Part II, Standard 8. Professional and Public Service

Executive summary (optional).

The College of Journalism and Communications serves the public and the journalism and communication industries in a variety of ways that are integrated into its teaching, research, and service/outreach mission as part of a major public research land-grant AAU institution. Several units in the College as well as other specific department and division activities and programs contribute significantly to the College's service mission. Specific units with a major service/outreach mission include the Joseph L. Brechner Center for Freedom of Information; the Marion B. Brechner First Amendment Project; the John S. and James L. Knight Division for Scholarships, Career Services and Multicultural Affairs, and the College's Division of Multimedia Properties.

The Brechner Center is the focal point for the College's long tradition of support for issues related to freedom of information. The Center focuses first on Florida, but the Center also engages in national and international outreach and is recognized by FOI experts as an important resource on freedom of information.

The Marion B. Brechner First Amendment Project was created in 2009 and is directed by the College's Joseph L. Brechner Eminent Scholar. The First Amendment Project is a non-profit, non-partisan organization dedicated to current and contemporary issues affecting the First Amendment freedoms of speech, press, thought, assembly, and petition.

The Knight Division's outreach focuses on attracting high school and students from underrepresented groups to University of Florida and the College.

The College's Division of Multimedia Properties reports directly to the dean and provides excellent educational opportunities for students. Because the multimedia properties are seen and heard throughout North Florida, they are able to provide news, information, and public service programming to a large and diverse population. For example, the College's multimedia properties provide full coverage of elections, and during severe weather conditions they provide 24-hour information to help keep citizens informed and safe.

For more than 50 years the Florida Scholastic Press Association has been supported by the College, which provides the College a strong link to high school journalism throughout the state. This relationship also enables the College to demonstrate its support for scholastic journalism by the resources it provides FSPA to carry out the association's mission and by its cooperation with FSPA in its work with high school journalism teachers and students.

The Institute for Public Relations, founded in 1956, exists to expand and document the intellectual foundations of public relations and to make this knowledge available and useful to all practitioners, educators, and researchers as well as the corporate and institutional clients they serve. IPR has been headquartered in the College since 1995.

FSPA and IPR are separately incorporated organizations. Their support by the College is another example of the College's strong commitment to provide professional and public service in ways that help the public and the professions for which the College prepares students.

The College's four academic departments also have strong records of additional specific service to their respective professional and academic communities at state, national, and international levels.
Please respond to each of the following instructions:

1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.

**The Joseph L. Brechner Center for Freedom of Information**

The College has a long tradition of supporting FOI issues through a designated unit. The Florida Freedom of Information Clearinghouse was established in 1977. In 1986, the Clearinghouse was renamed in honor of Joseph L. Brechner, an Orlando broadcaster and advocate of freedom of information, who provided more than $1 million for an eminent scholar chair endowment, funds to construct a suite of offices, and funds to enlarge the operating endowment. The Center is a member of the National FOI Coalition.

The College's Brechner Center ([http://brechner.jou.ufl.edu/](http://brechner.jou.ufl.edu/)) is nationally and internationally recognized for its contributions to FOI. The Center is dedicated to helping people understand and appreciate the importance of state and federal FOI laws in protecting and strengthening democracy. The Center's executive director, Professor Sandra Chance, has been honored nationally (National Journalism Teacher of the Year, Society of Professional Journalists National Sunshine Award, and AEJMC's Baskett Mosse Award) and locally and has been sent by the U.S. government to other countries to share her expertise on FOI issues. The Brechner Center for Freedom of Information:

- educates the public, press, students, and public officials about the value of openness through its monthly newsletter, *The Brechner Report*, and its website;
- responds to hundreds of queries annually about the First Amendment and government access;
- engages in research about FOI issues;
- trains students, journalists, public officials, and other citizens about FOI and First Amendment principles and related rules/policies;
- sponsors an annual $3,000 Freedom of Information Award for an outstanding article or series on freedom of information or First Amendment issues, and
- provides speakers for regional, national, and international conferences.

Brechner Center FOI Award winners also are named Freedom of Information Visiting Professionals and come to campus each year, lecturing in five to seven classes. Recent winners include:

2010: Asbury Park Press, Paul D’Ambrosio
2009: Detroit Free Press, Paul Anger
2008: The Knoxville News-Sentinel, Scott Barker
2007: Miami Herald, Dan Christensen, Patrick Danner
2006: The Associated Press, Paisley Dodds
2005: Argus Leader
Chance is on the board of directors of the First Amendment Foundation and is active in the National Freedom of Information Coalition. She is the Sunshine Chair for the Society of Professional Journalists and is a member of the American Bar Association, the Order of the Coif, and the Florida Association for Women Lawyers. She is admitted to practice before the U.S. District Court for the Middle District of Florida. She is a past director of the Florida Magazine Association and was active in the Florida Press Association.

The Marion B. Brechner First Amendment Project
The Marion B. Brechner First Amendment Project is directed by the College’s Joseph L. Brechner Eminent Scholar, Dr. Clay Calvert (http://firstamendment.jou.ufl.edu/). The Project addresses First Amendment issues in multiple ways, including by: 1) filing friend-of-the-court briefs in major cases affecting First Amendment rights; 2) publishing scholarly articles that appear in the nation’s top law journals; 3) publishing op-ed commentaries in mainstream newspapers; 4) presenting speeches and papers at conferences and symposia across the country; 5) providing expert commentary to news organizations and media outlets at the local, state, and national level; and 6) testifying before legislative bodies regarding bills affecting First Amendment rights.

For instance, in 2010 the Marion B. Brechner First Amendment Project filed two friend-of-the-court briefs with the United States Supreme Court. Those cases are Schwarzenegger v. Entertainment Merchants Association (affecting the First Amendment rights surrounding violent video games) and Snyder v. Phelps (a free speech case centering on military funeral protests by members of the Westboro Baptist Church). Such briefs help to inform the judiciary on key points of First Amendment law.

In terms of public commentary and outreach, Calvert appeared twice in 2010 for live interviews on the nation’s most watched cable news channel, Fox News Channel, and was quoted for expert commentary in 2010 in newspapers including the Los Angeles Daily Journal, York Daily Record (Pa.), Orlando Sentinel, Daytona Beach News Journal, Gainesville Sun, Ocala Star-Banner, and Bradenton Herald. In addition, in 2010 Calvert published op-ed commentaries in papers ranging from the Pittsburgh Post-Gazette to the National Law Journal. More than 15 law journal articles were published in 2009 and 2010 by individuals, including some of the College’s graduate students, associated with the Project.

Calvert received his J.D. with Great Distinction in 1991 from the University of the Pacific's McGeorge School of Law. He then earned a Ph.D. in 1996 in Communication from Stanford University where he also completed his undergraduate work with a B.A. in Communication in 1987. He is a member of both the State Bar of California and the Bar of the Supreme Court of the United States.

Florida Scholastic Press Association (FSPA)
The state’s major organization for high-school teachers of journalism has been supported by the College for more than 50 years (http://www.jou.ufl.edu/fspa/). Among other things, FSPA offers an evaluation service for high school newspapers, magazines, yearbooks, and broadcast programs. The College provides significant resources annually, including funding for the association's director, Wayne Garcia (who works off site as a faculty member at the University of South Florida in Tampa), office space, faculty speakers, and support for an advisers' reception.
at the association's annual statewide conference. The dean of the College attends and speaks at the annual conference.

**Institute for Public Relations (IPR)**

The IPR (http://www.instituteforpr.org/), founded in 1956, exists to expand and document the intellectual foundations of public relations and to make this knowledge available and useful to all practitioners, educators, and researchers, as well as the corporate and institutional clients they serve. It has been headquartered in the College since 1995. The Institute's programming falls into three major categories:

- Research, to establish the Institute as a widely recognized leader in continuously expanding the frontiers of the professional body of knowledge in public relations through a defined mix of original work, research that IPR encourages or catalyzes, and work that IPR discovers and publishes through its portal;
- Education programs to mainstream the body of knowledge, providing opportunities and resources to help current professionals get better grounded in the science beneath the art of public relations;
- Education-industry affairs to enhance relationships between the academy and the profession, supporting undergraduate and graduate education and helping to ensure a robust supply of new professionals who are well grounded in the science beneath the art of public relations.

The Institute is the parent organization of the Commission on Public Relations Measurement and Evaluation and the Commission on International Public Relations, both dedicated to building research-based knowledge and best practices in their focal areas. The Institute provides three nationally competitive annual academic awards: the Pathfinder Award ($2,000; recognizes an original program of scholarly research that has made a significant contribution to the body of knowledge and practice of public relations); the Northwestern Mutual Best Master's Thesis Award (student receives $2,000, faculty adviser receives $1,000), and the Grunig PRIME Research Fellowship (a six-week fellowship and $5,000 stipend). The Institute also sponsors an annual breakout session for public relations educators at the convention of the Association for Education in Journalism and Mass Communication.

The current IPR president has served as the professional adviser to the Public Relations Student Society of America’s Bateman competition team, and the College co-sponsors occasional events with IPR (e.g., a reception at AEJMC co-sponsored with Boston University).

**Institute on Journalism and Media**

As mentioned in Standard 3 in relation to diversity and research, the College hosted the Institute on Journalism and Media during six weeks in summer 2007, 2008, and 2009 through a grant funded by the U.S. State Department. The specific objectives of the Institute were to:

- help participants acquire knowledge of the role of journalism and media in the United States,
- reflect upon contributions media can and do make in their own countries,
• demonstrate their mastery of journalism concepts, including concepts relating to the processes and techniques of online/digital journalism,
• prepare materials that relate these ideas to their teaching at home institutions,
• take part in building a network of journalism educators that will provide a foundation for development beyond the Institute, and
• express an appreciation of the place of diversity in the culture of the United States and in the cultures of their own countries.

Institute participants attended training sessions led by College faculty during a four-week academic residency program in Gainesville and two weeks of complementary educational tours to media-rich cities such as Miami, Tampa, Orlando, New York, and Washington, D.C. A list of Institute participants follows:

2007 Participants

Dr. Nurdan Akiner, Mersin, Turkey, Assistant Professor, Mersin University and Cag University, both in Mersin, Turkey.

Dr. Espérance Bayedila Bakanda, Kinshasa, Democratic Republic of Congo, Professor and Deputy Chairwoman, Department of Social Communication, IFASIC (Institute of Information and Communication Sciences).

Dr. Alexei Yuryevich Bykov, Yekaterinburg, Russia, Associate Professor, Journalism Department, Urals State University

Julieta Giselle Casini, Buenos Aires, Argentina, Executive Coordinator, Master in Journalism, Department of Humanities, Universidad de San Andres/Grupo Clarín, Assistant Professor, School of Social Sciences, UBA

Dr. Lenka Waschková Císařová, Brno, Czech Republic, Assistant Professor, Masaryk University.

Ms. Biljana Griovska, Skopje, Macedonia, Coordinator for implementation of European Credit Transfer System, new curriculum, and new teaching methodology, Skopje Faculty of Law “Iustinianus Primus

Dr. Jiang Ying, Chengdu, China, Associate Professor, Literature and Journalism Institute, Sichuan University

Ms. Nadiya Kolesnikova, Zaporizhya, Ukraine, Senior Instructor, Journalism Department, Zaporizhya National University, Journalist, Zaporizhya Regional TV Company

Mr. Peter Mandava, Gweru, Zimbabwe, Lecturer, Midlands State University
Mr. Henry Zuyingong Muluh, Buea, Cameroon, Senior Lecturer, University of Buea

Mr. Dominique Nduhura, Butare, Rwanda, Lecturer, National University of Rwanda
Country & Content Coordinator, Environmental Journalism & Communication Project.

Mr. Nguyen Van Thang, Ho Chi Minh City, Vietnam, Managing Editor, The Saigon Times Daily

Mr. Nasry Esmat Sadek, Cairo, Egypt, Lecturer, Ain Shams University, News Reporter, Department of Judicial Affairs, Al-Ahram newspaper

Dr. Muhammad Ali Shaikh, Karachi, Pakistan, Provincial Education Manager, Government of Sindh

Mr. Pushpendra Pal Singh, Bhopal, Madhya Pradesh, India, Associate Professor, Makhanlal Chaturvedi National University of Journalism and Communication

Mr. Dandi Supriadi, Bandung, Jawa Barat, Indonesia, Executive Producer, Indonesian Public Television Network, Lecturer, International University Bandung

Dr. Gordana Vilović, Zagreb, Croatia, Assistant Professor, Dubrovnik University

Dr. Jana Waldnerova, Nitra, Slovak Republic, Teaching Assistant, Constantine the Philosopher University

2008 Participants

Mr. Saleem Abbas, Punjab, Pakistan, Assistant Professor and Past Department Head, Department of Mass Communication, Forman Christian College, Gulberg, Lahore,

Mr. Ricky G. “Abalena” III, Iloilo City, Philippines, Assoc. Prof, College of Mass Communications, West Visayas State University

Dr. Abdulmonam Mansoor "Al Hasani" Al Khoudh, Sultanate of Oman, Assistant Professor-photojournalism, Mass Communications Department, College of Arts and Social Sciences, Sultan Qaboos University

Mr. Maurizio Ciampolini, Prato, Italy, Press and Public Affairs Advisor to the Hon. Andrea Lulli (Democratic Party), Journalist at local TV station “Canale 10.” Newscast Anchor

Dr. Jouma Mohamed El Fotaysi, Benghazi, Libya, Professor of Mass Media, Garyounis University

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Dr. Ji Li, Hubei, P.R.China, Associate Professor, School of Journalism and Communication of Wuhan University, China

Mr. Adolf Emmanuel Mbaine, Kampala, Uganda, Lecturer, Dept. of Mass Communication, Makerere University. Coordinator of the undergraduate program.

Mr. Vlastimil “Necas,” Prague, Czech Republic, Lecturer – Intro to Media Studies, Intro to Communication Studies, Agenda Setting, Media Agenda Analysis, Charles University of Prague

Ms. Oksana "Pochapska," Kamyanets-Podilsky, Ukraine, Instructor of Journalism, Kamyanets-Podilsky National University, TV host of regional program on history and politics in region

Ms. Trieu Thanh Le, Tan Binh, Ho Chi Minh City, Vietnam, Lecturer of on-line media, Dept. Of Journalism, Univ. of Social Sciences and Humanities - Head of Electronic Media Section

Mr. Hem Raj Kafle, Dhulikhel, Nepal, Lecturer. Department of Languages and Mass Communication, Kathmandu University, Nepal

Prof. Maia Mikashavidze, Tbilisi, Georgia, Dean, Caucasus School of Journalism and Media Management

Mr. Ronny Herowind Mustamu, Surabaya, Indonesia, Lecturer, Department of Business Management, Lecturer, Department of Communication Study Petra Christian University

Mr. Dmitrijs Petrenko, Riga, Latvia, Lecturer, Faculty of Social Sciences, University of Latvia

Mr. Jean Jonas Yaovi TOSSA, Cotonou, Benin, Programs producer/director/editor, News reporter, editor, and presenter

Dr. Basim Tweissi, Amman, Jordan, Director, Center for Studies, consultations and community development, Lecturer, Dept. of Media and Strategic Studies, Al Hussein Bin Talal University

Ms. Cláudia Durand Zwarg, Campo Grande - Mato Grosso do Sul, Brasil, Professor, Journalism Department, Universidade Católica Dom Bosco, “Television Journalism” and “Documentary Production”

2009 Participants

Mr. Modeste Charlemagne Kekou Akan, Cotonou, Benin, Journalist and Public Information Officer, Benin Radio and Television Broadcasting Organization

Dr. Raul Mauricio Alas, Guatemala, Professor, Introduction to Journalism, University of Istmo

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Mr. Hassan Ahmed Al Lawait, Muscat, Oman, Journalist, Public Relations and Information, Department, College of Arts and Social Sciences, Sultan Qaboos University

Dr. Ali ErRabie, Surman, Libya, Head of Department of Mass Media, Academy of Graduate Studies

Mr. Elias Diffang Funge, Buea, Cameroon, Senior Lecturer, Department of Journalism and Mass Communications, University of Beau

Mr. Sajan Kumar Karn, Birgunj, Nepal, Teacher of English, Linguistics and Journalism, Thakur Ram Multiple Campuses

Ms. Kanchan Kaur, India, Vice Dean, Indian Institute of Journalism and New Media

Mr. Jan Miessler, Praha, Czech Republic, Teacher and Researcher, Masaryk University

Ms. Seda Muradyan, Yerevan, Armenia, Country Director / Editor, Institute of War and Peace Reporting (Armenian Branch)

Dr. Emine Nilufer Pembecioglu, Istanbul, Turkey, Associate Professor, Istanbul University, Faculty of Communication, Radio, Television and Cinema

Dr. Olga Leonidivna Porfimovych, Kyiv, Ukraine, Professor of Journalism, Institute of Journalism of Kyiv Taras Shevchenko University

Dr. Gyorgyi Retfalvi, Budapest, Hungary, Professor and Leader of Online Journalism Specialization at Budapest Communication and Business College


Ms. Jeren Muhammetovlevna Seryayeva, Ashgabat, Turkmenistan, Teacher of Foreign Literature, Magtymguly Turkmen State University

Mrs. Rodica Melinda Sutu, Bucuresti, Romania, Assistant Professor, Faculty of Journalism and Mass Communication Studies, University of Bucharest

Ms. Jimena Zuluaga Trujillo, Bogota, Colombia, Professor, Center for Journalism Studies, Faculty of Arts and Humanities, Universidad de los Andes, Bogota, Colombia

Dr. Mei-Ying, Tsai Taipei, Taiwan, Chair, Department of Radio, Television and Film, Shih Hsin University

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**Department of Advertising**

The Department of Advertising maintains close ties with the Advertising Federation of Gainesville, the 4th District AAF, and AD Society, the student chapter of the American Advertising Federation. The department's chair is a former president of AFG and served as a member of AFG board of directors as well as Education Chair.

The Department also participates in the annual Advertising Federation of Gainesville ADDY awards for outstanding creativity in advertisements and coordinates student entries for the student category of the ADDY Awards and in the AFG’s annual advertising auction. Through these activities, AFG makes annual contributions to an undergraduate scholarship fund and a graduate scholarship fund. The Department also cooperates with AFG and other professional agencies/organizations and includes AFG when planning events. Faculty have spoken to advertising federation meetings, including the national AAF annual meeting and local meetings as well as in other regions in Florida.

The Department also uses class projects to provide public service. For example, in summer 2008, Dr. Debbie Treise teamed with Joe Hice, then UF Associate Vice President, Marketing and Public Relations, to create a campaign to promote scooter safety on the UF campus. In fall 2008, Drs. Lisa Duke Cornell and Robyn Goodman teamed with Dr. Virginia Dodd, College of Health and Human Performance, to create campaigns to reduce high-risk drinking (consuming five or more drinks in one sitting) and related consequences among UF college students. The campaign was initiated under the auspices of the U.S. Department of Education’s Office of Safe and Drug-Free Schools grant, in the amount of $283,745, awarded to the College of Health and Human Performance.

Under the sponsorship of KOBACO, the Korean governmental agency responsible for all broadcast advertising in Korea, the Department conducted an executive training program, "Trends and Issues in Advertising in the 21st Century," in 2005 and 2006 and anticipates a return group for similar professional service training when economic conditions are more favorable. In March 2007, the Department sponsored a one-week executive training program for LG, the Korean company’s Leaping and Health division. The Department also has hosted four KOBACO executives on year-long professional visits to UF and the nation.

**Department of Journalism**

The Department of Journalism assists high school students and teachers in improving high school media, including newspapers, magazines, yearbooks and multimedia programs, and learning about the role of free student press. In addition, the Department shares its faculty expertise at FSPA's annual conventions by providing faculty for workshops, etc. Each year the Department also hosts a Summer Journalism Institute, which offers high school students on-campus instruction in writing, reporting, editing, design, photojournalism, and online media. College faculty serve as teachers and speakers during the weeklong workshop.

Departmental faculty also are involved in international outreach. Individual faculty members have conducted workshops under the sponsorship of the State Department in Vietnam and Bulgaria. The Florida Fly-Ins program, led by Professor John Kaplan, places students in a new and different culture. The students learn about people and their culture through study and travel

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and immediately share the knowledge with the world through a major course project. And, every summer since the last accrediting visit, Professor John Freeman has conducted a two-week trip to Berlin for photojournalism students. During the trip students complete original feature assignments profiling the people and unique history and culture of Berlin.

**Department of Public Relations**

In addition to its relationship with IPR, the Department of Public Relations maintains close ties with the Public Relations Society of America at the national level and with the Gainesville Chapter of the Florida Public Relations Association, many of whose members are alumni. The Department collaborates with IPR on various service activities. For example, one faculty member serves on its board and another is a founding member of its Commission on Global Public Relations Research. The Department and College provide speakers for and sponsor occasional receptions at PRSA national meetings to help increase interaction and mutual respect between public relations practitioners and educators. This is often accomplished through short-term and long-term visits by prominent professionals. Alumnus Del Galloway served as the Freedom Forum Visiting Professor in fall 2006. In this role, he taught one undergraduate writing course, co-taught a graduate course on campaign management, hosted a departmental luncheon, and contributed in several other ways to the Department and College. In 2007, the Department hosted Bill Nielsen, retired vice president of Johnson & Johnson, as a Hearst Visiting Professional. During his visit, Nielsen guest spoke in numerous classes, met with faculty, and gave a featured presentation that was hosted by the Public Relations Student Society of America chapter.

Department faculty serve professionals throughout the region by serving regularly as speakers at FPRA meetings in Jacksonville and Orlando. The Department also has forged a strong relationship with the Gainesville Chapter of FPRA. The Department has co-sponsored professional development workshops with the Chapter. In 2009-2010, for example, the workshop theme was "Net Roots Rising" with a focus on digital communications, and in 2010-2011 the workshop theme was “PR is Driving the Bus” with a focus on reaching and persuading target audiences.

The Department also provides professional service and outreach through its Alpha Chapter of PRSSA, which was chosen to host the 2011 PRSSA International Conference in Orlando. The synergy created by faculty, alumni, and student involvement in PRSA and PRSSA has greatly enriched public relations education at UF. In other efforts, the Alpha PRoductions accredited student-run public relations agency participated in Solar Decathlon Europe 2010, an international 17-university competition to design, construct, and promote a solar powered home, that was prominently featured in national and international media outlets, bringing extensive prestige and visibility to the program. The team won first place in the Communications and Social Awareness category of the competition. Like the Department of Advertising, the Department of Public Relations uses its senior-level campaigns class to provide professional and public service by inviting non-profit organizations to be clients for the classes. Among such clients served are the United Way, the UF Foundation, and Haven Hospice.
Department of Telecommunication

The Department of Telecommunication's public service is closely tied to the College's Division of Multimedia Properties. The Department works collaboratively with professionals at the multimedia properties to prepare students to produce, report for, and anchor the many news and other programs in service to North Florida. Departmental faculty are integrally involved in planning and daily operations, including supervision of students. (Likewise, station employees are actively involved in planning and teaching for the department.). An assistant professor in the Department of Telecommunication, Dr. Amy Jo Coffey, has served as adviser and supervisor for the Noticias WUFT program since its inception.

The Department also provides support in several ways to the student organizations of Radio Television Digital News Association and the National Broadcasting Society. These include providing faculty advisers and financial support for meeting and speaker costs.

In 2007, 2008, and 2009, the department and its faculty were a significant part of the U.S. State Department's Institute on Journalism and Media hosted by the College. As detailed above, each year approximately 30 journalism and communications faculty members from around the world spent six weeks in the United States, visiting media outlets in Florida, New York, and Washington, D.C., and participating in workshops and discussion groups. Departmental faculty served as academic director in two of those years, and as program director all three years. Telecommunication faculty members conducted workshops on topics ranging from ethnic media to administering an academic department, to how to produce a live, remote broadcast.

During the last several years faculty in the department have served as official sponsors for, and the department has hosted, Fulbright scholars for one year visits from Taiwan, Croatia, and South Korea. Departmental faculty members hold appointments in several of the University's Title 6 centers, African Studies, Latin American Studies, and European Studies. Individual faculty members have conducted workshops under sponsorship of the State Department in Russia, Bosnia-Herzegovina, Colombia, Croatia, and Nigeria. One faculty member sits on the Board of Directors of a charitable foundation sponsored by the University of Ghent Department of Communication Sciences, and several faculty members serve on the editorial boards of academic journals located in the United Kingdom, Croatia, and Colombia. Several faculty members have led or been part of summer or break-period study-abroad programs.

Journalism and Communications Ambassadors

In addition to the service activities of our student organizations affiliated with professional organizations (e.g., AD Society, PRSSA), the Journalism and Communications Ambassadors provide a valuable extension of the College's service activities. Founded through the initiative of an outstanding student in 2003, the JCA has been extremely active. The specific service goals of the JCA include the following:

- Personally host visiting professionals and alumni and provide tours of Weimer Hall
- Stay abreast of current field trends via personal professional mentors
- Greet potential students visiting the college
- Conduct workshops for freshmen, sophomores, and other students majoring in the College
- Mentor other students in the College through the Pathfinder Program

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• Strengthen local high school journalism and communications programs
• Enjoy creating close bonds with students throughout the College

The Ambassadors also serve as College guides and tour guides for College functions, which often involves providing tours for professionals and members of the public. The Ambassadors’ workshops serve as an introduction to student organizations in the College, including sessions on studying abroad within the major, internships, portfolios, and career opportunities. The workshops provide an opportunity for the dean of the College to speak to the students. While such service is internally focused, it is very helpful to the student "public" of a large university like UF to have such committed and informed assistance from veteran students. The Ambassadors also help college faculty and staff by proctoring exams and hosting candidates during faculty searches.

**Division of Multimedia Properties Overview**

The College’s Division of Multimedia Properties operates a unique combination of commercial and public radio and television stations and their associated websites for the purpose of providing UF students with meaningful professional experiences. The Division of Multimedia Properties is comprised of commercial radio stations WRUF—AM/FM, Sportsradio 850 and Country 103.7, The Gator, commercial television station WRUF-TV, full power PBS public television station WUFT-TV, multicast channels “The Florida Channel,” and V-me, a 24-hour Spanish-language channel. Additionally full-power public radio station WUFT-FM and HD radio channels featuring classical music and a new 24-hour Spanish-language, WUFT Ahora, have been launched to serve the ever-growing and culturally diverse population of North Florida. This extraordinary combination of traditional and new media owned by the College provides students an unmatched opportunity to extend their academic experiences through highly valuable in-depth professional opportunities.

**Florida’s 5, WUFT-TV:** WUFT-TV is the full-power PBS television affiliate serving North Florida with digital/high definition signal coverage from coast to coast and analog cable clearances that include the metropolitan Jacksonville, FL market in addition to the Gainesville-Ocala area. WUFT-TV focuses programming on children’s education, high quality news, information, and documentary fare of both local and network origination and community service.

WUFT-TV locally produced programming: **The UF Homecoming Parade:** This two-hour program airs live on WUFT-TV and staff and students of the UF do the production. Approximately 15 UF telecommunication students provide technical assistance including camera, audio, technical direction, graphics, parade coordination, and stage-managing. Two UF telecommunication students serve as the on-air talent. **Soulfest:** This 60-minute program featured the UF Homecoming’s multicultural extravaganza and outdoor concert event. The event gave UF student organizations the opportunity to showcase their multicultural pride and a talent showcase featuring performances from student organizations, competing for the title of “Best in Show.” Approximately 12 UF telecommunication students participated in the production of this event.
program and two UF telecom students served as the on-air talent. **Veterans Day Program**: This 60-minute program featured the Gainesville Buchholz High School bands as they performed a salute to our nation’s veterans. WUFT worked with UF students to record this program as well as pre-tape interviews from local veterans about what Veterans Day means to the community. **WUFT Local News Products**: Each year the WUFT-TV News Department supervises the production of 200+ live half-hour weekday *all-student* television newscasts which air throughout the 15-county viewing area on the main PBS channel, WUFT 5.1. With rotations for various positions, this newscast alone provides yearly pre-professional training experiences for up to 40 producers/APs/editors, 40+ anchors (news, sports, weather...plus specialty segments that have included entertainment, politics, consumer, health, technology), and 120+ reporting experiences (tied to RTV classes and ranging from five weeks of vo/sot reporting to a whole term of daily deadline pkg reporting or sweeps feature reporting or live event reporting or solo advanced deadline reporting). Student volunteers provide the manpower for almost all crew positions for the newscasts, as well as for most other productions. For each of the past six years students in the College also have produced 100 six-minute live midday student newscasts which aired on WUFT-TV, in addition to specialty shows on WLUF-TV (ranging from a 2006 health magazine *Spotlight on Cancer* which won a College Emmy to the 2010 four-hour live multiplatform election coverage), special reports at certain times on WUFT-TV (both live and taped, often for the surprise news of Gator coaching changes or the urgent news of tropical storm updates), and in 2011 features and newsb Briefs for the newly-launched WRUF-TV local weather channel. In August 2008 ABC News On Campus bureau was launched and began training teams of multiplatform reporters to serve that network. Another new initiative is multiplatform in-house teams for special assignments such as the Gulf Oil Spill and Election 2010. TV news operation supports student reporter travel far beyond campus to bring home news of interest to this market and provide enhanced real-world major-event experience for students. In the past six years sports reporting datelines have stretched to Glendale, AZ (2007 BCS game), Minneapolis, MN (2006 Final Four), and Oklahoma City, OK (2008 Softball World Series); our weather reporting datelines have included St. Augustine, FL (2008 tropical storm landfall) and The Villages, FL (2007 deadly tornado aftermath); and in News, which travels most frequently, it’s interesting to note the datelines from the four pro Regional Murrow Awards students have won in the past six years for their news stories aired on WUFT-TV: Guatemala (2009 *Hope of Life*), Cuba (2010 *GITMO Guard Duty*), Miami/The Everglades (2010 *Flight 401 Tribute*), and Jacksonville (2011 “Lost Boy” *Graduates College*). A multimedia news team and oil watch website were launched in June 2010 to provide a public service after the Gulf oil spill. The stations had several students providing content from both radio and WUFT-TV during the months following the spill. A team of students met regularly to work on audio and video assignments and web content. **OilWatchFlorida.com** combined content produced by our broadcast stations with content aggregated from news organizations around the Gulf coast. Launching a track of multimedia/convergence reporting WUFT-TV and WUFT-FM news managers organized a team of students who worked on election coverage for about two months leading up to election night. The team provided content to an elections website with one
of the team members designing the website, maintaining it updated with candidate profiles, constitutional amendment background information, and other news content related to the candidates and races. Between 10 and 15 telecommunications students worked on content through election day with student producers producing a live four-hour election night program that was simulcast on WUFT-FM and WLUF-TV. Every hour, several minutes of the program originated from WUFT-FM and the rest of each hour originated from The Center for Media Innovation + Research. Students hosted the coverage and the College’s team of multimedia reporters appeared live during the program pitching to their stories and providing background information on the races and campaigns. Political science experts from UF also appeared on the program interacting with the student anchors and reporters.

In terms of educational outreach WUFT-TV remains a leader in the region and is without doubt the most active media property in North Florida when it comes to academic enrichment of the audience. Examples of WUFT-TV’s service to the community include a snapshot of just one year within the past six year period. Similar activities and a commitment to community involvement and enrichment occur annually:

• **Annual Literacy Festival** – WUFT sits on the Alachua County Literacy Network Board of Directors. The Board’s largest event is the annual Literacy Festival at the main Alachua County Library. This festival was designed to honor students who accomplished reading goals in the “Million Minutes of Reading” program sponsored by the Alachua County School District. The program also recognized individuals and companies who actively aid children in literacy. A dozen children’s service agencies and vendors were invited to set up booths and distribute free materials and information to children and their parents at this event. WUFT has staffed a booth for many years at this event, distributing hundreds of pieces of material about the educational value of Public Television to the more than 1,000 people who attend this event. WUFT assisted in the purchase of 600 books for the event. Each child who attended received a grade appropriate free book. WUFT provided the Maya & Miguel character costume for this event. A DTV display and education component also was offered for the public’s information.

• **Ready to Learn Workshops** – WUFT is a Ready to Learn station which has conducted many workshops in schools, churches, libraries, day care centers, with parents in the HIPPY program and Head Start parents in the past year. From July 2008 through June 2009, WUFT conducted 60 workshops and eight public educational events that directly or indirectly reached more than 6,450 children under eight years old and 400 children over eight years old, for a total of 6,850 children. At these workshops and events 50 K – 12 teachers and 220 childcare providers, 40 librarians, 600 parents, as well as family service specialists, child center directors and owners, aids, child advocates, unit directors, social workers, and pre-service teachers were trained, for a total of 910 adults trained.¹

¹ It should be noted that staffing for this program was reduced due to an unprecedented veto of state support for this mission. The College and Division of Media Properties remain committed to this arena and will pursue grants to partially make up for the loss of state funding.

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WORKSHOPS AND POPULATIONS SERVED

<table>
<thead>
<tr>
<th>Number</th>
<th>Parents</th>
<th>Teachers</th>
<th>Providers</th>
<th>Librarians</th>
<th>Other</th>
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</thead>
<tbody>
<tr>
<td>60</td>
<td>600</td>
<td>50</td>
<td>220</td>
<td>40</td>
<td>150</td>
</tr>
</tbody>
</table>

CHILDREN SERVED IN WORKSHOPS DELIVERED JULY 2008 THROUGH JUNE 2009

<table>
<thead>
<tr>
<th>Under 8 years old</th>
<th>Over 8 years old</th>
<th>Total children served</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,450</td>
<td>400</td>
<td>6,850</td>
</tr>
</tbody>
</table>

• **Educational Outreach Events** – WUFT was invited to participate in the following educational outreach events in the community:
  • WUFT has teamed with WFSU to present parenting skills workshops and underwriting for the One Goal Conference, a state wide preschool educators event held every July in Tampa, FL.
  • Family Literacy Festival on Saturday, October 4, 2008 (see description of this event in its own section)
  • Hispanic Health Fair, October 5, 2008, in Mayo, Fl, in partnership with its library system. A DTV educational exhibit also was set up.
  • Butterfly Festival at the Florida Museum of Natural History is a two-day event with over 2,000 citizens attending.
  • Partnership For Strong Families Fair November 23, 2008 with 500 community members attending.
  • WUFT participated in the planning and implementation of the Annual Conference for the North Central Florida Association for the Education of Young Children for the eighth year Saturday, March 14, 2009. The conference was attended by more than 500 childcare professionals. At this conference, WUFT presented to over 30 providers workshops and distributed educational materials for the children in their care.
  • Gainesville’s Kiwanis Club hosted the “World’s Greatest Baby Shower” and WUFT-TV had a table display at the event as well as gave three workshops for parents and parents-to-be April 25, 2009. Parenting Counts pamphlets, PBS Family Magazines, stickers, and raffle prizes were given out during the event.
  • PBS costumed characters brought “Books to Life” in 18 libraries and 10 schools during the year. Activities revolved around View – Do – Read on characters and themes such as Curious George and Earth Science and Clifford the Big Red Dog and math concepts.
  • Spring time festival included Week of the Young Child and Child Abuse Prevention April 26, 2009.
• A health fair focusing on Asthma and the character Arthur was coordinated by the Alachua County Health Department and Rawlings Elementary in May 2009.
• Parenting classes and children’s activities have been taken to the St. Francis House Homeless Shelter throughout this year in partnership with eight other agencies in town.
• Grand opening of the Neighborhood Resource Center included WUFT educational services in May 2009.

**School Partnerships** – WUFT partnered with four schools in Alachua County: Idylwild Elementary, Rawlings Elementary, Gainesville High School, and the VPK classroom sites mentioned above. Workshops, PBS Family magazines, books, and materials for activities were provided to the participants at the event.

**Association Memberships** – the WUFT Educational and Outreach Department maintains community association or board memberships in the following organizations:
- Member of NCFAEYC (a local affiliate of the National Association for the Education of Young Children), an association that serves child care professionals and the children they serve
- Alachua County Literacy Network, an association dedicated to serve the literacy needs of families and teachers in our community
- Member of the Early Learning Coalition’s Learning and Literacy Committee.
- Member of Child Abuse Prevention Program
- Member of the Neighborhood Resource Center – 32609 project
- Member of the Healthy Gator Committee on the UF campus

**Reading Rainbow Young Writers’ & Illustrators’ Contest** – WUFT conducted its 15th Annual contest for children in North Central Florida from the ages of kindergarten through third grade. The contest is designed to promote writing and expression skills in young learners. This year’s contest received 400 entries from more than 14 counties. WUFT invited community leaders in children’s advocacy and public policy to join as judges of our entries. The judges were very enthusiastic participants in this project and voiced their eager support of this project. This year WUFT held an Award Ceremony in the Gannett Auditorium to recognize local winners, their family, teachers, judges, and sponsors. For the first time, a cash sponsor of the contest, Gator Technologies, provided financial assistance.

**WUFT/The Florida Channel:** Utilizing a WUFT-DT multicast channel, the College provides The Florida Channel, a governmental and community information channel, to the citizens of the region. This channel, cleared on Cox cable channel 113, is the only resource thousands of Floridians have to access their state government and lawmakers.

**WUFT/V-me:** To better serve the diverse population of Florida, the College launched V-me, a 24-hour Spanish-language network via a WUFT-DT multicast channel and Cox cable channel 114, with clearance in more than 50,000 households in North Florida. Plans include locally produced Spanish-language news, weather, sports, and public service inserts and announcements hosted by the College’s students.

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WLUF-TV/WRUF-TV: Commercial television station WLUF-TV was reprogrammed as WRUF-TV in mid-2011 to provide an even richer news and production experience for College students. With 100 percent local programming focused on news, weather, and UF Gator athletics, WRUF-TV allows students to produce local news, weather, and sportscasts in addition to long form programming. WRUF-TV features city specific weather conditions, forecasts, and severe storm watches and warnings updated in real time 24-hours-a-day. The weather forecast models – exclusive to WRUF-TV – offer accurate hyper-local forecasts for cities within the broadcast viewing area as well as both coasts including tide information, water temperatures, beach conditions, storm forecasts, and tropical storm updates. WRUF-TV is building a network of at least three “skycams” that provide live and time lapse views of various locations in North Florida. WRUF-TV is powered by 11 computers based at the College and features a composite of data from three National Weather Service NEXRAD Doppler radars providing a unique and valuable capability to take viewers into the heart of the thunderstorms with three-dimensional graphic depictions. Quadruple redundant data streams protect the public and ensure weather data is always updated and reliable during all weather conditions. The system will provide severe weather watches and warnings to all of the stations in the Division of Multimedia Properties including Florida’s 5 WUFT-TV, Florida’s 89.1 WUFT-FM, WRUF Sportsradio 850, and Country 103.7 The Gator. UF telecommunication and UF geography students are training to use and operate this state of the art system for on-air weather presentations and updates. In addition, UF telecommunication students are producing local features that highlight the community and people of North Central Florida. WRUF-TV also will broadcast exclusive Florida Gator athletics content from student-led productions from Gatorvision and GatorZone.com, the online media component of UF Gator athletics. In addition Gainesville and Alachua County news from WUFT-FM and WUFT-TV, and North Florida sports from WRUF Sportsradio 850, are featured on the channel.

WRUF-TV locally produced programming: Beta Bring It On: This 60-minute program is a competitive cheerleading competition hosted by the Gamma Xi Chapter of Beta Theta Pi. More than 200 UF students participated in the two-hour competition and proceeds from the event are donated to two different service organizations. The first co-recipient is the national Alzheimer's Association and a portion of the proceeds donated to the Alzheimer's Association goes straight to Alzheimer's research. The second portion of the proceeds goes directly to the Thomas Oliver Brown Memorial Scholarship, a scholarship fund geared toward helping underprivileged students achieve higher education at the UF. Approximate 12 UF telecommunication students participated in the production of this program with two students serving as the on-air talent and two serving as the producers of the program. Gainesville HS vs. Eastside HS Basketball Game: The Creative Services department decided to televise a local cross town rival game on WULF-LP. This is something that had never been done and the College wanted to challenge the students with this opportunity. Approximately 15 telecommunication students provided technical assistance including producing, camera, audio, replays, graphics, and stage-managing for this production. The event was a huge success because the game went into double overtime. A half court shot at the buzzer decided the game.
As a result of the coverage and outcome of the game, WLUF-LP submitted the highlights to ESPN the next day and the game winning shot made ESPN’s Sport Centers Top 10 Plays of the Day.

**Florida’s 89.1, WUFT-FM/WJUF-FM:** WUFT-FM is the 100,000 watt public radio station and NPR affiliate at 89.1/90.1 mhz serving all of North Florida from coast to coast and from the Georgia state line to Tampa. WJUF-FM is a satellite/repeater radio station that extends the WUFT-FM signal throughout the Nature Coast region of West Central Florida and covers an audience of more than 500,000. The College's NPR affiliate stations are a valuable community asset providing public service to a range of communities in North Central Florida from Jacksonville to the Nature Coast north of Tampa (the latter reach is made possible through WUFT-FM's repeater station, WJUF-FM, whose tower is in Inverness, about 70 miles southwest of Gainesville). Among the public service programs locally produced and aired on WUFT-FM/WJUF-FM (and number of hours produced annually) are:

- **Morning Edition Local Inserts**-UF telecommunication majors contribute 34 minutes of local material daily to NPR's Morning Edition.
- **Front Page Edition of All Things Considered**-Airing weekdays this local 60-minute newscast is produced and hosted by UF telecommunication majors.
- **All Things Considered Local Inserts**-Weekday news inserts written, produced, and anchored by telecommunication majors.
- **WUFT-FM Evening Newscasts**-Weeknight local news inserts airing at the top of each hour written, produced, and anchored by telecommunication majors.
- **Conner Calling**-Weekly (Fridays), one-hour local call-in program hosted by emeritus telecommunication faculty member, dealing with authors and other topics.
- **On The Bridge**-Weekly (Sundays, 4 p.m.) contemporary folk program.
- **Ballads and Blues**-Weekly (Sundays, 8-10 p.m.) local program hosted by WUFT-FM staff member.
- **Spring into Summer Concert Series**-Weekly (Sunday’s 6 p.m.-8 p.m.) local program featuring a wide variety of local music acts ranging from high school symphony concerts to UF choirs and performing ensembles.
- **Soul Circuit**-weekly one-hour (Saturdays, 9 p.m.) Soul music program produced and hosted by telecommunication students -104 hours
- **Across The Prairie**-weekly one-hour (Sundays, 5 p.m.) program dedicated to folk music, with emphasis on local artists - 52 hours
- **Sikorsky's Attic**-weekly one-hour (Saturdays, 11 a.m.) Antiques and Collectibles call-in program hosted by local expert - 52 hours

In recent years, WUFT-FM has developed three short modules as program inserts as part of its goal to develop a national profile for the station:

- **Animal Airwaves**-Daily one-minute modules produced in cooperation with UF’s College of Veterinary Medicine focusing on animal and human health issues and topics.
- **Health In a Heartbeat**-Daily two-minute modules produced in cooperation with Shands HealthCare; highlight medical information for the general public. Distributed via the NPR satellite and currently carried by 60 stations across the country.

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• **The Family Album** -Daily two-minute module produced in cooperation with UF's Institute for Food and Agricultural Sciences; highlight research-derived practical information for families.

In addition to locally originated and syndicated programming, WUFT-FM/WJUF-FM also is actively involved in community activities:

• **Poster Signing** - Annual event in conjunction with the radio stations' fall fund-raising drive; station commissions a different area artist to create a poster each year that celebrates some natural part of the region. The poster is a premium for members who contribute at a particular level (normally N= 600+), and one or more receptions/poster signings are held each year in a special venue for artist signing (e.g. UF’s Ham Museum of Art, Ocala's Appleton Museum of Art).

• **Celebration of Wine** - Annual wine-tasting event, normally held in February, close to Feb. 14; serves as a station fund-raiser and community service event. Wine-tasting attracts c. 500-600 persons from Orlando to Jacksonville. Preceded by winemaker's dinner that attracts c. 70 attendees.

• **Fanfares & Fireworks** - Annual event presented by the Division of Multimedia Properties as a promotion for the stations and a celebration of the Fourth of July. Coordinated by WUFT since 1989, this is one of the biggest non-sports events in this region each year, attracting between 15,000 and 20,000 people. Local artists perform at the UF Bandshell, culminating in a gala performance by the Gainesville Community Band and Fanfares Chorus, followed by fireworks. However, because of budget reductions, the event was not held in 2011.

**WUFT-FM/Classic 89.1 HD2**: Classic 89.1-HD2 is the 24-hour classical music service provided by WUFT-FM and the College.

**WUFT Ahora**: As Florida’s population evolves and the Hispanic/Latin culture becomes more and more prevalent in everyday life so does the need for training and hands on experiences in Spanish-language media. In early 2011, WUFT Ahora was launched on WUFT-HD3 and the 24-hour service is designed to form the foundation for the further development of the College’s budding Spanish-language curriculum and overall program.

**WUFT Radio Reading Service**: Serving more than 700 blind Floridians, the WUFT Radio Reading Service is a 24-hour a day service of the College that provides blind individuals with access to critical information on a daily basis. Utilized as a combination training ground for incoming freshmen and sophomore College students and volunteers from the community, the WUFT Radio Reading Service currently utilizes 80-90 presenters to read the Gainesville Sun daily newspaper, the Ocala News-Herald, various magazines, articles, books, etc., that allow sight-impaired individuals to maintain contact with traditional media. WUFT receives no state funding in support of this service and provides it as a community service and academic enhancement.

**WRUF, Sportsradio 850**: WRUF-AM operates at 850 khz at 5000 watts 24-hours a day and continues to be the cornerstone of the College’s Division of Multimedia Properties. Widely

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recognized as a unique and powerful teaching platform for sports broadcasting, WRUF, Sportsradio 850 remains a strong and influential part of the Gainesville market. Student opportunities for public service include producing & anchoring newsbriefs as well as producing and hosting sports-talk shows.

**Country 103.7, The Gator:** The College’s Division of Multimedia Properties operates 100,000 watt commercial FM radio station “Country 103.7, The Gator”, the top-rated country formatted radio station in Gainesville and a top-five overall radio station. “The Gator” serves the College and Division of Multimedia Properties through academic enrichment and revenue generation to help support the commercial and public media properties. Student academic enrichment occurs through exposure to commercial media programming, news, weather and sports reporting, marketing and promotions, sales, and internet/new media initiatives.

**Rock104.com:** Born of the 2010 format change of WRUF-FM from rock to contemporary country, Rock104.com is the online/new media initiative launched by the College and a large group of students interested in utilizing the streaming project as a laboratory for online media. With supervision by Division of Multimedia Properties staff and a graduate student in the College, undergraduate journalism and communications students program, promote, and market Rock104.com.

**Gatorvision/University Athletic Association Partnership:** Formed in 2010 as a partnership between UF’s Athletic Association (the collegiate athletics unit of UF) and the College’s Division of Multimedia Properties, UAA’s multimedia unit moved into Weimer Hall and operates in conjunction with the media properties. As the primary unit responsible for populating GatorZone.com with live and produced content, Gatorzone provides students in the College with opportunities not available in many academic environments in America. Phase Two of the partnership includes construction of a new high definition control room designed to produce the video board productions in The Swamp (UF football stadium) and the Stephen C. O’Connell Center (UF basketball arena) with an anticipated timeline of 2012-2013 for construction and commissioning. An additional element of Phase Two of the Gatorvision partnership includes installation of fiber optic transmission lines throughout the UF campus allowing for the live production of various events including athletic contests, press conferences, etc.

**St. Augustine Project:** The College’s multimedia properties are more involved than ever in the communities of North Florida. And, dovetailing with UF’s commitment to the city of St. Augustine, the College’s Division of Multimedia Properties is working closely with the city leaders in St. Augustine to prepare for the upcoming 450th Celebration. Through a combination of journalistic, public relations, and community marketing initiatives that have been proposed, the College is aggressively engaged in ensuring a historic community in Florida is well-cared for.
2. Provide brochures and other publications that describe the unit's professional and public service activities.

See Appendix 8.A

3. Describe the unit’s contact with alumni, professionals and professional organizations to keep curriculum and instruction current and to promote the exchange of ideas.

The College maintains regular contact with alumni, professionals, and friends through its twice-yearly publication, *communigator* (See Appendix 8.B and http://www.jou.ufl.edu/pubs/communigator/). Alumni and friends are very responsive to the publication, which also is posted on the College website. They often comment, in person and in writing, how helpful the publication is in keeping them updated about the College and other alums, and they provide feedback about whether or not developments reported in the *communigator* meet their idea of quality education for future journalism and communications professionals.

The College hosts various alumni gatherings in the fall and lunches and other meetings for alumni reunions at UF at other times during the year. In addition, the College holds dean’s receptions and meetings for alumni in other parts of the state and nation (e.g., in the past 12 months: New York, Chicago, Sarasota, Miami, Jacksonville, Tallahassee, and Pensacola.). Additionally, development trips with the dean now include visits to industry professionals for dean’s briefings and input on changing needs of media relative to academic expectations (e.g., some in the past 12 months: The New York Times, The Wall Street Journal, WCBS-TV, CBS News, WABC-TV/ABC-TV, and Eric Mower and Associates. The receptions and briefings provide small-group gatherings with the dean to exchange ideas about the current curriculum and solicit suggestions for modification in a dynamic, ever-changing media environment.

Alumni are active in many College activities. The College has four professional department advisory councils, dating to 1979. Among the four advisory councils' 103 members, 65 (63 %) are alumni (ADV=16; JM=16; PUR=9; TEL=24)). Each Council normally meets at UF twice each year, during which members visit and speak to classes, counsel students and faculty, and assess student performance. A portion of each advisory council's meeting is devoted to one-on-one sessions and/or small group discussions with students, focusing on professional issues, including internships, resumes, professional skills, and placement. Advisory council members regularly address curriculum issues, suggest improvements, contribute to program reviews, and review proposed changes. Most meetings end with an evaluative discussion of individual programs, based on council members' interactions with students. Council members often are contacted when students seek employment in various markets. Many council members speak in classes when they visit campus. In addition, the Advertising Advisory Council created “GatorAdboard,” a website launched in August 2007, in which students are provided career information as well as email access to members of our Advisory Council to ask academic and career-related questions. Current council membership rosters are in Appendix 8.C.

The College has initiated a system for conducting on-line surveys of its alumni. Through email notices, alumni are invited to complete an online survey. Detailed results from the survey are discussed in Standard 9, Question 8.
Faculty of the College are active in attending meetings of professional and academic organizations, both to provide service as speakers and to keep up with developments in each field that may require curricular changes. In the past six years, one or more faculty have attended one or more meetings of each of the following professional organizations: Advertising Research Foundation, American Advertising Federation, American Society of Newspaper Editors, Direct Marketing Association, Florida Newspaper and Marketing Executives, Florida Press Association, Florida Public Relations Association, Florida Society of News Editors, Institute of Public Relations, Inter American Press Association, International Advertising Association, National Press Photographers Association, Public Relations Society of America, Radio Television Digital News Association, Society of News Design, Society of Professional Journalists, and University Film and Video Association. College faculty also regularly attend meetings of the following academic organizations where practitioners and academics often engage in conversations about the nature of education needed for future professionals in the field: American Academy of Advertising, Association for Education in Journalism and Mass Communication, Broadcast Education Association, International Communication Association, and National Communication Association.

4. List professional and public service activities undertaken by each member of the faculty in the past six years (prior to the self-study year). Please provide a full list; do not refer team members to faculty vitae for this information.

A complete list of faculty and their service activities follows. Individuals are identified by name, rank, and department. In addition, for those who joined the faculty since the August 2005 accrediting report, the year in which the individual joined the faculty is reported.

**Laurence Alexander, Professor, Journalism**  
**Leadership**  
Association for Education in Journalism and Mass Communication  
Chair, Task Force on Development, 2009-10  
(Appointed by the AEJMC President to a task force charged with creating recommendations for fundraising and development)  
Member, Accreditation Site Team Visit, ACEJMC, February 6-9, 2005  
Law Division, Publications Policy Committee Member, 1997-Present  
Reviewer  
Reviewer, NIH Director’s Pathfinder Award to Promote Diversity in the Scientific Workforce, National Institutes of Health. 2010  
Reviewer, *Journalism and Mass Communication Quarterly*, 2002-Present  
Reviewer, *Communication Law and Policy*, 1999-Present  
Reviewer, AEJMC Law Division Paper Competition, Washington, DC, 2007

**Kevin Allen, Assistant In, Telecommunication, left 2010**  
**Judge**  
New York AP Broadcasters competition, 2006

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Cory Armstrong, Assistant Professor, Journalism

Leadership
AEJMC, Member, Gender, Race, Ethnicity Diversity Assessment committee, September 2006-2008; Research Co-Chair, Mass Communication & Society Division; Co-Chair, Commission on the Status of Women, August 2007-present; Programming Chair, Commission on the Status of Women, August 2006-2007; Recorder, Commission on the Status of Women, August 2005-2006

Reviewer, 2004-present

Journalism and Mass Communication Quarterly
Journal of Broadcasting & Electronic Media
Women’s Studies International Forum
Journal of Sex Roles
Communication Research
New Media & Society
International Journal of Press/Politics
Feminist Media Studies
Women’s Studies International Forum
Journal of Computer-Mediated Communication
Science Communication

AEJMC, Newspaper Division; Communication Theory and Methodology Division; Commission on the Status of Women; Minorities and Communication, August 2006

International Communication Association, Political Communication Division, 2004-2006
CQ Press, Evaluated book proposal on media and public records, 2009
Oxford University Press, Evaluated book proposal on investigative reporting, 2005

Discussion Leader/Panelist
Midwest Association of Public Opinion Research, discussant, 2005 convention, panel Moderator, 2001-2003 conventions
Contest Judge
Florida Press Association, top weekly newspaper entries, 2007
Contest Judge, Capitolbeat, top state house reporting, 2007
Contest Judge, Golden Gator Awards, university publications, 2006; 2008

James Babanikos, Associate Professor, Telecommunication

Leadership
“Making Video Commercials,” a four week workshop (50 minutes, once a week) on making TV ads to a group of six kindergarten, first and second-graders at Littlewood Elementary School in Gainesville, FL, fall 2007

“Science and the World,” a four week workshop (50 minutes, once a week) on doing various science experiments with a group of six kindergarten, first and second-graders at Littlewood Elementary School in Gainesville, FL, spring 2009

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Panelist
Individual Artist Award for the Division of Cultural Affairs in Tallahassee, Florida, 2005-2006
Respondent for UNLV Professor Francisco Menendez’s feature film tentatively titled The Big Heist at the UFVA Conference in Burlington, VT, August 11, 2010.
Judge
Broadcast Education Association (BEA) Faculty Screenwriting Competition, 2010-2011
Broadcast Education Association (BEA) Student Video Competition, 2010-2011

Justin Brown, Assistant Professor, Telecommunication, left fall 2008
Leadership
Member, Benton Foundation working group, examining issues related to extending universal service to broadband, 2006-2007
Judge
Student papers, Communication Technology & Policy Division, AEJMC Convention, 2006
Student papers, Law Division, 89th Annual AEJMC Convention, 2006
Judge, Law & Policy Division, Annual AEJMC Convention, 2007, 2008
Reviewer
Manuscript reviewer, Communication Law & Policy, 2005-2006
Manuscript reviewer, Communication Law & Policy, 2006-2007
Manuscript reviewer for Journalism and Mass Communication Educator, Fall 2007

Clay Calvert, Professor, Journalism, 2009
Leadership
AEJMC, Editorial Board, Communication Law and Policy, 2002-Current.
Reviewer
AEJMC, Manuscript Referee, Communication Law and Policy, 2002-2011
AEJMC, Paper Referee, Law Division, AEJMC Annual Convention, 2006
American Psychological Association, Manuscript Referee, Psychology, Public Policy and Law, 2008
Center on Media and Child Health, Manuscript Referee, Journal of Children and Media, 2010
Sage Publications, Manuscript Referee, Educational Policy, 2010
Taylor & Francis Publications Manuscript Referee, Mass Communication and Society, 2010

Dave Carlson, Associate In, Journalism
Leadership
National President, Society of Professional Journalists, 2005-06
Board of Directors, Florida Society of News Editors, 2010-present
President, North Central Florida Chapter, Society of Professional Journalists, 2009-present
Board of Directors, Sigma Delta Chi Foundation, 2000 - present
National executive committee, Society of Professional Journalists, 1999 -present
National Board of Directors, Society of Professional Journalists, 1997-2007
Co-owner, Online Newspapers Internet discussion list (listserv), 1994-present
UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service

Speeches/Presentations
Keynote speaker, "21st Century Economics," University of Sao Paulo, Brazil, June 23 and 25, 2010
Speaker, "How the Web is Changing the World: Yours, Mine and Ours," University of Sao Paulo, Brazil, June 23 and 25, 2010
Trainer, Michigan Public Radio, photo and video training for audio journalists, Ann Arbor, MI, Nov. 8-9, 2010
Trainer, Video techniques for print journalists, Minneapolis Star Tribune, Jan. 13-15, 2009
Trainer, Video techniques for print journalists, Minneapolis Star Tribune, Feb. 23-24, 2009
Trainer, Video training for print journalists, Minneapolis Star Tribune, July 8-9, 2008
Trainer, Writing for the Web, Greensboro (S.C.) News and Record, July 30, 2009
Trainer, Basic audio gathering and editing, Greensboro (S.C.) News and Record, July 30, 2009
Speaker, “The Need for a National Shield Law for Journalists, Investigative Reporters and Editors Better Watchdog workshop, Gonzaga University, Spokane, Wa., March 24, 2007
Speaker, “Internet Search Strategies, Investigative Reporters and Editors Better Watchdog workshop, Gonzaga University, Spokane, Wa., March 24, 2007
Judge, The EPpy Awards, Editor & Publisher magazine's online journalism awards.
Speaker, “Ethics for Journalists, America Haus, Vienna, Austria, Sept.30, 2006
Keynote speaker, “The Future of Mass Media and Other Things, University of Vienna, Vienna, Austria, Sept. 29, 2006
Keynote speaker, President’s Installation Banquet, Society of Professional Journalists national convention, Hyatt Regency Chicago, Aug. 26, 2006
Keynote speaker, Sigma Delta Chi Awards banquet, the National Press Club, Washington, D.C., July 14, 2006
Presenter, Mainstream Media vs. Bloggers, Media Giraffe Conference, University of Massachusetts, Amherst, July 1, 2006
Speaker: “Ethics from the Bottom,” Society of Professional Journalists Region 10 Conference, Clover Island Inn, Kennewick, Wash., April 1, 2006
Speaker: “Ethical journalism,” Jim Bohannon Show on Westwood One Radio, March 15, 2006
Speaker: "Blogs and Blogging,"Institute for Learning In Retirement, Oak Hammock, Gainesville, Fla. March 8, 2006
Keynote speaker: President’s Installation Banquet, Society of Professional Journalists convention, Aladdin Hotel, Las Vegas, Nev., Oct. 18, 2005
Program leader: Ted Scripps Leadership Retreat, Society of Professional Journalists, Indianapolis, Ind., June 10-11, 2005
Keynote speaker: Green Eyeshade Awards banquet, Society of Professional Journalists, Atlanta, Ga., May 14, 2005
Luncheon speaker: “Journalism under attack,” Region 3 convention, Society of Professional Journalists, Charleston, S.C., April 9, 2005
Delegate, Region 3 convention, Society of Professional Journalists, Charleston, S.C., April 9-10, 2005
Speaker: “SPJ and the federal shield law legislation,” Region 12 Convention, Society of Professional Journalists, San Antonio, Texas, March 18, 2005
Contributor: “The first 10 years of online journalism, Web +10 seminar, the Poynter Institute, St. Petersburg, Fla., Jan. 31, 2005
Executive committee meeting, Society of Professional Journalists, Atlanta, Ga., Jan. 22, 2005 (president-elect)

Sandra Chance, Professor, Journalism

Leadership
Speeches, Presentations, Panelist
Keynote speeches, seminars, panelist, Sao Paulo, Belo Horizonte and Rio De Janeiro, Brazil, June 1999.
Invited by U.S. State Department to serve as freedom of information expert and make special presentations to legislators, journalists, students and opinion leaders, in Chile, 2011.
UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Speaker, “The Liberty Tree Initiative: Celebrating the First Amendment,” with Ken Paulson, former editor of USA Today and CEO of the First Amendment Center and Gene Policinski, executive director of the First Amendment Center, Miami University, Oxford, OH, 2008.
Speaker, “A Conversation with the National Teacher of the Year: Teaching the First Amendment with Floyd Abrams,” San Antonio, TX, 2005. This was a special panel in my honor as AEJMC/Scripps Howard Teacher of the Year.
Speaker, “Access to Electronic Court Records: The Legal Landscape Around the Country,” Florida First Amendment Foundation’s Camera in the Courts Symposium, 2008, Poynter Institute, St. Petersburg, FL.
Speaker, Florida Bar Association Media & Communications’ Annual Conference,
UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Stetson College of Law, Tampa, FL, 2007.
Speaker, “So You Want to Be a Media Lawyer?” Fall Alum Nights, sponsored by the UF Alumni Association and UF's Levin College of Law, Gainesville, FL, 2010.
Moderator/Panelist/Discussant

UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Panelist, Sunshine Summit, sponsored by the Florida Society of News Editors and the Florida First Amendment Foundation, University of South Florida, Tampa, FL, 2011.
Discussant, “All the President’s Tweets: The First Amendment and the Online Public Forum,” University of Florida Levin College of Law, Gainesville, FL, 2010.

**Sylvia Chan-Olmsted, Associate Dean for Research and Professor, Telecommunication Leadership**
Editorial Board Member, Journal of Broadcasting & Electronic Media, 2005-2011
Editorial Board Member Journal of Media Economics, 2005-2011
Editorial Board Member International Journal on Media Management, 2005-2011
Editorial Board Member Journal of Media Business Studies, 2005-2011
Editorial Board Member Journalism and Mass Communication Quarterly, 2007-2011
Committee member, Bylaws review, Media Management and Economics Division, AEJMC, 2005-2009
Advisory Board Member, Research and Education Advisory Board, The Cable Center, 2005-2011
At-large member of AEJMC Media Management and Economics Division, 2010-2011
Panelist
Panelist, “Mentoring International Graduate Students,” panel presentation at the Association of Educators in Journalism and Mass Communication (AEJMC) Annual Conference, August 2007, Washington DC
Reviewer
Manuscript Reviewer Journal of Broadcasting & Electronic Media, 2005-2010
Manuscript Reviewer Journal of Media Economics, 2005-2010
Manuscript Reviewer Journalism & Mass Communication Quarterly, 2006-2010

UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Manuscript Reviewer International Journal on Media Management, 2005-2009
Manuscript Reviewer Communications Yearbook, 2008-2009

**Chang-Hoan Cho, Associate Professor, Advertising, left 2008**

**Leadership**

Executive Training Program, University of Florida, November 2006

**Reviewer**


**Youjin Choi, Assistant Professor, Public Relations, left 2010**

**Reviewer**

AEJMC, Communication Theory and Methodology Division; Public Relations Division, 2007-2008
ICA, Public Relations Division, 2006, 2008

*Health Communication* manuscript reviewer, 2007-2009

**Speeches and Invited Presentations**

“A Photo Essay on Women and Family in Islamic Iran,” Greater Florida Women’s Club of Williston and Williston First United Methodist Women’s Association, 2007
“A Photo Essay on Women’s Rights in Islamic Iran,” Evinston First United Methodist Women’s Association, 2007
“Teens in Iran: An outsider’s view,” Youth Club, Williston First United Methodist Church, 2007

**Ann Christiano, Professor, Public Relations, 2010**

Moderator


**Johanna Cleary, Associate Professor, Telecommunication**

**Leadership**

Editorial review board, Electronic News
Member, Publications Committee, AEJMC 2009-2011

**Panelist**

“Reaching out to young broadcast journalists.” 2006 Annual Conference of the Association for Education in Journalism and Mass Communication, August, San Francisco, California.

**Reviewer**

UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Paper Reviewer AEJMC History and Minorities and Communications Divisions, Annual Conference, 2005
Paper Reviewer National Broadcast Society, Annual Conference, 2006
Paper reviewer, two divisions of the 2006 AEJMC National Conference
Article Reviewer, Electronic News 2007-2011
Article Reviewer Mass Communication and Society 2008-2011
Article Reviewer Journalism and Mass Communication Quarterly 2010-2011

Amy Jo Coffey, Assistant Professor, Telecommunication, 2006
Leadership
Vice-Chair, PF&R Committee, Media Management and Economics Division. Association for Education in Journalism and Mass Communication 2007-2008
Chair, Teaching Standards Committee Media Management and Economics Division, AEJMC 2008-2009
Teaching Chair, Media Management & Economics Division AEJMC 2009-2011
Editorial Board member, Journal of Spanish Language Media 2009-2011
Panelist
Judge
Nielsen Case Competition UF Hilton, Gainesville, February 8, 2011
Reviewer
Paper Reviewer, Mid-Winter Meeting of the Association for Education in Journalism and Mass Communication (Media Management and Economics Division) 2008
Paper Reviewer, National Meeting of the Association for Education in Journalism and Mass Communication (Media Management and Economics Division) 2008, 2010
Manuscript Reviewer, Journal of Spanish Language Media 2009
Manuscript Reviewer, Mass Communication and Society 2009-2011
Paper Reviewer, Media Management & Economics Division Mid-Winter Meeting of the Association for Education in Journalism and Mass Communication 2010
Manuscript Reviewer Journalism & Mass Communication Quarterly 2010-2011
Manuscript Reviewer The Journal of Corporate Citizenship 2010-2011
Manuscript Reviewer Journalism & Mass Communication Quarterly 2010-2011
Paper Reviewer Radio-Television News Division, Association for Education in Journalism and Mass Communication 2010

Linda Correll, Assistant Professor, Advertising, left 2008
Leadership
Awards Committee, 2005-2006
Workshop Leader
Third International Humanities Conference, Cambridge University, UK, International, Summer 2005
Creative Aerobics for Public Relations, Southeast Missouri State University, Summer 2005
Contests Judge
Gainesville Regional Utilities Annual Art Contest, Gainesville, local

**Lisa Duke Cornell, Assistant Professor, Advertising**

Leadership
Research Committee, American Academy of Advertising, 2006-2007
Reviewer
Feminist Media Studies, 2006-2007
AEJMC Conference, Advertising Division, 2007, 2011
Journal of Advertising, 2010-2011
Journal of Communication, 2010-2011

Speeches and Invited Presentations
Institute for Learning in Retirement, Oak Hammock, Gainesville, Spring 2007
Korean Broadcast Advertising Corporation, Gainesville, Fall 2006
Executive Training Program for Living & Health Division, LG Corporation, Korea, March 2007.

Contests judged (specify international, national, state, local, etc.)
Santa Fe College, Design Program, Competition, Fall 2010

**Sandra Dickson, Professor, Telecommunication, left 2009**

Panelist
Panelist, Organization of American Historians Annual Conference, Minneapolis, Minnesota, March 30, 2007. Speaking about *Negroes with Guns*

**Julie Dodd, Professor, Journalism**

Leadership
Mentor Academy – Kansas State University, 2010
Association for Education in Journalism and Mass Communication, Scholastic Journalism Division, Innovative Outreach to Scholastic Journalism, chair (2002 to present)
Journalism Education Association (Kansas State University), Executive Board member (1989 to present)
Mentoring Committee, co-chair (2007 to present), Digital Media Committee member (2009 to present)
Scholastic Press Association Directors Liaison (1989 to present), Nominations Committee, chair (1999 - 2007)
*Quill and Scroll* International Board of Trustees (1994 to present)
Contributing editor of *Quill and Scroll* magazine (1992 to present)

Judge
UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Quill and Scroll Gallup Award newspaper evaluation service (1979-2010)
Journalism Education Association Student Impact Award (2007, 2006)
On-the-Spot Writing Contests at the Journalism Education Association Conventions, 2007-2009.

Troy Elias, Assistant Professor, Advertising, 2009
Leadership
AEJMC, Advertising Division, Chair, Student Paper Reviews, 2010-2011
Speeches and Invited Presentations
UF/University of Sao Paolo Strategic Communication Training Program, 2011

Mary Ann Ferguson, Professor, Public Relations
Leadership
Florida Thoroughbred Breeders and Owners Association readership studies, 2007-present
Moderator, Discussion leader, Panelist
ICA Session, Corporate Social Responsibility Research and Practice, Chair, 2010
Article, paper reviewer
AEJMC, April 2011
ICA, November 2010

Mike Foley, Master Lecturer, Journalism
Leadership
Adviser, UF Chapter of the Society of Professional Journalists, 2007-present
Speeches
Speeches to journalism organizations and alumni groups at receptions and meetings in Florida and cities outside the state.

John Freeman, Associate Professor, Journalism
Leadership
UF Representative, Hearst Journalism Awards Weekend, 2007, 2009
Adviser, UF Chapter of National Press Photographers Association, 1992-present
Invited Presentations
Presenter, Florida Society of Newspaper Editors, “Narrative Slides Shows,” 2007
Speaker, “Powerful Photos,” Florida Scholastic Press Association annual convention, 2007
Speaker, “An Introduction to Photojournalism,” Summer Journalism Institute, College of Journalism and Communications, Gainesville, 2006
Speaker, “The Power of Photojournalism,” invited speaker at the Florida Scholastic Press Association annual convention, Tampa, 2006

Robyn Goodman, Assistant Professor, Advertising
Leadership
UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
American Academy of Advertising, Membership Committee, Chair, 2010-2011
Reviewer
Visual Communication Quarterly, 2009-2010
Speeches and Invited Presentations
Korean Broadcast Advertising Corporation, Gainesville, Fall 2006

Charles J. Harris, Assistant In, Unaffiliated Faculty
Leadership
Adviser, UF Association of Asian Communicators, Association of Black Communicators
Speeches
Speeches to high school journalism organizations and meetings in Florida.

Lauren Hertel, Lecturer, Telecommunication, left 2010
Leadership
State Department Specialist trip to Russian Federation September 22-October 8, 2006
State Department Specialist trip to Bosnia-Herzegovina May 5-May 13, 2007
Academic Director for Study of the United States Institute on Journalism and Media, U.S. State Department 2008
Workshop leader, Poynter Institute, “Training Newsrooms for Tomorrow” September 6-8, 2007
Panelist
Panelist, Knight New Media Center conference Los Angeles, CA

Cynthia Hill, Associate In, Telecommunication, left 2010
Leadership
Coordinated a joint venture between The Documentary Institute and Current TV,
Panelist
Panel Chair, the challenges of making observational documentaries What’s Up Doc? An Educational Outreach Program in conjunction with the Jacksonville Film Festival 2007
Judge
Judge, Florida Scholastic Press Association Best Computer Graphic competition 2006
Judge, BEA student documentary division 2009
Judge, Ft. Lauderdale International Film Festival (documentary division) 2008
Judge, Ft. Clarke Middle School History Fair 2009

Linda Hon, Executive Associate Dean and Professor, Public Relations
Leadership
Plank Center Board for Leadership in Public Relations, University of Alabama, 2005-present
Editorial Board Member
UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Lynda Lee Kaid, Professor, Telecommunication, deceased 2011

Leadership
Chair, ICA Research Awards, 2005-2006
Vice-Chair, Political Communication Division, Eastern Communication Association 2006-2007
Chair, Political Communication Division, Eastern Communication Association 2007-2008

Associate editor or editorial board member for:
Journal of Broadcasting & Electronic Media (2005-
Journal of Communication (2005-
Journalism & Mass Communication Quarterly (2005-2011)
Communication Quarterly (2005-2011)
Political Communication (2005-2011)
Social Science Quarterly (2005-2011)
Journalism Studies (2005-2011)
Communication Studies (2005-2011)
Political Behavior (2005-2011)
Media Psychology (2005-2011)
Argumentation and Advocacy (2005-2007)
American Political Science Review (2007-
Communication Research Reports (2009-2011)
Human Communication Research (2009-2011)
Journal of Advertising (2009-2011)
Political Research Quarterly (2009-2011)
Politics & Gender (2009-2011)
Journalism Practice (2009-2011)
Argumentation and Advocacy (2009-2011)

Member, Advisory Council, Program on Political Communication, Government and Leadership, Universidad San Pablo, Madrid, Spain 2009-2011
Reviewer
Paper Reviewer, Political Communication Division, National Communication Association Conference, March, 2007
Paper Reviewer, International Online Journalism Symposium, University of Texas, February, 2007
Reviewer, Proposal for Israeli Science Foundation, April, 2007
Proposal Reviewer, National Science Foundation, Political Science Program, 2008-2011
Reviewer, Journal of Broadcasting & Electronic Media Special Issue on Race, Class and Gender, Guest Editor Rebecca Lind, Spring, 2009

Rasha Kamhawi, Assistant Professor, Telecommunication, left 2011
Reviewer
Manuscript reviewer for Media Psychology 2008-2009
Manuscript reviewer for American Journal of Political Science 2008-2009
Conference paper reviewer, Annual Meeting of International Communication Association (Journalism Studies Division) 2010

John Kaplan, Professor, Journalism
Speeches and Invited Presentations
Sangmyung University, Seoul, Korea, “Education and Global Communication.” (keynote address), 2007
Pulitzer Prize Winners Workshop, Hong Kong. “State of the News Industry: Visuals,” 2007
International Documentary Photo Awards, Seoul, Korea. “Age 21 in,” 2005
Workshop Leader
Northern Short Course, Mclean, VA March 2009, “Not As I Pictured.”
Maine Photographic Workshops, Rockport, Maine, July 2006, “Photo Portfolio Success.”
(Faculty members include several of the most-recognized photographers in the world including Mary Ellen Mark, Arnold Newmann, Eugene Richards, Peter Turnley and Antonin Kratochvil

UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Seminars and Contest Judge
Alexia Foundation for World Peace and Cultural Understanding
Canadian Press Photographers Association
The Center of Imagination for the Future, Tokyo, Japan
College Photographer of the Year
Eddie Adams Workshop
Ft. Benjamin Harrison, United States military journalism school
Greater Boston Press Photographers Association
Illinois Press Photographers Association
Indiana Press Photographers Association
Iowa Press Photographers Association
Mid America Press Institute
Military Pictures of the Year
The Mountain Workshop
New Hampshire Press Photographers Association
New Jersey News Photographers Association
News Photographers Association of Greater Pittsburgh
North Carolina Press Photographers Association
Northern Short Course, National Press Photographers Association
Ohio News Photographers Association
Ontario News Photography Association
Palm Beach Photographic Workshops
The Pittsburgh Conference
Pittsburgh Filmmakers
The Pulitzer Prizes
Region 10 Forum, National Press Photographers Association
San Jose Graphics Conference
Society of New Design National Conference
Society of News Design Quick Course
Southampton Photographic Workshops
South Carolina News Photographers Association

Kathleen Kelly, Professor, Public Relations

Leadership
Institute of Public Relations trustee, 2006-
IPR Master’s Thesis Award Committee chair, 2007, 2008, 2009
IPR Pathfinder Award Committee chair, 2007, 2008, 2009
PRSA Foundation Advisory Board
Council for Advancement and Support of Education, 1974-present
Arthur W. Page Society, Diversity Committee, 2009, Membership Committee, 2009

Offices held or other activities in professional associations

UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Served on five (5) academic/professional boards and committees and co-chaired two (2) national committees/task forces in 2010-11: ACEJMC Council; Appointed Member - Co-Chaired Task Force on Revision of Scholarship Standard (2009-2010); Arthur W. Page Society - Member, Diversity Committee, Membership Committee; Institute for Public Relations - Elected Trustee; Public Relations Society of America - Co-Chair, PRSA ACEJMC Accreditation Committee

Reviewer

*Nonprofit & Voluntary Sector Quarterly*, 2008

Editorial Board

*Journal of Public Relations Research* 2000-present
*Public Relations Review* 1994-present
*CASE International Journal of Educational Advancement* 1999-present
*Journal & Communication Monographs*, 2008-

Contests Judged

IPR Best Master’s Thesis Award, 2008, 2009
IPR Pathfinder Award, 2008, 2009, 2011

**Hyojin Kim, Assistant Professor, Advertising**

Leadership

Research Committee, American Academy of Advertising, 2006-present
Reviewer
2010 American Academy of Advertising Research Fellowship proposals
AEJMC Conference, 2008
Korean American Communication Association, 2007-2008
Speeches and Invited Presentations
Korean Broadcast Advertising Corporation, Gainesville, Fall 2006

**Sora Kim, Assistant Professor, Public Relations, 2010**

Contest Judge
Judge: PRSA Health Academy Paper Competition (Reviewed 3 papers), 2010, 2011
Article, Paper Reviewer
AEJMC, Public Relations Division, 2010-2011
ICA, Public Relations Division, 2010-2011

**Spiro Kiousis, Department Chair and Professor, Public Relations**

Reviewer
*Communication Methods and Measures*, 2009
*Communication Research*, 2007—present
*Journal of Communication*, 2006--present

UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Journalism & Mass Communication Quarterly, 2005—press
Journalism Studies, 2005, 2010
New Media and Society, 2005, 2011
ICA, Public Relations Division, 2006--2010
Editorial Board
Journal of Public Relations Research, 2007--2010
Journal of Communication, 2009, 2010
Discussion Leader
ICA, Political Communication Division, 2007
Moderator, Discussion leader, Panelist
ICA, Public Relations Division, 2011

Moon Lee, Associate Professor, Public Relations, 2009
Editorial Board
Article, paper reviewer
Journal of Psychology: Interdisciplinary and Applied, 2009-present
Mass Communication and Society, 2009 - present
Journal of Computer Mediated Communication, 2009-present
AEJMC, Public Relations Division, 2010
AEJMC Communication Technology & Policy Division, 2009

Norman Lewis, Assistant Professor, Journalism, 2007
Leadership
Academic coordinator, University of Florida Institute on Journalism and Media, 2009
Seminar/Workshop Leader, Panelist
Two seminars, one on basic grammar and another on compelling story-telling, Florida Scholastic Press Association regional conference, 2010.
Ethics Workshop, University of Florida Scholastic Journalism Institute, 2009
AEJMC Panelist, “How to Teach Math to Journalists and Make it Fun,” 2010

Michael Leslie, Associate Professor, Telecommunication
Leadership
Organized conference on international interactive videoconferencing for higher education, at UF, November 2006, attended by faculty and staff from various disciplines across campus.
Editorial Board Member and paper reviewer for Hablas y Decires, the bi-annual scholarly review of the Universidad Santiago de Cali, Colombia 2008-2011
International Advisory Board Member, Journal of African Media Studies, United Kingdom 2008-2011
Workshop leader, Workshop on Intercultural Communication for Business, Nestle Corporation, Agbara, Nigeria May, 2011

Renee Martin-Kratzer, Assistant Professor, Journalism, left 2010
UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Leadership
Head, Visual Communication Division, AEJMC, 2008-2009
Vice Head, Visual Communication Division, AEJMC, 2007-2008
Assistant Vice Head, Visual Communication Division, AEJMC, 2006-2007
Reviewer
*Visual Communication Quarterly* and *Mass Communication and Society*, 2004-2010
AEJMC, Midwinter Conference, 2009
AEJMC, Midwinter conference, 2007
Contest Judge
AEJMC's, Visual Communication creative projects, 2007-2010

**Belio Martinez, Assistant Professor, Public Relations**
Reviewer
AEJMC, Public Relations Division, 2007-2010
ICA, Public Relations Division, 2008, 2009; Global and Social Change Division, 2010; Ethnicity and Race in Communications Division, 2010
Speeches and Invited Presentations
“Focusing on Diversity in National and International Public Relations Campaigns,” Universidad de Medellín, Colombia, 2011
Video presentation on the current state of research in the field of public relations in the University of Medellín, Colombia, 2010
Workshop Presenter
Crisis Communications, Brazilian Executive Training Program, 2008
Afro-Colombian student research, Universidad de Medellín, Colombia, 2008
Discussion leader/panelist
Visual communications and new technology, Universidad Autónoma de Santo Domingo, Dominican Republic, 2009

**Mindy McAdams, Professor, Journalism**
Workshop Leader, Speaker, Invited Presentations
Member of three-professor team of outside evaluators invited by the University of Oregon's School of Journalism and Communication to make an on-site assessment of a new master's degree program based at the George S. Turnbull Portland Center, 2010
Presentation (“Challenges for Digital Journalism and New Media”) at the American Center in Prague, Czech Republic, attended by about 60 people. Three-day course in online journalism for 30 master’s students at Masaryk University in Brno, Czech Republic. Invited by professor Lenka Waschková Cisařová, Ph.D., Masaryk University, 2010

UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Developed, produced and taught a four-week online course, “Teaching Online Journalism,” for 21 journalism educators at universities in several countries in Africa. The course was sponsored by UNESCO and offered through the Knight Center for Journalism in the Americas at the University of Texas at Austin, managed by professor Rosental C. Alves, 2010
Panelist (“Rewiring the Ivory Tower”) at annual Online News Association conference, Washington, D.C., with David Johnson, American University; Emily Bell, Columbia University; Rich Gordon, Medill/Northwestern University, 2010
Keynote address at the Highway Africa journalists’ conference (July 5–7) in Grahamstown, South Africa. Two workshops about online journalism for journalism educators at the concurrent World Journalism Education Congress (WJEC2). Training presentations at the Daily Dispatch (July 9) in East London, South Africa, and at the Cape Times (Aug. 5) in Cape Town, South Africa, 2010
Consulting on new multimedia journalism curriculum at Brigham Young University Department of Communications, Provo, Utah, 2010
Poynter seminar (A New Curriculum for a New Journalism), St. Petersburg, Florida. “Resources for Adding Online Journalism to Your Curriculum,” 2010
Nieman Journalism Fellows/Nieman Foundation for Journalism, Harvard University, Cambridge, Mass.: Flash journalism training, 2010
Workshops: Training for international journalists and journalism educators, U.S. Study Institute on Journalism and Media, University of Florida. Topics included blogging and journalism, audio slideshows, and shooting and editing video for print journalists, 2009
Online journalism workshops, Urals State University, Yekaterinburg, Russia (five days). U.S. State Department Speaker Program. Included a meeting with journalism faculty at Urals State University and a roundtable discussion with local journalists. Invited by professor Alexei Yuryevich Bykov, Ph.D., Urals State University, 2009
Florida Society of Newspaper Editors, Tampa, Fla.: Flash journalism workshop, 2009
Nieman Fellows/Nieman Foundation for Journalism, Harvard University, Cambridge, Mass.: Flash journalism training, 2009
Presentation at Conference of Foro de Periodismo Argentino (FOPEA), Buenos Aires: “La etapa multimedia del periodismo: Cómo evolucionar con inteligencia y prudencia,” 2008
Online journalism workshops (for Argentine journalists): Audio, slideshows, shooting and editing video, blogging (three days). U.S. State Department Speaker Program and program of Foro de Periodismo Argentino (FOPEA), Córdoba, Argentina, 2008
Panel, USC Annenberg School for Communication, Los Angeles: The new director of the School of Journalism held a two-day symposium for discussions of changes in the industry and how the curriculum should be updated, 2008
Sun Sentinel newsroom, Fort Lauderdale, Fla.: Advanced blogging for journalists; beginning audio gathering and editing (two half-day sessions), 2008
Panel, AEJMC pre-conference session at Columbia College: “The Past, Present and Future
of Civic/Citizen Journalism,” with Jeff Jarvis, Jay Rosen and Len Witt, 2008
AEJMC teaching panel, sponsored jointly by the Newspaper and Magazine divisions:
“Teaching Online Video Storytelling: How to Train Students to Get That (New) Visual Mindset,” 2008

Workshops: Three days of training for international journalists and journalism educators, U.S. Study Institute on Journalism and Media, University of Florida. Topics included blogging and journalism, audio slideshows, and shooting and editing video for print journalists, 2008
Ran two days of training (blogging journalists; multimedia rationales; better video), *Austin American-Statesman* newsroom, Austin, Texas, 2008
Blogging for journalists (two sessions); audio for online (hands-on training), in the *Orlando Sentinel* newsroom, full day, Orlando, Florida, 2008
Gave a presentation (“Packaging your reporting for the YouTube and video game generation”), Knight Science Journalism Fellows, MIT, Cambridge, Massachusetts, 2008
Flash journalism training for Nieman fellows, full day, at the Nieman Foundation for Journalism, Harvard University, Cambridge, Massachusetts, 2008
Guest faculty, “Multimedia Journalism for College Educators,” four days, Poynter, St. Petersburg, Florida, 2008
Ran a two-day hands-on workshop for journalists and news designers (“Flash 8/CS3 for Beginners”) for the *Montreal Gazette* newsroom, Montreal, Quebec, 2007
Ran a five-hour hands-on workshop (“Flash 8/CS3 for Beginners”), at the Online News Association annual conference, Toronto, 2007
Conducted a full-day workshop (“Getting Started in Multimedia Journalism”; “Planning Multimedia Journalism Packages”) for Virginia Press Association, Richmond, Virginia, 2007
Guest faculty (mid-career journalists program), online journalism, Freedom Forum Diversity Institute, Nashville, Tennessee, 2007
Organized and ran a full day of multimedia and online journalism panels at the national convention of the Association for Educators in Journalism and Mass Communication (AEJMC), Washington, D.C., 2007
Guest speaker, on multimedia journalism, National Writers Workshop, Wichita, Kansas, 2007
Visiting Professional at the Grady College at the University of Georgia; invited by Journalism Department chair Dr. Kent Middleton to advise the faculty on how to transform and update the curriculum, 2006
Designed and led three hands-on training sessions in Flash for professional journalists at the three-day Multimedia News Production Workshop, University of Minnesota, Twin Cities, in Minneapolis (co-sponsored by the *Star Tribune*), 2006

UF: College of Journalism and Communications/Self-Study Report October 2011/Standard 8: Professional and Public Service
Panelist (“Conceptualizing Interactivity”) at the national convention of the Association for Educators in Journalism and Mass Communication (AEJMC), San Francisco, 2006.
Panelist (“Multimedia Journalism Narrative”) at the 7th International Symposium on Online Journalism, School of Journalism, University of Texas at Austin, 2006.
Moderator, (“Broadening the Bandwidth: International”) at the annual conference of the Online News Association (ONA), New York. Panels represented the BBC; Deutsche Welle (Germany); El Mundo (Spain); and UOL.com (Brazil), 2005.
Presenter (Flash journalism), the *Florida Times-Union* newspaper, Jacksonville, Florida, 2005.
Panelist (“Photojournalism and the Internet: Problems and Possibilities”) at the national convention of the Association for Educators in Journalism and Mass Communication (AEJMC), San Antonio, Texas, 2005.

**Michael Mitrook, Assistant Professor, Public Relations, left 2010**

Reviewer
*Mass Communication and Society*, 2008
AEJMC, Mass Communication and Society Division, 2007
Discussion Panelist
Crisis public relations and Hurricane Katrina, AEJMC, Public Relations Division, 2006

**Speeches and Invited Presentations**
Media Relations Workshop, FPRA, Polk County Chapter, 2007

**Juan-Carlos Molleda, Associate Professor, Public Relations**

Leadership
Co-Chair, 57th Annual Latin American Conference of the Center for Latin American Studies, 2008
Coordinator, Public Relations Landscape Project of the Global Alliance for Public Relations and Communication Management, 2007
Executive Board member, PRSA, 2006--2008
Founding Member, IPR’s Commission on Global Public Relations, 2008—present
Latin American liaison for the “Education Certification” program of the PRSA, 2010—present
Secretary, ICA, Public Relations Division, 2006--2008
Service Project Coordinator, Costa Rica Tourism Board, 2010
Vice-chair, ICA, Public Relations Division, 2009-2011
Vice-Chair, ICA, Public Relations Division, 2009--2011.

**Speeches/Discussion Leader/Panelist**
“Balancing Public Relations with Socioeconomic and Political Environments: Comparative, Contextualized Research in Colombia, Mexico, and Venezuela,” Gaylord College of Journalism and Mass Communication, University of Oklahoma, 2008
Latin American Business Symposium and Career Workshop moderator, 2007

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ICA, Public Relations Division, Session chair: Public Relations Profession and its Professionals, 2007
ICA, “Communication and Authenticity” panelist, 2009
ICA, “Global Political Public Relations and Public Diplomacy,” 2011
“Putting the Pieces Together for International Education,” University of Florida International Education Week, 2011

Editorial Board
International Journal of Strategic Communication, 2008--present
Journal of Public Relations Research, 2008--present
Organicom, 2008--present
Public Relations Journal, 2008--present
Journal of Communication Management, 2009--present
Public Relations Review, 2009--present
Reviewer
AEJMC, 2008, 2010
ICA, 2007, 2008
Journal of Communication Management, 2009—present
Journal of Public Relations Research, 2007—present
Journalism Studies, 2007
International Journal of Strategic Communication, 2009--present
Public Relations Review, 2009--2011
Public Relations Journal, 2009
World Congress of the International Public Relations Association, conference abstract, 2010

Jon Morris, Professor, Advertising
Speeches and Invited Presentations
Executive Training Program for Living & Health Division, LG Corporation, Korea, March 2007
Conference on Excellence in Marketing Research, Chicago, June 2008
UF/University of Sao Paolo Strategic Communication Training Program, February 2011

Cynthia Morton, Associate Professor, Advertising
Leadership
Membership Committee member, AEJMC, 2004-2007
Executive Board, Advertising Division, AEJMC, 2007-2010
Secretary, Executive Board, Advertising Division, AEJMC, 2007-2008
Student Papers Chair, Advertising Division, AEJMC, 2008-2009
Awards Committee, American Academy of Advertising, 2008-2009
Reviewer
Journal of Consumer Affairs, 2010-2011
Journal of Advertising Research, 2010-2011
American Academy of Advertising conference, 2011

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AEJMC Conference, 2009, 2011
Moderator, Discussion Leader, Panelist
Session Moderator, American Academy of Advertising European Conference, Milan, Italy, 2010
Speeches and Invited Presentations
UF/University of Sao Paolo Strategic Communication Training Program, 2006, 2007, 2010
57th Annual Latin American Studies Conference, Invited presenter, February 8, 2008, Gainesville, FL
Executive Training Program for Living & Health Division, LG Corporation, Korea, March 2007

David Ostroff, Department Chair and Professor, Telecommunication
Leadership
Member, Board of Directors, Frieda Saeys Foundation, University of Ghent, Belgium, 2011
Member, Editorial Board, Southeastern European Journal, Medianali, 2010-2011
Invited Delegate, European Union Digital Assembly, Brussels, June 2011
Panelist
Moderator and Presenter for several sessions of the 2007 US State Department Institute on Journalism and Media, hosted by the University of Florida:
Diversity in American Media
Structural and Behavioral Regulation of American Electronic Media
Video News Releases
Operation of the Department of Telecommunication
Judge
Nielsen Case Competition (2011, February 8). UF Hilton, Gainesville, February 8, 2011

Janis Page, Assistant Professor, Public Relations, left 2010
Leadership
AEJMC, Editor, Viewpoints, Visual Communication Division, 2006
Reviewer
AEJMC, Visual Communication Division, 2007

Deanna Pelfrey, Lecturer, Public Relations, 2007
Leadership
International Professional Development Section, chair, 2007, 2008
Section Council, 2007, 2008
College of Fellows, National secretary/treasurer and executive board member, 2008
College of Fellows, National Selection Committee, 2008, 2009
College of Fellows, National Executive Board Member, 2009
WACA National Board of Directors, 2008, 2009
Branding Committee, chair, 2006-2007
International Outreach, advisor to Executive Director, 2007
Executive Committee and Board of Directors, 2007, 2008
International Conference of the Public Relations Society of America, International Professional Development Section and Conference Presenter chair, 2007
Workshop Leader/Panelist
PRSA Counselors Academy Conference, 2008
Global Issues Forum, Center for Strategic and International Studies, 2007
PRSA International Section, Atlas Award Dinner, 2008

Speakers and Invited Presentations
Reviewer
PRSA Strategist, 2007--present
PRSA Tactics, 2007--present
Contest Judge
PRSAA Regional Activity, 2009

Offices held or other activities in professional associations
PRSA, Member, International Professional Development Section, 2009--present
National Executive Board Member, College of Fellows, 2009-2010
World Affairs Councils of America
Member, National Board of Directors, 2009--present
Advisor to Executive Director re: international outreach, 2009, 2010
WACA-KY/IN, Member, Board of Directors, 2009--present

Cara Pilson, Associate In, Telecommunication, left 2010
Leadership
Member, Media Arts Grant Review Panel for Florida's Division of Cultural Affairs
Panelist
Panelist, Center for Social Media Studies, “Teaching and Mentoring Tomorrow’s Doc Storytellers,” American University, September 18, 2006

Churchill Roberts, Professor, Telecommunication
Leadership
Member of the Board of Directors, Jacksonville Film Festival, 2006--2009
Member, editorial advisory board of AEJMC 2005-2011
Moderator of a program at the Jacksonville Film Festival, May, 2008
Coordinator, student pitch session for the SilverDocs Film Festival, 2007, 2009, 2010
Consultant, Florida Humanities Council 2008-2011

Marilyn Roberts, Associate Professor, Advertising, left fall 2008
Leadership
Tenure and Promotion Reviews
UF, Department of Political Science, and University of Illinois, Urbana-Champaign, 2007-2008
Reviewer

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Journal of Interactive Advertising, 2007-2008

Speeches and Invited Presentations
Executive Training Program for Living & Health Division, LG Corporation, Korea, March 2007
6 O’Clock Scholars, Gainesville, Fall 2006
Moderator, Discussion Leader, Panelist
AEJMC Conference, August 2008

Jennifer Robinson, Assistant Professor, Public Relations, left 2008

Leadership
Advisory Board, Global Media Journal, Australia Edition, 2007--present
AEJMC, International Communication Division, Professional Freedom & Responsibility Chair, 2006
Florida Public Relations Association, Gainesville Chapter, Director of Educational Services, 2006

Reviewer
Journal of Health Communication, 2006
ICA, Health Communication Division, 2006
ICA, Mass Communication Division, 2006
AEJMC, Public Relations Division, 2007

Workshop Leader/Panelist
EPA Community Involvement Training Conference, 2007
AEJMC, Public Relations Division, “Beyond Government: Civil Society Groups as Risk Communicators in a Natural Disaster,” 2006

Speeches and Invited Presentations
Interactive Television Research Institute, “Emotion, Personality Traits and Message Reception,” 2007

Judy Robinson, Assistant Professor, Journalism, 2006

Presenter/Discussant/Panelist
“Effective Approaches to Integrating Multimedia in Reporting and Writing Classes,” AEJMC, Denver, 2010
“Innovative Outreach to Scholastic Journalism,” AEJMC, 2010
“Strategic Blogging, AEJMC mid-winter convention, Scholastic Journalism Division, St. Petersburg, FL, 2010
“Technology Update: Here Come the PodPeople,” AEJMC mid-winter convention, St. Petersburg, FL, 2006

Workshops

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Mentor Academy: Training for the New Mentors Joining the JEA Mentoring Program, Kansas State University, 2011
“Hands-on Workshop: Creating a Soundslides Presentation,” Journalism Education Association, Kansas City, 2010
“Mentor Radio,” workshop with Mentor Program, Journalism Education Association, Kansas City, 2010
“Hands-on Workshop: Creating a Soundslides Presentation,” Journalism Education Association, Portland, 2010
“Blogging Savvy,” workshop with Mentor Program, Journalism Education Association, Portland, 2010
“Hands-on Workshop: Creating Podcasts,” Journalism Education Association, St. Louis, 2008

Judge
Podcast Entries, Journalism Education Association, St. Louis, 2008
Podcast Entries, Journalism Education Association, Philadelphia, 2007

Ronald Rodgers, Associate Professor, Journalism Leadership
Executive board, American Journalism Historians Association, 2010–present
Moderator, Panelist
Discussant, AEJMC Newspaper Division poster session, Denver, 2010

Invited Presentations
Class in the Cloud,” digital presentation of an editing class, AEJMC Breakfast of Editing Champions Teaching Workshop, Denver, 2010
“Cultural Literacy Teaching Tips,” AEJMC Breakfast of Editing Champions Teaching Workshop, 2008
“Speed Bump” Editing Exercise, AEJMC Breakfast of Editing Champions Teaching Workshop, 2007

Manuscript/Paper Reviewer
Manuscript reviewer for American Journalism, 2010

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International Outreach

Tim Sorel, Assistant Professor, Telecommunication, 2007
Leadership
Created a short film that raised awareness concerning race, class and gender issues in Alachua County high schools and middle schools
Workshop leader at conference concerning lighting for high definition video, Broadcast Education Association, April 10th, 2011, Las Vegas, Nevada.
Judge
Broadcast Education Association national student production competition 2011

Ted Spiker, Associate Professor, Journalism
Invited Presentations/Panelists
“Teaching Creativity,” Institute on Journalism and Media (to 12 international journalists and professors), Gainesville, FL, 2009
“Publishing a Student Magazine: Getting It Started, Keeping It Going,” AEJMC Panelist, San Francisco, 2006
“From Passion to Paycheck,” Florida Scholastic Press Association annual convention, 2006
“Bringing Style to Your Stories,” communications office, St. John’s River Water Management District, 2005
“What’s Your Style?” Florida Scholastic Press Association annual meeting, keynote opening session, 2005
Contest Judge

John Sutherland, Department Chair and Professor, Advertising
Leadership
Tenure and Promotion Reviews
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University of Nebraska, University of North Carolina, 2006
Michigan State University, University of Texas, 2007
University of Georgia, Southern Methodist University, 2008
Virginia Commonwealth University, University of Kentucky, 2010
University of Texas, East Tennessee State University, 2011

Reviewers
Journal of Advertising, 2006-present
Journal of Advertising Education, 2006-present
American Academy of Advertising Conference, 2006-present
AEJMC Conference, 2006-present

Speeches and Invited Presentations
Daytona Beach Advertising Federation, October 2007
UF/University of Sao Paolo Strategic Communication Training Program, 2010, 2011

Contests judged (specify international, national, state, local, etc.)
Santa Fe College, Design Program, Competition, Fall 2010

Debbie Treise, Associate Dean for Graduate Studies and Professor, Advertising

Leadership
President, American Academy of Advertising, 2011-2012
President-Elect, American Academy of Advertising, 2011
Secretary, American Academy of Advertising, Secretary, 2009-10
Editorial Board, Journalism and Mass Communication Educator, 2002-2006
Treasurer, Advances in Marketing and Health Care Research, 2002-present

Speeches and Invited Presentations

Executive Training Program for Living & Health Division, LG Corporation, Korea, March 2007

Manuscript Reviewer
Science Communication, 2008, 2009
Journalism and Mass Communication Educator, 2005, 2006
AEJMC, 2005--present
AAA, 2005--present

Bernell Tripp, Associate Professor, Journalism

Leadership
American Journalism Historians Association, Task Force on History in the Curriculum, 2006-present; Journal Member, Margaret Blanchard Dissertation Award committee, 2003-2006; Convention Panel/Session Moderator, 1994-present; Paper competition manuscript judge, 1995-present; Research Committee, 1994-present; Finance Committee, 2001-present; Research Grant Awards Committee, 2007-2009; Publications Committee, 2001-present; Long-range Planning Committee, 2001-present; Outreach Committee, 2002-present; Membership Committee, 2002-present; Ethnic Media Interest Group, 2000-present; Senior Scholars, 2000-present
Symposium on the 19th Century Press, the Civil War, and Free Expression, University of
Tennessee-Chattanooga, Member, Steering Committee, 1999-present
**Paper Judge**
AEJMC, History Division, 2005-present
**Reviewer**
Publisher’s Reviewer, feature writing textbook, Oxford University Press, Higher Education Group, 2010
Chapter manuscript, Palgrave/Macmillan Press, 2010
*American Review,* 2008-present
*American Journalism,* 1994-present
*Journalism History,* 1994-present
*Journalism and Mass Communication Quarterly,* 1994-present

**Jorge Villegas, Assistant Professor, Advertising, left 2010**
**Leadership**
Finance Committee, American Academy of Advertising, 2007-2008
**Reviewer**
International Marketing Review, 2006-2007
AEJMC, Communication Technology & Policy Division, 2007, 2008
**Speeches and Invited Presentations**
Executive Training Program for Living & Health Division, LG Corporation, Korea, March 2007
**Moderator, Discussion Leader, Panelist**
American Academy of Advertising, April 2007

**Elaine Wagner, Professor, Advertising, retired 2011**
**Leadership**

**Kim Walsh-Childers, Professor, Journalism**
**Leadership**
Chair, Florida Health News Board of Directors
**Contest Judge**
Excellence in Health Care Journalism Awards, Association of Health Care Journalists

**Michael Weigold, Associate Dean for Undergraduate Affairs and Enrollment Management and Professor, Advertising**
**Leadership**
President, Association for Marketing and Health Care Research, 2005--2009
**Reviewer**
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Association for Marketing and Health Care Research, 2007-2008
AEJMC Conference, Advertising Division, 2009
Speeches and Invited Presentations
Executive Training Program for Living & Health Division, LG Corporation, Korea, March 2007

Amy Zerba, Assistant Professor, Journalism, 2010
Invited Speaker
Speaker, “Newspaper Division Design Critique” for the Florida Community College Press Association, Ocala, FL, 2010
Manuscript Reviewer
Mass Communication and Society, 2010—present
Workshop Leader
Dow Jones Newspaper Fund Center for Editing Excellence, workshop on online editing and design; Workshop for Dow Jones interns about production of a student newspaper, 2005-2011, Austin, TX

Yuan Zhang, Assistant Professor, Telecommunication, left 2009
Reviewer
Manuscript reviewer, Asian Journal of Communication, 2005-2006
Manuscript reviewer, Mass Communication and Society Division of the 2007 annual convention of AJEMC

Lu Zheng, Assistant Professor, Advertising, 2010
Reviewer
American Academy of Advertising Asia-Pacific Conference, 2011
American Academy of Advertising Conference, 2011
AEJMC Conference, 2011
Modern Advertising, 2010 to present
Moderator, Discussion Leader, Panelist
From Here to There and Back Again: Allusion, Adaptation, and Appropriation, University of Florida, 2010.

5. Describe the role of professional and public service in promotion and tenure decisions. Describe travel funding or other support by the unit for faculty involvement in academic and professional associations and related activities.

Tenure-accruing and tenured faculty candidates must have a satisfactory record in service to qualify for tenure and/or promotion. The record required in teaching and scholarship normally is a record of "distinction." Thus, public service does not play as large a part in promotion and tenure decisions as do teaching and scholarship, except in those situations where public service is a major component of the individual's assignment. A typical faculty assignment to service is

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Travel is supported with a $1,000 annual allocation in state funds per faculty member in each department. In addition, each department/division has private funds, through annual fund drives and/or endowment funds that they can use to support travel. In the past six years, the College has fully funded every travel request that was not covered by the faculty member’s department or split with the department. So, generally faculty members are funded sufficiently to attend one or two meetings a year, but some faculty have requested additional funding and have been supported. The College has invested approximately $200,000 annually in recent years to support faculty travel to academic and professional association meetings.

6. Describe the unit’s support of scholastic journalism, including workshops, visiting lectures, critiques of student work, etc.

The College continues to assist high school students and teachers in improving high school media--newspapers, magazines, yearbooks, and online media programs--and learning about the role of free student press. As noted earlier in this section, the Florida Scholastic Press Association has been supported by the College for more than 50 years, and the College continues to provide funding for its executive director who now works off site. FSPA also offers an evaluation service for high school newspapers, magazines, yearbooks, and online media programs.

Each year, the College and the Department of Journalism host a one-week Summer Journalism Institute, which offers high-school students on-campus instruction in writing, reporting, editing, design, photojournalism, and broadcasting. Faculty members serve as teachers and speakers during the week-long workshop.

Also as discussed earlier in this section, the College Ambassadors, a student organization, has an outreach program to mentor local high school students.

Finally, the College’s Knight Division engages in outreach activities to high schools around the state through its recruitment and visitation programs, especially to attract students from underrepresented groups to UF and the College.

7. Describe the unit’s methods for communicating with alumni, such as newsletters or other publications. Attach copies of publications issued during the previous academic year.

The College upgraded its communications function by hiring a Director of Communications to oversee all strategic communications functions and staff in the College and Division of Multimedia Properties. A national search was conducted and an accredited public relations executive joined the dean’s office staff in 2011.

The College’s flagship publication, communigator, is published twice a year and distributed to all alumni on the mailing list (about 16,000) and to a VIP list of educators and leaders in the professions, both in Florida and nationally (see Appendix 8.B and http://www.jou.ufl.edu/pubs/communigator/). It has been published in one form or another for more than 50 years.

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The *communigator* editor/director of communications maintains alumni information files and photos. The College uses the UF Alumni Association mailing list and forwards address changes to the Association office. Each *communigator* issue has a response card requesting updated career and family information and typically about 250 alumni respond with information that then is published in the next issue.

The College also has increased its use of social media and its website to reach alumni. An online version of the *communigator* is published on the College’s website and the College and its multimedia properties maintain active Facebook and twitter pages. Social media is particularly useful in reaching alumni with College news and alumni events. Use of the sites is growing steadily and the College continues to seek new ways of using social media to communicate with its alumni. *Note: As of October 2011, the College’s Facebook page had more than 2,750 fans, while more than 2,500 people followed the College on twitter.*

Also as noted earlier in this section, the College holds various reunions and receptions in Gainesville and elsewhere to maintain communications and relationships with alumni. The College includes alumni on its Campaign Council and department advisory councils, and the College invites alumni back to campus to speak to students as guest lecturers in classes. Further, dean’s receptions hosted by the College in communities throughout Florida and the nation provide opportunities for alumni who otherwise are not able to return to campus to interface with the dean of the College and provide input on curriculum, professional development, technological changes, and marketplace expectations for graduates seeking to enter the communications professions.

8. Describe the involvement of alumni in the unit's educational and public-service programs (placement, internships, fund-raising, curriculum development, etc.) and in advisory or visitors’ boards.

As described previously in this section, 63 percent of the College's department advisory council members are alumni. Advisory council members regularly address curriculum issues, contribute to program reviews, suggest improvements, and review proposed changes. Council members often are used as contacts when students seek employment in various markets. Many council members speak in classes as time permits when they visit the campus.

The four advisory councils devote a portion of each meeting to discussions with students in one-on-one and/or small group discussions focusing on professional issues, including internships, resumes, professional skills, and placement. Advisory Council members also deliver seminars on job placement, review syllabi, and have informal conversations with students during their time each semester on campus. Members of the four advisory councils or other representatives of their employers participate in the College’s Career Day.

The College's Capital Campaign Steering Committee now holds a permanent presence as the College's main fund-raising advisory body to the dean. Board members are expected to make and/or attract a financial commitment to the College and advise the dean on fund-raising issues and on their individual areas of professional expertise. Fourteen of the board members are alumni.
The College expanded its development and alumni affairs staff in 2011 with the addition of a second development officer. The dean and the College’s development officers visit frequently with alumni and engage them strategically in fund-raising activities.