



Florida Tomorrow | College of Journalism and Communications



UF | **FLORIDA
TOMORROW**
THE CAMPAIGN FOR THE UNIVERSITY OF FLORIDA



From the Dean

Faculty, staff, students and alumni of the College of Journalism and Communications are proud to be members of the Gator Nation. For many years, the college has provided the highest quality professional education in advertising, journalism, public relations and telecommunication. In every survey or ranking over the past 25 years, the college is listed among the top programs in the nation. The results are obvious. Today, our alumni are making a difference in a multiplicity of professions around the world.

The college truly enjoys an enduring tradition of excellence, but it is a tradition that could not have persisted without the generous contributions of our alumni and friends. *Florida Tomorrow* is about continuing this tradition. Maintaining our role as a leader in journalism and communications education will require new resources. Visitors to Weimer Hall quickly see the results of previous gifts from alumni — from our new video production facility and research lab to our enhanced classroom and instructional facilities. But new challenges require that we work harder to hire top-rated faculty and ensure that the learning environment is of the highest quality.

The faculty and staff of the college remain highly productive and dedicated to meeting these challenges. I hope that you will read more about the college and how you can help us. *Florida Tomorrow* provides opportunities for increased collaboration and synergy with alumni and friends of the college.

As the role of communication and media in society becomes more prevalent, powerful and complex, and as the media professions continue to integrate and converge, the study of journalism and communications and the generation of new knowledge about the related disciplines become more critical. I welcome any opportunity to discuss with you how your support can allow the college to remain a world leader in the education of future journalists and other communication practitioners and in the preparation of teacher-scholars in the various communications fields.

Sincerely,

John W. Wright II

Interim Dean, College of Journalism and Communications

Florida Tomorrow

... and the College of Journalism and Communications

The Promise of Tomorrow

The University of Florida holds the promise of the future: *Florida Tomorrow* — a place, a belief, a day. *Florida Tomorrow* is filled with possibilities. *Florida Tomorrow* is for dreamers and doers, for optimists and pragmatists, for scholars and entrepreneurs, all of whom are nurtured at Florida's flagship university: the University of Florida, the foundation of the Gator Nation.

What is *Florida Tomorrow*? Here at the College of Journalism and Communications, we believe it's an opportunity, one filled with promise and hope. It's that belief that feeds the university's capital campaign to raise more than \$1 billion.

The *Florida Tomorrow* campaign will shape the university, certainly. But its ripple effect will also touch the state of Florida, the nation and the entire world. *Florida Tomorrow* is pioneering research and spirited academic programs. It's a fertile environment for inquiry, teaching and learning. It's being at the forefront to address the challenges facing all of us, both today and tomorrow.

College of Journalism and Communications *Florida Tomorrow* Campaign Goals

Faculty Support	\$4 million
Student Support	\$3.5 million
Campus Enhancement	\$6 million
Program Support and Research	\$6 million
Broadcast Stations	\$7.5 million
TOTAL	\$27 million





Infanson Huaman Yuera, 9, of Peru



Florida Tomorrow is a place ...

where students transform into communication professionals.

Images of the World

John Kaplan's perspective of the world is tainted. He views it on the faces of the prisoners, beggars, widows and poor he photographs. Kaplan, a Pulitzer Prize-winning photojournalist and professor at UF's College of Journalism and Communications, focuses his camera on places and people often ignored. As a teacher, he wants his students to experience the same thrill, shock and satisfaction of bringing those almost-invisible sides of the human condition to the forefront.

That's what the Florida FlyIns course is all about. Each summer Kaplan and his students travel to a corner of the world not circled on most tourists' maps: a tucked-away village in Nicaragua; a prison in Ecuador; a slum in Brazil.

"Students have so much to gain and learn from such a diverse and challenging cultural experience," Kaplan says.

Students Vanessa Garcia and Morgan Petroski went with Kaplan to an Ecuadorian prison in 2007. They wrote and shot a story about mothers raising their children in jail. Petroski's photos placed second in the renowned Hearst competition; and Garcia's storytelling helped land her an internship at *Oprah* magazine.

"It was a mad rush to complete what we hoped would be a significant body of work," Petroski recalls. "We found a story to tell."

The course is an opportunity for students to fine-tune their skills by documenting Latin American regions through words and pho-

tographs. Their work is published in an online magazine (www.internationaljournalism.com) and shown in a campus exhibition.

"We hope to expand the program to include other parts of the world in the future, such as an Asian summer program," says Kaplan, who has been named a UF International Educator of the Year.

Florida FlyIns has been widely recognized off campus. *News Photographer*, photojournalism's trade magazine, published an article about it. China's largest photography magazine, *Photo World*, printed students' pictures from Nicaragua, Brazil and Peru, and its largest international photographic festival, Pingyao, showcased the work of UF students. Student projects have appeared in such publications as *The Orlando Sentinel* and Jacksonville's *Florida-Times Union*. The program has also been honored in the international Best of Photojournalism awards.

The FlyIns has inspired similar ventures, including the summer Berlin Study Abroad and College of Journalism and Communications Study Abroad programs.

What's made the course so successful, Kaplan says, are the students. He credits their "talent and lack of pretension."

"We challenge them to think creatively," he says.



Angela Buonocore
in Sweden

Florida Tomorrow is a day ...

when accurate, fair information flows freely.

In Good Company

Angela Buonocore and David Finkel are crossover hits. Both have flourished in careers outside their original fields of study in UF's College of Journalism and Communications.

Buonocore earned an advertising degree in 1978 and is now vice president for corporate relations for ITT Corp. Finkel graduated a year earlier with a degree in telecommunication, and ended up as a Pulitzer Prize-winning writer with *The Washington Post*.

That kind of success is nothing new for the college. Its alumni shine in careers ranging from public relations and advertising to journalism, telecommunication and mass communication. Since 1916, when the university first began teaching journalism courses, some of the country's most prestigious and promising communication professionals have studied at UF — such as professional baseball radio voice Red Barber (1934), advertising executive Irvin Ashkenazy (1933), Gannett Broadcasting president Alvin Flanagan (1941), television producer and "This Old House" host Bob Vila (1969), Public Radio and ABC News correspondent Deborah Amos (1972), *Miami Herald* columnist and author Carl Hiassen (1974), Emmy Award-winning CBS News correspondent Sharyl Attkisson (1982), and ESPN reporter and studio host Erin Andrews (2000). In fact, UF's journalism and communications college is the second largest program in the nation, with more than 23,000 graduates.

Buonocore and Finkel are prime examples of the caliber of alumni. That both did well in communication-related careers outside their majors speaks well for their UF education.

Buonocore's responsibilities at ITT include overseeing branding. Although most people know the name, many have no idea what the company does, she says. They're unaware of some of the company's engineering and manufacturing feats.

"We advance human progress with our products and services," Buonocore says.

While those products carry weight in their industries, she believes ITT's brand can boost recognition.

"We should take the best of both worlds — the corporate brand with all the attributes it has built over time and the product brands, which mean a lot to our customers in service and support," she explains. "Product brands can coexist well with a corporate brand."

Finkel, meanwhile, is spending time in Baghdad's Camp Rustamiyah — one of Iraq's most dangerous, distressing areas — writing a book about American soldiers serving there.

"I've never come across a story with the potential of this one," he says.

That includes his 2006 Pulitzer-nabbing series on the U.S. government's attempt to democratize Yemen, and stories filed from Kosovo, Afghanistan and southern Iraq.

He started the book in spring 2007, spending two months with the 800-troop infantry battalion. After filling 15 notebooks, he managed to answer his most pressing question: Is this story worth the sacrifice and risk?

"It's the most essential story of my lifetime," Finkel insists.

David Finkel in Kosovo





Mary Ann Ferguson



Florida Tomorrow is a belief ...

that effective communication is essential in a global society.

Eyes of the Beholder

It's a question that's plagued editors and designers almost since Johannes Gutenberg invented the printing press in 1440: How can ink on paper be crafted to draw an audience and keep it reading from the first word to the last?

Six centuries later, there still isn't a complete answer. But it's clearer in part because of UF Journalism and Communications public relations professor Mary Ann Ferguson and her students.

The Poynter Institute — famous for its media studies and programs for professional journalists — commissioned Ferguson to help figure out how people read and absorb news, both in print and online. She and eight graduate students spent more than 2,000 hours over six months extracting detailed data on more than 500 variables from footage of people in Denver, Philadelphia, Minneapolis and St. Petersburg reading print and online newspapers.

Among their discoveries is that people read deeper into stories than anticipated, especially online; that most readers stick with a story that jumps to another page; that graphics help readers grasp and retain information; that color ads attract twice as much attention as black-and-white ones; and that ads surrounded by news

copy can elicit a better response than full page ads.

EyeTrack07, as the project was slugged, is proving vital to the news industry. Findings have been presented to news operations and organizations as far away as Denmark and India.

Pegie Stark Adam, EyeTrack07's co-director, says The Poynter Institute plans to continue studying the data and working with Ferguson and her group.

"We couldn't have done this without the college," she says.

Besides overseeing the coding part of the study, Ferguson assisted in designing the research and analyzing the data. One of her team members, doctoral student David Stanton, is doing his dissertation around EyeTrack07, focusing on the online side.

"The project gave our graduate students a chance to work on applied research and real-world experience," Ferguson says.

Other research at the college ranges from a National Institutes of Health grant to look into the accuracy of media information on breast cancer to a Department of State grant for the creation of the United States Institute on Journalism and Media.



Our Vision of Tomorrow

“Good communication,” writer Anne Morrow Lindbergh once noted, “is as stimulating as black coffee and just as hard to sleep after.”

That simple truth is the heart of UF’s College of Journalism and Communications. Effective communication — whether through newsprint, radio, television, Internet, advertising, public relations or documentary filmmaking — is essential to a democratic society and to the human condition throughout the world.

Here at the College of Journalism and Communications, we embrace our role — indeed, our responsibility — to prepare students for the challenges and opportunities ahead. For nine decades the school has been committed to training new generations of communication professionals. Our alumni excel in careers in every aspect of communication, from public relations and advertising to journalism and telecommunication. They include publishers, reporters, writers and producers. They are also corporate and agency executives, professors and communications practitioners working in the public sector.

As mass communication continues to evolve in the 21st century, we are acutely aware of the importance of instilling a strong sense of ethics and social responsibility in our students that will help define their careers. Our graduates have the tools, confidence and integrity to explore and mandate strategic communication strategies and tactics to make their organizations — whether corporations, government agencies or not-for-profit groups — successful.

The college’s strength is its faculty and alumni. Faculty members prepare students for professional and academic careers and create original knowledge that is transferred through journal articles, textbooks and creative works. Our faculty members are steadfast in their quest to maintain high levels of expertise and are committed to our students and the mission of the college. We believe that excellent faculty members and the relationships they build with students, professionals and other academics are what make the College of Journalism and Communications a world-class program.

We are proud of our history and accomplishments. Since the University of Florida first began offering journalism classes in 1916, over 23,000 students have graduated from our programs. Our alumni are making a difference all over the world. Our faculty members win the most prestigious teaching and research awards. Our students have won national championships in writing, advertising, telecommunication, public relations and visual communications.

As we look toward *Florida Tomorrow*, we recognize that the College of Journalism and Communications, like the University of Florida itself, is on the threshold of greatness. To reach our potential, we need philanthropists to invest in the mission of the college — its professors, students and programs.

The university's *Florida Tomorrow* capital campaign will generate funding for:

- ▶ A multi-media center where students can work, learn and receive professional training in all communication fields;
- ▶ A converged newsroom where students can work across print and electronic platforms;
- ▶ A Hispanic journalism program for undergraduate and graduate students;
- ▶ A program focused on social responsibility in journalism, advertising and public relations;
- ▶ The college's Documentary Institute;
- ▶ Faculty development for new initiatives in journalism and communications; and,
- ▶ Professional masters and doctoral programs.

We invite you to help us achieve our shared vision of *Florida Tomorrow* — a vision where the University of Florida is a world-class leader in journalism and communications education in the global society.





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