Part II, Standard 5. Scholarship: Research, Creative and Professional Activity

Executive summary (optional).

The level of faculty productivity in the College of Journalism and Communications during the past six years has increased exponentially comparing to the previous accreditation period. As shown below, college faculty have produced significantly more refereed conference paper presentations as well as publications. Specifically, the faculty presented 306 refereed conference papers and published 344 refereed articles, book chapters, monographs, and books in the last six years, averaging 51 refereed paper presentations and 57 publications per year. Comparatively, there has been an increase of 22-55 percent in the number of books, book chapters, and refereed articles published since the last accreditation period. The increase in scholarship activities is likely the result of the College’s efforts in developing research support programs/infrastructures and clearly defined scholarly/creative activities expectations.

<table>
<thead>
<tr>
<th>Research Productivity Measures</th>
<th>Previous Accreditation Period</th>
<th>Current Accreditation Period</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books published (scholarly/edited/monographs)</td>
<td>31 (5.2/year)</td>
<td>47 (7.8/year)</td>
<td>52%</td>
</tr>
<tr>
<td>Chapters in books published</td>
<td>72 (12/year)</td>
<td>88 (14.7/year)</td>
<td>22%</td>
</tr>
<tr>
<td>Refereed articles published</td>
<td>135 (22.5/year)</td>
<td>209 (34.8/year)</td>
<td>55%</td>
</tr>
</tbody>
</table>

As a reflection of the productivity of the college faculty, the following table shows the number of accepted refereed papers from members of the College at AEJMC national conferences since 2006. The College consistently has had the highest number of refereed papers accepted for presentation among its peer institutions. The record is again indicative of the high productivity level of the College’s faculty and graduate students in comparison to their peers.

<table>
<thead>
<tr>
<th>Year of AEJMC Conference</th>
<th>Number of Refereed Papers Accepted from UF*</th>
<th>Average Number of Refereed Papers Accepted from Peer Institutions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>45</td>
<td>17</td>
</tr>
<tr>
<td>2007</td>
<td>46</td>
<td>15</td>
</tr>
<tr>
<td>2008</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>2009</td>
<td>53</td>
<td>22</td>
</tr>
<tr>
<td>2010</td>
<td>57</td>
<td>18</td>
</tr>
<tr>
<td>2011</td>
<td>46</td>
<td>18</td>
</tr>
</tbody>
</table>

*In case of multiple authors, only the papers of the first author are counted.

1. Describe the institution’s mission regarding scholarship by faculty and the unit’s policies for achieving that mission.

As a member of the Association of American Universities, an organization of 63 leading public and private research universities in the United States and Canada, the College strives to be the national and international leader in journalism and communications research, producing and disseminating original research that creates the highest impact. The College aims to provide its faculty and students a working and learning environment that nurtures scholarship and/or creative activities of high quality as well as quantity.

The College expects its tenure-track and tenured faculty members to be engaged effectively in research and/or creative activities that demonstrate relevance, continuity, accomplishment, and significance. The quality of such efforts should be the primary measure of achievement, although the quantity of refereed research and juried creative activities at the national and international levels is also indicative of the impact of the work.
The College evaluates its faculty’s scholarship output annually and during the tenure and promotion process. The review process includes an assessment of the individual’s overall intellectual and creative development, the strength of an emerging and/or growing and coherent body of work, the regularity of publication or presentation, and the person’s reputation for excellence in the field. Contributions to literature and to professional practice may be judged creative if they demonstrate new ideas and scholarly activity. In fields such as graphic design, photography, film, and video, peer or juried performance and exhibition may be a measure of excellence.

2. Define the group of faculty whose work is included in this section and state time restrictions used to incorporate activities of faculty who were not employed by the unit during all of the previous six years (for example, new faculty and retired faculty).

The group of faculty whose work is included in this section consists of tenured and tenure-track faculty who were employed at least one academic year during the period of 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, and 2010-2011. In other words, both a new, tenure-track faculty member who joined the College during the fall of 2010 and a retired, tenured faculty member who left the College in 2006 are included in the section.

3. Using the grid that follows, provide counts of the unit’s productivity in scholarship for the past six years by activity, first for the unit as a whole and then for individuals broken down by academic rank. The grid should capture relevant activity by all full-time faculty. Adapt the grid to best reflect institutional mission and unit policies and provide a brief narrative.

<table>
<thead>
<tr>
<th>Scholarship, Research, Creative and Professional Activities</th>
<th>By Unit</th>
<th>By Individuals’ Ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Full Professors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(number of faculty)</td>
</tr>
<tr>
<td>Awards and Honors</td>
<td>129</td>
<td>17</td>
</tr>
<tr>
<td>Grants Received Internal</td>
<td>34</td>
<td>9</td>
</tr>
<tr>
<td>Grants Received External</td>
<td>42</td>
<td>8</td>
</tr>
<tr>
<td>Scholarly Books, Sole- or Co-authored</td>
<td>31</td>
<td>8</td>
</tr>
<tr>
<td>Textbooks, Sole- or Co-authored</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Books Edited</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Book Chapters</td>
<td>88</td>
<td>13</td>
</tr>
<tr>
<td>Monographs</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Articles in Refereed Journals</td>
<td>209</td>
<td>14</td>
</tr>
<tr>
<td>Refereed Conference Papers</td>
<td>306</td>
<td>15</td>
</tr>
<tr>
<td>Invited Academic Papers</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Encyclopedia Entries</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Book Reviews</td>
<td>16</td>
<td>0</td>
</tr>
<tr>
<td>Articles in Non-refereed Publications</td>
<td>124</td>
<td>6</td>
</tr>
<tr>
<td>Juried Creative Works</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Non-juried Creative Works</td>
<td>46</td>
<td>4</td>
</tr>
<tr>
<td>Other (specified)</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

*Co-authored work was counted as a single publication in the unit totals, however if, for example, two members of the faculty were co-authors on the same journal article, it was reported as a publication for both authors.

UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
4. List the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years. Please provide a full list; do not refer team members to faculty vitae for this information. (Full-time faculty refers to those defined as such by the unit.)

As discussed, the faculty in the College have been very productive in the past six years, as reflected by the extensive arrays of books and refereed articles published and refereed papers presented at national and international conferences. The following section lists the scholarly/creative output of the faculty during the past six years. The listings are arranged by type of output, faculty in alphabetical order, and then work by year of output.

**Refereed Journal Publications**

Alexander, Laurence


Armstrong, Cory L.


Chance, Sandra F.


Chan-Olmsted, Sylvia M.


Choi, Youjin


Cleary, Johanna


Coffey, Amy Jo


Dodd, Julie E.


Elias, Troy


Goodman, J. Robyn

Hon, Linda


Kaid, Lynda Lee


Kelly, Kathleen, S.


Kim, Hyojin


Kim, Sora


3. Liu, B. F., & Kim, S. (In Press). How organizations framed the 2009 H1N1 Pandemic via social and traditional media,” Submitted to the Public Relations Review (Authors contributed equally to article)


Kiousis, Spiro K.


Lee, Moon J.


UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
Leslie, Michael


Lewis, Norman P.


Martinez, Belio A. Jr.


McAdams, Mindy J.


Mitrook, Michael A.


and financial performance from an agenda-building and agenda-setting perspective. 
*Journal of Public Relations Research, 19,* 147-165.


Molleda, Juan-Carlos


Morris, Jon D.


Morton, Cynthia R.


Robinson, Jennifer A.


Robinson, Judy L.


Rodgers, Ronald R.


Sutherland, John C.


Treise, Debbie M.


Tripp, Bernell E.


Villegas, Jorge


Walsh-Childers, Kim


Weigold, Michael F.


Zerba, Amy


Zheng, Lu


**Books, Monographs, Book Chapters, and Other Publications**

Alexander, Laurence


Armstrong, Cory L.


Carlson, David E.


UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity

Chance, Sandra F.


Chan-Olmsted, Sylvia M.


Cleary, Johanna


Coffey, Amy Jo


Dodd, Julie E.


Duke Cornell, Lisa


Freeman, John

1. Freeman, J. (2009, November 8). When the Wall came down, a half-page Speaking Out column published in the *Sunday Gainesville Sun*.


Goodman, J. Robyn


Hon, Linda


Kaid, Lynda Lee


Kaplan, John


Kelly, Kathleen, S.


Kiousis, Spiro K.

1. Strömbäck, J., & Kiousis, S. (Eds.). (Accepted/In Press). *Political Public Relations*:

UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
35


Lee, Moon J.


Leslie, Michael


Lewis, Norman P.


McAdams, Mindy J.


McKeen, William


Molleda, Juan-Carlos


Essential Knowledge Project. Available at www.instituteforpr.org


Morris, Jon D.


Ostroff, David H.


Robinson, Judy L.


Rodgers, Ronald R.


Spiker, Ted


UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity


Treise, Debbie M.


Tripp, Bernell E.


Villegas, Jorge


Walsh-Childers, Kim


Weigold, Michael F.


Weston, Edward G.


Zerba, Amy


Zheng, Lu


**Creative Works, Non-Juried**

Babanikos, James


Carlson, David E.


Churchill, Roberts


Dodd, Julie E.


Freeman, John


Kaplan, John


4. Kaplan, J. – Film Screening Exhibitions – Not As I Pictured
   a. Michigan State University, East Lansing, MI. April 22, 2010


McAdams, Mindy J.


Robinson, Judy L.


Spiker, Ted


Sorel, Timothy

1. Sorel, T. (2010). On a wing and a prayer (Freemdom pilots)


Zerba, Amy


UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity

**Creative Works, Juried**

Babanikos, James

1. Babanikos, J. (2010). Third Place winner in the Documentary, Drama or Comedy category at the National Broadcasting Society’s Professional Video Production competition for Somewhere Beyond, a 47-minute drama, Dallas, TX, March 2010.


Freeman, John


Kaplan, John

   e. Ohio Historical Center, Columbus, OH (J) April – July 2008.
Sorel, Timothy


Refereed Conference Presentations

Alexander, Laurence


Armstrong, Cory L.


2. Armstrong, C.L., & Gao, F. (2010, August). *Now Tweet This: How News Organizations Use Twitter*. Presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication Annual Conference in Denver, CO, Aug. 4-7, 2010

3. Armstrong, C.L., & Gao, F. (2010, August). *A Comparison of Gender Portrayals in News Content across Platforms and Coverage Areas*. Presented to the Commission on the Status of Women at the Association for Education in Journalism and Mass Communication Annual Conference Denver, CO, Aug. 4-7. (Top Faculty Paper Award)


at the Midwest Association of Public Opinion Research Annual Conference in Chicago, Illinois.


UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
presented to the Minorities and Communication Division, Association for Education in Journalism and Mass Communication, San Antonio, TX, August 10-13, 2005.

Carlson. David E.


Chance, Sandra F.


Chan-Olmsted, Sylvia M.


21. Cha, J., & Chan-Olmsted, S.M. (2007, August). *Predictors of the adoption of entertainment, information, communication, and transaction services on mobile phones*, presented to the Communication Technology Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Washington, DC.


examining the convergence of mobile and broadcasting services. Paper presented at the Communication Technology Division at the annual meeting of the Association for Education in Journalism & Mass Communication, San Francisco, California


Choi, Youjin


Cleary, Johanna


of the Association for Education in Journalism and Mass Communication, Chicago, IL. (Awarded second place faculty paper in the Radio-Television Journalism Division.)


Coffey, Amy Jo


Dodd, Julie E.


Duke Cornell, Lisa


Elias, Troy


Ferguson, Mary Ann


Goodman, J. Robyn


Hon, Linda


Kaid, Lynda Lee


Kamhawi, Rasha


Kelly, Kathleen S.


Kim, Hyojin


3. Kim, H., Ball, J., & Stout, P. (March 2010). *The effects of corporate credibility and endorser attributes on consumer responses to DTC advertising*, accepted to present at the 2010 annual conference of AAA, Minneapolis, MN.


Kim, Sora


Kiousis, Spiro K.


UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
Paper accepted for presentation to the Public Relations Division at the annual International Communication Association conference in Boston, MA.


Lee, Moon J.


Leslie, Michael


Lewis, Norman, P.


Martinez, Belio A. Jr.


Communication Studies Division for the annual International Communication Association conference, Chicago, IL.


McAdams, Mindy J.


Mitrook, Michael A.


UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity


Molleda, Juan-Carlos


Morris, Jon D.


UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity

Morton, Cynthia R.


Robinson, Jennifer A.


Robinson, Judy L.


Rodgers, Ronald R.

1. Rodgers, R.R. (2010, August). *One of the most crying needs of the present time”: The call for a Christian daily newspaper*, presented to the Religion and Media Interest Group at the annual meeting of the Association for Education in Journalism & Mass Communication, Denver, Colorado.


9. Rodgers, R.R. (2005, August). *Journalism is a loose-jointed thing: A content analysis of Editor & Publisher’s discussion of journalistic conduct prior to the Canons of Journalism, 1901-1922*, presented to the Newspaper Division at the annual meeting of the Association for Education in Journalism & Mass Communication, San Antonio, Texas.

Sutherland, John C.


**Tripp, Bernell E.**


**Villegas, Jorge**


Walsh-Childers, Kim


Weigold, Michael F.


Zerba, Amy


Zheng, Lu


**Research Awards and Other National Honors**

As a quality measure of the scholarly work produced by the College, the following section provides a list of research related awards given to the College. A total of 41 research paper awards have been presented to members of the College from the AEJMC national conferences during this period.

1. Relative Effectiveness of Prior Corporate Ability vs. Corporate Social Responsibility Associations on Public Responses in Corporate Crises

UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
2. Revisiting the Effectiveness of Base Crisis Response Strategies in Comparison of Reputation Management Crisis Responses
   Sora Kim and Kang Hoon Sung

3. Are We Teaching Them to Be CSR Managers? Examining Students’ Expectations of Practitioner Roles in CSR
   Rajul Jain and Lawrence Winner

4. Framing the Direct-to-Consumer Genetic Testing Issue in the U.S. and British Print Media
   Jihye Kim

5. Impact of Corporate Social Responsibility on Consumers’ Attribution of a Crisis Responsibility: A Buffer Against Reputation Withdrawal or a Backfire
   Hanna Park

6. The Texting and E-mailing of Fighting Words
   Clay Calvert

7. Reaching Out: Newspaper Credibility Among Younger Readers
   Cory Armstrong

8. Is Beauty a Joy Forever? Young Women’s Emotional Responses to Varying Types of Beautiful Advertising Models
   J. Robyn Goodman, Jon Morris and John Sutherland

9. Understanding Influence on Corporate Reputation: An Examination of Public Relations Efforts, Media Coverage, Public Opinion, and Financial Performance from an Agenda-Building and Agenda-Setting Perspective
   Spiro Kiousis, Cristina Popescu and Michael Mitrook

10. Effects of Endorser Credibility and Message Typicality on Delayed Attitude Change
    Joon Soo Lim

11. The Effects of Mr. and Mrs. Reeve on Public Health and Social Issues: Celebrity Identification and Parasocial Interaction
    Bumsub Jin

    SangMi Lee and Jennifer L. Lemanski

    Feng Shen and Jiun-yi Tsai
14. Blogging 101: Issues and Approaches to Teaching Blog Management in Public Relations Courses
Richard D. Waters and Jennifer A. Robinson

15. The Deployment of Third-Generation Mobile Services: A Multinational Analysis of Contributing Factors
Sangwon Lee, Sylvia Chan-Olmsted, and Heejung Kim

16. The Impact of Media Relations on Charitable Giving: A Test of the Agenda Setting Theory
Richard Waters

17. DTC Antidepressant Advertising and Future Intentions to Consult Doctors to Discuss Depression
Jin Seong Park and Wan Seop Jung (Top Student Paper)

18. Factors Behind Frequency and Duration of Using Social Networking Websites: Motivations, Perceptions, and Privacy Concerns
Jiyoung Cha

19. Internet-television, Peer-to-Peer Technology and Free Speech: Lessons from Web 1.0
Mark Caramanica

Christina Locke

21. Strategic Bundling of Telecommunications Services: A Comparative Study of Triple-Play Strategies in the Cable Television and Telephone Industries
Sylvia Chan-Olmsted and Miao Guo

22. An Exploration of Audience Preference of Theatrical and Non-Theatrical Channels
Jiyoung Cha

23. A South Korean “Telethon” and Charitable Donation: Examining Uses and Gratifications and Situational Variables
Bumsub Jin

24. Strategic Behaviors on Triple-play Offerings in Cable and Telephone Companies
Seonmi Lee

25. A Quantitative Analysis of Governments’ Use of Interactive Media in International Public Relations
Ji Young Kim and Juan-Carlos Molleda

UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
26. Parenting Magazines and Obesity: How Well Do They Trim the Fat?
   Cory Armstrong

27. Gender Differences in Chinese Journalists’ J-Blogs
   Fangfang Gao and Renee Martin-Kratzer

   Paula Rausch and Debbie Treise and Heather Edwards and Eli Perencevich

29. Attribute Goal-Framing and Gain-Loss Framing Effects in DTC HPV Vaccine Drug Advertising
   Kenneth Kim

30. Exploring How Corporate Social Responsibility Can Enhance Publics’ Attitudes, Purchase Intentions, and Supportive Behaviors
   Hyojung Park and Soo-Yeon Kim

31. Agenda-Building and Agenda-Setting in the Corporate Sphere: Analyzing Influence in the 2008 Yahoo-Icahn Proxy Contest
   Matthew Ragas, Jinsoo Kim and Hyun Ji Lim

32. Unveiling Types of Relationships Between Corporate Donors and Charitable Organizations Based on the Coorientation Model
   Moonhee Cho

33. Exploring the Influence of Strategic Entrepreneurship on Alliances in Web-based New Media Companies: A Case Analysis
   Fangfang Gao

34. Hiring for Change? A Content Analysis of Newspaper Industry Job Ads Appearing on JournalismJobs.com and Editor & Publisher
   Johanna Cleary and Meredith Cochie

35. A Comparison of Gender Portrayals in News Content across Platforms and Coverage Areas
   Cory Armstrong and Fangfang Gao

36. Free Speech, Fleeting Expletives & the Causation Quagmire: Was Justice Scalia Wrong In Fox Television Stations
   Clay Calvert

37. Non-English Language Audiences in the U.S.: Predictors of Advertiser Investment Across Media Platforms
   Amy Jo Coffey
38. Does “Going Green” Really Matter to Publics? The Effects of Environmental Corporate Social Responsibility (CSR), Price, and Firm Size in the Food Service Industry on Public Responses
   Yeonsoo Kim

39. Heart Disease in the Rural South: A Content Analysis of the Community Newspaper Coverage
   Tracy Loope

40. Legitimacy 2.0: Possible Research Avenues for Corporate Reputation in the Digital Age
   Joy Rodgers

41. Meeting the Needs of the Practice: An Evaluation of the Public Relations Curricula
   Moonhee Cho and Giselle A. Auger

Members of the College also won numerous top paper awards at other national conferences including the International Communication Association, Broadcast Education Association, and others. Examples include the following:


7. Kaplan, J. (2010, April). Best of Competition Award, Festival of Media Arts, Faculty Documentary Short, Broadcast Education Association (BEA).


Further attesting to the quality and quantity of the research output from the College, a recent study published in *Journalism and Mass Communication Educator* found that the College ranked first in the nation in research papers presented at the AEJMC national conferences over a 10-year period. The College produced on average 30 percent more papers than the second-ranked schools in both 2010 and 2009. Additionally, the College was ranked first in the specific research areas of Communication and Technology, Advertising, and Media Management and Economics.


**Research Grants**

Faculty of the College have received various grants to support their research endeavors. Followings are some examples of the awards:

Kelly, K.S. Philanthropy for Public Relations Education: 2010 Follow-up Study, Commission on Public Relations Education (PRSA Foundation) and the Betsy Plank Center for Leadership in Public Relations, University of Alabama; $2,000.

Kelly, K.S. Research Award: “Philanthropy” Essential Knowledge Project, Institute for Public Relations; $3,000.

Armstrong, C.L. University of Florida: Jack Wessel Excellence Award for Assistant Professors 2009 Grant Award: $5,000.

Lynda Lee Kaid. Linda Hon, Sylvia Chan-Olmsted, Bernell Tripp, Kim Walsh-Childer, Juan Carlos Molleda, and Cory Armstrong. UF Research Foundation Professorship, $5,000.

Choi, Y. Co-Investigator, National Institute of Dental and Craniofacial Research (NIDCR, NIH), “Reducing Oral Cancer Disparities in Florida,” (with Scott L. Tomar& Henrietta Logan, College of Dentistry at the University of Florida, Principal Investigators), 9/24/04 - 6/30/09, $1,500,000 Total.
Brown, J. S. Principal investigator: Justin Brown “Research on Lifeline & Link-Up Services in Florida” Sponsor: Public Utility Research Center (through Bell South and Sprint) $57,288.75 May 2005.


5. Provide relevant sections of faculty guides, manuals or other documents in which the unit specifies expectations for scholarship, research, and creative and professional activity in criteria for hiring, promotion and tenure. Describe how the unit's criteria for promotion, tenure and merit recognition consider and acknowledge activities appropriate to faculty members' professional as well as scholarly specializations.

Appendix 1.C and http://my.jou.ufl.edu/wp-content/uploads/2011/06/Faculty-Standards-and-Criteria-College-of-Journalism-and-Communications.pdf contain the college's tenure and promotion guidelines. The document, drafted and approved by the faculty in 1995 and amended in 1997, 1998, 2009, and 2011 clearly delineates the criteria for research and creative accomplishment. The criteria include recognition for faculty members' professional specializations in several ways. First, faculty members conduct research and engage in creative activities related to the professions. In addition, in establishing a distinguished record of teaching, the document stipulates that faculty members may engage in such activities as "conducting credit and noncredit workshops for practicing professionals." The document also establishes that "The College of Journalism and Communications also puts special emphasis on service to communications media and related professions."

The advertisements in Appendix 4.A contain language typically used for faculty searches. Applicants must demonstrate a record of or potential for establishing a research or creative record appropriate for an AAU institution. Once hired, faculty members must establish such a record to receive merit recognition and to be promoted or awarded tenure.
6. Describe the institution’s policy regarding sabbaticals, leaves of absence with or without pay, etc.

The University has three types of leave for the purpose of development: uncompensated/reduced compensation leaves, sabbaticals/professional development leaves, and a relatively recent program similar to sabbaticals but with more flexibility—Faculty Enhancement Opportunity Awards. All of the policies related to leaves and procedures for awarding leaves are governed by the Faculty Contract (http://www.hr.ufl.edu/labor-relations/union.asp#uff).

Leaves

Faculty applying for a leave of one semester or more must make a written request not less than 120 days prior to the beginning of the proposed leave, or in the case of 12-month faculty, six months prior to the date the leave is requested, if practicable. For an extension of a leave of one semester or more, faculty members must make a written request not less than 60 days before the end of the leave, if practicable. The university must approve or deny the request in writing not later than 30 days after receipt of the request.

Sabbaticals/Professional Development Leaves

According to the Faculty Contract, Article 22, “Sabbaticals contribute significantly to the quality and success of research universities. Such leaves provide eligible faculty members with the opportunity to take a period of time for professional renewal, planned travel, study, formal education, research, writing, faculty development, certification, or other experience of professional value.”

Procedures for selection of sabbaticals and FEOs in the College adhere to the university guidelines and involve the College’s Sabbatical Selection Committee. The College is allocated a certain number of sabbaticals each academic year and mandated by the Faculty Contract to award a minimum number at full pay. Beginning with the 2011-2012 year cycle, this mandate included one two-semester full pay sabbatical in addition to the long-standing practice of a minimum of one one-semester full pay. The College has been free to award as many two-semester half pay sabbaticals as resources permit.

At the beginning of the fall semester, eligible faculty are notified and instructed to consult with their department chair if they wish to apply for a sabbatical. Completed applications are forwarded for review to the College’s Sabbatical Selection Committee, which submits its recommendations to the dean. If more than one faculty member applies for any type of sabbatical, the committee is asked to rank the applications within that category. The dean reviews the committee recommendations and rankings and then forwards his recommendations to the Associate Provost for Faculty Development who makes the final decision.

Because of the importance of nurturing faculty members’ productivity in research and creative activities, the College has awarded more sabbaticals than the minimum requirement. All of the applicants who received a favorable recommendation from the committee were supported by the dean and university.

The university also provides support for professional development for full-time faculty members with at least three years in the bargaining unit who are not on a tenure-track or in a tenured position. The policies and procedures for selection of professional development leaves are nearly identical to those for sabbaticals. However, none of the current eligible faculty in the
College has applied for one of these awards in the last six years. The faculty members who fall into these categories (lecturers, assistant- and associate-ins) tend to have heavier (and in most cases unique) teaching, advising, and/or service assignments, which makes it more difficult to buy out their time and replace them with another faculty member, an adjunct, or a graduate student.

Faculty Enhancement Opportunity Awards
The opportunity to apply for a Faculty Enhancement Opportunity award became available in 2010 to all faculty members in the collective bargaining unit. According to the Faculty Contract, FEOs “are intended to advance the academic/professional/scholarly abilities of faculty members and to advance both individual faculty members and the University overall. The funds available for FEOs supplement funds available for sabbaticals and any faculty member can receive an FEO in the same year as a sabbatical. Summer salary also can be requested for faculty members on nine-month contracts who propose summer FEOs. FEOs are intended to be more flexible and non-traditional than sabbaticals. Faculty can apply for any amount of FEO funding, but the funds should be used primarily for salary/benefit offset, travel costs, and/or fees for conferences or professional development experiences. FEOs can be funded for up to 15 weeks.

There are two FEO proposal review and selection cycles each academic year—one in the fall semester and one in the spring. Eligible faculty members are alerted to the UF proposal guidelines and their completed proposals are submitted to the Sabbatical Selection Committee for Review. Although UF has allocated central funds for FEOs, all units are expected to cost-share, so faculty members work with the dean’s office to develop a proposed budget. Development of the budget involves working with the faculty to determine the appropriate timing for the project including number of pay periods if salary is requested, and forecasting other costs such as travel. Applications recommended by the committee are reviewed by dean and forwarded to the Associate Provost for Faculty Development and the FEO Central Taskforce for review. All of the proposals supported by the committee have been endorsed by the dean and forwarded for university-level review. For the awards that have been granted, the College has split the total costs with the university.

7. List faculty who have taken sabbaticals or leaves during the past six years, with a brief description of the resulting activities.

Fifteen faculty have been awarded sabbaticals in the last six years and three have been awarded for the 2011-2012 academic year. All of the one-semester sabbaticals were full pay and two of the two-semester sabbaticals were half pay. A two-semester full pay sabbatical has been granted for the 2011-2012 academic year. One faculty member was granted leave at reduced pay and three faculty members were awarded FEOs.

SABBATICALS

2005-2006
Fall
*Bernell Tripp
Researched 19th-century black press development and worked on three book projects:


**Spring**

*Marilyn Roberts*

Served as a Visiting Scholar at University of Texas at Austin. Collaborated with Dr. Max McCombs on meta-analysis of agenda-setting research for proposed book chapters. Participated in a Spanish language immersion course.

**2006-2007**

*Fall*

*James Babanikos*

Taught three classes at Istanbul’s Yeditepe University and helped with redesigning their Radio-TV-Cinema curriculum, as well as assisted several of the faculty with writing journal articles. Began work on a feature-length screenplay about five men who are coming to terms with turning 50.

**Spring**

*Michael Weigold*


**2007-2008**

*Fall-Spring*

*Sandra Dickson*

Identified and developed a new project—the Petr Ginz story, a Czech literary and artistic prodigy who died in Auschwitz. Handled the initial story research, development, and design. Responsible for negotiation and execution of the life rights contract as well as the structure and content of the visual treatment for the film. The contract has taken nine months to finalize and is multinational in contact with parties in Israel, Germany, and Switzerland. The visual treatment, which is a work in progress, represents about six months of work. Traveled to Israel and Prague working on story development. Began fundraising activities for the film.

Revamped two courses to reflect a better use of technology and to incorporate not only instruction on how to write a proposal, a pitch or a script but also on how to make these
mainstays of documentary visually arresting. Reviewed storyboard software to incorporate into writing classes.

Improved knowledge of relevant software of FinalCut Pro and IWeb. Used software to design and execute a website for my classes and a website for potential donors for *The Last Flight of Petr Ginz.*

Served as a juror for the documentary competition at the RiverRun Film Festival in Winston-Salem, North Carolina.

**Spring**
*Chang-Huang Cho*

Developed a book proposal on advertising media planning. Conducted accompanying research--survey of experts and analysis of sample media plans.

*Mary Ann Ferguson*

Traveled to Middle East and developed professional contacts for the College. Researched literature on corporate social responsibility.

**2008-2009**

**Fall**
*Lisa Duke Cornell*

Completed *Launch! Advertising and Promotion in Real Time*, a free, open source textbook for advertising and marketing classes.

**Spring**
*John Kaplan*

Taught and conducted research in photojournalism and international journalism at Hong Kong Baptist University. Developed *Media Initiative for Social Responsibility* with strategic partners across UF including the Shands Diabetes Center for Excellence. With Dr. Mark Atkinson, worked on a pilot project showing the drama of people suffering from the disease in Southeast Asia due to the shortage of insulin.

*Juan-Carlos Molleda*

Finished data collection for “Building multi-sector partnerships for development and social change with strategic, participatory communication.” The proposed publication will conceptualize the role of multi-sector (i.e., private, public, nonprofit, non-governmental, and civic organizations) partnerships as a participatory communication strategy for social intervention and development. The text will be supported by interdisciplinary theory and research as well as case studies highlighting the key factors involved in the formation,
cultural, and development of social partnerships. Guidelines for implementation and exploration of partnerships also will be offered.

**2009-2010**
Fall-Spring
*Lynda Kaid*

Continued work on the content and effects of communication in political campaigns:


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Fall
*Cynthia Morton*

Collaborated on advertising research textbook ideas with Dr. Robyn Goodman and conference proposal with Dr. Jon Morris for an international conference of the American Academy of Advertising that was held June 2010. Continued revisions of research manuscript with Drs. Hyojin Kim and Debbie Treise for *Journal of Consumer Affairs*.

Taught “International Advertising” for UF’s Master’s of International Business for eight weeks in fall 2009.

Served as HandsOn Network branding consultant. Collaborated with the management team to develop a proposal that prioritized the core markets for HandsOn Network’s branding emphasis. Audited corporate fundraising pitches to identify leverage points for the HandsOn organization and conducted a professional seminar to corporate and marketing staff members to address key brand development goals of Improving HandsOn’s corporate positions and assessing opportunities to package and market HandsOn’s under-utilized programs to corporate partners.

Appointed as member of Gainesville’s Domestic Violence Subcommittee responsible for providing technical assistance for strategic development of marketing materials and campaign rollout and technical assistance for campaign audit strategy. The end objective was a grant supplemented community-wide campaign using one targeted zip code in NE Gainesville as the pilot area for delivering domestic violence intervention/prevention education and communications.

Spring
*Kathleen Kelly*

Conducted secondary research on fundraising as a specialization of public relations. The focus for much of the research was to revise sole-authored textbook, *Effective fund-raising management*, by updating all 15 chapters. Worked on changing publishers.

Worked on revision and resubmission of two articles and prepared two other articles for submission. All were co-authored with graduate students:


Dell, C., & Kelly, K.S. Stewardship and the fundraising practices of U.S. museums. To be submitted to the *Journal of Public Relations Research*.

Mack, C.E., & Kelly, K.S. And academic home for fundraising: Examining scholars’ views. To be submitted to *Nonprofit Management and Leadership*.

### 2010-2011

**Fall**

*Sandra Chance*

Conducted research on new technology and traditional notions of governmental transparency. The research provided an analysis of the 50 states and their varying approaches to technology and open meetings and public record laws by analyzing relevant statutes, attorney general opinions, and case law across the nation.

*Robyn Goodman*

Conducted original data collection and analysis for research project on cosmetic surgery websites. Began work on a second paper on the risks and benefit information on these websites.

### 2011-2012 (In Progress/Projected)

**Fall-Spring** (Two-semester, full pay)

Melinda McAdams

**Fall**

John Freeman

**Spring**

Churchill Roberts

**LEAVE**

**Spring**
Clay Calvert  
Semester leave for teaching appointment at University of Pacific’s McGeorge School of Law.

**FEOs**

**Summer 2010**  
Kim Walsh-Childers  
$13,644 ($7,322 Central FEO Funds; $6,322 College funds)

Developed a proposal for a book describing and analyzing the body of research on the impact of mass media on individual health behaviors and on public health policy. With co-author Dr. Jane Brown of the University of North Carolina at Chapel Hill, the researcher previously has published an original and two revisions of a book chapter summarizing this body of research. Dr. Walsh-Childers will expand the chapter into a full-length book, which is the only one of its kind published in the United States focusing on U.S. media. The book will be a comprehensive compilation for use by scholars and in graduate courses in health communication.

**Summer 2011**  
Cory Armstrong  
$13,576 ($6,311 Central FEO funds; $7,265 College funds)

Examined how disadvantaged populations gather information and employ media to learn about important topics. The project was designed to employ a purposive sample of low-income residents in North Central Florida to develop pilot data about media use and eating habits of immigrant families living in the U.S. A survey was conducted of adult family members of children who participate in the federal Summer Food Service Program in area schools to gather baseline material about how they learned about the program, along with their overall eating behaviors. The focus was immigrant families--primarily Spanish-speaking immigrant families--to determine the role of media in their information-gathering process about nutrition and healthy living. Using a survey (written in both English and Spanish), the researcher reached out to participants in several area locations, attempting to isolate a representative sample of the targeted population. The data were analyzed and are being developed into a grant proposal for external funding.

Juan-Carlos Molleda  
$17,093.10 ($8,546.55 Central FEO funds; $8,546.55 College funds)

Collected quantitative survey data in 19 Latin American countries using an online research instrument. The researcher completed a similar ten-country online survey in 2009, which has resulted in publications in Portuguese and Spanish. More complex sets of statistics have been performed on this data and currently English-version conference papers and publications are being produced for submission. The project was designed to further understand and document the levels of professionalism of the public relations and communication management sector in the region and country-by-country comparisons, as well as to gauge the various dimensions of the social roles of the sector's professionals.
8. Describe travel funding, grant support, or other methods or programs the unit uses to encourage scholarship, research, and creative and professional activity.

Travel Funding

The College decentralizes its travel funding to the departmental level. On average, each faculty has at least $1,000 of funding support for conference travel (See Appendix 5.A for a 10-year summary of travel support). Faculty members are also able to apply to the College Research Seed Money Fund (discussed below) as a form of travel support.

Research Support

The College has instituted various research funding systems to encourage excellence in research and creative activities. For example, the College established a research project funding system called the College Seed Money Fund (Appendix 5.B). This fund’s objective is to stimulate original mass communication scholarship and creative activities and to encourage pursuit of sponsored research funding. Work supported by the fund is expected to “demonstrate high standards of relevance, continuity, significance, and accomplishment.” All full-time faculty members of the College with the rank of instructor or above are eligible, though priority consideration is often given to tenure-track junior faculty. Proposals are reviewed by the College’s Research Committee. Based on the evaluations of the Committee, recommendations are forwarded to the dean for final approval. The College has designated a minimum of $15,000 annually for these research/creative activity awards (except for 2010 when there were fewer applications). See below for a list of projects that were supported through the Seed Money Fund:

<table>
<thead>
<tr>
<th>Year</th>
<th>Recipient</th>
<th>Project</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>Tim Wilkerson</td>
<td>The Oracles of Pennsylvania Avenue (creative project)</td>
<td>1600.00</td>
</tr>
<tr>
<td>2006</td>
<td>Lynda Lee Kaid, Janis Page and Spiro Kiousis</td>
<td>Digital Political Media Resource Repository</td>
<td>3400.00</td>
</tr>
<tr>
<td>2006</td>
<td>Belio Martinez</td>
<td>Key Healthcare Coverage Issue Frames Employed by Hispanic Media in Florida</td>
<td>700.00</td>
</tr>
<tr>
<td>2006</td>
<td>Michael Leslie</td>
<td>Comparative Research on the Representation of Afro-Descendants in TV News</td>
<td>1200.00</td>
</tr>
<tr>
<td>2006</td>
<td>Linda Correll</td>
<td>Creative Aerobics</td>
<td>1500.00</td>
</tr>
<tr>
<td>2006</td>
<td>James Babanikos</td>
<td>Santa Rules (creative project)</td>
<td>1600.00</td>
</tr>
<tr>
<td>2006</td>
<td>Juan Carlos Molleda and Belio Martinez</td>
<td>Alliances and Partnerships for Social Change</td>
<td>1400.00</td>
</tr>
<tr>
<td>2006</td>
<td>Yuan Zhang</td>
<td>Content Analysis of Chinese TV Commercials</td>
<td>2000.00</td>
</tr>
<tr>
<td>2006</td>
<td>John Kaplan</td>
<td>Indigenous Cultures in Danger of Extinction</td>
<td>500.00</td>
</tr>
<tr>
<td>2006</td>
<td>Cynthia Morton, Debbie Treise, Hyojin Kim</td>
<td>Advertising Directed at the Mature Market Audience</td>
<td>1600.00</td>
</tr>
<tr>
<td></td>
<td>Total for 2006</td>
<td></td>
<td>15500.00</td>
</tr>
<tr>
<td>2007</td>
<td>Tim Sorel</td>
<td>Country Forgotten (creative project)</td>
<td>2600.00</td>
</tr>
<tr>
<td>2007</td>
<td>Amy Jo Coffey and Johanna Cleary</td>
<td>The use of news tickers in leading cable news networks</td>
<td>3000.00</td>
</tr>
<tr>
<td>2007</td>
<td>John Freeman</td>
<td>Imperfect Panorama (creative project)</td>
<td>3000.00</td>
</tr>
<tr>
<td>2007</td>
<td>John Kaplan</td>
<td>Center for Social Responsibility in Visual Communications</td>
<td>1600.00</td>
</tr>
<tr>
<td>2007</td>
<td>Cynthia Morton, Debbie Treise, Hyojin Kim</td>
<td>Advertising Directed at the Mature Market Audience</td>
<td>1300.00</td>
</tr>
<tr>
<td>2007</td>
<td>Kim Walsh-Childers and Norman Lewis</td>
<td>Crime victims’ interaction with journalists and perceptions of the news media</td>
<td>2290.00</td>
</tr>
<tr>
<td>2007</td>
<td>Michael Leslie</td>
<td>Comparative Research on Race and Representation in Latin America</td>
<td>1210.00</td>
</tr>
<tr>
<td></td>
<td>Total for 2007</td>
<td></td>
<td>15000.00</td>
</tr>
</tbody>
</table>

UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
To ensure that its tenure-track faculty have the summer period to work on their research and/or creative projects, the College also provides at least one Research Summer Award to all incoming new faculty. Specifically, the faculty are paid $6,500 in the summer to conduct research or creative projects. In addition, whenever funds are available, the College also offers a research summer for grant development. To encourage graduate student scholarship, the College also established a Research Award to recognize excellence in graduate student scholarship. The award is determined on the merits of the examples of scholarship submitted by the graduate student. There is an award of $500 for the winner of this competition. Through a research assistant application process, the College also offers most faculty who request a research assistant a quarter time research assistant every semester. Again, preferences are awarded to tenure-track junior faculty. During this accreditation period, all junior tenure-track faculty who requested a research assistant received one.

To encourage collaborative research efforts and interdisciplinary research projects, as well as discuss the research expectations for the tenure and promotion process, the College has instituted a monthly informal research luncheon. Invited speakers have included Dr. Ed Cohen, vice president of Arbitron Research, Inc.; Dr. Augie Grant, professor of journalism, University of South Carolina; Dr. Angel Kwolek-Folland, associate provost for academic affairs; Dr. Linda Bobroff, UF Academic Personnel Board; UF Sponsored Research personnel; and various research faculty from within and outside of the College.

Realizing the importance of a dedicated research space, the College began to develop a Research Lab in 2007. Nine faculty members volunteered to assist the Research Division in the planning of the research lab. The at-large committee was divided into two sub-committees to

**UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity**

<table>
<thead>
<tr>
<th>Year</th>
<th>Faculty Name</th>
<th>Project Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>Kim Walsh-Childers and Norman Lewis</td>
<td>A qualitative investigation into how the news media interacted with survivors and family members of victims of the April 16, 2007, shooting at Virginia Tech</td>
<td>550.00</td>
</tr>
<tr>
<td>2008</td>
<td>Cory Armstrong</td>
<td>Content analysis of parenting magazines to determine they types of messages being sent to parents about nutrition and balancing dieting for children</td>
<td>740.00</td>
</tr>
<tr>
<td>2008</td>
<td>James Babanikos</td>
<td>Make 200 DVD copies of a 46 minute dramatic film &quot;Somewhere beyond&quot;, which deals with rape and its consequences (creative project)</td>
<td>800.00</td>
</tr>
<tr>
<td>2008</td>
<td>Michael Leslie</td>
<td>Coding and content analysis of Spanish language prime time newscast and elite newspapers from the Dominican Republic and Colombia</td>
<td>900.00</td>
</tr>
<tr>
<td>2008</td>
<td>Johanna Cleary</td>
<td>On-site research to complete a paper, &quot;1945: The year that defined radio news&quot;</td>
<td>1700.00</td>
</tr>
<tr>
<td>2008</td>
<td>Hyojin Kim</td>
<td>Examine the process in which individuals search for and filter online information relevant for their health condition and identify individuals's evaluation criteria for assessing the credibility of the information source, quality of information, and utility of the Web site features</td>
<td>1500.00</td>
</tr>
<tr>
<td>2008</td>
<td>Rasha Kamhawi</td>
<td>National survey of Egyptian news viewers</td>
<td>2600.00</td>
</tr>
<tr>
<td>2008</td>
<td>Sylvia M. Chan-Olmsted</td>
<td>Using survey method with a representative U. S. adult sample, this study attempt to decompose consumers' perception substitutability of web viewing service for television</td>
<td>3700.00</td>
</tr>
<tr>
<td>2008</td>
<td>John Kaplan</td>
<td>Media Center for Social Responsibility</td>
<td>2510.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total for 2008</strong></td>
<td></td>
<td>15000.00</td>
</tr>
<tr>
<td>2009</td>
<td>Tim Sorel</td>
<td>Documentary, &quot;A Wing and a Prayer&quot; (creative project)</td>
<td>3400.00</td>
</tr>
<tr>
<td>2009</td>
<td>Rasha Kamhawi</td>
<td>Analysis of News Story tapes</td>
<td>3100.00</td>
</tr>
<tr>
<td>2009</td>
<td>John Kaplan</td>
<td>Documentary, &quot;Not as I Pictured&quot; (creative project)</td>
<td>500.00</td>
</tr>
<tr>
<td>2009</td>
<td>Amy Jo Coffey and Rasha Kamhawi</td>
<td>Study tests the impact of sense of presence in a virtual environment on ability to learn information presented.</td>
<td>2500.00</td>
</tr>
<tr>
<td>2009</td>
<td>Moon Lee</td>
<td></td>
<td>3000.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total for 2009</strong></td>
<td></td>
<td>12500.00</td>
</tr>
<tr>
<td>2010</td>
<td>Amy Zerba</td>
<td>Study examines journalist's news values and routines at two adult news publications in the US.</td>
<td>4626.00</td>
</tr>
<tr>
<td>2010</td>
<td>Sylvia Chan-Olmsted</td>
<td>Study designed to develop a social engagement scale that assesses consumer involvement with social media tools employed by television programmers</td>
<td>2875.00</td>
</tr>
<tr>
<td>2010</td>
<td>James Babanikos</td>
<td>Dramatic Film: The Wedding Ring (creative project)</td>
<td>970.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total for 2010</strong></td>
<td></td>
<td>8471.00</td>
</tr>
</tbody>
</table>
tackle two different aspects of the planning activities. Drs. M. Roberts, Martin-Kratzer, Duke Cornell, Treise, and Chan-Olmsted were delegated to work on software and policy issues, while Drs. Kaid, Walsh-Childers, Ferguson, Armstrong, and Kiousis focused on lab hardware and configuration issues. Individual committees met numerous times to review options, discuss proposed software/hardware/furniture/layout selections, and examine pricing/value/needs issues. With the assistance of the Research Division and IT department, a final report with recommended purchase items, configuration, and lab usage policy was submitted to the Research Division and presented to Dean Wright. In the fall of 2007, after remodeling the space and purchasing computing equipment, the Research Lab was opened.

Specifically, the Research Lab is conveniently located in Weimer 2052 and equipped with a projector screen, digital recording devices, IP phones, and 22 research stations, including both desktop and laptop computers. The Lab provides the tools for conducting both quantitative and qualitative research and is equipped with the following research software: Amos, Atlas.ti, Diction, SPSS, LISREL, MediaLab, Website Ripper, and Spector Pro. Additionally, the College acquired Biopac, a physiological measurement system that provides data of physiological responses for faculty who are interested in this research approach. To enhance both the students and faculty’s online survey competency, the College also purchased the comprehensive online survey research suites, Qualtrics. All students and faculty affiliated with the College have access to the Qualtrics Research Suite. To reduce the learning curve, software training support and workshops are provided to students and faculty on a regular basis.

**Faculty Summer Grant Development Award**

In the academic year 2007-2008 the College developed procedures for a faculty summer grant development award. The objective of the award is to encourage faculty to pursue external resources to support their research and creative activities. The recipient of the award is expected to develop one or more grant proposals in the summer for submission to potential funding agencies in the fall or the following spring.

One proposal was received and it was funded for summer 2008:

Kim Walsh-Childers
$6,500
“Exploring Breast Cancer Patients’ Use of the Internet for Health Information”

The program has not been continued for subsequent summers. However, reinstating the award may be in order if sufficient faculty interest exists. At the same time, though, the FEO program now provides faculty some support to pursue grant-related activities.

**Graduate Student Support**

The Graduate Division is committed to supporting graduate student success by supporting travel to conferences to the maximum extent that the budget allows. Graduate students can receive up to $400 per fiscal year to support travel to a national conference and $150 per fiscal year to support travel to a regional conference.

The following policies were developed and approved by the Graduate Students in Mass Communication Association, the Graduate Committee, and the graduate faculty.

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1. One student per accepted paper will be funded. In the case of multi-authored papers, the student authors must decide which author will receive college funding to attend the conference. In the case that authors disagree about who should be funded, authors may appeal to the Graduate Committee.

2. Students must be registered and in residence as full-time graduate students in the College at the time the paper is presented.

3. UF travel policies are in effect and must be followed by conference attendees.

Through the generosity of Frank Karel, an alumnus and former vice president of communications for the Robert Wood Johnson and Rockefeller Foundations, an additional $10,000 in travel funding was made available for students presenting health- or science-related research papers at academic conferences. The first award was given fall 2007.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>College Travel Grants</th>
<th>Karel Health Care and Science Travel Grant</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$14,474</td>
<td></td>
<td>$14,474</td>
</tr>
<tr>
<td>2006</td>
<td>$13,839</td>
<td></td>
<td>$13,839</td>
</tr>
<tr>
<td>2007</td>
<td>$15,995</td>
<td>$1,000</td>
<td>$16,995</td>
</tr>
<tr>
<td>2008</td>
<td>$16,576</td>
<td>$500</td>
<td>$17,076</td>
</tr>
<tr>
<td>2009</td>
<td>$17,750</td>
<td>$2,000</td>
<td>$19,750</td>
</tr>
<tr>
<td>2010</td>
<td>$21,500</td>
<td>$4500</td>
<td>$26,000</td>
</tr>
<tr>
<td>2011</td>
<td>$20,335</td>
<td>$2,000</td>
<td>$22,335</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$120,469</strong></td>
<td><strong>$10,000</strong></td>
<td><strong>$130,469</strong></td>
</tr>
</tbody>
</table>

The College has established a Graduate Student Research Award, which is given annually, to recognize excellence in graduate student scholarship. The award is determined on the merits of the examples of scholarship submitted by the graduate student (Appendix 5.C). The winner receives $500.

9. List faculty who have taken advantage of those programs during the past six years, with a brief description of the resulting activities.

Names of faculty members who are have received travel funding for research and creative and professional activities are summarized in Appendix 5.A. Outcomes of this support have been listed previously in Question 4 and also are summarized in Standard 8, Question 4.

10. Describe actions by the unit administration to alert faculty members to opportunities to engage in scholarship, research, and creative and professional activity and to encourage faculty to engage in these activities.

In addition to research luncheons, the Research Division in the College conducted individual grant database searches and forwarded research grant opportunities to relevant faculty. The College administration also supported grant workshops opportunities by financially sponsoring attendance of such trainings.

11. Describe the unit's efforts to foster a climate that supports intellectual curiosity, critical analysis and the expression of differing points of view.

UF: College of Journalism and Communications/Self-Study Report/Standard 5: Research, Creative and Professional Activity
The College has attempted to foster a climate that supports intellectual curiosity, critical analysis, and expression of different viewpoints through the following efforts:

a. Improve the research infrastructure within the College. For example, the College developed a dedicated research space, the Research Lab, for faculty and graduate students’ research projects. In addition to the space, the College also invested in a focus group room, dedicated research equipment, research software workshops, and specialized software for graduate students and faculty.

b. Develop the reward system for faculty who are productive researchers and grant-seekers, including additional assigned time for research, course buyout under a reduced rate whenever feasible, increased professional development funds, guaranteed “research summers” for new faculty, summer funding for grant writing, and assignment of graduate research assistants.

c. Continue to develop partnerships with other disciplines in grant development and research projects. Specifically, the College has been a partner with the colleagues in the College of Medicine, the College of Business, and the College of Engineering.