Part II, Standard 7. Resources, Facilities and Equipment

Executive summary (optional).

Almost all of the College of Journalism and Communications’ general state revenue allocation during the period of the Self-Study Report has been used for faculty and staff salaries. As discussed earlier, the College’s state expense money generally has been eliminated due to several years of budget call-backs. The university’s new budgeting process, Responsibility Center Management, has shifted the budgeting process from a historical model whereby the College’s budget was based on the previous year to one where each year’s state allocation is a function of Student Credit Hour Productivity. Under RCM, units also are encouraged to develop entrepreneurial and self-funded academic programs and the revenues generated by both are returned to the College. For both its state-allocated operating budget and private revenues, the College aims to align its budgets and expenditures with the goals and priorities of meeting the specific needs of a professional program in journalism and communications as well as the needs of a unit within a major research public land-grant institution and member of the American Association of Universities.

The College has enjoyed the support of higher-level administrators for several decades and despite severe budget reductions since the last Self-Study Report has been allocated $750,000 in non-recurring money for the Center for Media Innovation + Research as well as over $200,000 in start-up funds for new faculty that were used for computer equipment, office needs, and graduate assistant stipends. In 2008, the College also was allocated $250,000 in discretionary recurring money for the dean’s start-up package. And, the College received funding to hire five new additional faculty members—two assistant professors, one associate professor, one professor (an Endowed chair position), and one lecturer through a combination of Faculty Enhancement, Tuition Differential, and Jump Start funds.

During the University of Florida's "Florida Tomorrow" capital campaign the College has raised over $16.5 million of its $27 million goal. The campaign goals include $4 million for faculty support, $3.5 million for student support, $6 million for campus enhancement, $6 million for program support and research, and 7.5 million for the College’s multimedia properties.

The College is located in Weimer Hall, a model facility that houses classrooms, labs, and faculty and administrative offices. The College's professional multimedia properties also are housed in the building and are an integral part of the College. The building is home to the Knight Division for Scholarships, Career Services and Multicultural Affairs, the Brechner Center for Freedom of Information, the Marion B. Brechner First Amendment Project, Gannett Auditorium, the Allen H. Neuharth Library, the Jerry Davis Interactive Media Lab, the Center for Media Innovation + Research, and WUFT-FM's Radio Reading Service for the sight impaired. The College also provides office space to the Florida Scholastic Press Association and the Institute for Public Relations. The College's computer facilities and Weimer Hall's SAN are considered among the most elaborate and advanced on the University of Florida campus. The College has almost 500 client computers.

The College operates 10 computer labs equipped with PC and/or Mac computers, depending on the primary function of the lab. The digital editing labs, for example, contain Mac digital editing stations with 27-inch flat panel monitors. The Division of Multimedia Properties news operations are supported by two television and two radio newsrooms equipped with the latest technology.
The College has increased the amount and quality of television video equipment since the last accreditation visit. The purchase of the digital SAN has given the College the capacity to convert to digital throughout the facility. The purchase of digital editing stations and accessories also significantly upgraded technical resources for photojournalism students.

One of the College's most pressing needs is for more effective use of space. Because the College includes so many facilities, centers, programs, and activities and has such a large number of students, faculty, and staff, space requirements are significant. The long-term plan to meet space needs is to complete the renovation of the second and third floors of the Flanagan Wing which is being funded with a $4.4 million Public Education Capital Outlay grant from the state.

Most library materials used by faculty and students are housed either in the Neuharth Library in Weimer Hall or a short walk away in Library West, the main humanities and social sciences library of UF's George A. Smathers library system. The UF library website makes all electronic databases available 24-7. While it is difficult to ascertain the total number of cataloged volumes, the library receives 186 daily and weekly newspapers and over 60 print reference materials related to journalism and communications. In addition, faculty and students have access to over 35 databases as well as many other relevant cross disciplinary resources. Neuharth Library holds 11 newspapers, 19 trade and popular magazines, 39 journals, and 13 newsletters related to journalism and communications. Courses in the College require students to use the libraries to complete reading and other assignments including major projects and papers.

Please respond to each of the following instructions:

1. Complete and attach Table 11, “Budget and Expenditures.”

2. Describe the process through which the unit develops its budget, including preparation of the budget request and spending plan, review and approval, and the role of faculty in the process.

The College engages in an iterative process to match its budgeting priorities with the College’s long-range goals, emerging or immediate needs, and available resources. Drastic changes in the stability of state funding and a new university system for budgeting have made it imperative that the faculty and administration have ongoing conversations about the budget in order to understand how resources are allocated and how the College should plan accordingly. The College's budgetary process is guided by a new university budgeting system known as Responsibility Center Management. The goal of RCM is to make university inputs and costs more transparent and to encourage colleges to maximize activities that ensure financial stability in a time of uncertain state support.

Under RCM, college revenues come primarily from two sources. The first is student credit hours which include both the number of overall majors and the numbers of students enrolling in classes in the college. SCH is weighted so that the college derives greater revenue from graduate SCH as compared with undergraduate. The other major source of revenues is from non-SCH inputs such as self-funded for-credit programs (distance education programs), grants, gifts, and entrepreneurial activities. RCM also includes costs that must be paid for the College. These costs include charges for support units (i.e., the library, the graduate school, etc.), salaries, and college expenses.
The College has responded proactively to RCM in many ways. For example, SCH is monitored on a daily basis in the Office for Undergraduate Affairs. New self-funded master’s degrees are either already approved or undergoing review. Several entrepreneurial activities, such as a week-long workshop on "digital storytelling," have been created. And the College is reviewing how it can best encourage increased grant writing.

Budget issues typically are on the agenda of every Deans and Chairs and College Council meetings so the dean can keep the administrative team informed and seek input. And, since the last Self-Study Report, the College has elected a Budget and Long-Range Planning Committee representative of the four departments and unaffiliated faculty that meets several times a semester with the dean. Numerous “Dialogue with Dean” sessions also have been devoted to discussing the budget.

Still, there is a desire for more transparency among the administration and faculty, especially given the evolving nature of the budget process and the need to make decisions strategically, collaboratively, and often quickly. Prior to the recent budget call-backs, the state budget was relatively straightforward and easy to explain and discuss since the categories of funding were relatively fixed and few in number—salaries, expense, vacant line money, “carry forward,” and funding for graduate students. As the budget cuts proceeded, each year’s state budget became somewhat more complicated as the College lost recurring salary, vacant line, and expense money but was allocated a variety of additional types of nonrecurring funds including stimulus and tail (salary payments to faculty and staff who had been laid off to cover their severance year) as well as several sources of recurring funds for new faculty—tuition differential, jump start, and faculty enhancement funds. There is also an interest among the administration and faculty in having more transparency about private funds since this money is where most discretionary spending is involved. The current fiscal staff in the dean’s office is too small to successfully manage the complexities of budgeting presented by RCM as well as prepare ongoing reports about private funds. This is especially the case since the program assistant position for the Director of Development was upgraded to an Assistant Director of Development and many of the clerical tasks were eliminated. Some short-term relief was found when another program assistant in the College offered to help with college fiscal duties. However, to better manage the college’s fiscal priorities and improve procedures for financial transparency, the dean’s office allocated salary money to split the costs and workload of one of the Division of Multimedia Properties’ fiscal staff members. And, in September 2011, the dean’s office hired a full-time accounting coordinator to help with fiscal responsibilities and provide more transparency about the budget for faculty and staff.

3. Describe how the allocation of resources is related to the unit's long-range, strategic plan.

The College’s strategic planning process is tied to the annual Academic Program Review conducted for the Office of the Provost. Based on its own needs and assessments, each department answers questions about its goals and priorities and the dean reviews these and writes an overall report for the College. Since this report is typically completed in the summer, department chairs are asked to seek input from their faculty during the spring semester. This process, however, is striving toward more faculty input and coordination with the College’s Budget and Long-Range Planning Committee. The questions asked by the Provost have changed from year to year, making it difficult to ask faculty to respond in advance. Providing questions from the previous year has worked for some departments, but still it is difficult to schedule faculty meetings at the end of the semester when so many other meetings are scheduled and
agendas tend to be full with end-of-the-year business. The Faculty Senate discussed this issue with the dean and executive associate dean, and there was consensus that the questions and Program Review would be sent to the Faculty Senate over the summer with the goal of using the information for strategic planning at the fall Kick-Off Faculty Meeting, other faculty meetings early in the semester, and for background information for the Budget and Long-Range Planning Committee.

In attracting and spending private funds, the College has focused on such strategic priorities as raising funds to support faculty and graduate students and specific initiatives such as the Center for Media Innovation + Research. Although performance in this area has been adversely affected in the past six years because of the stock market decline, the College has had success in matching private funding to strategic goals.

For example, one area where progress can be seen in aligning expenses with strategic goals is money spent to support faculty, staff, and student travel. At the time of the last Self-Study Report, in the 2005 fiscal year, total spending on faculty, staff, and student travel was $200,803.00, including $37,702.49 spent on student travel. In the fiscal year 2011, the total spending on faculty, staff, and student travel is up to $257,492.55, including $35,225.60 spent on student travel (See Appendix 5.A for comparative data on travel spending). This reflects both the attracting of resources and shifting of resources to support faculty and student attendance at scholarly and other professional meetings in conjunction with the College's goal to continue to expand its reputation for excellent professional and academic preparation of future journalism and communications practitioners and scholars. A similar comparison can be seen in the allocation of college seed money and funding for faculty research summers, sabbaticals, and FEOs during the same time.

The College and the various departments enjoy private support from many sources although the College’s main sources of support come from three major endowments—the Journalism Endowment Fund, the Flanagan Fund, and the Jerry Davis Fund.

The Journalism Endowment Fund (0936) is an unrestricted endowment that was created from the building fund when Weimer Hall was constructed. Over the past six years, this fund has generated an average of $305,612 a year in spendable income that is used for a variety of general purposes. And, increasingly the fund has been used to pay for office and building maintenance expenses that used to be covered by state expense money. Some of the categories of costs that this fund covers include:

- Fundraising travel expenses for the dean and development staff
- Salary expenses for the director of development (67 percent) and assistant director of development (100 percent).
- College development and appreciation gifts (T-Shirts, pens, calendars, coffee mugs, etc.)
- Office and mailing supplies for Office of Development staff
- Communications expenses including communigator and other collateral materials such as brochures and event programs
- Receptions, alumni gatherings, and other special events including Commencement
- Enhancements to classrooms, common areas such as hallways and atriums, and faculty offices—furniture, flooring, painting, bulletin board, repairs
- Signage throughout the building
- College-related memberships (e.g., ACEJMC) and subscriptions services (e.g., AP)
- ACEJMC re-accreditation expenses
• Hospitality services such as food for faculty and staff meetings, college kitchen supplies, and coffee service
• Professional dues for dean and executive associate dean (AEJMC, CASE; AEJMC, PRSA, FPRA)
• Travel for associate deans and chairs for College-related administrative duties
• Expenses associated with faculty searches and hiring expenses such as visa and background check requirements
• Cost-sharing with departments for faculty travel not covered by other funds (e.g., International Association of Communication’s annual conference)
• Partial salary expenses (12.5 percent) for program assistant for the Brechner Center
• Summer salary supplement--$6,500 each--for two professorships that were formerly funded from the Flanagan Fund
• Equipment-related expenses for faculty and adjuncts teaching online

The Flanagan Endowment (Fund 8080) has generated an average of $283,566 in spendable income a year over the last six years and is earmarked for support related to telecommunication. Many of the improvements in equipment for telecommunication students and the Division of Multimedia Properties that have been funded since the last Self-Study Report were paid for by the Flanagan Fund. This endowment also supports an endowed professorship and is used each year to allocate $5,000 for travel and professional development expenses for faculty members in the Department of Telecommunication.

The Jerry Davis Endowment (Fund 6126) has generated an average of $202,636 a year over the last six years and is used for almost all expenses related to information technology including computers, printers, and software. All faculty members have access to a state-of-the-art computer in their office and every office is equipped with its own printer. Many faculty members also have laptops. The College also has used this fund to purchase all of the computer equipment and upgrades for Weimer Hall classrooms as well as equip and maintain the Research Laboratory.

Although not endowed, the College’s Gift Fund (0329) is a source of funding for smaller projects. The dean uses this fund in particular for student-centered one-time needs such as the recent renovations to the Office of Undergraduate Affairs and travel related to professional competitions and award ceremonies for students and their faculty advisers.

The rest of the College’s private funds that support the academic mission fall into the general categories below. The majority of funds are for undergraduate scholarships.

Eminent Scholar (Brechner) and Professorships (Cox/Palm Beach Post, Cunningham, Knight Chair, McClatchy, Karel)
Gift Annuities
Graduate Fellowships
Hearst Fund for Visiting Professionals
Neuharth Library
Professional Advancement Funds (college and departments)
Research (e.g., Marion B. Brechner First Amendment Project)
Undergraduate Scholarships

4. Describe how the resources provided by the institution compare with similar units on your campus.
Under RCM, comparisons with other units on campus is difficult since each unit’s allocation is based on its own Student Credit Hour Productivity. However, the College has a history of being allocated an equitable share of university resources and of having the support of higher-level administrators who recognize the College's mission and role and appreciate the contributions made to the university's reputation by a high-caliber College of Journalism and Communications. In turn, the College keeps attuned to university strategic plans, goals, and directions and works collaboratively to align its programs, strategies, and tactics to help achieve overall university goals as well as those goals unique to journalism and communications programs.

Despite budget call-backs, evidence of higher-level administrative support can be seen, for example, in the allocation of the dean’s and new faculty members’ start-up funds, funds for the Center for Media Innovation + Research, “Salary Plan for Professors” raises for professors who continue a record of excellence in research and teaching, funds for five new faculty positions, and allocation of Physical Plant funds for some building enhancements.

Evidence of the College's working to align its programs with university strategic priorities and directions can be seen in the College's Strategic Plan and in particular its recent successes at sustained growth and excellence in the doctoral program, the new online master's specializations in global strategic communications as well as web design and online communications, and continued stellar performance of undergraduate students in national and international professional arenas.

5. List the tuition (including fees) charged during the most recent academic year (two semesters or three quarters). Please include undergraduate and graduate tuition, for both in-state and out-of-state students.

**Fall 2010 and Spring 2011**

<table>
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<th></th>
<th>Florida Resident</th>
<th>Non-Resident</th>
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<tr>
<td>Tuition and fees per credit hour</td>
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6. Describe fund-raising goals and efforts undertaken by the unit.

The College's major fund-raising goal is to build endowments that will assist faculty, staff, and students in accomplishing the College's teaching, scholarship, and service missions and, thus, create an optimal learning environment. Specifically, the College focuses on attracting funds for professorships, graduate assistantships, professional advancement funds, and other funds related to its strategic plans and goals.

The College has raised $16.5 million in the University’s current seven-year Florida Tomorrow capital campaign. Most of the College’s campaign total to date is for funds to support undergraduate and graduate students, professional development for faculty, computer and technology needs, professorships, a Karel Chair in Public Interest Communications, and the Center for Media Innovation + Research.

In addition to funds raised through the capital campaign, the College has secured a $4.4 million PECO grant from the state of Florida for the construction of a convergence newsroom, a 12,000 square-foot addition to the second and third floors of the existing Weimer Hall facility.

PECO funds are generated through the levy of gross receipts tax on utilities and are used to accomplish fixed capital outlay projects of the education agencies of the state.

7. Describe the unit’s classrooms, offices, computer labs or other building spaces. If the unit administers university media or student publications, include a description of equipment and facilities devoted to those operations.

The College has 201 computers in the Weimer labs and 75 PCs in the Graduate Division. The PC lab in room 2050 has 21 computers (Dell OptiPlex’s 980). The PC lab in room 2056 has 21 computers (Dell OptiPlex’s 755). The PC lab in room 3024 has 21 computers (Dell OptiPlex’s 980). The lab in room 3028 has 21 computers (Dell OptiPlex’s 755). The lab in room 2058 has 12 computers (Dell OptiPlex’s 745).

The computers in the Graduate Division are all Dell Optiplex-620 desktop computers. All computers have MS (Microsoft) Win 7 Professional – 64 bit version. This is the most recent version of the operating system and reflects a current industry standard which is helpful for incoming students.

All the computers in the PC labs have MS Office Pro 2010, Adobe Premium Suite CS 5.5, Adobe Audition CS 5.5, Photo Mechanic 4.6, Sound Slides Plus version 1.9.3, Mozilla Version 5.0, Audacity (freeware), Lame (freeware), IBM SPSS version 19, and for virus protection Symantec End Point protection. The following list has more details about each package. This list is valid for all the Windows labs mentioned in this document.

Adobe Acrobat Distiller CS5.5
Adobe Acrobat Professional CS5.5
Adobe Dreamweaver CS5.5
Adobe Flash Pro CS5.5
Adobe GoLive CS5.5
Adobe Illustrator CS5.5
Adobe InDesign CS5.5
Adobe Media Player 1.8
Adobe Photoshop CS5.5
Audacity 1.3.1
Firefox 5.0
Internet Explorer 9
iTunes9
Microsoft Access 2010
Microsoft Excel 2010
Microsoft OneNote 2010
Microsoft Power Point 2010
Microsoft Publisher 2010
Microsoft Visual Studio 2008 Pro
Microsoft Word 2010
Notepad++5.9
QuickTime 7.6
QuickTime Picture Viewer 7.6
RealPlayer Enterprise 6.0.11.2271
IBM SPSS (formerly PASW) 19
Windows Media Player 11
Windows Movie Maker 5.1

- The Orange and Blue computer lab has two Mac Pros with the most recent Mac operating system (version 10.6) and Final Cut Pro (version 7.0).

- The Research Laboratory has 22 Dell Latitude 830 computers (notebooks) with Windows XP SP3 (Service Pack 3). The units have MS Office 2007, Spector Pro, Diction, AtlasTi, survey Monkey, Media Lab, WinCati, and the computer based Arbitron suite which includes Qualitap, MaximiSer, Tapscan, PdAdvantage, Arbitrends, and MapMaker. The lab also has Quatrics online.

- The Advanced Photo Lab has seven iMacs with 2.33 GHz Core 2 duo processors, 2 GB of Ram, 500 GB storage, and Snow Leopard for the Operating System. These computers have MS Office 2011, Adobe CS v5.5, and Adobe After Effects v 5.5.

- The Non-Linear Editing Lab has 21 iMacs with 3.4 Quad Core i7 processors, 12 GB of Ram, 2.25 TB’s of storage, and Snow Leopard for the Operating System. These computers have MS Office 2011, Adobe CS v5.5, Adobe AE v5.5, and Final Cut Studio HD.

- The Telecom Lab 2136 has 11 Mac Pros with 2.93 GHz Quad Core processors, 8 GB of Ram, 3 TB’s of storage and five Mac Pros with 2.8 GHz Quad Core processors, 8 GB of Ram and 2 TB’s of storage, and Snow Leopard for the Operating System. These computers have MS Office 2011, Adobe CS v5.5, Adobe AE v5.5, and Final Cut Studio HD. This Lab also has 11 PC’s with 3 GHz Core 2 Duo processors, 4 GB of Ram, 320 GB’s mirrored storage, and Windows 7 as the Operating System. These computers have MS Office 2011, Adobe CS v5.5, Adobe Audition, and ENPS¹ for their news software.

- The 21st Century News Lab has 20 Mac Pro laptops with 2.4 GHz Core 2 Duo processors, 4 GB of Ram, 500 GB of Storage, and Snow Leopard for their Operating System. These computers have MS Office 2011, Adobe CSv5.5, Adobe AEv5.5, and FC pro HD. There are four Mac Pros with 2.66 GHz Quad Core processors, 8 GB of Ram, 2.5 TB’s of Storage, and Snow Leopard for their Operating System. They also have MS Office 2011, Adobe CSv5.5, Adobe AEv5.5, and Final Cut Pro HD. This Lab has two Dell Optiplex 980’s with 3 GHz Core Duo processors, 4 GB of Ram, 320 GB of mirrored storage and Windows 7 for their Operating System. These computers have MS Office 2011, Adobe CS v5.5, Adobe Audition, and ENPS for their news software.

All of the computers labs have two printers. One is for black and white work and the other is a color laser jet. The color device supports 11x17 paper size. The College also has two EPSON plotters for advanced photo cork. One is in Weimer 2125 and the other is in 2058.

¹ ENPS is the newsroom operating system from the Associated Press.
Equipment Enhancements Related to Converged Journalism

Since the College’s last accreditation visit, there has been a significant overhaul in equipment management, student field gear, student editing labs, and station facilities that host a component of coursework. The College has invested in a new equipment room, built a new academic nonlinear editing lab for news while upgrading another large one for electronic field production, built a convergence news lab, greatly expanded digital technologies throughout the building, and greatly expanded and upgraded the fleets of student field gear earmarked for courses.

The previous Self-Study Report lamented the student field gear equipment room had remained in an old dormitory room that is part of the football stadium complex (Yon Hall) after being temporarily relocated there for the construction of a special wing overhanging the Weimer Hall service drive. The new operation (in an expanded and renovated Weimer G020, the original equipment room) is a great success story; it has expanded in scope to support all television news sequence courses, all radio news courses, and key online and photojournalism courses.

The College now upgrades the gear itself year to year (if not term to term), rather than in crisis batches. The equipment room has grown from hosting a total of 27 camcorders serving four silos to the current array of more than 68 camcorders and nearly 1,800 actual checkouts in spring 2011. For the Department of Telecommunication’s Electronic Field Production, the College moved back to Weimer Hall with a pair of six-camera fleets (beginning and advanced fleets), in 2007 upgraded to a pair of eight-camera fleets (all new Panasonic DVX100’s), then in 2010 upgraded/expanded to HD and tapeless with twin 10-camera fleets of new Panasonic HMC-150’s, which record only HD footage (AVCHD), and operate only on SDHC cards.

Similarly, the News course camcorder fleets are on a similar path of expansion and migration to tapeless/HD, although because the television station has been heavily invested in Panasonic’s DVCPRO format, the College is pursuing two “flavors” of tapeless HD operations (AVCHD on common SDHC cards where possible, DVCPRO-HD on professional P2 cards where necessary). The main twin fleets of News camcorders (beginning and advanced, a total of 15 in two formats six years ago) are standardizing as 8 HVX200 and 8 DVX100. Newsroom work for WUFT-TV is completed on daily deadline in DVCPRO-HD, while the project work for those courses is moving from SD to AVCHD. The television news Investigative course and the WUFT-TV Sports and Special Projects groups are similarly split now between miniDV/SD and P2/HD but will become 100 percent tapeless in coming years.

UF’s approval of a special Equipment Fee for lab courses has been key to the growth. It provides a mechanism to sustain an expensive fleet by recovering the replacement cost of similar gear, although we still have to make capital investments in starting or expanding or upgrading a fleet, and for certain accessories. The Department of Telecommunication collects about $60,000 per year, and equipment is on a replacement cycle consistent with the generally known “life” of the equipment. In addition, WUFT technical staff members now examine any equipment requiring repair. Previously, equipment was sent to an outside vendor for repair, and there was a belief that the College was sometimes overcharged. When it is necessary to send equipment out for repair, the College is able to do so with knowledge of the problem to be corrected.

The challenges moving forward include expanding the percentage of field gear on the equipment fee regime (an existing fleet of Photojournalism dSLR cameras recently was moved to this system to plan for that next fleet upgrade), continuing to physically expand the equipment room (a 2009 construction project added 78 square feet, and a late 2011 project will add 120
square feet), and providing adequate staffing/hours for the equipment room operation (currently one full-time professional staffer with student assistants for 10 hours a week during fall and spring).

On the second floor of Weimer Hall, the College has renovated four rooms that hosted tape-based radio and television editing labs into another large digital editing lab for broadcast News, a near-twin to the adjacent existing lab which serves Electronic Field Production students, and the College now uses the capacity across both labs to offer a basic five-week, one credit hour Final Cut Pro editing fundamentals course. The twin labs will remain co-located but shift to the third floor of Weimer Hall and its Flanagan Wing during the renovation and construction project. Additionally the second floor of the Flanagan Wing is currently the home for the consolidated Red Barber radio newsroom. In 2010 the commercial and public radio newsrooms were consolidated into a single operating unit forming the foundation for converging the content creation process for all College owned and operated media. Upon completion of the new convergence newsroom, the Red Barber radio newsroom will join the current television newsroom and a new online content generation area in a single multimedia facility. Once all newsrooms are consolidated in the new facility the current radio newsroom will become an enhanced Spanish-language newsroom and form the foundation for the WUFT Noticias project, one of the few bilingual academic news environments in the United States.

The content creation focus for the College’s efforts also have an energized approach toward two additional areas in sports and weather. Dovetailing with the College’s new partnership with UF’s athletic department and its Gatorvision multimedia unit, the College’s media properties have invested heavily in media platforms and formats dedicated to sports and weather. The 2010 relaunch of WRUF-AM as WRUF, Sportsradio 850 ensures College students have the best possible experience learning sports reporting, editing, producing, and hosting sports content on the radio and online. June 1, 2011 brought about the launch of WRUF-TV, channel 6, a new local television channel and online experience focusing on weather, local news, and Gator athletics. Through substantial investment in state-of-the-art high definition weather graphics systems and the hiring of a full-time meteorologist through the College’s Division of Multimedia Properties, WRUF-TV is designed to become the market’s local content leader and “turn to” media outlet during severe weather. Students play a critical role in ensuring the success of these products from both an educational and operational standpoint, but the investment the College and media properties have made in state-of-the-art equipment and the personnel to instruct students in its use is significant.

**Partnerships with Arbitron, Inc. and The Nielsen Company**

As the only program in the country to have such partnerships with leading audience research firms, the College has entered an agreement with both Arbitron and Nielsen to have access to the audience data services that are used by industry practitioners. This special access gives students the opportunity to utilize real audience information and conduct projects that are realistic as those in the markets.

Through a special partnership agreement with the audience measurement industry leader, Arbitron, the College provides its faculty and students access to a customized web portal that offers Arbitron audience data through the platforms typically used by industry practitioners. The portal also offers up-to-date, new multimedia, mobile audience studies/reports and training...
resources. UF is the only school in the country providing its students such rich audience information directly from the industry leaders and training its students to develop such skill sets.

Through another partnership agreement with the marketing/audience measurement industry leader, Nielsen, the College’s Research Lab is being outfitted with the industry audience analysis software and data. The Nielsen Arianna audience analysis system will be available to faculty and students for both research and instructional purposes.

The College also has almost 500 accounts from both faculty and students actively using the Qualtrics research suite. And, the College has acquired a very powerful, popular industry database that can be used to connect with media professionals (or identify professional survey subjects for a research project), plan campaigns, and monitor or analyze media message contents of specific organizations. Specifically, CisionPoint Bacon’s Media Database is the world’s largest and most comprehensive media research resource. It contains detailed information on hundreds of thousands of media contacts, outlets, and editorial opportunities worldwide, updated over 10,000 times a day. It is used by the world’s largest public relations firms and enables faculty and students to create targeted lists of syndicated columnists, freelance and broadcast journalists, editors, analysts, and bloggers.

**The Division of Multimedia Properties**

The foundation on which the College creates real-world experiences for students exists in the Division of Multimedia Properties. In 1928, UF launched WRUF-AM 850, the second radio station in the state of Florida, second only to a station in Miami. Since that time WRUF, standing for “Radio University of Florida,” has provided students in the College with unique and exciting opportunities in radio news reporting, editing, writing, and anchoring in addition to sports-focused journalism, which is the primary focus of the radio in 2011 as the station is branded WRUF, Sportsradio 850. Throughout the past seven-plus decades the College has added numerous public and commercial media properties in order to create and maintain the position as a leader in the education of journalists and media professionals.

At present the College’s Division of Multimedia Properties operates commercial radio properties WRUF, Sportsradio 850, the 5,000 watt full-time AM radio station and WRUF-FM, known as Country103.7, The Gator, a 100,000 watt full-time FM radio station. The College’s commercial radio outlets operate from the third floor of Weimer Hall in proximity to the academic wing of the College. Facilities include stand-alone air studios for each of the stations in addition to two complete production studios and two smaller interview studios. In addition, the College recently launched commercial television station WRUF-TV, a 24-hour channel broadcasting on digital channel 10 in North Florida and on Cox cable channel 6 throughout Gainesville and Alachua County. WRUF-TV provides students with unique opportunities in television news, weather, and sports and doubles as an outlet for UF Gator athletics television broadcasting with the productions taking place through a new and unique partnership between the College and the multimedia unit of the University Athletic Association, the collegiate athletics entity at UF. The College/Gatorvision partnership is further explained below. WRUF-TV operates through the Division’s combined television master control facility and is available in full high definition to the marketplace.

The College also operates Florida’s 89.1, WUFT-FM, the NPR public radio affiliate for North Florida. A 100,000 watt FM radio station broadcasting at 89.1 mhz, WUFT-FM is currently the top-rated radio station with adults 25+ in Alachua County. WUFT-FM’s news product is based on the College’s student experience and three paid professionals/instructors
serve as mentors to students entering the telecommunication sequence of courses. Operating from the radio newsroom on the second floor of Weimer Hall and adjacent to the WUFT-FM master control room, WUFT-FM’s student reporters and anchors produce news on an hourly basis with a weekday hour-long newscast from 4 p.m.-5 p.m. Newsroom facilities include 14 reporter work stations with state-of-the-art editing and newsroom software for students to use in creating content on a daily basis. WUFT-FM operates both analog and digital broadcast signals and serves an area from Jacksonville to Ocala and coast to coast. The digital broadcast signal for WUFT-FM highlights the College’s efforts to increase diversity in the experience students receive with the 2011 launch of WUFT Ahora, a 24-hour Spanish-language program stream at 89.1 HD-3. Available across the same listening area as WUFT-FM, WUFT Ahora currently provides more than 40 students with a bilingual media experience producing newscasts in Spanish for broadcast. WUFT-FM HD2 programs classical music 24 hours a day as “Classic 89.” The College also operates WJUF-FM/HD, which is a 100 percent simulcast of WUFT-FM. WJUF-FM serves Central Florida from a tower near Inverness providing public radio programming from Ocala along the “Nature Coast” region to Tampa. Florida’s 5, WUFT-TV, is the award-winning full-power public television station operated by the College on channel 5. WUFT-TV features traditional PBS programming throughout much of the broadcast day focusing daytime educational programming on the underserved youth market while featuring high quality PBS programs in the evening. As a part of the early evening programming line-up College students produce a weeknight half-hour newscast in full high definition. Utilizing iMac based editing systems and ENPS, students report, write, edit, and produce 100 percent of the content of this traditional newscast, including providing local weather and sports. Students also produce news, weather, and sports content for WRUF-TV in addition to WUFT-TV.

Gatorvision Partnership

This is a three-phase partnership between the College and the University Athletic Association. Gatorvision, the multimedia unit of UAA, moved editing facilities and professional staff to Weimer Hall in early 2011 as part of phase one of a long-term partnership designed to further enhance the educational experience at the College. Students have access to Gatorvision assets, personnel, and hands-on experiences through opportunities in sports production, reporting, writing, editing, interviewing, and anchoring on content distributed on air via WRUF-TV and WRUF, Sportsradio 850, and online at Gatorzone.com, the official online presence for Florida Gator athletics. Phase two of the partnership involves the construction of a digital video production control room for the purpose of creating a venue video production facility where students enrolled in the College will interact with UAA professionals in the production of in-game video productions, one of the fastest growing employment areas in media. Phase three includes the installation of fiber between the college’s facility and each of UAA’s athletic venues making total game productions, using students in the College, a reality.

The Interactive Media Lab

The IML is an advanced multimedia laboratory built for small groups of advanced undergraduate students. The Lab is a working newsroom in which students build news pages for the Web while they learn about how news organizations around the world value – and play – news stories differently. The Lab features top-of-the–line workstations for students, but it also houses a dozen LCD monitors showing live cable feeds of television news and continuously updated news websites from around the world.

Students are able to view network and cable television newscasts live, side by side on seven monitors, to experience for themselves the way different news organizations play the news of the day. They see how the run sheet can vary among ABC, CBS, NBC, CNN, CNBC, Fox, and even ESPN and the Weather Channel. A big story might be a “five screener,” meaning five channels are showing versions of the story simultaneously.

The Lab also features four monitors that continuously cycle through 200 major news sites around the world. These consist of 50 international news sites, 50 major U.S. news sites, 50 Florida news sites, and 50 college and university sites. These are especially illustrative when major international news events are afoot.

The IML features 13 seats for students plus a teaching station and a large conference table. Eleven of the student seats are equipped with high-end Dell computers running Windows 7x. Each has dual 19-inch LCD monitors so that students can work on news pages on one screen while viewing the live site on the other. The other two stations are late-model eight-core Apple Macintosh Pro machines used for audio and video editing. One has a 30-inch cinema display and the other features two 24-inch LCD monitors.

The Lab also functions as a basic multimedia studio. A chroma key background descends from the ceiling. Lit properly, the background provides a place for students to experiment with doing standups and other creative video for the Web. Adjacent offices double as sound booths for doing voiceovers and other audio tracks.

This facility, originally built in 1994 and updated every two years since, served as a prototype and, more importantly, inspiration for much of what the College has done since then. The News Wall in the atrium and the 21st Century News Laboratory both have benefitted from what was learned in the IML.

The IML has been repurposed for this academic year as a digital video editing lab, but the Lab is expected to reopen in the 2012-2013 academic year.

**Center for Media Innovation + Research**

The Center for Media Innovation + Research is the newest entity within the College, and, when complete, it will consist of three facilities: the 21st Century News Laboratory, the Digital Collaboration Suite, the Digital Communications Research Consortium. The purpose and facilities of each are detailed below.

**The 21st Century News Laboratory**

The 21st Century News Laboratory is a state-of-the-art, multiplatform, and multipurpose facility for convergent journalism. It is a collaborative space in which traditional broadcast journalism and what used to be print journalism come together. Its purposes are several, but foremost it is a space in which students from the College’s converging telecommunication and journalism programs come together to cross-pollinate one another and create new kinds of journalistic messages.

The Lab is a newsroom, a broadcast studio, a learning laboratory, a teaching space, and a media room complete with a 10-foot video wall and seven-channel surround sound.

**Newsroom:**

This 25-seat newsroom is unique in its collaborative design. Students face one another at five pentagonal tables equipped with 13-inch Macbook Pro laptops. Sightlines are open. There are no cubicles, no barriers, and no physical obstructions that might encourage students to retreat from the group experience, except a sound studio. Everything about this newsroom is intended to foster collaboration and teamwork. And, the newsroom is truly tapped into the world with scrolling news headlines and clocks showing the time in the world’s 12 largest cities. Each seat
has access to the Internet and the College’s internal, high-speed, digital video network and its prodigious attached storage.

The space is dominated by a 10-foot wide video wall made up of nine 46-inch LCD monitors in a 3x3 configuration. These are smart monitors, each of which contains a fully capable Windows computer. The wall itself has the computing intelligence to scale images across all nine monitors or just one. Because of the attached Harris multiviewer, the wall also can be divided into virtually any configuration one can imagine. In this way, it can show up to 32 simultaneous video streams.

The Lab is on backup power (there is a large diesel generator that sits outside). That means the facility can remain on the air for at least a couple of days in the event of a disaster.

The adjacent conference room seats 12 people for news meetings or other functions. It is complete with videoconferencing capabilities, five-channel surround sound, a blue ray player and Windows computer with wireless keyboard and mouse. The conference table itself is wired for power and networking. It also can function as a focus group setting with three, unobtrusive cameras and two-way audio to the head of the table. A client could look in from anywhere in the world and even speak to the facilitator.

**Broadcast Studio**

The facility features a dedicated, state-of-the-art, high-definition Panasonic video camera that can go directly to air via a fiber-optic link to the College’s television control room. The camera is on a 75-foot tether, meaning it can be rolled outside the building in case of a major weather event. There are also two portable, high-definition robotic cameras that operate via wireless remote control. That means a three-camera shoot from the 21st Century Newsroom can be produced from the Laboratory.

Television lighting is provided for two performance spaces. One of those performance spaces offers four seamless backgrounds, a world map, and three single-color backgrounds that are raised and lowered electronically. The other performance space is in front of the video wall. For that scene a portable riser for the talent is brought in.

A portable sound studio in one corner of the lab serves as a place students can go to record voice-overs for video pieces or soundtracks for Web slideshows. It includes a dedicated computer, but the CPU actually sits outside the sound studio to keep noise to a minimum. Students can walk in with a USB stick, record what they need, and then take the stick back to their laptop for editing.

Four dedicated Mac Pro computers provide the horsepower needed for serious video editing, and two dedicated Windows computers are used for ENPS. The worktables for these dedicated computers are ergonomic and portable. The tables raise or lower at the touch of a button, and for the final mixdown of a movie when sound needs to be heard through speakers instead of headphones, the whole table can be rolled into another room where both sound and light can be better controlled.

**Learning Laboratory**

The 21st Century News Laboratory provides technology that enables students to learn from one another. A teacher can stroll the room as students work, stopping at any workstation to offer tips, help, or criticism. The image from any computer in the room can be brought up on the big video wall in a matter of seconds. Doing so is a little more complex than just pushing a button, but it is not difficult. This makes it possible for an instructor to easily let the entire class learn from the work of any member of the class.
All of the Apple computers in the room are equipped with Final Cut Pro, the Adobe Creative Suite, Audacity, and Microsoft Office. There also is space at each table for students to use their own laptop computers.

**Teaching Space**

The 21st Century News Lab also can function as a traditional classroom or as a distance-learning environment. As a classroom, it seats up to 25 in house and, potentially, countless others via the Internet. The room has three Web cameras that enable Web users to look in from anywhere the Internet can reach. Any session in the lab can be live-streamed to the Web.

The teaching station is to the left of the video wall and features both an iMac and a high-end document camera. The document camera is very useful when showing portable digital devices to the students or when demonstrating how to use high-tech gear. The computer is, of course, hooked into both the video wall that dominates the room and the seven-channel surround sound system for audio.

Four or five regular classes are scheduled in the News Lab each semester, but a lot of open hours are available for students to work at their leisure.

The facility also is very popular for special events including meetings and functions of student organizations, the College, and even outside organizations. Public events have been held in cooperation with UF’s Graham Center. Even Apple has rented the facility a couple of times.

**Digital Collaboration Suite**

The Digital Collaboration Suite is the second phase of creation of the Center for Media Innovation + Research. It is under construction during fall 2011.

Like the 21st Century News Lab, this facility also is a unique collaborative space. It is intended to be open and inviting, fostering creativity and teamwork at every turn. It features a “Creative Café/Forum,” a “Collaborative Kitchen” and four “Focus Suites.”

The idea is to provide a less formal learning environment than a normal classroom in a space that can be used in different ways by different groups. It is an experimental space that is open to the hallway, encouraging passersby to stop and listen or even participate.

The main space, called the Creative Café, holds 28 people in various types of seating ranging from café-height stools to task chairs and even couch-style seating. But that group can break up into teams or smaller groups, gathering in the Focus Suites or around the Kitchen Table to work independently.

The four Focus Suites seat six to 10 people each. All are equipped with high-tech tables from Steelcase, large LCD monitors, telephones, Web cameras for teleconferencing, and lots of whiteboard space for jotting ideas or otherwise assisting the creative process. One suite does double duty as a place for research, seating eight subjects for computerized testing.

**Digital Communications Research Consortium**

The Digital Communications Research Consortium is the third major piece of the Center for Media Innovation + Research. The consortium is not so much a physical space but rather an institutional commitment to advancing research in digital communications and providing innovative programs to do so. The Consortium will develop research projects and programmatic initiatives that bring in resources and make the Consortium self-sustainable. The overarching goal is to establish a reputation for the College and UF as the innovation seedbed for generating new knowledge in emerging digital communication practices and paradigms.

Although the Consortium structure is still in development, ideally a director—with the assistance of clerical and grant writing staff—will initiate and coordinate projects, organize
activities, serve as the advocate for the Consortium, and develop relationships with external constituents.

The goals of the Consortium include the following:
1. Enhance faculty/graduate students’ ability to obtain grants in digital communications.
2. Initiate and organize gatherings that would stimulate and exchange research ideas in the area.
3. Explore and coordinate collaborative research projects in this area with researchers on and off campus.
4. Provide regular publications that feature research in digital communications from other academic institutions and professional practices.
5. Establish a clearinghouse for collaborative research in this area.
6. Offer search assistance for grants and other research clients in this area.

Possible projects, among others, are an Annual Consortium-Supported Research Project Competition, a Center for Media Innovation + Research Internship with a course release for faculty, and Center for Media Innovation + Research Awards for faculty and graduate students doing scholarship in digital communications, which would be promoted nationally and internationally.

8. Evaluate how well equipment and facilities enable and promote effective scholarship, teaching and learning. Describe the unit’s most urgent needs for space or equipment and the plan to address these needs.

Much of the previous discussion has addressed this question about how resources relate to the academic mission of the College and the current administration’s efforts to improve and expand those resources. Within the Division of Multimedia Properties, there has been a long-standing commitment to a cutting edge approach to the environmental and cultural part of media education. Now, in 2011, the College and its multimedia properties are working hard to evolve the various radio, television, and web environments into multimedia work spaces capable of ensuring UF’s students are exposed to true multimedia journalism and communications. The College’s vision of constructing a multimedia news facility where the radio, television, and web-focused content generation activities will occur is taking place with the construction of a new convergence content space with projected completion date of August 2012. Through a combination of new space and renovation, the more than 10,000 square foot project will form the ideal environment for multimedia training and academic enhancement. With direct connections to all traditional radio and television outlets, in addition to new production facilities that will enable immediate access to any media platform, the College is excited about what this physical addition to the facility will mean to the experience students receive.

9. Give the locations of the journalism/mass communications books, periodicals, databases, etc., on campus. Describe the unit reading room, if any. Estimate the distance between the unit’s location and the university’s central library.

The majority of the journalism and mass communication materials are housed primarily in Neuharth Library, a branch library located on the first floor of Weimer Hall. Nearly all other
journalism and mass communication materials are held at the campus main library, George A. Smathers Library West.

The proximity of the Neuharth Library to its main users and the presence of a full-time professional librarian are an important advantage to the students, faculty, and staff of the College. There are less than 10 university libraries in the United States fully dedicated to journalism and communications studies, and the Neuharth Library is one of them. Library West, which is the main campus library, is about a six-minute walk from the College.

Other specialized materials are available at the Legal Information Center, the Health Science Center Library, and the Marston Science, Education, Music, and Fine Arts Libraries. A vast collection of business materials that are especially helpful to advertising and public relations programs are available via the Virtual Business Library, which is electronically accessible, and like UF’s databases and all other electronic resources, available 24/7 via the UF Libraries’ website.

The Neuharth Library seats approximately 110 people and is open 56 hours a week. The library provides access to reference materials, core monograph titles, course reserve materials, online databases, newspapers, newsletters, and journals/magazines. Public computers are available for research and scanning and digitizing print materials. A photocopying and print room is also available for public use, as are two group study rooms, equipped with white boards to facilitate discussion and planning of group projects. Reference and research assistance is provided, and since 2001, a professional librarian has been onsite to oversee all Neuharth Library activities.

Essentially, an embedded librarian, the journalism librarian is an onsite research professional available just steps away from faculty classrooms and offices. The librarian is responsible for the development and coordination of all library programs and services, including collection development, in-class bibliographic instruction, management of library staff and resources, and all library activities that contribute to the research and instructional activities of the College’s faculty.

10. Describe allocations and expenditures by the central library for purchase of books, periodicals, databases, etc., at the request of or on behalf of the unit in each of the three years preceding the accreditation visit.

<table>
<thead>
<tr>
<th></th>
<th>Approval Plan</th>
<th>Journals/Serials</th>
<th>Firm Orders</th>
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<tr>
<td>2008-09</td>
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</tr>
<tr>
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<td>2010-11</td>
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<td>$7,443.28</td>
</tr>
</tbody>
</table>

As shown above, the budget is divided into three allocations. The Approval Plan funds are those dedicated to books that are sent directly from the book jobber to the library based on a pre-set profile based on the Journalism Library’s collection development policy. The Journals/Serials funds are set aside for all of the materials that come in on a continual basis—anywhere from daily, weekly, monthly, or annually. Examples of this would be journals, magazines, and some reference materials that are annually updated. The Firm Order monies are dedicated to any book or material purchase the librarian makes at her own discretion. Often, these books might be based on “slip notifications” from the book jobber on books that might fit the libraries need, but purchases often include those library materials suggested by students and faculty for inclusion in the collection.

It should be noted that the amounts indicated above do not include additional funding re-allocated to the library-wide electronic resources fund. Databases that include a substantial number of electronic journal titles as well as e-books in journalism and communications have supplemented or replaced traditional print resources formerly purchased with funds allocated to the above accounts.

In addition, many of the purchasing decisions in other subject areas are made based on the interdisciplinary uses of the materials. The selectors for business, political science, history, Latin America, law, health science, etc. often purchase cross-over titles with relevance to journalism and communications.

11. List the basic journalism and mass communications reference works and other sources of information, including databases, computer networks and online services, in the main library and/or unit reading room. Describe student and faculty access to these sources of information.

Students and faculty members have complete access to all of the following by showing a valid GatorOne ID card:

**Print Reference Materials:**
- Almanac of American Politics
- American Radio
- Bacon's Magazine Directory
- Bacon's Newspaper Directory
- Best of Photojournalism
- Black Book Photography
- Broadcasting & Cable Yearbook
- City Directory (Gainesville)
- Communication Yearbook
- Corporate Yellow Book
- Current Biography Yearbook
- Duncan's Radio
- Editor & Publisher Guide
- Editor & Publisher Yearbook
- Encyclopedia of Journalism
- Encyclopedia of 20th Century Television
- Encyclopedia of Television
- Florida Bar Journal Directory Issue
- Entertainment, Publishing and the Arts Handbook
- First Amendment Law Handbook
- Florida News Media Directory
- Florida Statistical Abstract
- Gale Directory of Publications & Broadcast Media
- Graphic Artists Newsletter
- Information Please Almanac
- International Motion Picture Almanac
- International Television & Video Almanac
- Investing in Radio
- Investing in Television

Literary Market Place
Major Principles of Media Law
Marketers Guide to Media
Media Law Reporter
MLRC 50-State Survey
MLRC Bulletin
Media Law Reporter
National Directory of Corporate Public Affairs
Nimmer on Copyright
O'Dwyer's Directory of Corporate Communication
O'Dwyer's Directory of Public Relations Firms
Oneshow Annual
Patent, Trademark and Copyright Law
The PR Styleguide: Formats for Public Relations Practice
Snapshots
SRDS -Business Publications
SRDS -Consumer Magazines
SRDS -Lifestyle Market Analyst
SRDS -Newspapers
SRDS -Radio
SRDS -TV and Cable
Standard Directory of Advertising Agencies
Standard Directory of Advertisers
Statistical Abstract of the U.S.
Television & Cable Factbook
Telecommunications Regulation
The Florida Handbook
The GATF Encyclopedia of Graphic Communications
The World Almanac
Time's Almanac
T.V. Dimensions
Who's Who In America
Willing’s Press Guide
Working Press of the Nation
Writer's Market
Writer’s Yearbook

Databases:
Note: A full alphabetical listing of all databases/indexes available to UF students and faculty is available at http://www.uflib.ufl.edu/locator.html. Although the databases listed below have been selected based on their direct application to journalism and communications, many other relevant cross-disciplinary resources are available.
12. List newspapers, magazines and other periodicals received regularly by the unit.

**Newspapers:**
The Apopka Chief
*The Gainesville Sun
*Island Packet

*Diario las Americas (Miami)  
Levy County Journal  
*The New York Times  
North Florida Herald  
Ocala Star Banner  
Tallahassee Democrat  
*USATODAY  
*The Wall Street Journal

* indicates dailies

Newspapers are kept for one month in the Neuharth Library, and a smaller, selected group of newspapers are kept in storage for three months. Students and faculty may rely on various databases and websites to retrieve older articles as needed.

In addition to the newspaper subscriptions received directly at the Neuharth Library, UF’s George A. Smathers Libraries receive approximately 186 daily and weekly newspapers. These newspapers are retained for three months to a year. Approximately 164 newspapers are microfilmed and catalogued. Several foreign language newspapers are received only on microfilm. Many additional titles are also available via LexisNexis, NewsBank, Factiva, or other electronic databases. All scholarly journals and a majority of the trade journals and popular magazines are bound and retained indefinitely, either in the branch or in a storage location.

**Trade and Popular Magazines:**

Advertising Age  
Adweek  
American Cinematographer  
American Journalism Review  
American Photo  
Broadcasting and Cable  
Chronicle of Higher Education  
Communication Arts  
Consumer Reports  
Editor & Publisher  
Florida Bar Journal  
Folio  
Media Asia  
Mother Jones  
News Photographer  
Newsweek  
Print  
Time  
Videography

**Journals:**
American Journalism
ARTicles
Columbia Journalism Review
Combroad
Communication Abstracts
Communication Law and Policy
Communication Research
Communications and the Law
Design
Federal Communications Law Journal
Gazette
Grassroots Editor
The Institute of Public Relations Journal
International Public Relations Review (IPRA Review)
I-Ways
Journal of Advertising
Journal of Broadcasting & Electronic Media
Journal of Communication
Journal of Mass Media Ethics
Journal of the Copyright Society of the U.S.A.
Journalism & Mass Communication Educator
Journalism & Mass Communication Quarterly
Journalism
Journalism History
Journalism Studies
Mass Communication and Society
Media Culture and Society
Media Information Australia
The News Media and the Law
Newspaper Research Journal
Nieman Reports
Public Opinion Quarterly
Public Relations Quarterly
Public Relations Review
Public Relations Strategist
Space Communications
Television Quarterly
Vidura
Written Communication

Newsletters:
Brechner Report
Cable TV and New Media
Community Relations Report
Copyright Law Journal
CPU Quarterly
Polling Report
PRNews
PR Reporter
Ragan Report
Television and Cable Action Update

Jack O'Dwyer's Newsletter  Trends
IRE Journal
13. List newspapers, magazines and periodicals related to journalism and mass communications received by the main library.

**Journalism Periodicals:**
- American Journalism Review
- Advertising Age
- The Advocate
- Annuaire de la Presse et de la Publicite
- Brandweek
- Broadcasting and Cable Yearbook
- C:JET, Communication: Journalism Education Today
- Cable Vision
- Canadian Journal of Communication
- College Media Review
- Columbia Journalism Review
- Communicator Critical studies in Media Communication
- Communication Theory: CT, A Journal of the ICA
- Demographics U.S.A.
- Editor & Publisher
- Electronic Media
- Emmy
- Entertainment, Publishing and the Arts Handbook
- Extra! The Newsletter of FAIR
- Florida News Media Directory
- Fund Raising Management
- Gebbie Press
- Harvard International Journal of Press/Politics
- Human Communication Research
- International Journal of Advertising
- International Journal of Public Opinion Research
- International Motion Picture Almanac
- IPI Global Journalist
- Journal of Media Economics
- Journalism & Communication Monographs
- The Journal of African Communications
- Journal of Broadcasting and Electronic Media
- Journal of Communication
- The Journal of Communication Inquiry
- Journal of Media Economics
- Journal of Public Relations Research
- Journal of Radio Studies
- Journalism and Mass Communication Quarterly
- The Masthead
- Mediactions
- Media Management Review
- Media Monitor
- Media Report to Women
In recent years, the Neuharth Library and all UF libraries have made a concerted effort to enhance electronic holdings to better serve the changing needs of users. Accordingly, as both budgets and space concerns continue to be an issue in libraries, the UF library system has joined a number of library consortia and collaborative agreements to enhance abilities to access the maximum level of library materials possible. Currently, the library belongs to the Hathi Trust, JSTOR, CRL, and ASERL.

Because of these partnerships, the students, via the library catalog, have access to countless materials not held locally, and in most instances will receive the material within a few days.

14. Describe students’ use of current periodicals, reference works, databases and other sources of information in the main library and/or unit reading room. If library and reserve checkout records for these statistics are not available to the unit, list representative assignments from syllabi requiring students to use these resources.

After a system-wide review, UF made a decision in 2001 to cease keeping statistics of students’ in-house use of library materials. The 21st century university student is increasingly dependent upon web-based library services, including the access of e-books, e-reference materials, course reserve materials, online journals, and databases to complete research and coursework.

A large number of courses require students to use one or more of these services. A few of those examples are shown below:

**ADV 3500 - Advertising Research**: Assignments include secondary research for a situation analysis of a brand of students’ choice. Students must (1) provide the client with an understanding of the product/problem through information uncovered in secondary research, (2)
recommend opportunities for resolving the problem and point out caveats to be avoided based on
the secondary research findings, (3) justify the need for further (primary) research, and (4)
specify the facts and information needed to solve the problem.

**JOU 3110 - Applied Fact Finding:** Students are required to complete several library search
assignments. One major assignment has nine primary questions with sub-questions requiring
discovery of various facts and information. The course requires students to use LexisNexis and
other UF library databases and search for articles about particular topics on deadline.

**PUR 3500 – Public Relations Research:** Students are required to research and develop a public
relations plan for a specific business or product. Background research on the industry and
competitive intelligence research methods must be employed using UF Journalism and
Communications library materials and databases.

**PUR 4800 - Public Relations Campaigns:** Students develop and implement an original public
relations campaign for a client organization. During the research stage, students are required to
conduct secondary research—websites and other Internet-based information, academic and trade
literature, media coverage—related to the issue, organization, and industry involved.