

## **College of Journalism and Communications**

The UF College of Journalism and Communications is considered one of the nation's best. The strength of its programs, faculty, students and alumni throughout its history has earned the college ongoing recognition as one of the best programs of journalism and communications in the United States.

Led by Dean Diane McFarlin, the College developed its reputation for excellence by creating curricula that combine conceptual and theoretical instruction with skills training so students have the opportunity to apply what they are learning in professional settings. Professional and practical opportunities are key components of a productive learning experience for students in journalism and communications fields and contribute to the College's national rankings.

Faculty members in the College provide a balance of academic background and practical experience related to their specialties. The College offers bachelor's degrees in advertising, journalism, public relations and telecommunication, and enrolls approximately 2,300 undergraduates in these fields.

It offers master's degrees and doctorate degrees in mass communication and enrolls approximately 200 students at the graduate level. The College has launched two online master's degrees and certificate programs in Global Strategic Communication, and Web Design and Online Communication.

A nationally recognized leader in communications technology, the College has been an innovator in adopting electronic technologies for instruction in all fields. The College supports a network of more than 300 computers, with software applications for student use ranging from word-processing to graphic design/photography to sophisticated data analysis and digital video editing.

Its Center for Media Innovation + Research utilizes advanced digital technology to train students in creating content for all media. Students from all departments work in CMIR's 21st Century News Laboratory and AHA! the Innovation CoLab to develop news, campaigns and programs.

The Innovation News Center is the home of the College's news, weather and sports operations. The two-story, 14,000-square-foot space replaced three 1980s-era newsrooms, and provides nearly 100 seats for reporters, producers and editors working together to report the news for the College's many distribution channels, including WUFT-TV, WUFT-FM 89.1, ESPN 850 WRUF, Country 103.7 the Gator, WUFT-TV 6, wuft.org and other affiliated websites.

In addition, the College includes The Brechner Center for Freedom of Information; the Jerry Davis Interactive Media Laboratory and the Knight Division for Scholarships, Career Services & Multicultural Affairs.

The College's Division of Multimedia Properties, which includes seven broadcast stations, allows students from throughout the College to gain experience in a competitive broadcast

marketplace. More than 300 students work in news, sports, production, management positions, web design, promotions and advertising for the radio and television stations each semester.

Public broadcasting television station WUFT-TV/DT carries PBS and locally produced programming, including a daily newscast produced by the College's students. Commercial television station WRUF-TV broadcasts local weather, news and Florida Gator athletic program and serves as a training ground for budding meteorologists through GatorWeather.

Commercial radio station WRUF-AM, known as ESPN 850, is the top sports station in the market, while its FM counterpart, Country 1037 the Gator, provides residents across North Central Florida with the market's only contemporary country radio station.

The National Public Radio affiliate, WUFT-FM and its repeater station, WJUF-FM, provide 24/7 news and public affairs including Spanish language newscasts produced by the College's students. Rock104.com provides students the opportunity to program content on an online platform using the latest apps and video applications.

In addition, the College has a partnership with the University of Florida Athletic Association to work with its professionals to produce high quality content for Florida Gator video, online and in-venue distribution.

Faculty members in UF's College of Journalism and Communications have a strong history of conducting and publishing research, both theoretical and practical, in journalism and communications fields. These efforts continue to elevate the exceptional reputation of the College that their predecessors built over the decades.

The College has had 14 faculty members receive the UF Research Foundation Professorship, a prestigious award which goes to UF faculty members who have a distinguished record of research and a strong research agenda that is likely to lead to continuing distinction in their fields.

The level of faculty productivity in the College of Journalism and Communications during the past six years has increased significantly. College faculty have produced more refereed conference paper presentations as well as publications.

Specifically, the faculty presented 306 refereed conference papers and published 344 refereed articles, book chapters, monographs, and books in the last six years, averaging 51 refereed paper presentations and 57 publications per year. The increase in scholarship activities is likely the result of the College's efforts in developing research support programs/infrastructures and clearly defined scholarly/creative activities expectations.

The College has consistently had the highest number of refereed papers accepted for presentation at the AEJMC national conference from among its peer institutions. The record is again indicative of the high productivity level of the College's faculty and graduate students.