



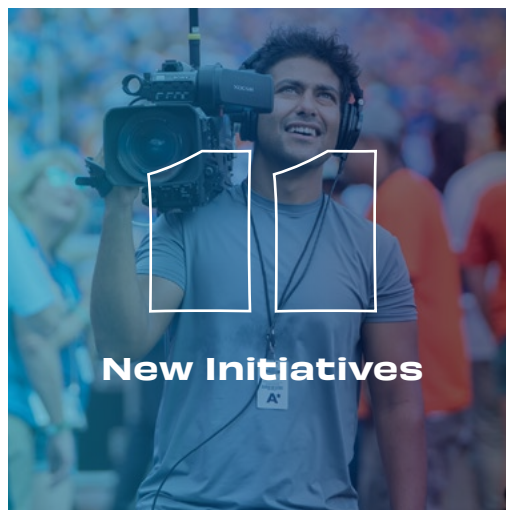
W2022

DEAN'S REPORT

UNIVERSITY OF FLORIDA COLLEGE OF
JOURNALISM AND COMMUNICATIONS

WASHINGTON PRESSES





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DEAN'S Message

As I reflect on my first semester at the College of Journalism and Communications, the three words that dominate my thoughts are talent, growth and opportunity. The talent is unquestioned. It has been a remarkable six months of getting to know the amazing faculty, staff and students who have helped bolster our reputation as one of the premier programs in the country.

Those three words are also inherent in our new strategic planning process, which we launched in the fall to map our direction and priorities over the next three-to-five years (see page 6). As you'll see, our goals are ambitious but achievable, with the generous support of our alumni. We will be focused on scholarly excellence, particularly in areas that set us apart; the continued recruitment and retention of students, faculty and staff from diverse backgrounds; expanding our efforts around student career preparation and placement; and refreshing our physical and technological infrastructure to ensure we are offering a dynamic and state-of-the-art learning environment. And underlying these goals will be our continued efforts to foster a culture that advances equity, inclusiveness, collaboration and collegiality.

Our growth is reflected in the process now underway to hire 12 new research and professional faculty (see page 23). We are recruiting the best and brightest to enhance our efforts in cutting-edge, actionable research, and in teaching new skills for rapidly evolving communication industries. As part of that effort, we are working to raise funds for named positions, which will greatly improve our ability to attract distinguished scholars and professionals.

We are also pursuing new opportunities to elevate the college's reputation. In November, UF Provost Joe Glover gave the College more than \$500,000 to build a world-class social media listening lab — what we're calling the Social Media DNA Lab (Data, Networks, Analyze) (see page 11). The lab will include powerful tools to analyze social media conversations and identify emerging social, political and cultural trends, providing competitive skills to students, troves of data for our scholars, news insights for the Innovation News Center, and a valuable service for Agency clients.

We have an opportunity to better tell the story about our sports program, which has always been a hallmark of the College. Sports@CJC will be a new brand under which we will package all of our sports-related assets (see page 13). With your support, we will expand the curriculum related to sports. We'll discuss big ideas and conduct research on a wide range of issues, including how gender, race and culture impact sports. And we'll provide additional immersion opportunities for our students, both on campus and off, from promotion, to play-by-play, to in-depth journalism.

And we are expanding our footprint to the media capital of the world with our new CJCxNYC program (see page 12). The program will help create a vital pipeline to companies in New York, opening doors for internships and jobs, clients for our experiential programs, and potential industry partnerships.

Our goal is also to expand our footprint globally, including attracting more students and faculty from outside of the U.S., giving our students more meaningful international media experiences, and forming partnerships with organizations around the world who can benefit from our expertise and help us drive our multicultural goals.

Throughout the Dean's Report, you will see examples of how our talented students, faculty, staff and alumni are making a difference, and how we are exploring continued growth through new opportunities that will set us apart. All of this is made possible, in large part, by our loyal and dedicated alumni. I have been overwhelmed by the support we receive from CJC Gators across the country. I recognize it's critical to the success of any new Dean, and I am truly grateful.

I look forward to meeting more of you in the year ahead, and to keeping you updated on the amazing achievements and innovation from our students, faculty and staff.

Go Gators!



Hub Brown
Dean

HIGHLIGHTS

FROM

2021

Last year was the beginning of a new era as we welcomed Hub Brown, the seventh dean in CJC's history. It was a year that the College again was honored for its outstanding faculty, staff and students.

Teachers of the Year

Journalism Lecturer and Associate Chair **Harrison Hove** was named the University of Florida's Teacher of the Year, the second CJC faculty member in a row to win and the sixth to receive this honor in 15 years. **Clay Calvert**, Brechner Eminent Scholar in Mass Communication in the Journalism Department, was named UF Teacher/Scholar of the Year. And **Carrie Martins**, CJC Online combination degree and student adviser, received UF's Staff International Educator of the Year award.

Expanding Faculty Ranks

The College continued its historic expansion as it launched search processes for 12 new faculty members, who are scheduled to be hired in spring 2022 and start in the fall. CJC also began the search for a new Innovation News Center Director, replacing Mira Lowe, who left to become Dean of the School of Journalism and Graphic Communication at Florida A&M University.

Hearst Journalism Awards

The College placed second overall in the Hearst Journalism Awards Intercollegiate Competition, its highest finish since 2008. CJC also placed first in the Broadcast competition, its third first-place finish in four years.

ALEX Honored

Project ALEX, a virtual health assistant developed by the STEM Translational Communication Center, was named one of seven Innovations of the Year by UF Innovate. ALEX was developed to promote colorectal cancer screening among minority and rural patients.



UF Teacher of the Year Harrison Hove

Fighting Disinformation

UF Alumni **Linda and Ken McGurn** committed \$2 million to fund fellowships at CJC's Consortium on Trust in Media and Technology and the Levin College of Law. The fellows will develop ways to educate the public about disinformation, regulate disinformation within the confines of the First Amendment, and support reporting and decision-making rooted in facts.

Growing Public Media

Thanks to a continued focus on quality programming and creative promotional campaigns, membership to CJC's public media properties accelerated its upward trajectory. Membership to WUFT-FM increased by 40%, WUFT-TV was up by 12%, and WUFT Classic saw a 38% increase in membership.

Report for America

CJC alumna and adjunct Journalism lecturer **Katie Hyson** joined the Innovation News Center as a journalist with Report for America, a national service program that places journalists into local newsrooms to report on under-covered issues and communities. Hyson is focusing on racial and rural inequities in North Central Florida.

PR Education Program of the Year

The **Public Relations Department** was named a top-five finalist in *PRWeek's* Outstanding Education Program in 2021, after placing second in 2020. The winner will be announced in March 2022.



Report for America reporter Katie Hyson

Atrium Magazine Debuts

CJC students, under the direction of Michael and Linda Connelly Lecturer for Narrative Nonfiction **Moni Basu**, launched the first narrative nonfiction magazine published by students. The magazine, which was created to tell true stories unique to Florida, focuses on a range of topics from the environment to changing demographics to racial justice.

Collier Prize

The second annual Collier Prize for State Government Accountability was awarded to The Marshall Project and Mississippi Today for a series that chronicled the violence in Mississippi prisons, financial improprieties, and the continued existence of debtors' prisons.





STRATEGIC PLAN

CJC 2025

To address a rapidly evolving environment for journalism and communications, the College embarked on a new strategic planning process to outline goals for the next three to five years. The process began in fall 2021 and a final plan is expected by the end of spring 2022.

UF UNIVERSITY of FLORIDA

Weimer
Hall

Advertising Journalism
Public Relations
Telecommunication
Mass Communication

2025
2025
2025

OUR GOALS

We strive to have a positive impact on our world and community. To do so, we need to be an excellent place to work that values and champions our many identities. We are a college within a top-tier, research-intensive public university that provides professional skills development for the media industry of the future, and the home to multiple media properties. We have an obligation to improve the disciplines we represent, which can manifest itself in multiple ways. We must embrace the pillars of inclusion, diversity, equity and access across everything we do: how we present ourselves, how we enhance our culture, how we train students, how we recruit, and how we retain our employees.

1 Build on CJC's Scholarly Excellence to Advance Competitive Advantages and Drive Innovation

Our College will build on its solid reputation to grow into a leading institution of communication research excellence. We will strengthen our research culture, recruit top talent, and invest in our capacities to produce top scholarship that results in high-impact publications and grants. We will strategically build on our multidisciplinary research areas that will provide a competitive edge.

2 Enhance CJC's Recruitment, Retention and Placement of Diverse and Multicultural Faculty, Staff and Students

The College will strengthen an environment that embraces and measurably demonstrates diversity and multiculturalism among faculty, staff and students. The College seeks to establish our standing as a pacesetter in the recruitment and retention of exceptional faculty and staff, and in the academic preparation of diverse scholars and career-ready practitioners. The College must prepare students for success by helping them understand society and the world that they will impact.

3 Develop an Environment that Fosters and Advances Equity and a Culture of Active Participatory Inclusiveness, Collaboration and Collegiality

The hallmark of a great institution is an environment where students, faculty and staff thrive personally and professionally. The College is committed to enhancing a culture that values and embraces all voices, promotes collaboration within and across disciplines and units, and embraces a working environment that is collaborative, compassionate, collegial and competitive.

4 Elevate Student Career Preparation, Readiness, Cultural Competency and Competitive Standing for Evolving Professions

We embrace the traditional classroom setting and providing hands-on experience through immersion experiences and experiential courses. Our students will be exposed to the tenets of fair, ethical, and inclusive research and writing in the classroom and beyond. Through this learning/working environment, our students will become competitive candidates for employment and for placement into graduate programs upon graduation.

5 Acquire and Continually Refresh Infrastructure and Technology to Be Innovative, Forward-Looking and Cutting-Edge

We will seek out and secure funds to update and expand our physical and technological infrastructure in Weimer Hall. We will strategize to maximize existing space and add capacity to the building. Technologies will be acquired and upgraded for classrooms and immersion venues to provide instructors and students with future-oriented tools and environments for learning and doing.

DRIVING CHANGE

Designing Public Engagement Tools to Increase Trust in COVID-19 Vaccines

As the pandemic continued into 2021, the need for science-informed tools to increase confidence in COVID-19 vaccines became apparent. After developing a science-informed communications guide for professional communicators, the **Center for Public Interest Communications** put the research into action, tailoring it for specific hesitant communities.

Reports from The Manufacturing Institute indicated vaccine reluctance was higher among manufacturing workforces than the general population, particularly among shop-floor workers. Conducting research with the Center's Living Literature ReviewSM process and national surveys, they created a strategic guide to give manufacturers the tools to communicate effectively about COVID-19 and safeguard workforces nationwide. At a White House press briefing, the COVID-19 response team told stories from the newly launched COVID-19 Community Corps, which included the Center's partnership with MI to provide vaccine education and empowerment.

They also partnered with the University of New Mexico and the Agency for Healthcare Research and Quality to develop a guide for long-term care administrators to empathetically address vaccine hesitancy among nursing home workers. The guide included messaging, posters and other collateral to build trust and confidence.

Working with the Robert Wood Johnson Foundation, the Center created a guide to help people talk to skeptical family members, friends and colleagues as a way to build trust and confidence in the vaccine's efficacy and safety. A combination of primary and secondary research, as well as consulting a team of multi-disciplinary scholars, enabled the Center to create this useful tool.

 **FOR MORE INFORMATION,**
 **VISIT [REALGOODCENTER.JOU.UFL.EDU](https://realgoodcenter.jou.ufl.edu)**



Battling Misinformation and Restoring Trust

Trust in media continues to be a critical issue around the world. According to the most recent Edelman Trust Barometer, nearly 60% of people surveyed believe that journalists are purposely trying to mislead people by saying things they know are false or gross exaggerations.

The rapid spread of misinformation is having a direct impact on the perceived trustworthiness of news organizations.

The Consortium on Trust in Media and Technology is driving research on the underlying factors contributing to misinformation and polarization, as well as methods aimed at mitigating their effects.

In 2021, the Consortium began taking up the task of identifying disinformation at the source with a research focus on better understanding the information challenges facing Gen Z, particularly young people of color, so it can craft interventions. Consortium Trust Scholars are working on the connection between trust and science, including projects on how the trust patients place in online health information intersects with vaccines.

The Edelman Trust Barometer also found that only 26% of respondents had what they called good "information hygiene." To help address that issue, CJC faculty members **Frank LoMonte** and **Kim Walsh-Childers** designed a "media mastery" curriculum to help students build skills in identifying credible information and then connect quality news consumption to civic participation.

 **FOR MORE INFORMATION, VISIT [TRUST.JOU.UFL.EDU](https://trust.jou.ufl.edu)**

The College's centers are focused on research, training and development for key issues affecting society, from vaccine hesitancy to the spread of disinformation, and from lack of government transparency to disparities in health care. Here are some of the projects that are having a meaningful impact.

(FOR MORE ON CENTER ACTIVITY, SEE PAGE 32.)

Increasing Colorectal Cancer Screening Among Underserved Populations

For the last five years, Gainesville community activist Shelly McIntosh has provided valuable feedback about the ALEX intervention, a National Institutes of Health-funded project to test the efficacy of using virtual technology to increase colorectal cancer screening among underserved and minority patients. While serving as a community advocate, McIntosh herself was diagnosed with colorectal cancer. Fortunately, the ALEX training afforded her an opportunity to know when and how to screen for colorectal cancer and, as a result, she was diagnosed at an early stage.

ALEX (Agent Leveraging Empathy for eXams), which was named one of UF Innovates seven Innovations of the Year, is a virtual health assistant that delivers precision messages to the diverse population of Florida. Tailoring message content and source to be culturally sensitive and personally relevant to the patients is expected to have a lasting and positive effect on their attitudes and behaviors related to clinical research. The virtual clinicians replicate real-life movements of what will occur in face-to-face interactions. Last year, the team developed a Spanish-speaking version of ALEX and began in-clinic recruitment of participants in six Gainesville and Jacksonville locations.

In a further expansion of the use of virtual assistants, **Janice Krieger**, director of the **STEM Translational Communication Center**, and colleagues received a \$2.1 million grant from the National Institute on Aging and will focus on engaging underserved older adult racial/ethnic minorities and rural adults over the age of 50 in clinical research. These populations are at a high risk for developing chronic diseases and health conditions, yet they have been significantly under-represented in clinical research. This year, the ALEX team will conduct focus groups to inform the redesign of ALEX; assess participant trust in clinical research when recruited by ALEX; and compare ALEX to standard recruitment methods for enrolling older adult minorities into clinical trials.

🌟 FOR MORE INFORMATION, VISIT JOU.UFL.EDU/ALEX

Quantifying Pervasive Government Gag Orders

The growth of the “Public Relations State” has led to heavy-handed controls on employee speech, cutting off the public’s access to the most knowledgeable experts, as government agencies prioritize image over accountability. It’s both illegal and wrong for agencies to claim total control over what their employees say and to threaten would-be whistleblowers into silence.

“The First Amendment exists for the express purpose of making sure that we can hurt the reputation of the government. That’s exactly why it exists. It exists for no purpose other than that, to make sure that people can harm the reputation of the government,” according to **Frank LoMonte**, former director of The Brechner Center for Freedom of Information, which has done extensive research on government “gag orders”. “So if you use government punitive authority to tell people, ‘don’t say unfavorable things or reveal unflattering information about the government,’ you’re sailing directly into 240 years of First Amendment headwinds.”

But it has been difficult to gauge how pervasive the problem is. “Right now we have largely a collection of anecdotes, and anecdotes are not how you make change. Data is how you make change,” LoMonte said. So in 2021, the Brechner Center launched a project to build a database of gag order examples. The project will enlist journalists who have encountered “gag orders” to provide information on policies that are preventing them from getting access to information, working through partnerships with the Society of Professional Journalists and the Society for Advancing Business Editing and Writing. The goal is to work toward best practices so that these policies are balanced and sensible, and that they protect the legitimate confidences that government agencies have, while leaving employees free to share their expertise and experiences with the public.

🌟 FOR MORE INFORMATION, VISIT BRECHNER.ORG

DIVERSITY AND INCLUSION



INCREASING THE DIVERSITY of CJC's faculty and staff, in particular, is one of the major goals for the College (see Strategic Plan on page 6). As of January 2022, we had active searches for 13 faculty and 10 staff positions, including the director of our Innovation News Center.

As part of that process, the College instituted a policy of naming an equity adviser to each search committee to ensure that a diverse pool of candidates was considered, and the interview processes were inclusive and equitable. The College established a recruitment and hiring guide for both staff and faculty searches to ensure inclusive hiring practices, and recruitment sourcing was conducted to target underrepresented groups.

While we continue to recruit prospective high school students, we have increased our focus on transfer students, whose admission is controlled by the College rather than solely by UF's admissions office. Last year we launched CJC PATHS (Positioning All Transfers Highly for Success). The goal of this program is to promote the recruitment and retention of transfer students from a diverse array of

backgrounds through transition strategies, including providing personalized guidance, a supportive campus cohort, mentorship, navigation of resources and exposure to opportunities. A total of 32 students are enrolled in the program.

We also strive to provide new opportunities for our underrepresented students. In January of this year, CJC was one of 13 colleges chosen to partner with **NBCU Academy**, which funds programs for journalism students, offers free online instruction and digital content, and embeds selected graduates at NBCU's diversity properties.

In spring 2021, the College debuted a new climate survey of CJC faculty and staff, which it plans to conduct annually in the spring. The survey establishes a baseline for CJC to measure progress in perceptions about CJC's culture, environment, inclusiveness, commitment to diversity, equity and accessibility, and treatment of all staff.

✨ **FOR MORE INFORMATION, VISIT [JOU.UFL.EDU/DIVERSITY](https://jou.ufl.edu/diversity)**

NEW INITIATIVES

SOCIAL MEDIA DNA LAB

AS SOCIAL MEDIA has become a vital communication channel for news, marketing and promotion, understanding digital conversations and activity has become critical for the media industry. CJC aims to play a prominent role in this space with the new **CJC Social Media DNA Lab (Data, Networks, Analyze)**, a world-class social media listening operation providing valuable skills for students, a treasure trove of data for scholars, and a tool for our immersion venues.

UF Provost Joe Glover committed \$500,000 to convert existing space in CJC to accommodate a state-of-the-art listening lab. The College will license powerful software that will provide the tools to analyze vast amounts of real-time and historical data.

The Lab will allow scholars, teachers and students to:

- **ANALYZE** social media conversations across platforms with historical perspective
- **IDENTIFY** emerging social, political and cultural trends
- **MONITOR** and analyze media coverage on an unlimited number of topics

- **TRACK** the flow of misinformation and disinformation
- **IDENTIFY** the influencers who are driving message dissemination
- **TEST** product and message concepts and approaches

Establishing our Reputation as Leading Experts in Social Media

The Social Media DNA Lab will establish CJC as one of the national leaders in social media analysis. The Lab will allow us to perform research on young audiences and underserved communities, as well as study the evolution of social media in video, images and sound.

The lab will also boost our immersion venues. The Innovation News Center can mine data to understand how information is flowing around big news events, such as elections or hurricanes. Students in The Agency will learn how to analyze brand perceptions, gauge the effectiveness of brand messaging, and identify emerging threats to brands.

How You Can Help

To achieve our goal of being the top social media analysis college in the country, we rely on alumni support to sustain an expensive operation. Funds will be used to:

- Recruit a leading social media expert as director of the lab
- Purchase high-end computers, monitors and other technology
- Help offset annual licensing fees for powerful software both for analysis in the lab and teaching in the classrooms
- Purchase chairs, desks, tables to furnish the lab
- Cover travel expenses for the Director to pursue partnerships and tell our story



Artist's rendering of lab



How You Can Help

Alumni can help us jump-start this program by partnering with CJCxNYC to offer immersion experiences for students. In addition, donor support could help students by:

- Funding living expenses
- Subsidizing travel to and in New York
- Conducting workshops for students
- Sponsoring group visits to museums, shows, studios and restaurants
- Providing office space for the CJCxNYC operation

 **FOR MORE INFORMATION,**
VISIT JOU.UFL.EDU/CJCXNYC

CJC X NYC



NEW YORK CITY is the undisputed media capital of the world. So the College is expanding its footprint to the Big Apple with CJCxNYC, an immersion program for students that blends professional experiences with the city's culture and energy.

CJC created the program to establish a stronger NYC connection, providing students with professional and cultural immersion experiences that prepare them to be leaders in a rapidly changing media environment. The program will also help build sustainable recruitment pipelines that position the College as a top place for New York-based employers to attract, recruit and hire student talent for internships and jobs.

In addition to new opportunities for students, the program provides communication agencies and organizations with a gateway to the next generation of talent. CJCxNYC will include a variety of immersive learning collaborations—including a summer internship program, student competitions, and work with The Agency—that will give employers the opportunity to experience firsthand the vibrancy of students' work, skills and potential. These collaborations can help employers diversify their hiring pool, better assess candidates, provide before-the-job training and gain fresh perspectives from the coveted Gen Z generation.

Public Relations Department Lecturer **Natalie Asorey** is embedded in New York to build the program and foster partnerships with agencies and media organizations. The program launches with an initial focus on creating opportunities in public relations and advertising. In the future, the College plans to expand the program to its journalism and media production and management disciplines.



SPORTS@CJC

AS SPORTS increases its vast influence on American culture, more students are opting for careers in sports-related industries. Sports@CJC aims to be the top program in the country in preparing students for a future in sports media.

With one of the most comprehensive, intensive and customizable programs, including unrivaled opportunities for professional, hands-on experience, our students are mastering skills in sports journalism, sports production, sports broadcasting, and sports marketing and messaging.

In the Classroom

Students can choose from more than 15 courses across all of our majors, ranging from sports reporting to sports branding. Classes include Live Sports Production, Multimedia Sports Reporting, Play-by Play/On-Air Skills, Race, Sports and Culture, Sports Media Law and Ethics, and Sports Communication. The Journalism Department's Sports and Media specialization includes an emphasis on writing, storytelling, production of content across media platforms, values and ethics related to sports media.

Immersion

CJC offers students one of the most extensive, hands-on sports experiences. Students can write articles for our online and broadcast properties, work behind the scenes producing UF sports events, and do play-by-play announcing at one of the premier athletic programs in the country. Immersion opportunities include:

- ESPN Gainesville
- WUFT-FM
- WRUF-TV
- GatorVision
- Live Gator Sports play by play
- MLB spring training
- Social media listening lab

Major Sport Brands Know the Talent of our Students

CJC students have been recruited by and have held a variety of positions at some of the top sports brands, including ESPN, Fox Sports, Denver Broncos, Chicago Bulls, Philadelphia 76ers, CNN, The Athletic, Nike, Disney, NBC Sports Group and more.

How You Can Help

Donor gifts can help establish CJC's sports media program as one of the best in the country. Funds can help support:

- Financial needs for student internship opportunities
- Recruitment of top sports experts to join the faculty
- Student networking trips to major league teams and major sports media organizations
- Student groups like Sports Media Society and the Association of Women in Sports Media
- Dedicated space for a remote broadcast studio and equipment for student play-by-play announcers
- Equipment for courses like "Intro to ESPN Gainesville"

 FOR MORE INFORMATION,
VISIT [JOU.UFL.EDU/SPORTS](https://jou.ufl.edu/sports)

FACULTY CAMPAIGN

Attracting and Retaining the Best and Brightest

FINANCIAL SUPPORT for new faculty positions is essential to attracting and retaining top scholars and professionals who enhance the College's thought leadership and allow students to learn from industry veterans with deep connections. Hiring renowned faculty also has a ripple effect of attracting other high-caliber educators and professionals.

For example, in 2018, CJC alumni Michael and Linda Connelly established a new position — lecturer in narrative nonfiction. That naming allowed the College to hire veteran CNN journalist Moni Basu, who was named UF Teacher of the Year in 2020 and this past year launched UF's first narrative nonfiction magazine, Atrium, with students.

Also in 2018, an anonymous donor established the Rob Hiaasen Lecturer in Investigative Journalism, which allowed CJC to recruit AP Washington Bureau Investigations Editor Ted Bridis. In 2019, Bridis led the creation of the award-winning Fresh Take

Florida, a student investigative journalism bureau covering Florida state politics and government.

And in January, CJC alumna Dianne Snedaker gifted \$2 million to endow a research chair for the Consortium on Trust in Media and Technology, who will lead research efforts on identifying and combating misinformation. In 2022, CJC is launching a campaign to raise \$10 million over five years to fund faculty positions. Faculty support funds include:

- **Deanship/Directorship** \$5 million
- **Eminent Scholar Chair** \$4 million
- **Chair** \$2 million
- **Professorship** \$1 million
- **Lecturer** \$1 million
- **Faculty Fellowship** \$500,000
- **Assistant Professorship** \$500,000
- **Fellowship** \$350,000
- **Assistantship** \$350,000
- **Visiting Professorship** \$300,000
- **Faculty Support Fund** \$100,000

FOR MORE INFORMATION, VISIT
[JCU.UFL.EDU/NAMING](https://jcu.ufl.edu/naming)

Rob Hiaasen Lecturer in Investigative Reporting Ted Bridis

MEDIA SALES CERTIFICATE



THE CJC ADVERTISING DEPARTMENT provides students with skills to pursue careers in strategy, media planning, research, and creative in their Advertising Agency Track, and audience and media analytics, strategy and brand storytelling in their Persuasive Messaging Track.

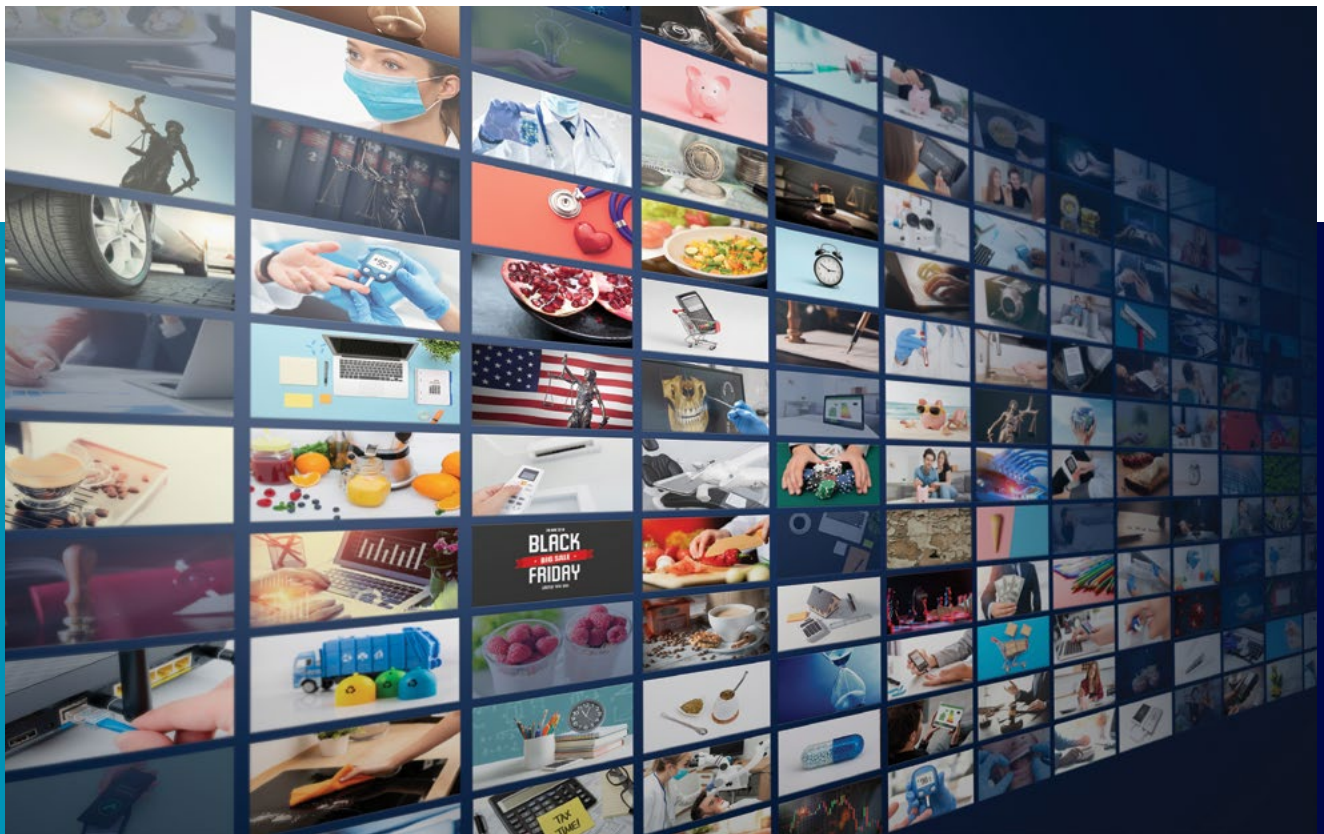
Now students can add media sales to their arsenal. Last year, the Department introduced a new Media Sales and Account Management Certificate to provide students with the knowledge, training, skills and experience to sell advertising across various platforms.

The certificate is comprised of four courses—media planning, advertising sales, cross-media selling, digital media sales—plus an advanced internship in media sales. The program will provide students with opportunities to gain proficiency in the areas of persuasion, problem-solving, prospecting, planning, negotiating and presenting.

The certificate, so far, has exposed students to advertising sales executives from organizations such as National Geographic, Playbill magazine, Mindful magazine, Delta Sky magazine and Advertisecast.com.

The Media Sales Certificate was launched with support from CJC alumnus Stan Schwartz, B.S. Advertising 1962 and UF Distinguished Alumnus 2018, whose gift is helping students participate in internships and visit media sales agencies in New York City. CJC alumnus Andy Warden, B.S. Advertising 1975, in 1998 established a scholarship for advertising students with financial needs, which will also help students participating in this certificate program.

 **FOR MORE INFORMATION,
VISIT [JOU.UFL.EDU/MEDIA-
SALES-CERTIFICATE](https://jou.ufl.edu/media-sales-certificate)**





FOURTH PLACE
2016-2017

2016-2017

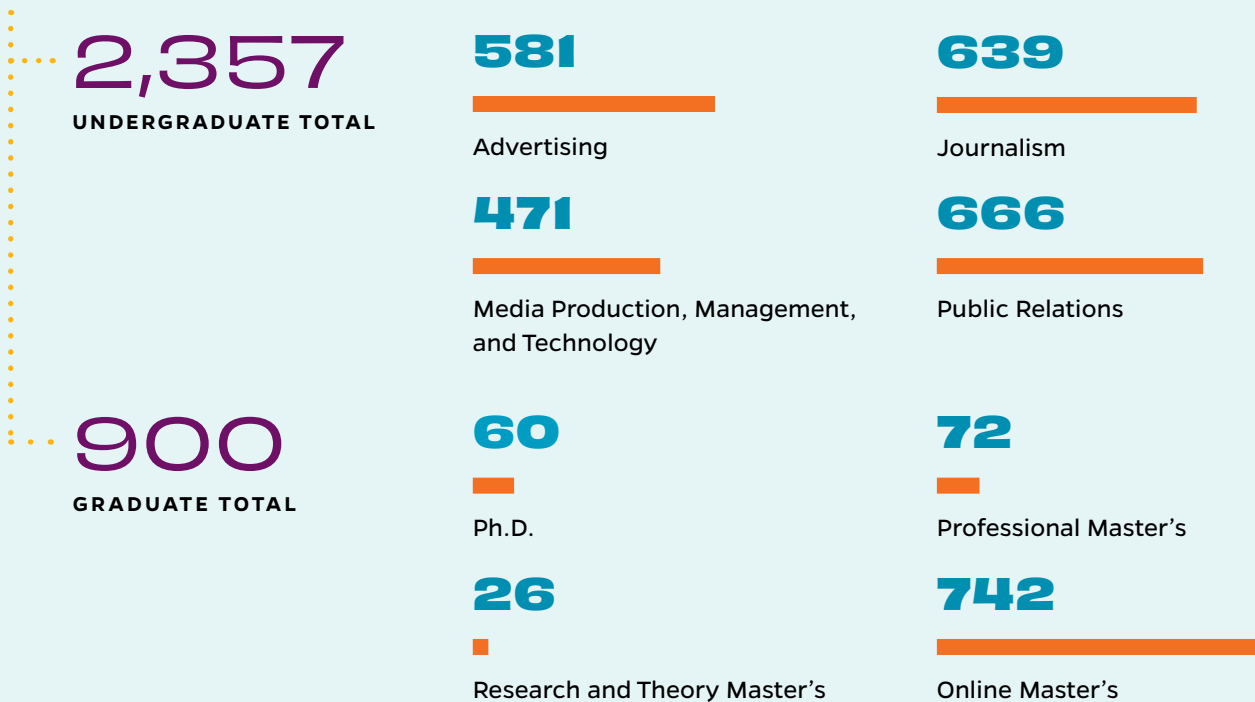
Intercollegiate Winner

University of

Florida

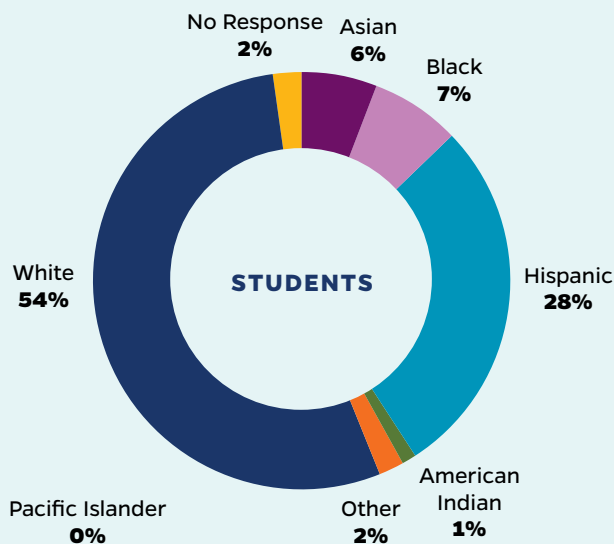
BY THE NUMBERS

ENROLLMENT (fall 2021)



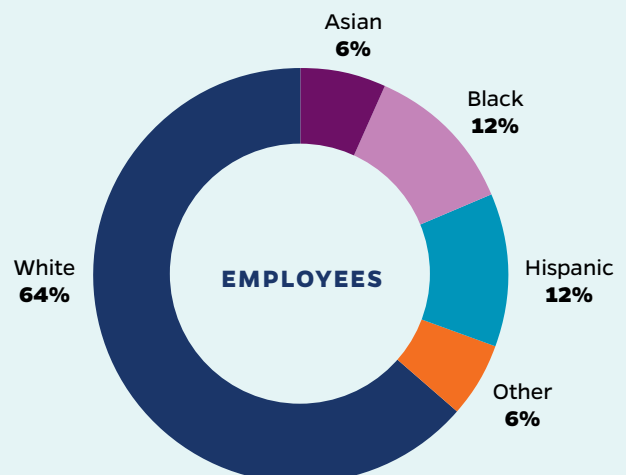
STUDENT DEMOGRAPHICS*

FEMALE	1,702
MALE	647
NON-BINARY	8



EMPLOYEES

TOTAL	153
FACULTY	70
STAFF	83



*Undergraduate only, fall 2021

Students

COMMITTED TO CHANGING THE WORLD



Curtis Michaud

EDWARD ASCHOFF MEMORIAL FUND
SCHOLARSHIP RECIPIENT

DRIVEN *by* SPORTS and DIVERSITY

After only one year at UF, transfer student **Curtis Michaud** has already made a name for himself. In December 2021, he became the first recipient of the **Edward Aschoff Memorial Fund Scholarship**, named after the CJC alumnus and ESPN reporter who died at the age of 34 in 2019.

Michaud has been a reporter for ThePrepZone and WUFT News, and is currently a beat reporter covering men's and women's basketball for WRUF Sports Radio 850 in Gainesville, an ESPN station.

In addition to his love of sports journalism, Michaud has a mission to increase diversity in journalists covering sports other than football and basketball. "As an African-American, I noticed there isn't a large pool of journalists who have the same background as me" covering sports like NASCAR and soccer. "I want to make a mark in that area and show the next generation that sports like basketball and football aren't the only avenues to be successful in the journalism field."



Danielle Camastra
PUBLIC RELATIONS JUNIOR

PURSUING *a* LIFELONG DREAM

After a successful modeling and acting career, Public Relations student **Danielle Camastra** started her own business to give back to the world. But she still yearned for one thing: a four-year degree. Now, at 43, she's pursuing that in CJC's online program.

Camastra is using what she's learning at UF in the real world as the co-founder of Love + Kind, a company that empowers artisans in Tanzania, Africa, to produce and sell handmade goods, providing them with a sustainable future.

"I think my approach as an adult is very different from what it would have been had I finished college right out of high school. It's also a little different in the sense that I don't need a degree, I want one. It's not just about satisfying a credit but more of how can this enhance my day-to-day with where I want to go next in my life."

"Our parents have paved the way for us. As their era closes out, we have to take a step."

N'Jhari Jackson



N'Jhari Jackson
JOURNALISM SENIOR

STRIVING *to* BE *a* SERVANT LEADER

Journalism senior **N'Jhari Jackson** spent so much time at Shands Hospital as a child that he felt an attraction to Gainesville, one so strong he decided to return to the city as a student at UF.

His journey from his days getting treatment for Autoimmune Juvenile Idiopathic Arthritis to CJC have been full of sports and public service. But his powerful will and desire to be a strong, humble servant leader have helped him overcome all obstacles.

Jackson is the author of four books, an Eagle Scout with 139 merit badges, and the founder of four non-profits, including NJ's Love to the Rescue, which helps procure defibrillators for youth sporting programs and provide heart screenings for student-athletes.

He also works with Youth Service America to convince youth to vote. "Our parents have paved the way for us. As their era closes out, we have to take a step."



Mark Vielledent

MASS COMMUNICATIONS
Ph.D. CANDIDATE

From WEST POINT to DOCTORAL DEGREE

CJC doctoral student **Mark Vielledent** didn't expect to pursue a Ph.D. after graduating from West Point, but during a deployment in Iraq in 2010, he discovered a passion for strategic communication.

He is now pursuing a doctoral degree in Mass Communications with a public relations specialization as part of the U.S. Army's Goodpastor Scholar program. Vielledent was the first communications scholar accepted into the program.

Vielledent discovered his passion when he was tasked with developing

a campaign to encourage local Iraqis to vote in provincial elections, a job which propelled him into more work based in public relations, and eventually prompted him to transition to the role of Army strategist.

After graduating, he will serve as a strategic planner within the U.S. Department of Defense. But beyond that, he said he doesn't have clear plans for the future. "My goal for the future is just to keep contributing in a meaningful way," he said.

"My goal for the future is just to keep contributing in a meaningful way."

Mark Vielledent



Isaiah Arias

PUBLIC RELATIONS SENIOR

ADVOCATING for MENTAL HEALTH and INCLUSION

Isaiah Arias overcame the passing of his mother in the third grade, tending to his aunt with Down syndrome, and calling various Miami motels home throughout middle school to become a passionate student with big dreams.

The life experience of this first-generation, public relations student led him to advocacy for mental health and inclusion initiatives.

His passion for nonprofit work is reflected in his volunteer status at the Down syndrome achievement center, Gigi's Playhouse Gainesville. He also

worked for the Queer Cultivation Program — a resource for the LGBTQ community setting up mentors and mentees with a place to feel welcomed.

Arias also served as an ambassador from CJC's Public Relations Student Society of America representing UF's Field and Fork Pantry, which serves members of the UF community experiencing food insecurity.

Arias remains humble while excited for his future. "I'm definitely really happy to be here at UF and see this other side of the world."

STUDENT *Awards*

CJC students continue to excel in national and regional awards competitions.

Public Relations Awards

- Five student ambassadors from CJC's Public Relations Student Society of America (PRSSA) chapter received first place in the national PRSSA Ethics Competition. The chapter also received a PRSSA Gold Star Chapter Award.
- CJC Alumna Pamala Proverbs, Ph.D. 2021, won Graduate Student of the Year in PRNEWS' Diversity Awards competition, and Oman Howard, B.S. Public Relations 2020, was a finalist for Undergraduate Student of the Year.
- Five Public Relations students, led by CJC Professional-in-Residence Pat Ford, received first place in the Communications category of the prestigious Arthur W. Page Society 2021 Student Case Study Competition.

Advertising

- CJC Advertising students won five gold, 12 silver and a Best of Show award in the American Advertising Federation (AAF) Gainesville Student Competition.
- In the AAF Fourth District competition, three Advertising students won first place in the Social Media/Social Campaign category and second place in the Special Events Material/Social Campaign category, and received two silver and one Judge's Choice Award in the National Competition.
- CJC alumna and UF gymnast Leah Clapper, B.S. Advertising 2021, was named 2021 SEC Scholar-Athlete of the Year.

Doctoral Student Awards

- Alexis Fitzsimmons, Jie Jin, Heidi Makady, Chelsea Moss, Yufan Sunny Qin and Jessica Sparks won top student paper awards at the Association for Education in Journalism and Mass Communications conference.
- Aantaki Raisa received first place and the People's Choice Award in the UF Graduate School Three Minute Thesis Competition. She was one of 10 finalists and the only CJC competitor. This is the first time a student has won multiple honors in the same year since the competition began.



Journalism and Broadcasting Awards

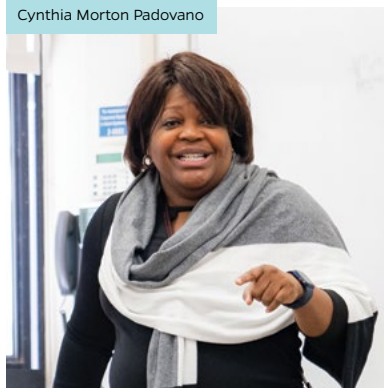
FIRST NUMBER REPRESENTS TOTAL AWARDS. SECOND NUMBER REPRESENTS FIRST-PLACE FINISHES.

- **Hearst Journalism Awards:** 18, 1
- **SPJ Sunshine Awards:** 15
- **SPJ Regional Mark of Excellence:** 26, 13
- **SPJ National Mark of Excellence:** 8, 4
- **RTDNA Regional Edward R. Murrow Awards:** 7, 7
- **BEA Media Festival of Arts:** 5, 3

Faculty AND Staff

Through teaching, research, creative projects and advising, CJC faculty and staff are helping to change the lives of individuals and communities.

Cynthia Morton Padovano



Helping Families Encourage Elderly to Participate in Clinical Trials

To ensure that new approaches to medical care are inclusive of all races and cultures, it is critical people from underrepresented groups participate in clinical trials, particularly African-American, Latinos/Hispanic and Caribbean populations. Inadequate outreach approaches, poor communication and messaging, and community mistrust of research and institutions have contributed to low recruitment and retention for clinical research in these populations.

Advertising Professor **Cynthia Morton** is part of a three-college team that won a \$959,000 National Institute on Aging/National Institutes for Health grant to find ways to get family members in those communities involved to influence their elderly relatives to participate in clinical trials.

"I was intrigued with the multiculturalism, targeted marketing aspect of it," Morton said. "Often when we receive information about a pharmaceutical or about the effectiveness of even the COVID-19 vaccine, the sample often underrepresents ethnic minority groups... There's a history when it comes to segments like the African-American population, where health researchers haven't been very kind. I refer to the Tuskegee experiments, which are still quite top of mind when it comes to that audience."

Teaching Public Interest Communications in a Polarized World



As today's society becomes more polarized, driving positive change becomes increasingly challenging.

Angela Bradbery, the Frank Karel Endowed Chair in Public Interest Communications, wants students to understand why word choice, shared values and framing, and understanding your audiences are critical components of social change communication in a polarized environment. She uses the Civil Rights and Occupy movements to highlight how engaging people has changed from boycotts that took months to organize in the pre-digital Civil Rights era to the fast-moving, worldwide Occupy movement of 2011.

"It's important to learn about the world and how other cultures are, to learn about what has happened and how that affects what's going on now," Bradbery said. She has students study "social change movements and how they developed, what propelled them and the role communications played in helping, and in some cases hindering — if it's not done correctly — the movement, and the obstacles that come when you're trying to effect social change."

Rachel Grant

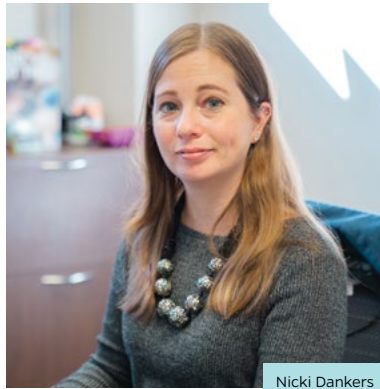


Training Communities of Color to Tell Their Own Stories

After the high-profile coverage of the killings of George Floyd, Breonna Taylor and Ahmaud Arbery, it became clear that a conversation was needed on how to empower individuals to tell stories that reflect justice. To foster those conversations, the New York-based Wakeman Agency, in partnership with CJC, launched the Narrative Justice Project to help circumvent the structural racism within mainstream media by helping communities of color effectively tell their own stories. CJC Journalism Assistant Professor **Rachel Grant**, who was named Research Director for the project, has been focused on counter stories and oppositional knowledge—how to change the narratives from mainstream media and re-center on the actual issues that affect Black and Brown people in their daily lives.

“What we’ve learned so far in this project is that these are communities that understand their struggle,” Grant said. “They understand that there’s a place of status or hierarchy that they exist in, but they’re very aware of the history. People were very keen in knowing their own history and knowing what their ancestors had to go through in order to get to these moments of justice and social change.”

Advising Students in the Midst of a Pandemic

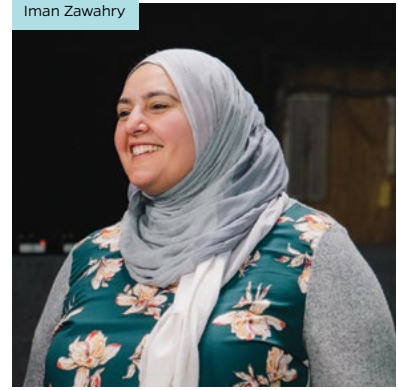


Nicki Dankers

When COVID-19 changed the world forever in March 2020, advising students and welcoming new recruits became more challenging. Advisers had to find new ways to connect with struggling students to help them academically and guide them as they navigated life in a changing world. CJC’s Academic Adviser of the Year **Nicki Dankers** helped students make the transition to online life and then back to campus, while she also adjusted to advising remotely.

“Last year, I heard from a lot of students who were struggling with online classes. They found it hard to make time for online learning, especially with asynchronous courses,” Dankers said. “They were also having a hard time connecting with professors and other students. Since campus has re-opened, this situation has resolved somewhat. The majority of students have transitioned smoothly back to in-person classes. And while most students have settled into the ‘new normal,’ these students still struggle with the direct or indirect consequences of COVID. In these cases, my advising has shifted from the academic to making sure these students are taking care of their mental health and wellbeing. Planning for the future includes not only what classes they should take next term, but also how to cope and reach out for resources in counseling and financial aid.”

Iman Zawahry



Using Comedy to Create Connections

In her first feature film, the award-winning romantic comedy “Americanish,” director **Iman Zawahry**, lecturer in Media Production, Management, and Technology, tells the story of three Muslim women “trying to both honor and break from cultural traditions while balancing personal values and career goals in a society that does not always accommodate both.” Zawahry’s comedy was built from her childhood in Panama City, Florida, where she and her core friends, all Muslim women, would create stories and spoofs of TV shows and commercials. And though they came from affluent lives, many never saw them as anything but Brown and Muslim.

“Using comedy to tell stories and to deal with the ‘trauma’ that I grew up with in the South was the best way for me to dismantle what was happening in our lives and to educate myself and others through a way that really connects and relates to people,” Zawahry said. “My favorite quote of all time is, ‘Laughter is the shortest distance between two people.’ And that’s what I live my life by. If we can laugh together, we can communicate, we can connect, we can create peace and we can create understanding.”

TO READ MORE ABOUT EACH OF THESE AND OTHER CJC FACULTY AND STAFF, VISIT [JOU.UFL.EDU/PROFILES](https://jcu.ufl.edu/profiles)

Roxane Coche

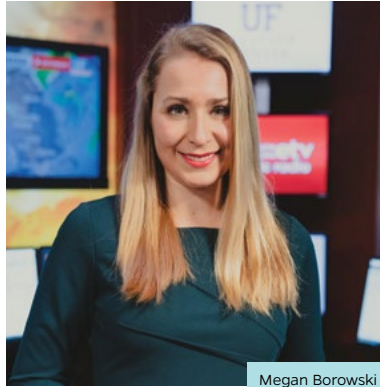


Identifying Disparity and Inequalities in Men's and Women's Sports Venues

Identifying inequalities in the size of the venue where major men's and women's team sports tournaments have been held ultimately could lead to fixing the disparity between the two. Assistant Professor of Media Production, Management, and Technology **Roxane Coche** reviewed the size of the stadiums chosen to hold major sporting events like the World Cup and found that women's events tend to be held in smaller stadiums. The disparity is most prominent in the Americas and Europe, where men's events are held in stadiums that can hold 200% more than women's events.

"To put it in context, it's kind of like any other type of minority status you may have compared to a dominant population," Coche said. "Women's sports weren't given the opportunity to grow throughout the 20th century as much as men's sports were. Take soccer, for instance. Women were straight-out banned from playing it...and what happened during that time? Men developed leagues that became professional...What we're observing today—it's not random. It's not necessarily what a lot of people think is a natural lack of interest in women's sports. It's because it just wasn't built up."

Explaining the Difference Between Climatology and Meteorology

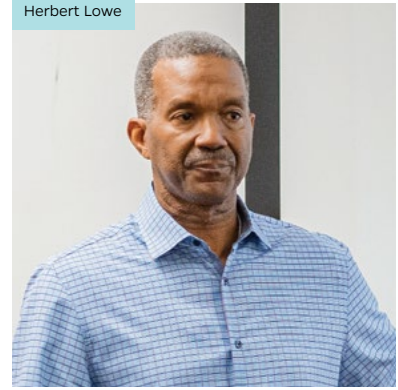


Megan Borowski

Trying to get audiences to understand the difference between climatology—a history of weather conditions experienced over a long period of time—and meteorology—day-to-day weather—is the first challenge meteorologists face when forecasting in the midst of climate change. So to better inform viewers, **Megan Borowski**, on-air meteorologist for WRUF-TV/FM/AM and WUFT-TV/FM, in her broadcasts often explains the difference between the two so everyone has that baseline.

"The effects of climate change are like a domino effect. Changes in the concentration of gasses in the atmosphere can result in a difference in mean temperatures," Borowski explained. "This, in turn, can impact humidity levels, distribution of cloud cover and precipitation, and ocean currents, among other things. And all of that can impact the day-to-day weather events we experience. And that could lead to more weather extremes like stronger hurricanes. You've got to look at data from past events, and all the current atmospheric signals, and try to identify a *change in trends*. For example, in the case of climate change impacting hurricanes, we must identify changes in average hurricane strength over a period of time. After we identify those changes, we've got to look at the environmental conditions that could be impacting hurricanes."

Herbert Lowe



Providing Historical Context to Help Create Awareness of Race, Gender Issues

The killings of George Floyd, Breonna Taylor and Ahmaud Arbery intensified examinations of racial justice and inequality. People of all races, genders and ethnicities, including prominent athletes, engaged in more urgent conversations about how people of color, particularly Black people, are treated in the U.S. Participation in Journalism Lecturer **Herbert Lowe's** Race, Sports & Culture course increased as students—even those not interested in sports—wanted to engage, and Lowe wanted to provide historical context and create awareness using the relationship of sports and the media.

Lowe, who is teaching a new course on Roberto Clemente and Afro Latino culture, thinks it's important to talk about race and gender equality in college curriculum. "I believe we are teaching the next leaders of our society, and if they are able to discuss, learn, appreciate and consider matters involving race and culture, heritage and ethnicity with each other, my hope is it has to stick with them as they go forward and hopefully will matter when they have to make decisions as leaders that involve the philosophy, the content or the culture of their institution, their organization or their relationships with others in the community. We learn a lot from each other. They are respectful of one another."

WELCOMING NEW FACULTY & STAFF *in* 2021

Justin Ballard

Multimedia Meteorologist

Hub Brown

Dean

Chris Chu

Assistant Professor, Public Relations

Chanelle Cox

Academic Adviser

Miesha Davis

IT Professional

Whitney Dotson

Administrative Assistant,
Graduate Division

Kimberly Dukes

Academic Support Assistant,
Graduate Division

Brent Fannin

Administrative Support,
Dean's Office

Elizabeth Flood-Grady

Visiting Assistant Professor, STCC

Thomas Garvey

Academic Adviser

Sheila Gaspers

Corporate Marketing, DMP

Taylor Johnson

Receptionist

Santiago Kember

Visiting Lecturer, Advertising

Skyler Lebron

Multimedia Producer, INC

Carlos Lopez

Marketing Analyst, OCCP

Alex Marques

Visual Coordinator,
Communications

Korbin McCoy

Program and Operations
Coordinator, DMP

Cheryl Oberlin

Assistant Director,
CJC Online

Geoffrey Thompson

Lecturer, Media Production,
Management, and Technology

Max Williams

Director, Research Administration,
Graduate Division

EXPANDING OUR FACULTY RANKS

New positions being
recruited in 2022

ADVERTISING

- Assistant Professor (2)

JOURNALISM

- Assistant Professor
- Visual Journalism Lecturer

PUBLIC RELATIONS

- Assistant Professor (2)
- Lecturer (2)

**CONSORTIUM ON TRUST IN
MEDIA AND TECHNOLOGY**

- Dianne B. Snedaker Chair
in Media Trust
- Assistant or Associate Professor

**HEALTH AND SCIENCE
COMMUNICATION**

- Assistant, Associate or Full
Professor, STEM Translational
Communication Center (2)

RESEARCH AND INSIGHTS

CJC faculty and students published a range of research and insights in 2021 on key issues affecting our society. Here is some of the research we summarized this year.



Artificial Intelligence

AI TO IMPROVE COMMUNICATION WITH SOCIAL ROBOTS

The primary function of “social robots” is to facilitate communication with humans, and is being applied in a variety of industries, including education and physical and mental health. **Kun Xu**, assistant professor in emerging media, is studying how to enhance that communication through voice, gestures and other social cues.

Social Media

BRAND CONTENT MARKETING STRATEGIES ON YOUTUBE

YouTube has become a major platform for video content marketing. Media Production, Management, and Technology Professor **Sylvia Chan-Olmsted** and doctoral student **Rang Wang** wanted to understand how some brands have used YouTube in their content marketing campaign, including engagement formats and content appeals.

WHEN PEOPLE COMPARE THEMSELVES TO THEIR SOCIAL MEDIA FRIENDS, IT CAN HELP OR HURT THEIR FEELINGS

Does social media use lead to greater life satisfaction or self-esteem? Does it lead to better moods? When does social media use lead to positive or negative emotional responses? This research by Advertising Assistant Professor **Benjamin Johnson** explores the specific motives behind social media use to determine its actual effects.

Political Communication

WANT THE RICH TO PAY THEIR FAIR SHARE? DON'T CALL IT A TAX

President Joe Biden considered a variety of tax options to pay for his \$2 trillion infrastructure and jobs package. How will he sell a new tax? Reframing taxes as an investment in public services that we all use or benefit from—such as roads and bridges, water and sewer systems—would be one approach, says Karel Chair for Public Interest Communications **Angela Bradbery**.

HOW CONSERVATIVE AND LIBERAL MEDIA REINFORCE POLITICAL BELIEFS

Levels of political polarization continue to escalate in the U.S., causing an increasingly wide chasm between liberals and conservatives. New research by Public Relations scholars **Jay Hmielowski** and **Myiah Hutchens** explores whether liberal and conservative news outlets contributed to this political divide and increased polarization.





Misinformation

ON-SCREEN STEREOTYPES OF FEMALE JOURNALISTS FEED A “VICIOUS CYCLE” OF SEXISM

When a fictional female journalist appears on screen, chances are she’s about to sleep with one of her sources. It’s a trope that infuriates actual women in news media—and it can have real-life consequences, says Journalism Associate Professor **Frank Waddell**.

Health

VAPING AND INSTAGRAM: A CONTENT ANALYSIS OF E-CIGARETTE POSTS TARGETED AT YOUNG ADULTS

Vaping has skyrocketed over the past several years, particularly among 18–24-year-olds, and the effects can be negative. Social media has become a major channel for promoting vaping, and research by Advertising scholars **Jordan Alpert** and **Huan Chen** examines the characteristics of these promotional social media posts.

USING VIRTUAL HUMAN HEALTH INTERVENTION TO PROMOTE COLORECTAL CANCER SCREENING

UF researchers and colleagues, led by the **STEM Translational Communication Center**, are exploring new approaches to communicating health interventions to patients, including use of internet-based virtual humans that patients can access through an app.



Vaccines

HALF OF UNVACCINATED WORKERS SAY THEY’D RATHER QUIT THAN GET A SHOT — BUT REAL-WORLD DATA SUGGEST FEW ARE FOLLOWING THROUGH

Are workplace vaccine mandates prompting some employees to quit rather than get a shot? Based on a sample of companies that already have vaccine mandates in place, the actual number who resign rather than get the vaccine is much smaller than some surveys suggest, according to the Center for Public Interest Communications.

3 WAYS EMPLOYERS COULD HELP FIGHT VACCINE SKEPTICISM

In the fight against vaccine skepticism, employers can play a key role, not only because it’s an important precaution for the health and safety of their employees, but also because a recent survey shows people around the world tend to trust their employers more than governments or the media, according to analysis by Public Relations Associate Professor **Rita Men**.

 **FOR MORE INFORMATION, VISIT**
JOU.UFL.EDU/RESEARCH-INSIGHTS



FALL 2021 ENROLLMENT

DEPARTMENT	STUDENTS	FACULTY
Advertising	581	17
Journalism	639	22
MPMT	471	17
Public Relations	466	14

DEPARTMENTS

Advertising

The Advertising Department had an award-winning year. Students won six Gold and 12 Silver local ADDYs; two Gold and two Silvers plus Best of Show finalists at the District 4 ADDYs; and two Silver and Judge's Choice at the National ADDY competition. It also had four out of the 50 2021 Most Promising Multicultural Students in America and had 22 Multicultural Advertising Internship Program Fellows. Advertising veteran **Santiago Kember** joined the department as a visiting lecturer who teaches Campaigns, Multicultural Advertising and Shopper Marketing. Several new courses were introduced, including: Multicultural Advertising; Branding and Social Media; Shopper Marketing; and Ads for Social Good.

Journalism

Journalism Lecturer **Harrison Hove** was named UF Teacher of the Year and appointed Department Associate Chair, and Brechner Eminent Scholar **Clay Calvert** was named UF Teacher/Scholar of the Year. The Department's AI in Media and Society, created

by Knight Chair **Mindy McAdams**, was the first permanent AI course approved by the College. Other new courses included Media, Cultures and Identity, developed by Assistant Professor **Rachel Grant**. The Department started a book club for students to help expose them to authors and subjects with diverse stories and perspectives, and Michael and Linda Connelly Lecturer in Narrative Nonfiction **Moni Basu** and students launched narrative nonfiction magazine *Atrium*.

Public Relations

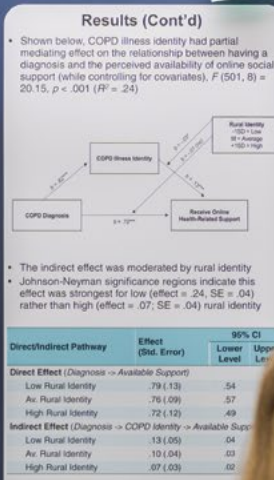
The Public Relations Department came in second in the 2021 PRWeek Outstanding Education Programs and was named to the PRNEWS Education A-List. Department Chair **Marcia DiStaso**, who was promoted to full professor, received the Institute for Public Relations' Pathfinder Award honoring lifetime achievement. **Haoran "Chris" Chu** joined the Department as an assistant professor and Associate Professor **Myiah Hutchens** was named Associate Chair. The Department created several new courses, including Diverse Voices, Launching your Career, Political Com-

munication, Sports Branding, Social Media Listening and Analytics, and PR Entrepreneurship. And a new Public Interest Communications Student Association was formed.

Media Production, Management, and Technology

The Telecommunication Department was officially renamed the Media Production, Management, and Technology Department to better reflect the department's academic and scholarly activities. Students who started in fall 2021 will graduate with a Media Production, Management, and Technology degree. Two new courses were introduced last year, including Live Sports Production, with new lecturer **Geoff Thompson**, and Reality Television, with adjunct **Maria Esterling**. To better increase an appreciation of diversity, all students in the department will be required to complete either World Communication Systems or Race, Gender, Class, and Media. And the Ethics and Problems course was renumbered to expose students to ethical issues earlier in their course of study.

Introduction
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OPD), a leading cause of
that disproportionately affects
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actors that contribute to
f social support on the Internet,
ong rural COPD patients



Global Health Crisis:
A visual content analysis of nation branding during the 2014 Ebola outbreak

Introduction:
The 2014 Ebola outbreak in West Africa posed a unique context in which the United States, France, and China involved themselves politically through international aid. Where China and the U.S. are competing for influence in Africa, in tandem with France's efforts to atone for its post-colonial role on the continent, the outbreak presented a unique opportunity for each country to try and influence global perceptions of themselves through each country's media coverage. This study seeks to understand how news media visually framed the outbreak as a function of political public relations.

Results:
- Medical Aid was present in 49% of images, while Culture was present in 28% of images and Military in 13% of images. (RQ₁)
- Coverage in *Le Monde* and *The New York Times* was significantly more negatively toned than in the *People's Daily* (H₂).
- In the *People's Daily*, Medical Aid was present in 59% of images, while Military was present in 28% of images and Displays of Emotion in 14% of images. (RQ₃)
- Data suggest that China did promote a highly military-dominant image of aid as compared to the United States and France who tended to stress images of diplomacy and cooperation (H₃).

RQs & H:
RQ₁: What are the dominant themes in the news coverage by country?
H₁: The news coverage by country will be more negative in tone of the United States and France than the People's Daily.
H₂: The news coverage by country will be more positive in tone of the United States and France than the People's Daily.
H₃: The news coverage by country will be more positive in tone of the United States and France than the People's Daily.

Conclusions:
The news coverage by country tended to address the A... more narrative form while C... aid in a more positive light... journalism (agenda-setting) a... of power politics... ing itself as a "peaceful ris... exclusively in the context of... However, attempts were r... and inviting frames... to be centered around... our

Reactions to Change:
April Cen Yue
@april_cenyue

Introduction
The introduction of new...
The introduction of new...
The introduction of new...

Conclusions
02
02
02

GRAD PROGRAM

The College's graduate program continued its upward trajectory with fall 2021 enrollment climbing nearly 60% over fall 2020 to 900 students, driven by a 70% increase in the Online Master's program and 90% increase in the on-campus, Professional Master's program.

Ph.D.

- Welcomed new cohort of 13 fully funded students in fall 2021, with a total of 61 students actively enrolled.
- Twelve doctoral degrees were conferred in 2020-21.
- Advertising Professor **Debbie Treise** received 2021 UF Doctoral Mentoring Award.
- Marked retirement after more than 30 years of Program Assistant **Jody Hedge**.
- Welcomed Academic Support Assistant **Kimberly Dukes**, who supports all Ph.D. and on-campus grad programs.
- Welcomed new Admissions Officer **Mara Pino-Diaz**, who supports all grad admissions and recruiting, with a focus on on-campus and Ph.D. programs.

Online Master's

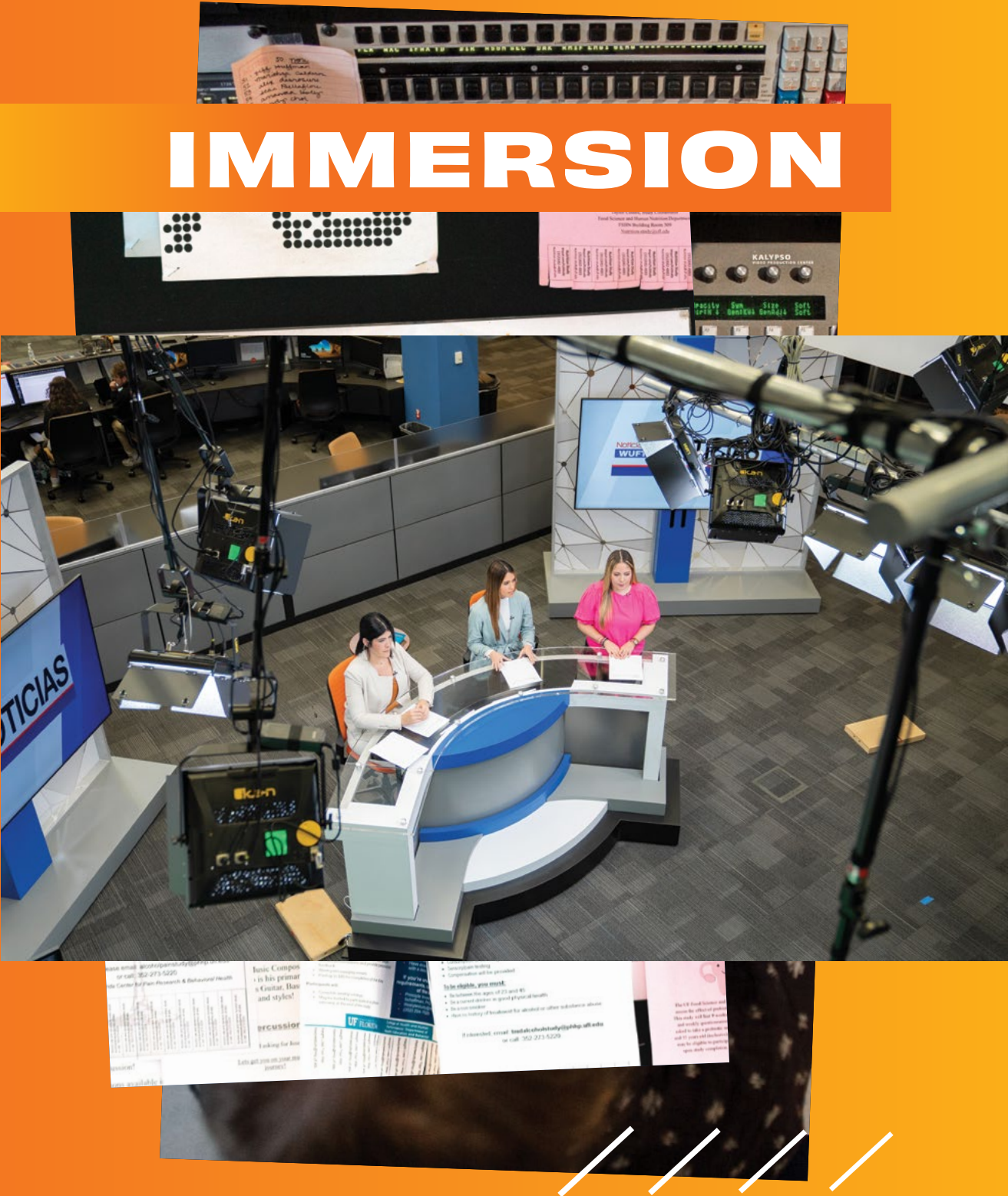
- Welcomed new Assistant Director **Cheryl Oberlin**.
- Launched new Graduate Certificate in Audience Analytics.
- In spring 2022, the online graduate program launched its first Virtual Exchange partnership with Universidad del Norte in Barranquilla, Colombia.

Pro Master's

- Continued growth with 100 students in 2021, up from 16 students when the program started in 2016. The fall 2021 cohort included 42 new students.
- Program was recognized as a formal concentration in professional communication at the university level.
- Welcomed **Trellis Williams** in newly created position of full-time academic adviser starting February 2022.

Research & Theory (thesis) Master's

- Gained university approval for official concentrations in Public Relations and Health/Science.
- Public Relations Associate Professor **Myiah Hutchens** is serving as public relations coordinator, Advertising Professor **Debbie Treise** is serving as health/science coordinator, and Journalism Professor **Kim Walsh-Childers** was appointed to coordinate the customizable research-and-theory track for all other thesis students.



IMMERSION

The determination and dedication of CJC students was highlighted by their professional work in our various immersion venues, despite obstacles presented by the pandemic.

The Agency

Agency students completed some of their best work with Fortune 500 brands and international agencies in 2021, including:

- Writing hundreds of responses for Amazon Alexa that are live now and can be heard by millions of consumers around the world in eight languages and 42 countries
- Developing external signage and branding for Uber UK, which can be seen on the streets of England, Scotland and Ireland today
- Designing the Uber welcome package for new restaurants that is now sent to thousands of restaurants throughout the U.S. and Canada annually
- Collaborating with VMLY&R advertising agency on Microsoft's U.S. 2021 and 2022 social media strategy
- Curating email marketing and content development for millions of L'Oréal Maybelline New York consumers
- Conducting global social listening for Smirnoff

Several of The Agency's clients are the CMOs of their companies. This provides a unique opportunity for students to directly engage with marketing and communications executives for consulting and marketing support work — experiences that are uncommon for professionals in the industry with two or three years' experience. In 2021, Agency students worked with 29 clients and presented to more than 100 CMOs of the leading brands across the U.S.

The Agency launched an internal initiative called *Operation FUBU: For Us, By Us*, organized by a handful of The Agency's Black, indigenous and people of color members. FUBU aims to create space for marginalized communities within the advertising/PR industry. The students are using their voices to share their experiences through various channels. By creating content that represents them, they are inserting themselves into industry narratives that often exclude them and their diverse perspectives.

Innovation News Center

The College's newsroom continued to be recognized by its peers, both college and professional, as one of the best in the nation. In the prestigious Edward R. Murrow Awards regional competition, recognizing excellence in broadcast and digital journalism, the INC won first place in overall excellence, newscast, sports reporting, digital, news documentary and podcast. In the national competition, the INC won in the digital and excellence in video feature reporting categories. (For more awards, see page 19.)

The newsroom continued its excellence despite the departure of INC Director Mira Lowe, who left the College after four years to become Dean at Florida A&M University's School of Journalism & Graphic Communication. As of this writing, the College was interviewing candidates for the director position.

CJC alumna Katie Hyson, M.A.M.C. 2020, joined the INC in June 2021 as a Report for America journalist for WUFT. Report for America is a national, non-profit service program that places journalists into local newsrooms to report on under-covered issues and communities. Hyson is focused on racial and rural inequities in Central Florida.

In 2022, the INC is launching a radio-based community education project, funded by a \$20,000 Broadcasting Hope Grant from the Florida Humanities Council. The project will include a podcast, community events, and a curriculum based around the podcast for K-12 social studies students in Alachua County.

Media Properties

Grant funding for the College's Media Properties from the Corporation for Public Broadcasting and state of Florida was at the highest level in decades. The funds support public television and radio community service, Florida Public Radio Emergency Network (FPREN) operations, and consolidated





television master control operations, and includes \$1.8 million in phase three funding for the total rebuild of the technical infrastructure that supports the Media Properties operation.

The importance of our public Media Properties and FPREN in providing information to the public has led to a partnership with the state of Florida. The state has provided funding for a systems resiliency initiative that will support the Media Properties' need for multiple redundant systems. These systems are necessary to secure our ability to deliver information during hurricanes and other significant weather events.

Construction was completed on a new, state-of-the-art news studio and control room now located in the Innovation News Center, which offers students a streamlined approach to live news broadcasts and valuable experience with new production technologies. The news set features a sleek contemporary news desk and includes three robotic cameras with prompts to provide complete coverage. The control room, on the second floor of the INC, includes new switchers, a real-time motion graphics generator, and robotic camera controls.

With the departure of long-time Chief Meteorologist Jeff Human, the Media Properties added two new members to the WUFT weather team — multimedia meteorologists Justin Ballard and Vanessa Alonso. Both will also work with FPREN and the South Carolina Emergency Information Network.

Fresh Take Florida

Fresh Take Florida, the College's team of 22 student journalists reporting on and investigating state government, produced nearly 100 published stories during calendar 2021, including coverage of Gov. Ron DeSantis, the Legislature, Florida's courts, the pandemic and the Surfside Condominium collapse. Three of the top 10 most-read stories on WUFT.org were written by Fresh Take Florida reporters.

CJC dramatically expanded the number of news outlets across Florida that receive and publish *Fresh Take Florida* content to 81 newspapers, broadcast stations and digital media outlets. Work from the student journalists is regularly published to millions of readers, viewers and listeners across Florida by the state's biggest newsrooms, including The Associated Press, CNN, *The Miami Herald*, *Tampa Bay Times*, Orlando Sentinel, Palm Beach Post, Florida Times-Union, and the Tallahassee Democrat.

Fresh Take coverage included some deep-dive investigations, such as reports that:

- Revealed that a GOP congressional nominee in South Florida was a convicted felon who did not go through the state's process to restore his civil rights as required for a candidate to hold political office.
- Revealed efforts by two prominent real estate brokers who worked to increase the cost to county taxpayers in a multimillion-dollar land deal despite ostensibly working under contract for the school board.
- Revealed that three Florida State professors were guilty of sexual misconduct with students.
- Examined the circumstances surrounding the suicide of a UF doctoral student who accused his professor of abusive behavior, before the professor resigned under pressure.





How You Can Help

Alumni can help us jump-start this program by partnering with CJCxNYC to offer immersion experiences for students. In addition, donor support could help students by:

- Post open positions at your company on our CJC Job/Internship Boards.
- Offer internships or create an internship program for CJC students.
- Recruit at CJC career fairs
- Connect with OCCP to discuss your organization's recruiting needs.
- Provide support for programs and student internships

✦ **FOR MORE INFORMATION, CONTACT**
JULIE FREY AT JSFREY@UFL.EDU
OR VISIT JOU.UFL.EDU/CAREERS

THE CJC Office of Careers and Corporate Partnerships (OCCP) is focused on building employer networks, expanding opportunities for CJC students to get professional experience in real-world environments, and providing optimal opportunities for students to connect with prospective employers.

In 2021, the OCCP hosted a virtual career fair in the spring and an in-person and virtual fair in the fall. More than 300 students and 31 employers participated in the fall fair, compared with 86 students and 19 employers in the spring. As of this writing, more than 30 employers have registered for the fair in March 2022.

The Office launched a new job/internship board (<https://jobs.jou.ufl.edu/>) that includes the ability for students to filter postings by major, experience, type of position and location; the ability for employers to post jobs for 0-3, 3-5 or 5+ years of

experience; a web form for employers to submit their postings; and optimized viewing from mobile devices.

Also in 2021, OCCP developed **Gator-to-Gator Coaching**, a mentorship program that pairs CJC alumni with graduating students to help link students to potential jobs and internships, provide career development advice, and build the student's professional network. During the 2020-21 academic year, 117 graduating students participated in the program and 119 alumni coaches registered to participate, including alumni working at NBC Sports, Gannett/USA TODAY Network, Washington Post, Comcast, JP Morgan Chase, Mashable and National Public Radio.

To help students prepare for job interviews, OCCP launched the Industry Edge Video Series, which offers career tips straight from recruiters and employers.



Center for Public Interest Communications

CENTERS AND CONSORTIUM

Center for Public Interest Communications

This year, the Center for Public Interest Communications took on building vaccine confidence (see page 8), making data more useful, attracting new audiences to the performing arts, helping engineers build more resilient homes and re-writing the story of poverty. This spring, along with our partner, the Radical Communicators Network, we'll complete a 1.5-year exploration on changing narratives on poverty, funded through the Global Grand Challenge program organized by the Bill & Melinda Gates Foundation and funded by Omidyar Network.

The Center continues providing strategic communication and science communication training to practitioners, scientists and leaders across our campus and around the world with our partners, including Stanford Social Innovation Review, the Robert Wood Johnson Foundation, the Bill & Melinda Gates Foundation and the Community Anti-Drug Coalitions of America.

Through our Living Literature ReviewSM process, the Center can quickly uncover insights from academic research in behavioral, cognitive and social sciences to address specific social challenges. Coupled with the primary research conducted by our Research Director Annie Neimand, Post-Doc Jack Barry and graduate fellows Rakeem Robinson, Lisette Tolentino and Zaykaree Wallace, we create evidence-based strategies for our partners to implement.

Brechner Center for Freedom of Information

In January, Center Director Frank LoMonte announced he was leaving after four years to become a Counsel at CNN. As of this writing, the search process for a new director was underway.

During 2021, the Center received a \$20,000 grant through the University of California Center for Free Speech and Civic Engagement to take a deeper dive into gag rules affecting public employees, with a focus on California educational institutions. With the assistance of UF student researchers Lianna Hubbard and Alexandra Kurtz, the Center is examining the whistleblower-protection policies at higher education institutions throughout California to see how those policies align with the First Amendment and with California state law. In 2022, the Center will produce a suite of educational materials for both employees and supervisors about employees' legally protected right to discuss their work.

In the coming year, the Center will be disseminating the results of a nationwide study of the financial health of student-run college newsrooms, supported by a grant from the Lumina Foundation. The study, helmed by UF doctoral student Jessica Sparks, attempts to quantify the struggles of independent newsrooms, which produce invaluable community-service watchdog journalism, in hopes of making the case for philanthropic investment in their renewal.

Consortium on Trust in Media and Technology

As of this writing, the Consortium was launching a search for Research Chair, thanks to a generous endowed gift from CJC alumna Dianne Snedaker (see page 8). The Consortium was also in the final stages of hiring a faculty member with expertise in AI, thanks to funding from the University.

During 2021, the Consortium supported research on the underlying factors contributing to misinformation and polarization, as well as methods aimed at mitigating their effects. CJC faculty members Frank LoMonte and Kim Walsh-Childers have designed a media mastery curriculum intended to help students build skills in identifying credible information and then connect quality news consumption to civic participation. Students from across UF majors have taken the course, and a version is now being tested at the eighth-grade level.

The Consortium began taking up the task of identifying disinformation at the source with a research focus on better understanding the information challenges facing Gen Z, particularly young people of color, so that it can craft interventions. Trust Scholars supported by the Consortium are working on the connection between trust and science. Projects include how the trust patients place in online health information intersects with vaccines, the use of artificial intelligence to enhance the sustainability of food, and how gestures and language styles affect the ways people respond to artificial intelligence.

STEM Translational Communication Center

In 2021, the STCC was awarded \$2.1 million from the National Institute on Aging to use virtual human technology to promote clinical trial participation among older adult minorities. STCC Director **Janice Krieger** is collaborating with other researchers from the Institute on Aging and across Florida to develop novel tools to expand access to clinical research for Florida's vibrant senior community. This project is an extension of the Center's ongoing collaborations with the Wertheim College of Engineering to use community-based participatory research principles to design effective health communication interventions for diverse Florida populations. This work has led to saving 11 lives through early detection.

Last year, Krieger and Mohan Zalake from Engineering were recognized for developing one of seven of UF's "Innovations of the Year."

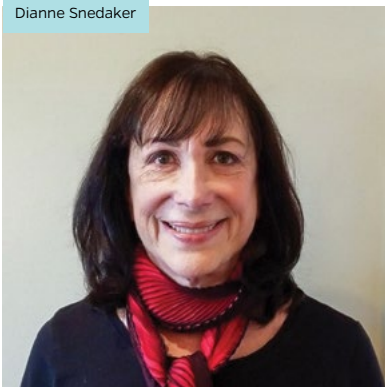
With a generous endowment from UF alumna **Jeanne Mitchell** to encourage interdisciplinary collaboration with the Colleges of Engineering and Agriculture, the STCC hosted the first annual "Gator Tank" competition. The competition featured live pitches from interdisciplinary teams on topics of community interest. Winners were selected by a panel of academic and community judges. Attendees at the event voted for a "People's Choice" project on COVID-19 vaccine communication in Florida.



ALUMNI *and* FRIENDS

CJC is focused on providing the best educational experiences for our students, professional development opportunities for our faculty and staff, and making a meaningful difference in our society. Achieving these goals are not possible without the generous support from alumni and friends. Here are a few examples of how donors are helping us make a difference.

Dianne Snedaker



“Many of the sensibilities that I hold about journalism were formed at the University, and I continue to value the fundamentals of integrity, honesty and objectivity in reporting world news today.”

Supporting the Fight Against Misinformation

Restoring eroding trust in media, which has been exacerbated by the expanding distribution of misinformation and disinformation, is one of the core missions of the College, led by the Consortium on Trust in Media and Technology. And investigating the root drivers of misinformation and how to combat them is a central component of the Consortium.

CJC alumna **Dianne Snedaker**, B.S. Advertising 1970 and Hall of Fame 1991, shares that concern and has given CJC a \$2 million endowed gift

to fund the Dianne B. Snedaker Chair in Media Trust, who will be responsible for setting an agenda for groundbreaking work on trust and the role of artificial intelligence in journalism and strategic communication.

“Many of the sensibilities that I hold about journalism were formed at the University,” said Snedaker. “And I continue to value the fundamentals of integrity, honesty and objectivity in reporting world news today. I am frustrated by—and worry about—the erosion of truth as presented through many news-oriented channels, and I want to help the University and its students further a commitment to these essentials.”

Promoting Student Professional Development

One of CJC’s hallmarks is the professional opportunities it provides students, particularly in identifying internships and exposing them to experts in their fields. But not all students have the financial means to take advantage of these opportunities. Several alumni have donated to make sure these opportunities are open to students in need.

The Andrade Fund for Student Success

CJC alumni **Juan Andrade**, B.S. Journalism 1986 and Hall of Fame 2021, and **Sandy Andrade**, B.S. Journalism 1985, established the Andrade Fund for Student Success to give students in need the support to be able to accept internships they might not otherwise be able to afford by covering living and travel expenses and to help them “get on a better footing going forward.”

“We were both journalism majors. We both had internships at newspapers, and at the time they were paid, and they were probably one of the most important experiences of journalism school. Now it’s a different playing field. Our kids had internships that were not paid. We saw that that is going on, that the kids do need help, and journalism is a different world now. It was just something that we thought we could help with.”



“...journalism is a different world now. It was just something that we thought we could help with.”

Kari Cox Student Professional Development Endowment

Kari Cox, B.S. Public Relations 2003, an experienced sports partnerships and sales professional, understands the importance of professional opportunities while still a student. Cox created the Kari Cox Student Professional Development Endowment, which supports professional advancement for students majoring

in public relations or specializing in sports and media, including travel to conferences, professional events, and internships.

“The College of Journalism and Communications helped launch my career by providing valuable contacts, connections and support in the industry. I am delighted to be able to pay it forward, supporting student endeavors through a professional development endowment.”



“CJC helped launch my career by providing valuable contacts, connections and support in the industry. I am delighted to be able to pay it forward.”

Advancing Media Law in the Digital Age

Tony Fargo, M.A.M.C. 1996 and Ph.D. 2000, has spent much of his career studying and teaching media law. Fargo, now Director of the Center for International Media Law and Policy Studies at Indiana University, has focused on media law and policy, particularly as it affects the relationships between journalists and confidential sources, and legal and policy

responses to anonymous communication online. As part of his bequest, he is supporting graduate students pursuing studies in communication law or freedom of information.

“The College of Journalism and Communications has a long tradition of educating and nurturing outstanding communications law scholars. I hope that my gift will help continue that tradition as scholars confront the opportunities and challenges of the Digital Age.”



Courtesy of The Media School at Indiana University.

“CJC has a long tradition of educating and nurturing outstanding communications law scholars.”

Five Online Master's Graduates Turn Capstone Project into a New Business

When five women taking a capstone class in **CJC's Online Master of Arts in Mass Communication program** were assigned to work together on their final project in spring 2021, they would not have suspected that in a few months they would start a new business together.

Even though they still have not all met, they found a way to capitalize on each others' strengths to create

La Femme Co. Creative, a company that provides a la carte services that include communications, public relations and social media strategy, market research, social media posts, and graphic and website design.

Three of the five women received their undergraduate degrees from the University of Florida: Stephanie Brint, 25, and Jasmine Carmichael, 23, in Telecommunication, and Carly Meyers, 24, in Public Relations. Endless Harris, 25, earned her bachelor's degree in Journalism and Integrated Media from the private Biola University in California, and Katie Lyerly, 25, received a degree in Psychology from the University of Central Florida.

They officially started the company right after spring graduation in 2021 but didn't launch it until early December 2021. “All of the more interesting and fun and exciting parts we learned in our capstone: our branding, our voice, how we work together,” Lyerly said. Since then: “I feel like we've learned a lot about taxes, filing for business licenses, how to talk to lawyers — less exciting but very essential stuff.”

All five women have full-time jobs in addition to La Femme Co. Creative, so their first goal is moving to the next level — hiring their first employee, outsourcing work and eventually working at the company full time.



“All of the more interesting and fun and exciting parts we learned in our capstone: our branding, our voice, how we work together.”

40 Gators UNDER 40

Since 2006, the University of Florida has honored Outstanding Young Alumni whose achievements positively impact The Gator Nation. 40 Gators Under 40 continues the tradition of honoring Gators who are going greater in their communities and professions.

Allison Aubuchon, B.S. Public Relations 2005, is the President of Allison Aubuchon Communications in Tallahassee, Florida.

Emily Cantwell, B.S. Public Relations 2007, is a partner in the legal firm Lathrop GPM LLP in St. Louis.

Neisha Tweed Bell, B.S. Advertising 2004, leads creative shops as Global Head of Inclusive Content and Experiences and Head of Health Creative at Facebook/Instagram.

CELEBRATING Grand GUARD

From 1970, 1971 and 1972



The Grand Guard Society celebrates the rich history of the Gator Nation and provides meaningful experiences for Gators who have reached the 50th anniversary of their first graduation. Each year, the University and the College welcome a new class into the Grand Guard Society during the reunion weekend.

This fall, the University is planning a reunion weekend for the Classes of 1970, 1971 and 1972. Join your classmates as we reminisce about your college experience, share your own history, and hear about the future of UF.

CJC will be hosting current and past Grand Guard classes at the College for a lunch with fellow classmates where you can meet the new Dean, tour Weimer Hall, and hear the latest developments and upcoming plans for your alma mater.

Check this page for more information about the reunion: <http://go.ufl.edu/grandguard2022>. If you have any questions about the event, please contact Stephanie Booker, associate director of Advancement and Alumni Affairs, at swalker@jou.ufl.edu or cjcalumni@jou.ufl.edu.

Hall OF Fame

2021 Inductees

The CJC Hall of Fame was created in 1970 to recognize alumni who have excelled in their careers. There are 165 alumni in the Hall of Fame, out of more than 34,000 graduates.



FOR MORE INFORMATION, VISIT
JOU.UFL.EDU/HALL-OF-FAME



Juan C. Andrade

B.S. Journalism and B.A. Political Science 1986 is President and CEO of the Everest Re Group Ltd, a leading global insurance and reinsurance company. In 2021, Juan and his wife, Sandy, established the Juan and Sandy Andrade Fund for Student Success to give students in need the support to be able to accept internships they might not otherwise be able to afford. Andrade was a member of CJC's Dean's Leadership Council and was honored as a UF Distinguished Alumnus in 2017.



Cheryl Lucanegro

B.S. Journalism 1974 served as Vice President of Advertising Strategy for five years at SoundHound, an audio recognition and cognition company, where she was responsible for advertising sales. Before joining SoundHound, she was Senior Vice President of Advertising Sales at Pandora, where she created the advertising model and built the ad operations and sales marketing teams. She currently serves on the CJC Dean's Leadership Council and is participating in the student mentoring program.



Rick Stern

B.S. Telecommunication 1990 is the CEO and founder of Nitel, an Inc. 500/5000 technology company that offers a suite of fully managed, cloud-based security services and software-defined networks for enterprises and service providers globally. After graduating in 1990, Stern served six years in the U.S. Naval Reserve. He currently sits on the Ambassador Board for Mercy Home for Boys and Girls and is a former member of the Dean's Leadership Council.



Xuan H. Thai

B.S. Telecommunication 1998 is the Deputy Bureau Chief Southern Region for NBCUniversal Media and a dedicated journalist who has worked in broadcast television at the national level for the last 17 years. After graduating from the George Mason School of Law in 2001, she worked as a federal litigator for three years before returning to journalism in the prestigious News Associate program with CNBC. She is a board member of the Asian American Journalist Association, committed to bringing diverse voices and backgrounds to the newsroom.

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

Such as securities and bonds



CHARITABLE GIFT ANNUITY

A minimum \$25,000 contribution for a fixed annual lifetime income



BEQUEST

A gift to CJC in your will or living trust



RETAINED LIFE ESTATE

Transfer title to your personal residence, vacation home, farm or ranch while retaining the right to live in it or use it for the rest of your life.



LIFE INSURANCE

Naming UF as a revocable primary beneficiary



MATCHING GIFTS

Many companies will match your charitable donations. Visit: www.matchinggifts.com/uff



RETIREMENT PLAN ASSETS

Many retirement plan assets, such as an IRA, 401(K) and 403(b), transfer tax free



REAL ESTATE

Receive a charitable income tax deduction for the full fair market value and avoid capital gains' tax on appreciation; avoid the burden of managing and selling your property.

**For more information
on giving, contact:**

MARGARET GAYLORD

Senior Director of Advancement
& Alumni Relations

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

Is CJC or the University already included in your estate plans?

Let us know! Estate gifts are recognized as gifts prior to realization and are celebrated by the University and CJC.

COMMUNIGATOR *Loyalty* CLUB



CJC RELIES on the generosity of its alumni and friends to bolster our mission of preparing the next generation of communication professionals and scholars. Loyal donors are essential to the College's success through annual gifts that help strengthen programs, explore entrepreneurial opportunities, and attract outstanding students and faculty—all necessary elements of a Top 5 public university.

The CommuniGator Loyalty Club celebrates alumni and friends who make an immediate impact through their private support by making an annual, tax-deductible gift of \$1,000 or more.

Membership Benefits

For their commitment to CJC, CommuniGator Loyalty Club members receive special benefits, including membership packages, and early access to and recognition at CJC events. Other benefits include:

- VIP College Tour
- Recognized in College Communications and Website
- Homecoming Tailgate Admission (2)
- Complimentary Gift Planning Guide
- Exclusive College Communications
- Tax-deduction receipt

How To Become A Member

Alumni and friends who make a gift of \$1,000 or more to any CJC fund in a calendar year are automatically enrolled. To sustain your membership and establish a legacy of private giving, make a gift every year by setting up a recurring gift or annual pledge.



FOR MORE INFORMATION,
VISIT JOU.UFL.EDU/GIVING
OR SCAN THE BARCODE ABOVE.

REVENUE & Expenses

	FY21	FY20	% Change FY20-FY21
REVENUE			
Tuition and State Appropriations	\$15,904,793	\$14,812,180	7%
Grants and Gifts *	\$6,346,271	\$6,165,478	3%
Media Properties	\$7,967,744	\$7,021,554	13%
Entrepreneurial **	\$7,133,876	\$3,370,905	112%
TOTAL	\$37,352,684	\$31,370,117	19%
EXPENSES			
Personnel	\$24,313,885	\$23,352,955	4%
Other	\$7,374,853	\$8,604,390	-14%
TOTAL	\$31,688,738	\$31,957,345	-1%

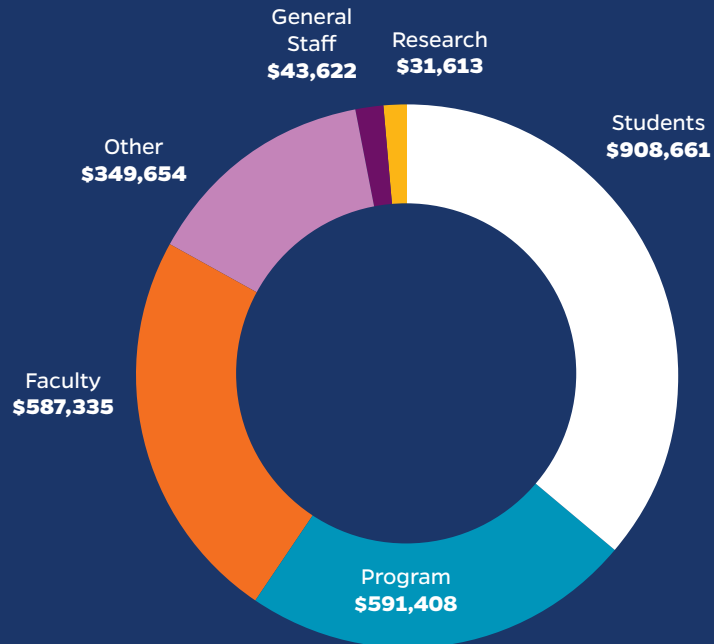
* Includes grants, endowments, cash gifts, public media memberships and underwriting

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

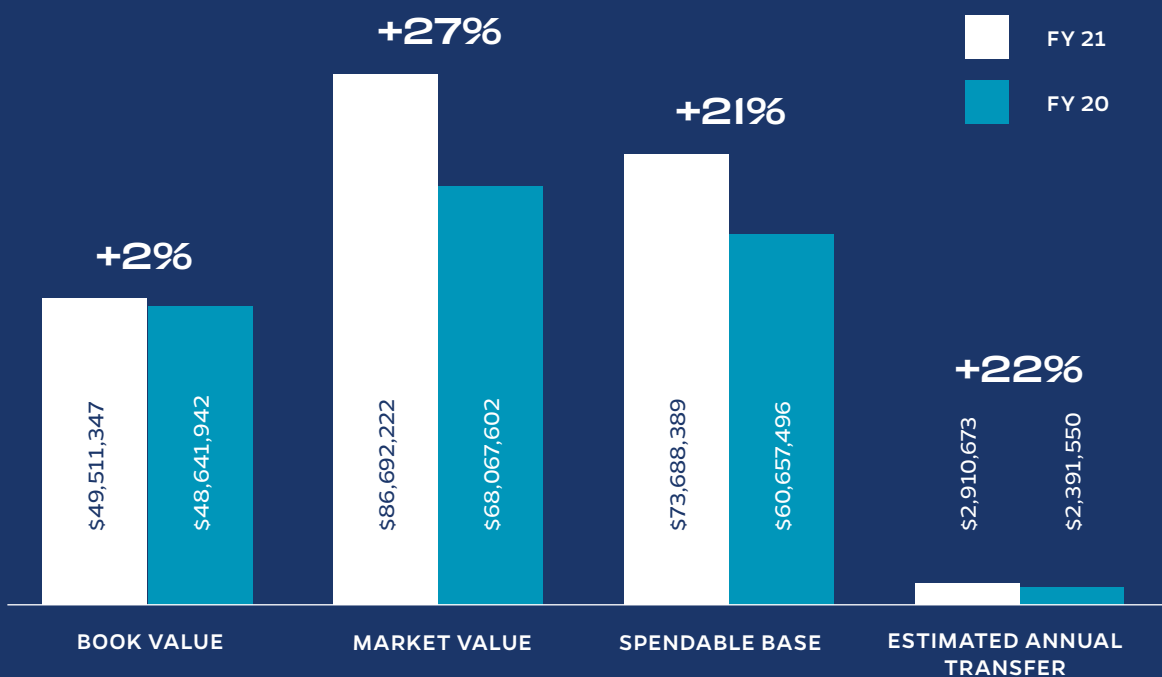
GIVING

How Gift Money is Spent

All giving enhances the College's and UF's reputation. Ultimately, all gifts support student experiences, from attracting world-class faculty to enhancing our state-of-the-art facilities. Here is how donors directed their gifts in the 2020-21 academic year.



CJC ENDOWMENT



APPENDICES
APPENDICES
APPENDICES
APPENDICES
APPENDICES
APPENDICES

Appendices

Advisory COUNCILS

DEAN'S LEADERSHIP COUNCIL

Berl Brechner
Michael Connelly
Allison Johnson
Cheryl Lucanegro
Jeanne Mitchell*
Stanley Schwartz
Jay Schwedelson
Keith Tribble
Judy DeRango Wicks

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Ryan Bentivegna
Rob Cherof
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Julie D'Alonzo
Allison Fillman
Larry Meador
Tim O'Sullivan
Tania Paul
Marinet Quinones
Barb Scherer
Andrew Warden
Adam Weiss
Dawne Widener-Burrows*
David W. Wilson
Andy Windham

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Rachel Axon
Alejandra Cancino
Mark Caramanica
Bridget Carey

John Cox
Jon Glass
Mike Goldrick
Stephanie Granada
Reggie Grant
Amelia Harnish
Irvin Harrell
Kim Hart
Rick Hirsch
Boyzell Hosey
Monique Jones
Jacki Levine
Stephanie Linton
Emily Mendez
Christine Portella
Samantha Ragland
Ashley Ross
Danny Sanchez
Mary Shedden*
Chuck Tobin
Melissa Young

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Manuel Aragon
Cindi Avila
Jackie Barron
Doug Bartel
Donna Bell
Ken Carlson
Tom Doerr
Trimmel Gomes
Brian Marsh
Patrick Nealis

Stacey Readout*
Tanya Rivera
Marc Robertz-Schwartz
Dawn Rodriguez
Robyn Sieron
Christy Stratton
Erik Waxler
Dana Webber

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Chris Chiames
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Steve Cody
Reynaldo J. Delgado
Craig Dezern
Brian Ellis
Tina Elmowitz
Ann Fahey-Widman
Lorne Fisher
Deb Green
Robyn Hankerson-Printemps
Erin B. Hart
Bill Imada
Rachel Katz
Rena Langley
Greg Mondschein
Charles Nicolas
Tom Noland
Andy Polansky
Oscar Suris
Mark Weiner

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Full-time FACULTY & STAFF

COLLEGE ADMINISTRATION

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Dean

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Executive Assistant

Brent Fannin
*Administrative
Support Assistant*

Spiro Kiouis
Executive Associate Dean

Zenna Brown
Administrative Assistant

Jessica Osegueda
Events Coordinator

Tom Kelleher
*Associate Dean, Graduate
Studies and Research*

James Babanikos
*Associate Dean,
Undergraduate Affairs*

Katrice Graham
*Interim Assistant Dean,
Student Experiences*

Randy Bennett
*Executive Director,
External Relations*

Margaret Gaylord
*Senior Director,
Advancement and
Alumni Relations*

Evan Kropp
Director, UF CJC Online

Jeff Pole
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Keisha Reynolds
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Randy Wright
*Executive Director,
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Elizabeth Calienes
Gemma Campbell-
Salome**

Huan Chen
Juliana Fernandes

Carla Fisher
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Janice Krieger
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Michael Weigold

Dan Windels
Kasey Windels

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Amy Jo Coffey

Eric Esterline
Yu-Hao Lee

Michael Leslie
Jasmine McNealy

Churchill Roberts
Andrew Selepak

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Kun Xu
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Natalie Asorey
Angela Bradbery

Ann Christiano
Haoran "Chris" Chu

Mary Ann Ferguson
Pat Ford*

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Myiah Hutchens
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Moon Lee
Rita Men

Mickey Nall

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Associate Dean

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*Professional Master's
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Kimberly Dukes

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Mara Pino-Diaz
Max Williams

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Evan Kropp
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Cheryl Oberlin
Assistant Director
Shakis Drummond
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Kristen Murphy
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*Consulting Executive
Director*
Natalie Asorey
Associate Director
Mark Rottensteiner
Associate Director

Innovation News Center

Ryan Vasquez
Interim Director
Dania Alexandrino
Skyler Lebron
Mark Leeps
Ethan Magoc
Ken Pemberton
Kalisha Whitman

Division of Media Properties

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Vanessa Alonso
Justin Ballard
Megan Borowski
Mel Clark
Merline Durant
Eric Esterline
Allison Faircloth
Cecile Feagle
Jodi Floyd
Sheila Gaspers

Seth Harp
Dana Hill
Taylor Johnson
Korbin McCoy
Melanie Perry
Glenn Richards
Steve Russell
Pamela Simpson
Kinnon Thomas
Sandy Wagner
Sue Wagner

CENTERS AND CONSORTIUM

Joseph L. Brechner Center for Freedom of Information

(At the time of this writing,
a search was underway
for a new director)

Sara Ganim
Imani Jackson
Gabriella Paul
Tori Whidden

Center for Public Interest Communications

Ann Christiano
Director
Jack Barry**
Brendan Martin
Annie Neimand
Ellen Nodine
Matt Sheehan

STEM Translational Communication Center

Janice Krieger
Director
Whitney Dotson
Administrative Specialist
Taylor Ashley***
Miriam Buhr
Eric Cooks**
Elizabeth Flood-Grady*
Vaughn James
Mercy Madu
Katherine McAlindon**

Gillian Mertens**
Palani Te

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Managing Director

PATH

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Judy Hunter
Associate Director
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Meisha Wade

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