In October 2018, we celebrated CJC's 50th anniversary as a college. It was a time to reflect on how far we've come as one of the nation's leading journalism and communication programs. It also brought into view the path ahead, and how we must continue to advance at a time of turbulent change.

This year's Dean's Report highlights the students, faculty and alumni who are exploring new approaches to understanding the world we live in and applications to help the communities and industries we serve.

These profiles include Public Relations Professor Linda Hon, who is exploring how virtual reality might help better engage people in online social issue campaigns, and graduate student Summer Shelton, who is conducting research on improving representations in ads of people with disabilities. We also look at alumni like Ken Schwencke, who developed news apps to uncover stories about voting issues and obstacles.

In addition to highlights from the past year, we share our strategy going forward by focusing on four core initiatives: advancing our world-class immersion venues, leveraging technology to navigate a changing communication landscape, building the most ambitious career continuum, and joining researchers across UF's campus to examine what it will take to make media and technology more trustworthy.

Addressing the growing crisis of trust, in particular, will establish our College and the University of Florida as a beacon for one of the most vexing issues facing our democracy. Last fall, UF provided \$1.25

million in seed funding for the Consortium on Trust in Media and Technology, an effort led by CJC in partnership with other UF colleges and institutes.

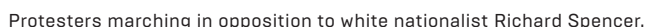
Our efforts to advance the College have been greatly enhanced by the addition of 15 new full-time faculty positions this past year and nine positions for fall 2019, a total of 24 new teachers and researchers — all funded largely by the University.

But for CJC to cement our position as a top five journalism and communication program, more resources and funding are required. This year we will redouble our efforts to endow chairs and professorships, support groundbreaking research, improve and expand facilities, strengthen our ability to place students in the best jobs, and fund core initiatives that will set us apart.

It is the generosity of alumni and friends that has helped us get to where we are today. We hope you will join our journey to Go Greater.



Dean Diane McFarlin



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Junior Edgar Chavero is a sports media journalism major and a part of the Noticias WUFT team.

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GOING GREATER

We are facing an extraordinary moment in time for our disciplines. Technological advancements are accelerating, and with these advancements come dramatic changes in how information is produced, distributed, received and believed. More than ever, the skills, theories, ethics and standards that we teach at CJC are critical underpinnings for professional communicators.

This is our vision for the College going forward.

WHO WE ARE

We are a comprehensive journalism and communications program, nationally recognized as a leader in experiential opportunities for students, actionable research for the industries we serve, collaboration across disciplines, and commitment to serving the public good.

WHERE WE ARE GOING

We will prepare students to be leaders in rapidly changing industries and help institutions, especially media, rebuild trust. We will lift the public's appreciation for expertise by helping scholars communicate their knowledge in a way that will be meaningful and persuasive.

We will realize our vision by placing a greater emphasis on these initiatives:

1 ADVANCING OUR WORLD-CLASS IMMERSION VENUES

The professional experience we provide our students was recognized by the 2018 ACEJMC accreditation site visit team as one of the hallmarks of the College. The team writes in their report: “What really sets the College of Journalism and Communications apart from other institutions is the wide variety of professional media and immersion experiences available in the building to all students.”

Our goal is to continue to enhance and expand these opportunities in the classroom, through internships and with unparalleled immersion experiences. (For an update on immersion programs, see pages 10-11).



2 LEVERAGING TECHNOLOGY TO NAVIGATE A CHANGING COMMUNICATION LANDSCAPE

Our faculty and students are forging new insights and approaches through technology-focused research and skills development. Our data journalism and coding program is one of the largest in the nation, and we continue to expand on audience analytics and consumer behavior curriculum. Through the Media Effects and Technology Lab and other venues, our researchers are exploring how technology can be better leveraged for more effective and impactful communication.

CJC will continue to invest in technology platforms and seek funding for research that will provide industry and scholars with new insights on effective communication approaches. (For more on faculty research, see pages 14-15).

3 BUILDING THE MOST AMBITIOUS CAREER CONTINUUM

While our job placement rate for graduates is improving, we need to expand the career preparation and placement support we provide to all students. The Career Continuum includes exciting students about communication careers while still in high school through programs like our Summer Media Institute.

In 2019, CJC will be adding staff to help build employer relationships, expand career and internship networks and pipelines, and help grow starting salary potential for our graduates.

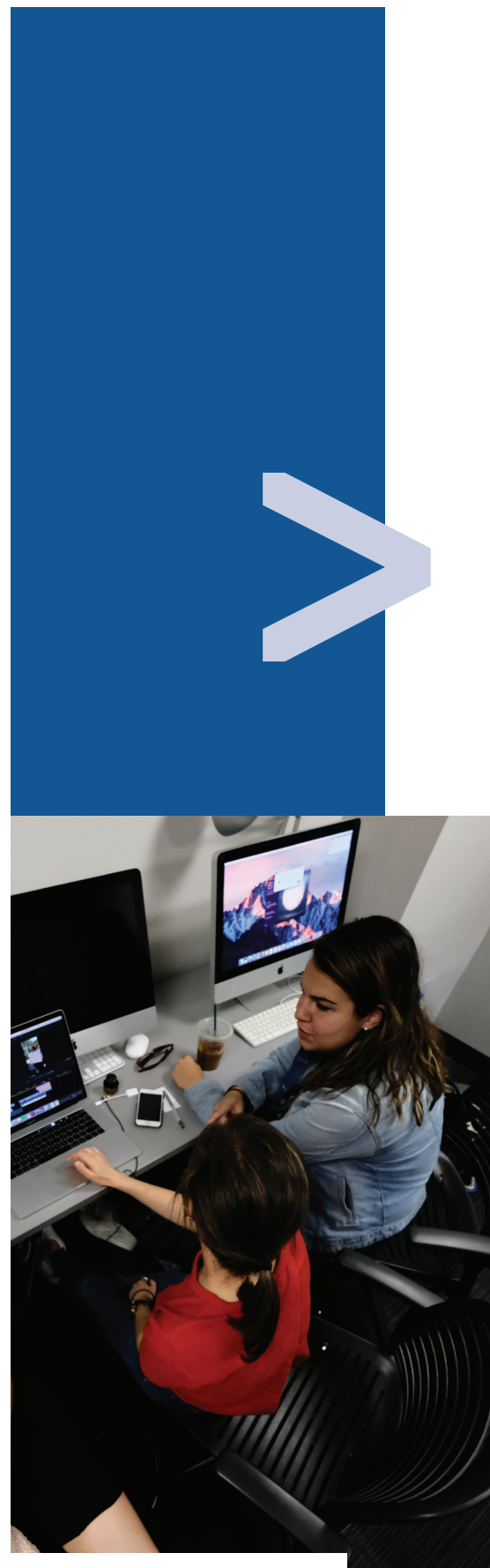
We are looking for support, particularly from alumni who can help make job and internship connections for our students. (For more on career continuum plans, see page 23).



4 RESTORING TRUST IN MEDIA AND TECHNOLOGY

American society is facing an undisputed crisis of trust in all institutions, with news media continuing to lose the public's confidence against the backdrop of disinformation, hyper-partisanship and news organizations veering further away from impartiality. To help address this alarming trend, UF has provided \$1.25 million in seed funding for the Consortium on Trust in Media and Technology.

This cross-disciplinary effort, proposed and led by CJC, in partnership with other colleges across campus, will position CJC and UF as leading institutions in addressing a crisis that has serious implications for our democracy. (You can read more about the Consortium on the following page).



Students participate in a collaborative elections video project hosted by *The Washington Post* and Instagram.

CONSORTIUM ON TRUST IN MEDIA AND TECHNOLOGY

"The United States is enduring an unprecedented crisis of trust. This is the first time that a massive drop in trust has not been linked to a pressing economic issue or catastrophe.... In fact, it's the ultimate irony that it's happening at a time of prosperity, with the stock market and employment rates in the U.S. at record highs. The root cause of this fall is the lack of objective facts and rational discourse."

– Richard Edelman, president and CEO of Edelman

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UF student experiences virtual reality at a VR class demonstration.

The crisis in trust now engulfing many American institutions is pervasive in media, and is particularly problematic for journalists and news organizations. New technology and platforms are playing a significant role in the diminishment of trust. The increasing free flow of ideas, enabled by technology, has opened the door to the free flow of misinformation masked as the truth. And people are embracing communities and information providers that most closely adhere to their worldview and shutting out information that challenges those views.

In October, the University of Florida, as part of its Platform for Life initiative, awarded \$1.25 million over a two-year startup phase to launch the **Consortium on Trust in Media and Technology (CTMT)**. CJC will play a lead role in this initiative in partnership with the Herbert Wertheim College of Engineering, the College of Liberal Arts and Sciences, the Informatics Institute, and the George A. Smathers Libraries.

The mission of this multidisciplinary effort is to foster a diverse community of scholars and thought leaders who will build an unparalleled ecosystem for the study of how media and technology can become more trustworthy, develop programs for the application of new knowledge and tools, and create new policy and law.

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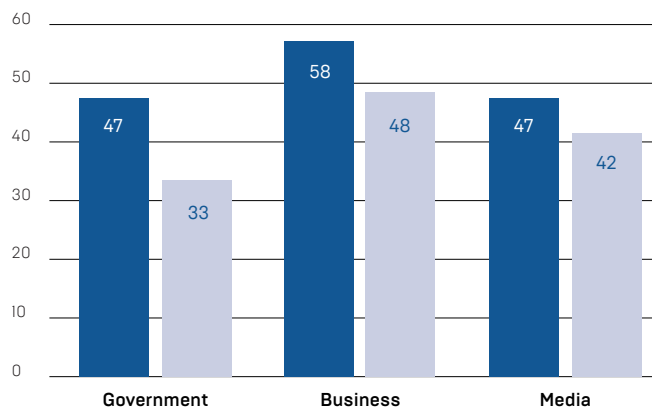
THE EXPECTED APPROACHES AND OUTCOMES:

- Build an unparalleled repository of research and best practices on trust and truth.
- Study the potential positive and negative impacts of emerging technology and platforms.
- Develop trust-building technologies and monitoring systems.
- Research programs examining the balance of human and artificial intelligence in building trust.
- Research programs involving storytelling and immersive technology to understand and cultivate trust.
- Establish thought leadership: Businesses, NGOs, government, educational institutions and media will all look to UF as experts in helping them become more trustworthy.
- Assemble world-renowned trust advocates to be the face of the CTMT through a fellowship program.
- Partner with major media and technology companies on research for new approaches to truth verification.
- Develop curriculum and immersion opportunities to produce the next generation of trustworthy practitioners.
- Explore new approaches to teach digital and media literacy.
- Conduct cognitive and emotional research and training on effective and non-polarizing communication to engender trust.

INSTITUTIONAL TRUST IN U.S.

Percent Trust in Each Institution

■ 2017 ■ 2018



Source: 2018 Edelman Trust Barometer

THE COLLEGE IS WELL POSITIONED TO ESTABLISH A LEADERSHIP ROLE ON THIS CRITICAL ISSUE.

- In April 2018, the College received \$260,000 from the News Integrity Initiative to examine what research from multiple academic disciplines tells us about community engagement and trust in news, and to develop experimental curriculum and training for local newsrooms based on that research.
- Our STEM Translational Communication Center is conducting research that will help effectively translate and communicate complex science that can inform decisions on health, the environment, technology, engineering, and policy. Trust in the source of scientific information is essential to its effective dissemination and adoption.
- The Center for Public Interest Communications provides a variety of training to help scientists, scholars, foundations and other organizations use effective storytelling and science from a range of disciplines to communicate the value of their work in a way that engenders trust and action.
- The Brechner Center for Freedom of Information is focused on combating government secrecy, which breeds distrust and cynicism. Its research includes strategies for promoting greater public involvement in governance through improved access to data from law-enforcement agencies, the justice system, and educational institutions.

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ADVANCING OUR WORLD-CLASS IMMERSION VENUES

CJC's immersion venues truly set us apart from other communication programs, with more than a dozen opportunities to gain real-world experience, inside the classroom and working alongside professionals. Here are some of the achievements over the past year.



Agency Creative Director Jim Harrison (middle) and students meet with a client.

IMMERSION OPPORTUNITIES FOR STUDENTS

The Agency
Innovation News Center
PBS/WUFT-TV
NPR/WUFT-FM
Noticias WUFT
WRUF-TV/FPREN
ESPN 98.1FM/850AM WRUF
Country 103.7 the Gator
GatorVision
GHQ
Audience Research

IN-CLASS

Undergraduate research
Advertising and Public Relations capstones

STUDENT-RUN

Ad Society/Elevate
Chompics
Orange and Blue Magazine
PRSSA/Alpha Productions

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THE AGENCY

Closing out its fourth year in 2018, The Agency continued to grow its client base and provide new opportunities for advertising and public relations students. The Agency experience resulted in more than 90 percent of its students in 2018 finding jobs within six months of graduating.

Among the client work in the past year:

- **Orangetheory Fitness:** Orangetheory studios in Gainesville set a record in November for the number of leads generated since their opening in 2015 thanks to The Agency's student team. Team members designed and executed an integrated communications plan unlike anything the other 1,000-plus Orangetheory studios are using worldwide.
- **Tommy Hilfiger:** The Agency supported the opening of a Tommy Hilfiger store in Gainesville with public relations and advertising campaigns to persuade young adults to visit the store. Positive sales resulted in an extended engagement with The Agency for another 12 months.
- **The Village:** Immediately after signing a public relations contract with The Agency, the senior living community faced negative publicity. With the help of an expert from CJC's Public Relations faculty, the student team used crisis management methods to control and mitigate the damage to The Village's image.

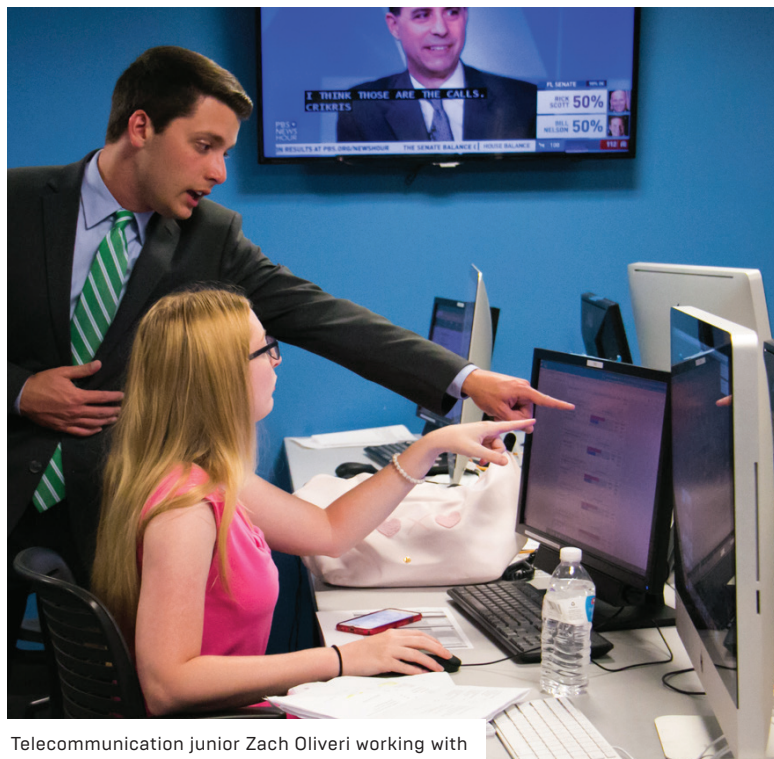
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DIVISION OF MEDIA PROPERTIES

The Division of Media Properties offers a variety of professional immersion opportunities for students while serving the North Central Florida community. Opportunities include television, radio, digital and social media content creation and production, weather forecasting and hurricane/emergency messaging work, in addition to live sports production for Gator athletics and the SEC Network.

Among the accomplishments in 2017-18:

- **Florida Public Radio Emergency Network (FPREN):** During Hurricanes Irma, Maria and Michael, FPREN provided days of constant coverage to Florida's public media stations on multiple platforms, including live radio, online, through social media and via the Florida Storms mobile app. The operation was honored by both the state of Florida and Corporation for Public Broadcasting for its work.
- **WUFT-FM:** The college's public media station was one of five stations nationwide selected as a finalist for the National Association of Broadcasters Marconi Award for Non-Commercial/Public Radio Station of the Year. The Marconi Award is one of radio broadcasting's most prestigious awards.
- **GHQ:** Telecommunication Professor Sylvia Chan-Olmsted, director of Consumer Media Consumption for the media properties, and a team of students conducted a study on behalf of industry partner Futuri on the perceptions and usage of various media, including audio, social and mobile. In 2019, the study will continue with an examination of the use of podcasts.



Telecommunication junior Zach Oliveri working with
Telecommunication senior Christina Schuler.

INNOVATION NEWS CENTER

The College's multimedia newsroom took on a number of special projects last year while continuing to provide up-to-date news for the North Central Florida community.

- **Hurricane Michael Coverage:** The storm made landfall in the Florida Panhandle on Oct. 10, and WUFT had a team embedded in Panama City providing updates and behind-the-scenes coverage. Other teams were dispatched after the storm to report on affected areas and relief efforts.
- **Life After Maria:** Last summer, INC staff and students spent a week in Puerto Rico to capture life on the ravaged island one year after Hurricane Maria. The team produced a multimedia site and TV special, which aired on WUFT-TV on the anniversary of the storm. WLRN and WUSF also ran stories online and on air from this project.
- **Silenced: 1.5 Million Florida Felons Without A Vote:** This TV special took a deep look at Amendment 4, which restores voting rights to most former felons in Florida. This project also assembled a diverse panel of community members to discuss the issue after watching the special in the INC studio.



Senior Telecommunication major Moriah Weir

CENTERS UPDATE

Brechner Center Director Frank LoMonte

A woman with dark hair, wearing a white lab coat over a purple shirt, is gesturing with her hands as if explaining something. She is looking towards a woman in the foreground. The woman in the foreground has long brown hair, wears black-rimmed glasses and a beige sweater, and is looking slightly away from the camera. The background is a simple indoor setting with a blue and green abstract painting on the wall.

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2019 DEAN'S REPORT

STCC faculty received a number of external and internal funding for their research, including:

- Advertising Associate Professor **Carla Fisher** received a Department of Defense subaward to study how patients' families and their doctors communicate, and how that affects their perception and management of diabetes.
 - Public Relations Associate Professor **Carma Bylund** received a grant from UF's Clinical and Translational Science Institute to study provider-patient communication during post-surgical, inpatient delirium episodes.



STEM Center Director Janice Krieger

Members were also active in publishing their science in top-tier research journals. Some of their published works includes:

- In the *Journal of Medical Internet Research*, Fisher wrote about a study that describes using social media to disseminate breast cancer environmental risk information to mothers and daughters.
- Bylund published a paper from a National Cancer Institute-funded study on training providers in cancer communication skills.
- Advertising Assistant Professor **Jordan Alpert**, who was appointed a faculty member of UF Health's Cancer Informatics & eHealth Core, published two papers on his work related to patient portals and OpenNotes in cancer communication.

The Center's new trainees and staff include Post-Doctoral Associate **Melissa Vilaro**, who is funded in part by the UF Cancer Center, and **Samantha Paige**, who is supported by a National Heart, Lung and Blood Institute fellowship to pursue her work on using translational communication science to improve well-being and health outcomes for patients with COPD. **Miriam Buhr** joined the Center as research coordinator and brings extensive experience with recruiting diverse patient populations to the STCC Service Center.

**CENTER FOR PUBLIC INTEREST
COMMUNICATIONS**

Last year, CJC's public interest communications program was conferred with center status, making the Center for Public Interest Communications the first of its kind in the country. The Center, which is designed to study, test and apply the science of strategic communication for social change, helps organizations discover how behavioral, cognitive and social science can show them how people think, make decisions and behave.



Public Interest Communications Center Director Ann Christiano

Building on the work of Frank Karel Chair in Public Interest Communications and Center Director **Ann Christiano**, the Center enhanced its reputation with a series of articles in the prestigious *Stanford Social Innovation Review* (SSIR). The article on “The Science of What Makes People Care,” written by Christiano and Center Research Director **Annie Neimand**, was SSIR’s most popular story of the year, and Neimand’s “How to Tell Stories About Complex Issues” was the sixth most popular.

The Center also conducted a range of social change communication training programs for non-profit organizations, including the United Nations High Commissioner on Refugees (UNHCR), National Academy of Medicine, YouTube's "Creators for Change" program, Media Impact Funders, and many foundations and organizations throughout Florida. It also trained hundreds of scientists at UF and other organizations as part of its Strategic Communication Academy.

In partnership with UNHCR, the Center launched *The Arc*, a publication that brings academic research to the humanitarian sector to help them become more effective communicators. In 2018, Telecommunication Assistant Professor **Yu-Hao Lee** and Research Associate **Kelly Chernin** examined stories UNHCR published to gauge their effectiveness. This year, the Center will be experimenting with new storytelling approaches for UNHCR based on last year's findings.

The Center continues to organize *frank*, now in its sixth year, the largest gathering for public interest communicators, and publish the *Journal for Public Interest Communications*, an open-access, interdisciplinary journal that publishes peer-reviewed research in public interest communications.

FRANK WADDELL



Among his findings: News written together by human and automated authors is perceived as less biased than news written solely via automation or solely by humans. His research also found that the placement of the byline had an impact on perceived bias. News that disclosed the role played by automation at the beginning of the news article was perceived as more credible than news where the byline for automation appeared at the end of the article.



LINDA HON

Hon and a doctoral student are studying whether virtual reality can reduce psychological distance toward social issues so people are more motivated to participate in a social media campaign about the issue. In several studies, they used age-morphing software to demonstrate that VR could reduce stigma toward the elderly among millennials and motivate millennials to participate in a social media campaign to support Alzheimer's research.



KASEY WINDELS

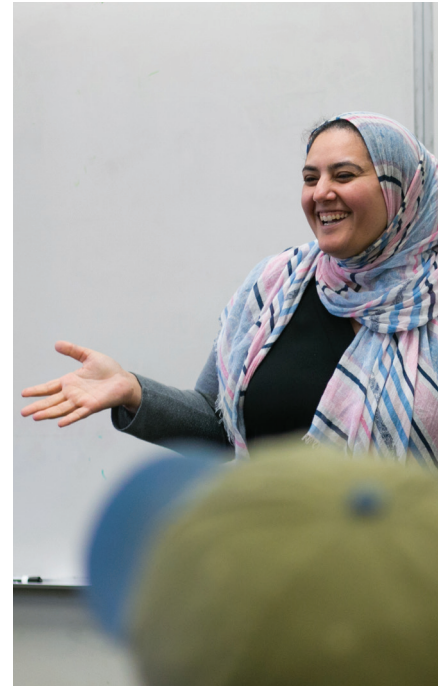
With the media landscape changing rapidly, driven in large part by technological advances, advertising agencies have been forced to develop new roles to effectively compete. Advertising Assistant Professor Kasey Windels set out to understand how agencies are evolving the roles and processes used to better serve client needs in this technology-driven environment.

Her research was the first to delve into changes in the digital advertising space, identifying new roles, such as: creative technologists, technology-focused practitioners who understand the creative process; project manager, a hybrid role that takes on some tasks of account executives and some tasks of producers; and user-experience strategists, who are responsible for shaping all digital touch points along the customer journey to maximize conversions.



Video-based social media platforms like Instagram and YouTube are transforming how visuals are being used to market products and services. To better understand how marketers can more effectively use these platforms, Advertising Assistant Professor Benjamin Johnson is supervising a group of seven undergraduate students to design and conduct an experiment about YouTube influencers.

As part of the study, students will be producing original influencer videos. The findings should help identify which video influencer techniques and practices (e.g., types of disclosures, or aesthetic styles) have positive or negative effects for brands and influencer channels.



IMAN ZAWAHRY

Telecommunication Lecturer Iman Zawahry is an award-winning filmmaker whose films have been shown in 100 venues worldwide. She was one of the few American Muslims developing films when she was in film school in 2009, and she was determined to help grow that community.

Zawahry was the first film scholarship winner from the Islamic Scholarship Fund (ISF), a non-profit formed in 2009 to support Muslim students in the areas of humanities. In 2014, she teamed with ISF to create the Islamic Scholarship National Film Grant, the first of its kind for American Muslims.

The grant, which is awarded in documentary and narrative film categories, specifically aims to facilitate and support Muslims who intend to create artistic, engaging and positive stories about Muslims. In the past four years, ISF has awarded more than \$175,000 in film grants to 20 filmmakers.



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MEET OUR NEW FACULTY

In 2018, the College welcomed 15 new full-time faculty, an unprecedented infusion of new positions at any college communication program. We were fortunate to attract a stellar group of scholars and professionals to the CJC family.



NATALIE ASOREY

Natalie Asorey joined the Public Relations Department as a lecturer teaching public relations writing and social media and as the faculty adviser for Alpha PProductions. She previously worked at BODEN, where she oversaw social media and led the social listening practice, Escucha, for the Miami-based multicultural communications agency.



CYNTHIA BARNETT

Cynthia Barnett, 2015 CJC Hall of Fame member, is a joint appointment with the Bob Graham Center for Public Service. Barnett spent 25 years as an award-winning reporter before branching out to write three books and help save the environment.

She is working on her fourth book, which she describes as a global history of humanity and seashells.



MONI BASU

Moni Basu joined the Journalism Department as the Michael and Linda Connelly Lecturer in Narrative Nonfiction. An award-winning writer and editor for 35 years, she spent her formative years at the *Tallahassee Democrat* before moving on to the *Atlanta Journal-Constitution*, then exploring the digital world at CNN for the last eight years. Basu covered the Iraq War from its inception, for which she won several national awards.



TED BRIDIS

Ted Bridis spent the last 11 years leading the Associated Press' Washington, D.C.,

investigative team following a career as a writer at AP and the *Wall Street Journal*. At AP, he and his team won the Pulitzer Prize in 2012 for their reporting on the New York Police Department's intelligence programs. He was AP's leading newsroom expert on security practices to protect sources.



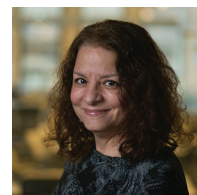
ROXANE COCHE

Roxane Coche is putting her multifaceted background in reporting, producing and teaching to work as an assistant professor in the Telecommunication Department. A sports fan with expertise in sports reporting and production, social issues in sports and athletes' use of social media, the native of France has covered the Olympics, America's Cup and U.S. Open, among other international events.



JIM HARRISON

Jim Harrison calls upon years of imaginative thinking as the creative director of The Agency and, prior to that, in UF's University Relations, where he guided strategic creative efforts for the UF brand and worked with other departments as senior creative director. He's worked for 25 years in Gainesville, where he founded his design studio, MetaVisual, specializing in brand identity and strategic visual communications.



JOANNA HERNANDEZ

Joanna Hernandez joined the Journalism Department as a lecturer and the College's first Director of Inclusion and Diversity. She draws on her background as a reporter and editor at the New York Times Regional

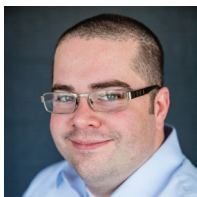


Newspaper Group, *The San Francisco Examiner* and other papers – including multiplatform editor at *The Washington Post* – as she teaches multimedia reporting as well as other digital reporting and storytelling classes.



MYIAH HUTCHENS

Myiah Hutchens joined CJC as an assistant professor in the Public Relations Department. She held the same position in the communications and public relations colleges at Washington State University, the University of Arizona and Texas Tech University. She received her doctoral degree in communication from Ohio State University.



BENJAMIN JOHNSON

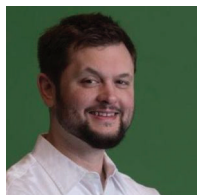
Benjamin Johnson is an assistant professor in the Advertising Department, where he teaches Digital Insights, Advertising Undergraduate Research and Research Methods in Mass Communication. Before coming to CJC, he was an assistant professor in communication science at Vrije Universiteit Amsterdam. His research

focuses on the reasons people choose messages on social media sites, and the psychology behind it. [For more on Johnson's work, see page 15.]



MICKEY NALL

Mickey Nall, 2009 CJC Hall of Fame Member, teaches campaigns, strategy and integrated communication as a Professional-in-Residence in the Public Relations Department. A former chair of the college's Public Relations Advisory Council and visiting professional, he has worked in the PR industry for 30 years. Last year, he was awarded the Public Relations Society of America (PRSA) David Ferguson Award recognizing a PRSA member who has made outstanding contributions to public relations education.



ANDREW SELEPAK

Andrew Selepak joined CJC as a lecturer in the Telecommunication Department and continues his role as graduate director of the Online Master of Arts in Mass Communication, specializing in social

media. His areas of expertise include pop culture, personal branding and political reporting.



JIEUN SHIN

Jieun Shin joined the College as assistant professor in the Telecommunication Department after a stint as a postdoctoral researcher at the University of Southern California Center for Applied Network Analysis. She spent the first five years of her career covering business, technology and consumers as a journalist at Korea's leading media company while also working with Booz Allen Hamilton to examine corporate strategies for changes in the industry.



BIENVENIDO "BENNY" TORRES

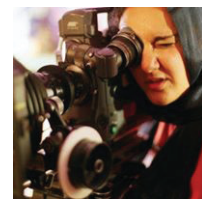
Benny Torres returned to his alma mater as a lecturer in the Advertising Department following a stint teaching creativity as a visiting professional in 2015. He teaches Copywriting and Visualization, Advanced Copywriting and Social Labs, a new capstone course. His areas of expertise

include emerging media (gaming, virtual reality, etc.), creative strategy and entrepreneurship in communications.



KASEY WINDELS

Kasey Windels joined CJC as an assistant professor in the Advertising Department. She received her doctorate from the University of Texas at Austin, where she also taught. She also was a faculty member at DePaul University and an associate professor at Louisiana State University. She teaches Advanced Copywriting, one of her areas of expertise. [For more on Windel's research, see page 15.]



IMAN ZAWAHRY

Iman Zawahry joined the Telecommunication Department as a lecturer after working as an adjunct since 2014. Using her vast experience as a movie writer, producer and director, including the acclaimed 2010 movie *UnderCover* (she won the Princess Grace Award, which assists emerging artists), she teaches beginning and advanced field production and narrative filmmaking. [For more on Zawahry, see page 15.]

KEEPING PACE IN THE CLASSROOM

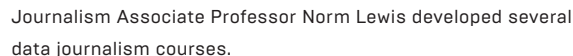
- Improv + Storytelling + Presentation Skills and Why They Matter
- Copywriting and Visualization
- Social Labs

- Drone Journalism
- Live Storytelling
- Reporting from Ground Zero

Starting in summer 2019, the Journalism Department will begin to integrate broadcast news courses into its curriculum. The College decided last year to make this change so all journalism-oriented students have the same foundational curriculum, regardless of their platform preference, and then provide opportunities to be cross-trained in various formats. Students interested in TV and radio journalism will now be Journalism majors. As part of the integration, all Journalism majors will also take a broadcast-writing boot camp.

- Sports Communication
- Crisis Communication
- Social Media Management

- Consumer and Audience Analytics
- Race, Gender, Class and Media
- Social Media and Society



The College's online master's program celebrated its 300th master's graduate and 150th graduate certificate completion since the program began in 2013. The program launched 20 new online graduate courses during 2018 across the Audience Analytics, Cross Media Sales, Digital Strategy, Political Communication, Public Relations and Social Media specializations. The addition of new courses allows students to customize their degree plans to fit their career goals.

- Data Management and Ethics
- Social Media Advertising for Conversions
- UX Theory
- Digital Reputation
- Brand Management

STUDENTS FINDING THEIR PASSION



CJC current and former students are very similar: They are driven, replete in foundational skills and passionate about making a difference in the world. But the tools of effective storytelling have changed dramatically, providing students with new skill sets and opportunities that had not existed before. Following are examples of undergraduate and graduate students eager to make their mark in their chosen field.

EXPLORING IMMERSIVE STORYTELLING

Ph.D. student **Daniel Pimentel** first got the bug for immersive storytelling at Disney. Even as a child, he recognized that Disney Quest represented the future of entertainment, containing some of the most cutting-edge immersive and interactive games in the country.

Today, he is coordinator at CJC's Media Effects and Technology Lab (METL), managing a wide variety of experimental research projects, each exploring how interactive and immersive storytelling experiences can contribute to positive social change.

One project that he is particularly passionate

about is the *Virtual Climate Scientist: A Polar Ice Cap Expedition*, an immersive virtual reality (VR) experience created to educate the general public about paleoclimatology. In December, he was awarded a Thompson Institute for Earth Systems grant to pursue his research.

"So much of human disconnect is rooted in misunderstanding, a lack of empathy for the 'other'," Pimentel says. "VR is unique as a communicative tool in this regard. It provides audiences with the sensory experience of the other, allowing for true perspective-taking, and a greater understanding of a being's lived experience, human or otherwise."



ALUMNI/STUDENT COLLABORATIONS

One alumna. Four students. A start-up. And a passion for helping young women. That combination led to a model of how alumni can take advantage of amazing talent and help CJC students succeed.

In the spring of 2018, **Dayana Falcon**, B.S. Advertising 2011, chief marketing officer for Millennial Women, recruited four CJC student interns to help brand and launch this start-up venture. Millennial Women, which debuted in April



Advertising students in Ad Society's Elevate agency.

2018, is a digital platform designed to connect and provide resources for young women and help them with the challenges they face every day.

The students – Advertising junior **Alexa Padron** and spring 2018 Advertising graduates **Victoria Alsina**, **Rachel Lescano** and **Sabrina Siegel** – helped the new company develop its brand and, after launch, develop content for the platform.

In fall 2018, AdWerks, CJC Ad Society's student-run agency, rebranded itself as Elevate, with a new focus on helping small businesses. The timing was propitious. Based on the talent of the four CJC students who played a pivotal role in launching their brand, Millennial Women engaged Elevate to help the company with its product merchandising and social media strategy.

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REPRESENTING PEOPLE WITH DISABILITIES

"We can all find ourselves represented in the media now, but the quality of those representations still, and will always need to be, questioned and challenged." This quote, from doctoral candidate **Summer Shelton's** recent interview with a disability rights activist, lies at the heart of her research on improving representations in advertising of people with physical disabilities (PWD).

Shelton's research found that 85 percent of the ads that featured PWDs were in an "inspiration porn" narrative, a representation that shows heartwarming stories of people with disabilities achieving for the benefit of the non-disabled consumer.

Summer's dissertation research takes on three projects to determine ways advertising creatives can improve representations of PWD: interviews with persons with physical disabilities, seeking recommendations for improvement; interviews with art directors, creative directors, and chief creative officers at top ad agencies to determine barriers to including PWD in campaigns and their perspectives on disability inclusion; and an experiment that implements these recommendations for change to test their efficacy.

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ADVANCING SCIENCE COMMUNICATION

Public Relations sophomore **Zachary Savitsky** acquired a passion for science communication serendipitously. He loved both English and science and decided he would major in public relations and minor in physics.

But it was his introduction to **Janice Krieger**, director of the STEM Translational Communication Center, that spurred his fascination with science communication. Krieger offered him an undergraduate assistantship in the STEM program, the first freshman in that role, where he was introduced to the world of research and the translation of complex science for a broad audience.

UF's Emerging Scholars program, which provides freshman and sophomores an introduction to research, offered Savitsky the opportunity to analyze the need for a science writing/communication certificate at the University.

In only his second year at UF, he is now developing a curriculum that he will propose to the College in the hopes of starting the certificate program. He is also exploring the creation of an undergraduate student-run publication, where students would interview scholars and summarize their findings in language accessible to a mass audience.



STAR STUDENT ATHLETES YOU MAY NOT KNOW

Danny Wuerffel. Al Horford. Kelly Barnhart. Patric Young. Just a few of the Gator sports legends who walked the halls of Weimer Hall. But there are other CJC athletes – in non-traditional sports – who have distinguished themselves.



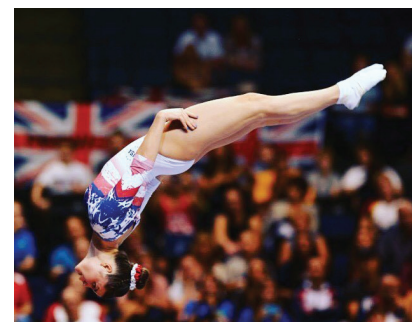
Senior Journalism major **Christopher Cantrell** was drafted eighth overall by Magic Gaming, the esports arm of the Orlando Magic, in the inaugural season for NBA 2K, a hugely popular basketball video game. In September, he was picked fifth by Lakers Gaming in the league's expansion draft for the 2019 season.

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Graduate student **Bhakti Sharma** set a world record for swimming in the 34-degree waters of Antarctica: 2.2 kilometers [1.367 miles] in 41 minutes. She is the youngest person to swim in all five oceans and seven seas. In 2008, Sharma and her mother were the first mother-daughter team to swim across the English Channel.

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Public Relations senior **Erin Jauch**, at a young age, mastered the gymnastic event of double mini trampoline. At 15, she went to the World Age Group Championships in Russia at the junior level. The next year, in France, she took first place. At 17, she participated in Championships at the senior level and took the team bronze. And in 2015, while suffering from a hamstring injury, she clinched the individual gold medal.

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AWARDS 2018

STUDENT AWARDS

HEARST JOURNALISM AWARDS

The College continues to excel at the prestigious Hearst Journalism Awards, the Pulitzer Prize of college journalism. In 2018, students brought home 13 awards in the Intercollegiate Competition, including first in Multimedia News. CJC finished fourth overall. In the Hearst National Championships, CJC won, for the second year in a row, first place in Television news.

- **Florida AP College Broadcasting:** 15
- **Florida AP Professional Broadcasting:** 10
- **SPJ Regional Mark of Excellence:** 34
- **SPJ Professional Sunshine State Awards:** 7
- **SPJ Student Sunshine State Awards:** 16
- **Regional Edward R. Murrow Awards:** 5
- **National Edward R. Murrow Awards:** 1

RADIO AWARDS

WUFT-FM was one of five finalists for the prestigious 2018 National Association of Broadcasters (NAB) Marconi Radio Awards in the non-commercial station-of-the-year category. In addition to overall excellence, the station was cited in particular for its coverage of Hurricanes Irma and Maria in 2017. WUFT also won a national Public Radio News Directors Incorporated award for Best Writing.

ADVERTISING AWARDS

For the second year in a row, CJC had the second highest number of finalists in the American Association of Advertising Agencies Multicultural Advertising Internship program, which places students in internships at top advertising and public relations agencies across the country. CJC had 22 finalists in the awards program, 19 of whom were placed at agencies such as Edelman, JWT, Publicis and Digitas.

Each year, the College's reputation as one of the premier programs in the country is validated by the recognition of our students, faculty and alumni.

FACULTY AWARDS

CJC ANNUAL COLLEGE AWARDS 2018

Teacher of the Year: Robyn Goodman, associate professor, Advertising

Faculty Research Award: Carla Fisher, associate professor, Advertising

Outstanding Doctoral Mentor Award: Jon Morris, professor, Advertising

Faculty Service Award: Kim Walsh-Childers, professor, Journalism

UF, REGIONAL AND NATIONAL AWARDS

Our faculty continue to be recognized for their outstanding achievements. Here are some of the faculty who won prestigious awards last year.

Dania Alexandrino
Spanish-language news manager, Innovation News Center; UF International Staff Educator of the Year

Clay Calvert
Professor, Journalism: UF Honors Term Professor

Amy Jo Coffey
Associate professor, Telecommunication: Fulbright Specialist Roster

Katrice Graham
Director, Knight Division: UF Excellence in Diversity Award

Norm Lewis
Associate professor, Journalism: Fulbright Scholar Award

Frank LoMonte
Director, Brechner Center for Freedom of Information: NPAA First Amendment Award

Jasmine McNealy
Assistant professor, Telecommunication: UF

Entrepreneurship Faculty Award, Data & Society Research Institute Fellow, Berkman Klein Center Fellow

Tim Sorel
Associate professor, Telecommunication: CJC International Educator of the Year, UF Research Foundation Professorship Award, NATAS Suncoast Regional Emmy Award

Ted Spiker
Chair, Journalism: AEJMC Educator of the Year (Magazine Division)

Frank Waddell
Assistant professor, Journalism: UF Excellence Award for Assistant Professors

Wayne Wanta
Professor, Journalism: UF Foundation Preeminence Term Professorship

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BUILDING THE MOST AMBITIOUS **CAREER** CONTINUUM



Students and advisers in CJC's PATH office.

CJC EFFORTS INCLUDE:

Pre-College: Attracting high school students, particularly from underrepresented groups, to communication careers.

Education: Providing outstanding classroom education from foundational knowledge to new skills development.

Practice: Expanding world-class opportunities to work alongside professionals in real-world environments.

Career Prep: Helping students develop strategies and skills to best position them in their career searches.

Job Placement: Providing optimal opportunities for our students to connect with prospective employers.

Continuing Education: Offering opportunities for our graduates to extend their education and enhance career skills.

HOW:

Summer Media Institute, high school recruitment.

Continuing to evolve our curriculum and hire top faculty and teaching professionals.

Continuing to expand and enhance our immersion venues and professional opportunities.

Professional advising and skills development.

Building employer networks and cultivating internship and placement opportunities.

Distance learning, graduate-level programs.

Our mission to provide the best education and career preparation does not start when freshmen enter Weimer Hall or end when our graduates walk across the stage at graduation. Our role begins with fostering prospective students and providing them with a quality education in communication. We are obligated to then help them find the best jobs and support them in their career journeys.

HOW YOU CAN HELP:

1

Funding to expand our career resourcing operations

2

Help in expanding our network of potential employers

3

Offering internships and employment for CJC students

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ALUMNI MAKING A DIFFERENCE

The media environment has changed dramatically since many of our alumni graduated from CJC. Building on the foundational skills they learned here, many are capitalizing on emerging technology to tell better and more impactful stories.



SCOTT HAGEDORN

The advertising career of Scott Hagedorn, B.S. Advertising 1992, has always been on the leading edge, capitalizing on new technology and insights to provide the most effective solutions for clients such as HBO, Starbucks and Mercedes Benz. And as technology advanced and social networks became omnipresent, he knew that data would be the new coin of the realm.

Hagedorn is CEO of Omnicom Media Group and former head of OMG's Hearts & Science, a data-driven marketing agency intent on finding new ways to measure attention and behavior.

He's deep into apps and their addictive implications, as well as how ad content and context are oftentimes lost when making the transition from TV to digital devices. Hagedorn is also focused on finding a better way to avoid marketing to fraudulent identities, which litter social media platforms.

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AUNDRE LARROW

Brooklyn-based photographer Aundre Larrow, B.S. Journalism and Economics 2013, was always curious about how people's identities were formed.

As an Adobe Creative Resident in 2017, Larrow used audio, video and photography to create an immersive storytelling site — "stories from here" — that portrays people in their own homes and communities, their sense of place.

Larrow spent his residency traveling across America to answer questions like how does where people live affect them? Does location affect their identity and values? What does their home smell like? He used his gift of connecting with people to tell their stories in their own environment, a skill he's honed through the years.

After completing the residency, he turned to another fascination, how to better capture people of color in photographs. Larrow has developed — and shared — techniques for showcasing people of color in the best light.

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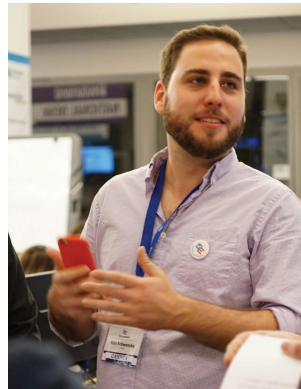
BIGAD SHABAN

When Bigad Shaban, B.S. Telecommunication and B.A. Political Science 2006, heard that new medical guidelines would allow transgender children to begin physically changing their bodies at younger ages, he wondered whether teachers were prepared to deal with the issue. He and others on the NBC (San Francisco) Bay Area Investigative Unit gathered data and surveyed school districts over the next two years, finding that teachers in some of the largest school districts in Northern California were not receiving gender sensitivity training.

The investigative series led to major reforms at 61 middle and high schools, where gender training is now offered to teachers. Shaban's reporting on the issue was recently honored with a National Murrow Award.

It's just one important story Shaban has tackled using database reporting. In 2017, he won the Peabody and duPont Awards

for using Department of Education data to reveal that school-based officers around the country were sending students to the police at an alarming rate, capturing the attention of the White House and prompting security changes in schools across the area.



**KEN
SCHWENCKE**

Ken Schwencke, B.S. Journalism 2009, understood all the way back to his days as *The Independent Florida Alligator* editor that technology would transform the practice of journalism. Now a news app developer at ProPublica, he is helping to lead that transformation.

With newsrooms and tech companies participating, Schwencke developed the software for and helped plan ProPublica's Electionland project in 2016. He continued that work in 2018 to uncover and report on problems that prohibited eligible voters from casting their ballots.

In 2017, he won the AI Neuharth Award for Innovation in Investigative Journalism from The Association of LGBTQ Journalists for his report, "Why America Fails at Gathering Hate Crime Statistics." He will continue to build graphics and news apps, and to cover issues that affect the LGBT community for ProPublica.



JACQUELINE
OLIVE

To shine a light on the circumstances and choices that brought tens of thousands of white men, women and children out to watch the lynching of nearly 5,000 African-Americans, Jacqueline Olive, M.A.M.C. 2007, founder of Tell It Media, produced a virtual reality (VR) project that immerses viewers in the experience of a lynch mob.

This VR experience brings people to the scene of a lynching, designed to extend the themes of her documentary film, "Always in Season," which debuted at the Sundance

Film Festival in January 2019. The film tells the story of Lennon Lacy, 17, who was found hanging in North Carolina in 2014. Through the VR experience, she wants users to learn how their real-world behavior can contribute to racial profiling and violence.

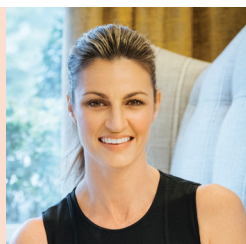
She is developing another VR project using 360-degree video and computer-generated imagery to show what it's like for women of color to move through racialized public spaces where they are not expected to be or are unwelcome.



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2018 HALL OF FAME INDUCTEES

In 2018, the Alumni of Distinction became the CJC Hall of Fame. All 156 honorees were formally inducted into the Hall of Fame in October.



ERIN ANDREWS

Erin Andrews is a FOX Sports reporter covering the network's biggest events, including Super Bowl XLVIII, NFC Championship and divisional round games, Major League Baseball's (MLB) All-Star Game and World Series, and more. Andrews appeared on the 10th season of "Dancing with the Stars", made it to the finals, and became co-host of the show in 2014.



MARNIE KAIN CACOSSA

Marnie Kain Cacossa is a partner at Grey Group in New York, overseeing a large, diverse portfolio of clients. She is currently the New York board chair and a national board member of Step Up, a non-profit supporting teen girls from under-resourced communities. Cacossa has been a loyal, strong supporter of The Agency.



CHARLES TOBIN

Chuck Tobin is one of the most important media lawyers in the country. He currently is co-practice leader of Ballard Spahr's Media and Entertainment Law Group in Washington, D.C. He is on the Journalism Advisory Council and served on the search committee for the Brechner Center for Freedom of Information director position.



JUDY DERANGO WICKS

Judy DeRango Wicks, APR, PRSA Fellow, was vice president of Corporate Communications for Fiserv, a \$5 billion global provider of financial services technology, until her retirement in 2014. She and her team received multiple PRSA Silver Anvil Awards and Awards of Distinction. She is now serving on the Dean's Leadership Council and PR Advisory Council.



ROB HIAASEN

Rob Hiaasen was added posthumously to the Hall of Fame in a special induction ceremony in October 2018. A gifted writer and storyteller, Hiaasen was killed on June 28, 2018, in the *Capital Gazette* shooting. Hiaasen was a Knight Journalism Fellow at Stanford University in 2004, where he focused on screenwriting and narrative journalism.



CJC alum Jamie Dupree accepting career achievement award.

PEER RECOGNITION

Many of our alumni have distinguished themselves through their outstanding work and for service to their communities. Here are some of the CJC alumni who won national awards and honors in 2018.

Manoucheka Celeste, B.S. Journalism 2003, M.A.M.C 2005, National Communication Association Diamond Anniversary Book Award

Michael Connelly, B.S. Journalism 1980, Crime Writers' Association Diamond Dagger Award for sustained excellence in crime writing

John Woodrow Cox, B.S. Journalism 2008, Pulitzer Prize finalist in Feature Writing and Scripps Howard Ernie Pyle Award for human-interest storytelling

Jamie Dupree, B.S. Broadcasting 1985, Radio and Television

Correspondents Association Career Achievement Award for Distinguished Reporting on Congress

Dell Galloway, B.S. Journalism 1981 and M.A.M.C. 1983, PRSA Golden Anvil Award recognizing lifetime achievement in public relations

Mindy Marques, B.S. Journalism 1986, inducted into National Association of Hispanic Journalists Hall of Fame

Mickey Nall, M.A.M.C. 1982, PRSA David Ferguson Award for outstanding contributions to public relations education

50TH ANNIVERSARY GALA

The College celebrated its 50th Anniversary at a Gala on Oct. 12, 2018. Here are some images from the memorable event.





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We would like to thank the 50th Anniversary Gala sponsors:

DEAN'S RECEPTION

Michael and Linda Connelly, B.S. Journalism 1980,
B.S. Journalism 1981

NETWORKING AND CONNECTIONS LUNCH

Stanley and Barbara Schwartz, B.S. Advertising 1962

GOLD LEVEL

Diane McFarlin, B.S. Journalism 1976
Sara Sidner, B.S. Telecommunication 1994

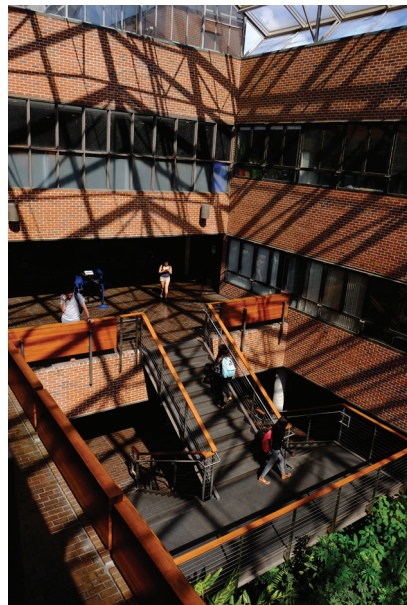
SILVER LEVEL

Sharyl Attkisson, B.S. Telecommunication 1982
Barry Berish, B.S. Journalism 1954
Bernadette Castro, B.S. Telecommunication 1966
Marcie Ersoff, B.S. Journalism 1958
Mike Foley, B.S. Journalism 1970
Patrick Ford, Visiting Professional in Residence
James Harper, B.S. Advertising 1963
Andy Newman, B.S. Advertising 1977
Deanna Pelfrey, Senior Lecturer, Public Relations
Stanley and Barbara Schwartz, B.S. Advertising 1962
Amy Summers, B.S. Public Relations 1997
Don Thomas, B.S. Journalism 1968
Jeraldine Williams, B.S. Journalism 1967

Champagne courtesy of Barry Berish and Sovereign Brands.



Here's how your gifts can help us meet current needs:



- Increase faculty and staff diversity
- Retain our top scholars and professionals through endowed chairs and professorships
- Support enrichment/professional development opportunities for our faculty
- Expand capacity of Weimer Hall for more meeting and classroom space
- Create dedicated space for STEM Center
- Expand The Agency to house more faculty and students
- Convert atrium for year-round use
- Strengthen career preparation and placement
- Support Consortium on Trust in Media and Technology
- Increase experimental research

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HOW TO GIVE

There are a variety of ways you can give to the College, whether you're a recent alumnus or winding down your career. Any donation will help CJC achieve its goals.

GIFTS CAN INCLUDE:

- Cash and appreciated assets
- Bequest: A gift to CJC in your will or living trust
- Life Insurance: Naming UF as a revocable primary beneficiary
- Retirement Plan Assets: Many retirement plan assets transfer tax free
- Charitable Gift Annuity: A minimum \$25,000 contribution for a fixed annual lifetime income
- Retained Life Estate: Transfer title to your personal residence, vacation home, farm or ranch
- Matching Gifts: Many companies will match your charitable donations.



Here are just a few examples of 2018 donors whose gifts have made a difference:

Michael Connelly, B.S. Journalism 1980, and **Linda Connelly**, B.S. Public Relations 1980, provided supplemental funds for the Michael and Linda Connelly Lecturer in Narrative Nonfiction, allowing us to attract veteran CNN journalist **Moni Basu** to CJC.

An anonymous donor helped fund the **Rob Hiaasen Lecturer in Investigative Reporting** in honor of the CJC alumnus slain at the Capital Gazette last June. The extra funds were critical in recruiting **Ted Bridis**, head of AP's Washington Investigative team, to the College.

Dawne Widener-Burrows, B.S. Public Relations 1976, provided

a \$50,000 matching gift in celebration of the College's 50th Anniversary. The fund raised an additional \$80,000.

Andy Warden, B.S. Advertising 1975, funds scholarships to help support advertising students and other Advertising Department activities, and also contributed cash gifts to enhance the College's marketing activities.

Barry Berish, B.S. Advertising 1954, who for years has been providing scholarships to students in need, will be supporting our Career Continuum initiative to help students find the best and highest-paying jobs.

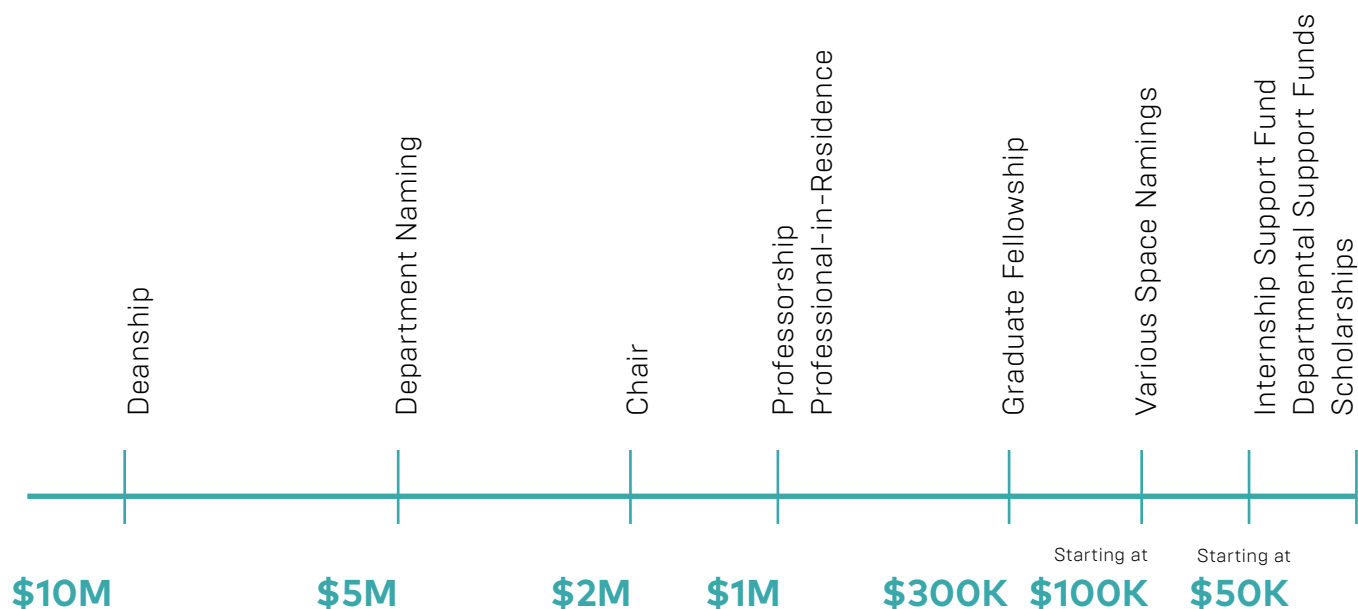
You can see a list of all donors who contributed more than \$1,000 in 2018 on page 38. For more information on how to give, contact:

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MARGARET GAYLORD
Senior Director of Advancement
and Alumni Relations

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

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Public Relations lecturer and Alpha PProductions advisor Natalie Asorey welcomes new recruits to the student-run agency.

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SHARING EXPERIENCE AND INSIGHT

CJC offers students a variety of opportunities to hear from prominent scholars and professionals, some of whom visit as part of speaker series, such as Great Storytellers, Science Journalist in Residence and Becoming a Woman of Influence. Many of these events are only possible because of gifts from alumni. Here are some of the speakers who visited with students and faculty in 2018.



Data journalists **Moiz Syed** and **Trevor Aaronson** from news organization *The Intercept* visited campus on March 20, 2018, as one of the winners of the College-sponsored 2017 Online News Association Investigative Data Journalism Awards. Representatives from *The Globe and Mail* visited on March 29.



Claire Smith, a pioneering female sports journalist spoke as part of our Great Storytellers series on Feb. 21, 2018.



Erin Andrews, B.S. Telecommunication 2000, spoke to students on April 20, 2018, prior to the CJC Annual Awards Ceremony and her induction into the CJC Hall of Fame.



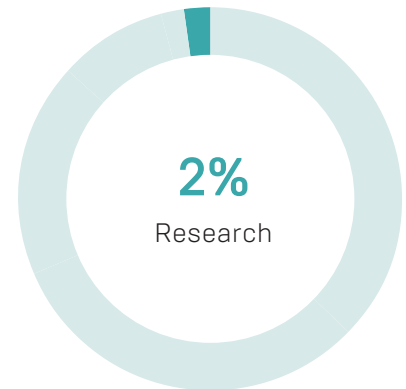
Michelle Ebanks, a UF alumna and publisher and president of *Essence* magazine, was a featured speaker at the Becoming a Woman of Influence event April 20, 2018.



Dr. Warren Zanes, musician, teacher and Tom Petty biographer, spoke as part of our Great Storytellers series on Sept. 27, 2018.

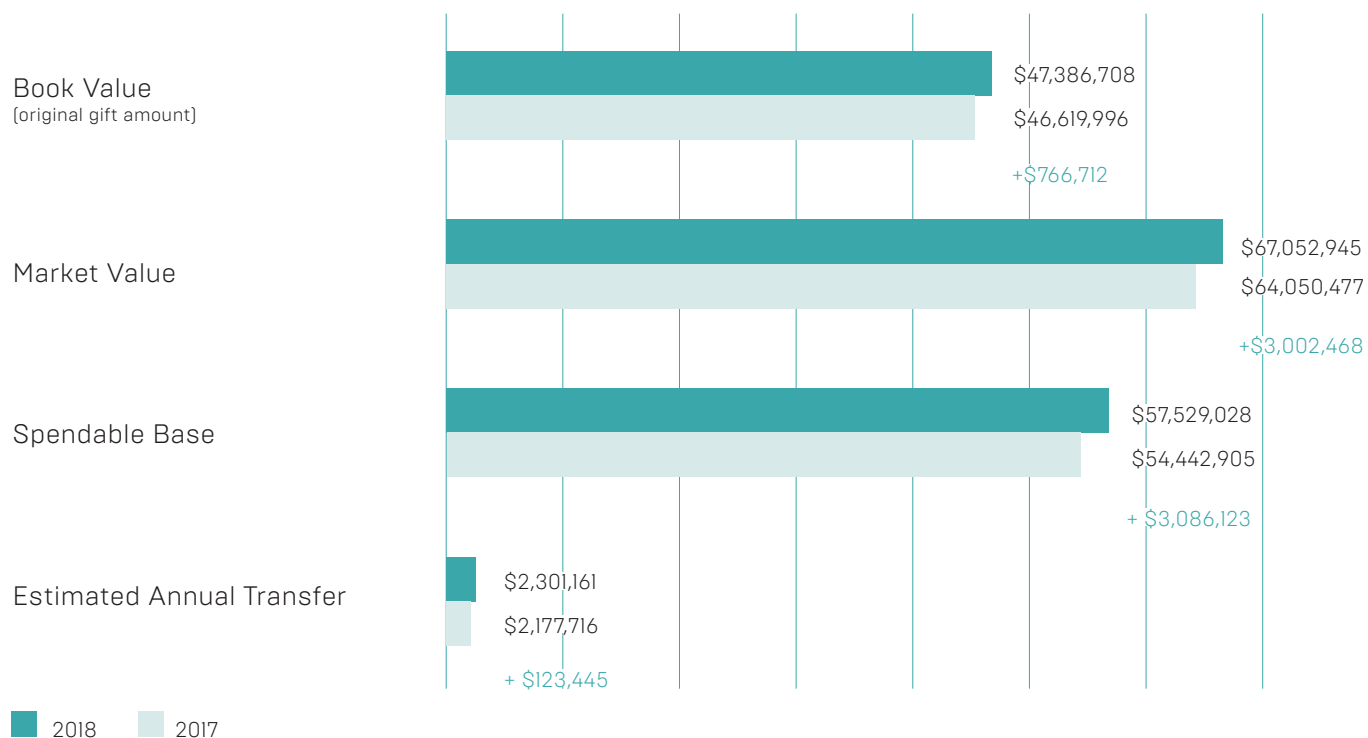
*includes grants, endowments, cash gifts, public media memberships and underwriting

**includes distance education, The Agency, strategic communication training and the Summer Media Institute

UF COLLEGE OF JOURNALISM AND COMMUNICATIONS

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CJC ENDOWMENT



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RESEARCH PROPOSALS AND AWARDS, 2017-18

During the 2017-18 academic year, the College submitted grant proposals for nearly **\$4 million in funding and received \$666,414 in awards**. Below are some of the research proposals funded.

Era of Social Interaction and Social Judgement:

Increasing Publics' Involvement and Empowerment Through Social Media [Public Relations Associate Professor Moon Lee]

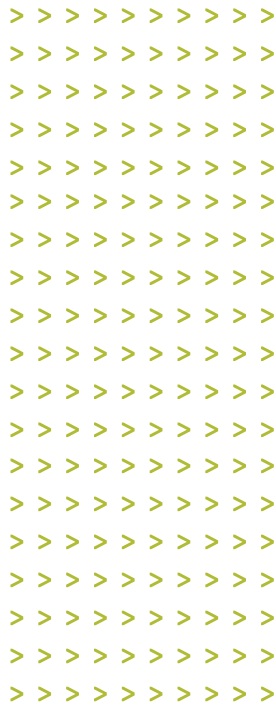
Developing Criteria for Assessing the Quality of News Coverage of Health Policy: Toward Improving Coverage to Better Inform Citizens and Policy-makers [Journalism Professor Kim Walsh-Childers]

CEO Ghost Posting: Ethics and Effects on Employee Perceptions and Organization-Employee Relationships [Advertising Department Chair Tom Kelleher]

Incorporating Patient-Centered Communication in Secure Messaging with Cancer Patients [Advertising Assistant Professor Jordan Alpert]

Breast Cancer Survivors Perceptions towards Physical Activity and the Role of Online Social Networks [STEM Center Director Janice Krieger]

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APPENDICES

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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 or more in 2018 and, in bold, those who donated \$5,000 or more. You can find the complete list of 2018 donors at www.jou.ufl.edu/honorroll2018.

1943

- **Stuart Newman and Sandra Sharp Newman**

1957

- **Peter Clairmonte Barr Sr.**
- Martha and Jack Sinclair

1958

- **Bob Haiman**
- **Richard and Shirley McGinnis**

1961

- **Richard H. Fogarty**

1962

- **Stanley and Barbara Schwartz**

1963

- George and Hazel Solomon

1964

- **Donald Blackadar Jr. and Anne Blackadar**
- **Judy Lynn Prince**

1965

- Ted and Ruthanne Brown
- Carl and Patricia Fabry

1966

- Bernadette Castro

1967

- **Joseph Carew**
- William and Ann Dupree
- **Edward and Jo Ann Sears**

1968

- Ric Katz and Steven Rothaus
- Donald and Rogeria Thomas

1969

- Sally Evans and Brian Rodgers

1970

- **William and Catherine Snyder**
- W. Bradford and Rebecca Todd

1971

- **Emily and Lawrence Lisska**

1972

- **Sharren L. Gibbs**
- Belton E. Jennings III
- **Cynthia McCague**
- Ronald L. Sachs and Gay Webster-Sachs

1973

- Michael and Angela Bayer
- Bruce Kuehn

1975

- Brian and Melanie Marsh

1976

- Michael and Jane Dunn
- **Diane McFarlin**
- Gordon and Nancy O'Neill
- **Dawne D. Widener-Burrows and Lawrence Burrows**

1977

- Keith and Terri Tribble

1978

- **Angela A. Buonocore**

1979

- **Cindy and Richard Kane**
- Kim and Danny Sams

1980

- Michael and Linda Connelly
- Rick Hirsch and Robin Landers
- **Nan and Peter Levy**
- **Robert Sitrick**

1981

- T. Christine and John Ahearn
- Donna and Paul Curasi, D.V.
- Patricia and Steve Fastook
- **Jeanne and Douglas Mitchell**
- Rich and Rhonda Rettstadt

1982

- **Mitchell and Elissa Habib**
- Mickey and Janice Nall

1983

- Laurence and Veronica Alexander
- **Gale King**

1984

- **Paul and Regina Castronovo**
- **Clifford and Stella Marks**
- Ronald and Karen Oldano
- Chuck Tobin and Nancy Isaacson-Tobin
- **Judith DeRango Wicks and Alan Wicks**

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.
- Sue Ellen Smith and Bruce Ritchie

1990

- Taylor P. Hood

1991

- Rebecca Hart Blaudow and Todd Blaudow
- Barton Field
- Karen Oliver and Scott Shields

1992

- Susan and Paul Litten
- **Enrico and Jennifer Pasqualini**

1993

- Jennifer Boardman
- Doug Cowan
- Daniel and Jaime Dalesandro
- **Scott and Teri Hagedorn**

1994

- Rebeca Bechily and David Topolski
- **Stephen and Katherine Burkowski**
- **David Deliman**
- Matthew and Erin Hodge

1995

- Sara Sidner
- Brian and Therese Siemienas

1996

- **Elizabeth and Clark Kovacs**

1997

- **Amy Summers**

1998

- Carol Hayes-Christiansen and Kenneth Christiansen
- **Jay and Allison Schwedelson**

2003

- Jeannie and Scott Clary
- Sabina Tomshinsky and Dmitry Nastasin

2004

- **Heather Greig**

2005

- Melissa and Nick Stires

2007

- Chantele and Walter Henson

2009

- **Thomas Mueller**

FRIENDS OF THE COLLEGE

- **Berl and Kathy Brechner**
- Marjorie Davis
- **Lois Dolgoff**
- Rosanna and Timothy Fiske
- **Bill Imada**
- E. Heather Jameson
- Cathie and John Koch
- **Judith Loglisci**
- Lisa Malone
- David Morse and Merete Rasmussen
- Deanna Pelfrey
- **Sarah and Rene Rivas**
- Vivian Ruth Sawyer and Tom Noland
- Susan Stanley
- **Elaine L. Wagner**
- Randy and Cortney Wright

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FULL-TIME FACULTY

ADVERTISING

Tom Kelleher*
 Jordan Alpert
 Huan Chen
 Carla Fisher
 Robyn Goodman
 Benjamin Johnson
 Janice Krieger
 Jon Morris
 Cynthia Morton
 Bienvenido Torres
 Debbie Treise
 Michael Weigold
 Dan Windels**
 Kasey Windels

JOURNALISM

Ted Spiker*
 Cynthia Barnett
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