

College of Journalism and Communications

Equal Opportunity Compliance

The College of Journalism and Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications. “Diversity and Inclusiveness” is one among nine accrediting standards for which the College must demonstrate compliance. The underlying philosophy of this standard can be summarized as follows:

- To inform and enlighten, the professions of journalism and mass communications should understand and reflect the diversity and complexity of people, perspectives and beliefs in a global society and in the multicultural communities they serve.
- Programs seeking accreditation should develop curricula and instruction that educate faculty and prepare students with the multicultural knowledge, values and skills essential for professional practice.
- Programs should document their efforts to ensure the representation of women and people of diverse racial and ethnic identity in the student body and faculty and to expand these students' opportunities for entry into the communications professions.

ACEJMC looks for the following metrics in evaluating compliance with the Diversity and Inclusiveness standard:

- (a) The unit has a written plan for achieving an inclusive curriculum, a diverse faculty and student population, and a supportive climate for working and learning and for assessing progress toward achievement of the plan.
- (b) The unit’s curriculum fosters understanding of issues and perspectives that are inclusive in terms of gender, race, ethnicity, and sexual orientation, including instruction in issues and perspectives in a range of diverse cultures in a global society in relation to mass communications.
- (c) The unit demonstrates effective efforts to recruit women and minority faculty and professional staff and provides an environment that supports their retention, progress and success.
- (d) The unit demonstrates effective efforts to help recruit and retain a student population reflecting the diversity of the population eligible to enroll in institutions of higher education in the region or population it serves, with special attention to recruiting under-represented groups.
- (e) The unit has a climate that is free of harassment and discrimination, in keeping with the acceptable cultural practices of the population it serves, accommodates the needs of those with disabilities, and values the contributions of all forms of diversity.

Accreditation site visit teams apply this standard in compliance with applicable federal and state laws and regulations. Evidence that is assessed during the accreditation process includes the following:

- A written plan
- Syllabi and other course materials
- Records and statistics on faculty and staff hiring and on promotion and tenure decisions

- Records and statistics on student recruitment, retention and graduation
- Records on part-time and visiting faculty and speakers

The College was reaccredited in 2006 and was determined to be in compliance with the diversity and inclusiveness standard. The College will be reviewed again in the academic year 2011-2012.

Equity Accountabilities

The College regularly collects data on the gender and race of its undergraduate and graduate students.

The following breakdown summarizes the data for Spring 2011:

Undergraduate Students:

Male	588
Female	1684
Black Male	63
Black Female	173
White Male	366
White Female	1023
Hispanic Male	105
Hispanic Female	328
Asian Male	30
Asian Female	75
Indian Male	2
Indian Female	14
Alien Male	22
Alien Female	71
Total	2272

Graduate Students:

Male	47
Female	128
Black Male	4
Black Female	9
White Male	25
White Female	37
Hispanic Male	2
Hispanic Female	5
Asian Male	2
Asian Female	8
Indian Male	0
Indian Female	0
Alien Male	14
Alien Female	69
Total	175

(Academic Programs Section)

College of Journalism

Knight Division for Scholarships, Career Services and Multicultural Affairs

The College of Journalism and Communication's Knight Division for Scholarships, Career Services and Multicultural Affairs, is the office responsible for coordinating the College's programs, services, and activities for undergraduate students from underrepresented groups. The Knight Division annually participates in programs and outreach activities. Listed below is an update of activities and programs for the 2010-2011 academic year:

- Visits to high schools to meet advisors and students interested in careers in journalism and related areas. A student-produced PowerPoint presentation about the College is shown during visits. Director visited high schools include journalism/broadcast magnet programs, high schools with strong journalism programs, and schools with high numbers of minority students. **New.** Minority students that are members of the Journalism and Communications Ambassadors (JCA) as well as members of the Association of Black Communicators (ABC) assist with presentations to visiting student groups as well as assist with presentations at high school conventions.
- The Knight Division also participated in UF Admissions recruitment programs on and off campus, including UF Student Recruitment Conferences, African-American Scholars Program and Hispanic-Latino Scholars Program; and Destination Gainesville, an off campus program for admitted Black students and their parents. **New.** The College's Division of Media Properties (DMP) provided tours to students visiting from UF Alliance Partnership high schools.
- The Division created a student recruitment database from information submitted by students completing a "Prospective Student" contact card. Information obtained from cards is used to invite students to summer programs, track their progress through high school, and share information with UF Admissions for recruitment purposes.
- **New.** The Knight Division sponsors a Summer Journalism Visitation Program. Students and parents from underrepresented groups are invited to the College for hands on workshops and recruitment presentations covering UF Admissions, Financial aid and an overview of the College majors and scholarship opportunities.
- **New.** The Knight Division provides scholarships for students from underrepresented groups to attend the Summer Journalism Institute (SJI). SJI is a residential summer program for high school journalists. Students provided scholarships meet with the Knight Director to learn about opportunities in the College.
- The Division provided operational support to the Association of Black Communicators (ABC), the Hispanic Communicators Association (HCA) and the Association of Asian Communicators (AAC). Each organization receives assistance with arranging speakers and hosting forums for members about careers in journalism and related fields.
- **New.** The Knight Division assisted ABC with sponsoring an on campus speaking reception for editors from an Urban-oriented magazine in the Washington DC area. The

Division also co-sponsored a visit to the College by Michelle Duster, great granddaughter of Ida Wells – Barnett, one of the first prominent black woman journalists. Minority students received invitations to meet Ms. Duster.

- **New.** The Division provided funds to ABC and HCA to publish magazines for minority students. Each magazine included an advertisement about the Division and College services and admissions information.
- The Division provided tours and held information sessions with students attending UF's College Reach Out summer program.
- The Division provided emergency funding to underrepresented students based on referrals from faculty, the College's Student Services office staff, and Directors' assessments.

Initiatives/Accolades

The Strategic Plan for the College of Journalism and Communications addresses equity explicitly. The Plan reaffirms the College's "commitment to preparing future journalism and communications professionals to work in a diverse, multicultural, global community" and well as "a faculty and student body that are inclusive across race, ethnicity, and gender, and a curriculum that exposes students to issues of inclusiveness affecting journalism and communications."

To implement this aspect of the Plan, the College has set the following goals and achieved the listed outcomes:

Goal 1: Identify outstanding doctoral students and faculty members across the nation who are members of under-represented groups for faculty recruitment.

Outcome: Faculty members have become more diverse with the hiring of two Asian females to begin during the 2010-2011 academic year. Searches still in progress during the 2010-2011 year have a diverse pool.

Goal 2: Add specific language about diversity and internationalization to advertised criteria for faculty candidates.

Outcome: Job postings and advertisements include specific language that expresses UF and the College's commitment to diversity and internationalization.

Goal 3: Provide mentoring and support for current faculty.

Outcome: Developed a formal mentoring program for all untenured faculty and revitalized the Diversity and Faculty Development committee to sponsor ongoing faculty workshops related to teaching and research. Provided computer equipment, course release time, seed money, graduate teaching and research assistants, and summer research funding for new faculty including female and minority faculty. Provided travel funding for female and minority faculty to attend professional development workshops including those sponsored by the Poynter Institute and the Higher Education Resource Services Institute.

Goal 4: Assess and revise the mission and function of Knight Division for Scholarships, Career Services and Multicultural Affairs.

Outcome: Allocated additional resources (full time program assistant, undergraduate and graduate students) to the Knight Division, increased the travel budget for the Director to engage in outreach to high schools from under-represented areas throughout Florida, particularly students eligible for the Florida Opportunities Scholarship program, and provided additional infrastructure support to the Knight Division including computers and office equipment such as printers and copy machines.

Goal 5: Support UF diversity programs, e.g., Minority Mentor program.

Outcome: Strongly encourage faculty members to participate in the Minority Mentor program, the McNair program and other programs that focus on minority students. Developed a process and allocated resources for the College of Journalism and Communications to participate in and support the UF multicultural awards for students. Included a metric on the faculty annual self-evaluation that assesses contributions to diversity in teaching and research.

Goal 6: Support faculty and graduate student research related to diversity.

Outcome: The College has provided research summer support and internal seed money for faculty pursuing research related to diversity including minority populations and advertising, gender representations in the news, and social and development communication in developing countries, particularly in Latin America and Africa. Graduate students also conduct research on topics related to equity issues and receive graduate assistantships, research awards, and partial

funding for conference travel. During the 2010-2011 academic year, the College has awarded as much as \$13,000 in research seed money to research projects that addressed diversity issues. For examples, research funds have been used to fund faculty creative projects or studies in healthcare coverage issue frames employed by Hispanic media outlets in the state of Florida during the U.S. presidential election; comparative research on race and representation in Haiti, Cuba and Jamaica; comparative research on the representation of Afro-descendants in TV news; indigenous cultures in danger of extinction; Egyptian news coverage; Spanish language prime time newscast and elite newspapers from the Dominican Republic and Columbia; and international news coverage of the war in Iraq and Afghanistan. Additionally, research assistants and summer research funding have been provided to faculty who conduct studies that examined public relations practices and media and race issues in Latin America, health communications among minority populations, and the valuation of Hispanic and Asian audiences.

Goal 7: Increase faculty recruiting efforts aimed at female and minority faculty.

Outcome: In spring 2011, the College hosted an African-American male Ph.D. student from a peer institution for a two-day visit including a research colloquium. The intent was to begin building a relationship that might lead to successful recruiting of this faculty candidate upon completion of his doctorate.

Goal 8: Revise and update the College Diversity Statement

Outcome: The Faculty Welfare and Development Committee is drafting a revised Diversity Statement for review and approval during fall semester 2011.

Many of our faculty members conduct research related to diversity and equity issues. Some of the most prominent include the following scholars:

Cory Armstrong. Dr. Armstrong's research focuses on gender representations in media. Her work in women and media has provided a strong quantitative look at predictors of representations of women. Her work has been cited in many recent articles, laying the groundwork for how women are represented in news content. She is working on various projects investigating gender representations in the contexts of dieting/weight loss and in abortion protest coverage.

Amy Jo Coffey. Dr. Coffey's research involves foreign language audiences in the United States, with a particular focus on linguistic market segmentation strategies and Hispanic television audiences. Her recent publications include: Defining a product market for Spanish-language broadcast media: Lessons from United States v. Univision Communications Inc. and Hispanic Broadcasting in Communication Law and Policy; and Growth and Trends in Spanish Language Television in the United States.

Troy Elias. Dr. Elias' research interest is in social influence in new media environments. He is particularly interested in the areas of race and ethnicity, communication technology, and Internet advertising. His research explores the impact of social identity and psychological distinctiveness on consumer attitudes through word-of-mouth advertising and social media.

Robyn Goodman. Dr. Goodman's research inquires into the way mass mediated gender messages, in particular visual messages, influence individual and societal views of women, as well as how women read and incorporate these messages into their everyday view of the world. Often, her gender research is paired with health implications of the messages, specifically how images of female bodies in the media influence body image, eating disorders, and beliefs/attitudes/behaviors regarding cosmetic surgery. This research is unique among body image/eating disorder and media research in that it used qualitative data and addressed how

cultural background influenced how the women read and incorporated the media texts and socio-cultural messages of thinness. She is also the author (with Jon Morris and John Sutherland) of a recent book chapter published in a Russian advertising textbook.

Rasha Kamhawi. Dr. Kamhawi's research interests are cognitive and emotional effects of mediated messages in traditional and new media and analyzing news narratives. Currently involved in a cross national study of foreign news in 20 countries, the three-part study is a content analysis of 4 weeks of television news, a survey of news consumers and in depth interviews with news gatekeepers.

Michael Leslie. Dr. Leslie's research interests include the relationship between mass communication and society, especially the political, social, cultural, psychological, economic and health consequences of mass media for both to the dominant and oppressed groups in society, both in the U.S. and internationally. Much of his work has focused on the nexus between media content and the empowerment of disempowerment of Africans and Afro-descendants. The goal of his research is to build a strong empirical base for theorizing about the role mass media play in the social construction of reality and perceptions of individual efficacy and agency for both dominant and oppressed groups, as well as to develop media/communications strategies that will empower the less fortunate in their struggles for political, economic, cultural, spiritual, physical and psychological health and well-being.

Belio Martinez. Dr. Martinez's research interests include political communication, public relations strategies for nation building, communication and culture and public relations targeting minority groups in the United States. An example of a recent publication is: Belio A. Martinez, Jr., & Spiro Kiouis. (2005) Empowering Citizens in Emerging Democracies: Developing Effective Public Relations Media Strategies for Political Participation. *Studier i*

Politisk Kommunikation [Studies in Political Communication] 15, 3-18. Sundsvall, Switzerland: Demokratiinstitutet [Institute for Democratic Communication Sundsvall].

Juan Carlos Molleda. Dr. Molleda's research interests are in global corporate public relations management (i.e., coordination and control mechanism for public affairs / public relations in transnational corporations) and public relations practices, regulations, and social roles in Latin America. He has introduced to the international academic community the concept and theory of cross-national conflict shifting, the Latin American School of Public Relations, and the social roles of public relations in Brazil and Colombia.

Lu Zheng. Dr. Zheng's research involves construction of persuasion model, persuasion via narrative advertising, cross-cultural advertising, media planning, and health communication particularly about OTC and DTC advertising. An example of a recent publication is: Cheong, Y., **Zheng, L.** & Kim, K. (Forthcoming, 2011). Product global reach, advertising standardization, and cultural values: An analysis of 2008 Beijing Olympic TV commercials. *Asian Journal of Communication*.

Goal 7: Pursue External Funding Related to Gender, Race, Diversity, and Internationalization

Outcome: The College has been successful at receiving grant support for several significant projects. Several grants related to diversity and international include the following:

Breast Cancer Information in Magazines and Websites

Principal Investigator: Dr. Kim Walsh-Childers

Granting Agency: National Cancer Institute

Award Date: July 1, 2005 - June 30, 2007.

Award Amount: \$145,438

Accurate information about breast cancer, including information related to risk assessment, diagnosis, treatment and long-term survivorship issues, can encourage women to adopt health promoting behaviors, aid women diagnosed with breast cancer in decision-making about treatment options, post-treatment self-care and emotional, psychological and physical

recovery from the disease and help female family members of women diagnosed with breast cancer understand how to provide physical and emotional care for the breast cancer patient and assess and cope with their own risk. Previous research has revealed that throughout this cancer continuum from prevention to survivorship, most women would like to receive breast cancer information from health care professionals such as doctors or nurses. However, relatively few actually receive all the information they need from these authoritative sources. Instead, many women turn to family and friends or to mass media channels such as magazines, television or the Internet to obtain breast cancer information.

Relatively little is known about the specific types of breast cancer information women may find via these mass media channels. In the long term, it will be important to know what use women make of mass mediated information about breast cancer and how media portrayals of the disease affect women's attitudes and behaviors related to prevention/detection, treatment decisions and recovery. In addition, research will be needed to determine how journalists' knowledge, attitudes and experiences, as well as organizational and cultural factors, influence their coverage of breast cancer and health advocates' ability to encourage better coverage. First, however, we need to understand what types of breast cancer information and messages women encounter in the media. The purpose of this study was to assess the content, accuracy and comprehensiveness of breast cancer information available to women through two important media channels – women's magazines and selected websites widely used by women.

Reducing Oral Cancer Disparities in Florida

Project Coordinator: Dr. Youjin Choi

Granting Agency: Grant awarded through the College of Dentistry and College of Health and Human Performance, National Institute of Dental and Craniofacial Research (NIDCR, NIH)

Award Date: September 24, 2004 - June 30, 2009.

This project seeks to begin closing some of racial disparities in oral cancer knowledge and screening rate by focusing on an area of the state that suffers a disproportionate burden of disease, exhibits substantial racial disparities, and is home to a large proportion of Florida's African American community. The specific aims of the project are to: 1) use a social marketing approach to develop a mass media campaign on oral and pharyngeal cancer for a population at high risk for incidence and mortality, 2) increase the proportion of the target population that knows the major risk factors, signs, and symptoms of oral and pharyngeal cancer, and 3) increase the proportion of the target population that receives a clinical examination for oral and pharyngeal cancer.

CIBER Related Grant Activities

Granting Agency: Grant awarded through the Center for International Business Education and Research (CIBER), U.S. Department of Education Title VI Center, College of Business Administration, University of Florida (Principal Investigator: Carol West).

Project Coordinator: Dr. Sylvia Chan-Olmsted

Title: U.S. Competitiveness in the Global Wireless Telecommunications Market
Award Date: October 1, 2006 - September 30, 2008.

Award Date: October 1, 2006 - September 30, 2008.

Project Coordinators: Marilyn Roberts and Juan Carlos Molleda

Title: International public relations and advertising in Latin America

Award Date: October 1, 2008 - September 30, 2009