

# College of Journalism and Communications Collaborations

Faculty Senate

Sept. 17, 2020

COLLEGE OF JOURNALISM  
AND COMMUNICATIONS  
WUFT-TV/FM WRUF-AM

# Elevating UF's Research

## Cancer Communication

- **STEM Translational Communication Center** and **UF CTSI/Cancer Center**, joint research and affiliated faculty. Research collaboration includes \$3 million grant to test use of virtual human assistants to increase colorectal cancer screening in minority and rural communities

## Science Communication

- **Center for Public Interest Communications** trainings with more than 1,000 scientists, communicators and administrators across campus. Workshop and training topics include science communications, strategic communications, story building and communicating inclusively.

# Community Information

## Division of Media Properties

- **Division of Media Properties** is home of UF's local PBS, NPR and ESPN affiliates, Florida Public Radio Emergency Network, all-news and weather TV station, WUFT Classic and country music station

## Spanish-language News and Information

- **Center for Latin American Studies** support of **Noticias WUFT**

## Sports Media and Marketing

- **CJC Sports Track, Division of Media Properties and College of Health and Human Performance, GatorVision/UAA**

# Consortium on Trust in Media and Technology

A transdisciplinary initiative to study how media and technology can become more trustworthy, and develop programs for the application of new knowledge and tools and the creation of new policy and law.

## Partners:

- CLAS
- Wertheim College of Engineering
- Informatics Institute
- George Smathers Libraries
- Florida Institute for Built Environment Resilience

## Collaborations to Date

- Trust Scholars (CLAS, Education and IFAS)
- Funding Post-Docs (CLAS, DCP)



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UNIVERSITY OF FLORIDA