About Me

• Started position at UF on July 1, 2021

• 25 Years at Newhouse School of Public Communications at Syracuse University
  • Associate Dean for Research, Creativity, International Initiatives and Diversity
  • Associate Professor, Broadcast and Digital Journalism

• 7 Years at University of Nebraska-Lincoln
  • Assistant Professor, Broadcasting

• 15 years reporting, producing and anchoring for commercial and public local television news
Why UF CJC

• One of the most admired programs in the U.S.
• Respected for both research and professional education
• Most extensive immersion opportunities in the country
• Commitment to inclusion, diversity and equity
• 34 degrees today in Syracuse
Strategic Planning: CJC 2025

Develop a roadmap that will guide CJC’s priorities, fundraising, and allocation of resources over the next 3-5 years.

Priorities

• Build on academic excellence to advance competitive advantages
• Enhance recruitment, retention and placement of diverse faculty, staff, students
• Strengthen culture of inclusion, collaboration, collegiality
• Elevate student career preparation and placement
• Expand and improve facilities and infrastructure
“Moonshot”: Trust in Media and Technology

• Consortium on Trust in Media and Technology
• Focus on building trust, countering disinformation and advancing civic dialogue.
• Collaboration: 18 scholars across UF studying trust from a range of perspectives
• Hiring two AI scholars to work on trust issues
• Fellowship position shared with Levin College of Law to focus on disinformation and democracy
• Building national advisory board
Embracing Artificial Intelligence

• Introduced first new mass comm course dedicated to AI
• Hiring two faculty members to focus on AI
• Faculty and doctoral student research examples:
  o Algorithm impact on spread of disinformation
  o Combatting algorithmic bias
  o Developing culturally sensitive AI systems
  o Communication with social robots
  o The impact of virtual influencers on social media
  o Using virtual assistants to promote colorectal cancer screening
New Projects: CJCxNYC

• Establish the College’s footprint in New York, one of the most important media and communications hubs in the nation.

• Provide students with professional and cultural immersion experiences that prepare them to be leaders in a changing world.

• Build sustainable recruitment pipelines by positioning the College as a top place for NYC-based employers to attract, recruit and hire student talent for internships and jobs

Public Relations Lecturer Natalie Asorey is now based in New York