## OUR GOALS

The past year has been challenging for everyone. So, to keep us focused and forward-facing, we established three strategic goals and objectives. We are pleased to say that we are making progress on each.

The first goal strengthens our programs by concentrating on building the quality of our program areas, exploring the development of new and innovative academic programs and ways to enhance existing programs; and, using an increased number of staff and GTAs to support our programs.

Our second goal expands external partnerships with more engagement opportunities involving NSCM students and high schoolers in neighboring schools; pursues partnerships with industry and others to enhance educational and research opportunities; increases philanthropic giving to NSCM; and, encourages more alumni engagement in our mentorship program.

Finally, we seek to build the reputation of the school by supporting justice, equity, diversity, inclusion and appreciation for all; showcase the scholarly research and creative activity of faculty and students; and foster interdisciplinary teaching, research, creativity and service across UCF.

MAKE

## **Reviewing Growth and Success**

PROGRAMS

TROORAMS	Degrees Awarded	Student Enrollment
Undergraduate	• 2021 Calendar Year •	Spring 2022
	Total 1,085	Total 3,520
Ad/PR BA	106	227
<b>Communication &amp; Conflict BA</b>	120	243
Digital Media BA	225	1,210
Film BA	• 125 •	774
Film BFA	• 30 •	60
Human Communication BA	• 273 •	526
Journalism BA	43	169
MPM BA	70	171
Graduate		
Communication MA	• 22 •	37
Digital Media MA	• 12 •	14
Film MFA	· 2 ·	18
Florida Interactive Entertainment Academy	• 57 •	73
Strategic Communication PhD		20

Nicholson students work tirelessly in their academic efforts, and the fruits of these efforts are often geared toward visual experiences. To help sutdents share their work, NSCM is developing a new exhibition space at the Downtown Campus! This space will give students and faculty a place to showcase the work they are excited to share.

WHO WE ARE

The Nicholson School of Communication and Media (NSCM) is a complex, diverse and large academic unit in the College of Sciences at the University of Central Florida. NSCM provides intellectual leadership in the areas of communication and media through quality academic programs and significant scholarly research and creative activity. Our goals are:

Explore ways to build, strengthen and support the quality of our program areas

Expand external partnerships to provide research opportunities and scholarships

Build the reputation of a school that supports equality, diversity and inclusion

UNIVERSITY OF CENTRAL FLORIDA

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UCF Main Campus 12405 Aquarius Agora Dr. Orlando, FL 32816-1344

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### CENEROUS CONTRIBUTIONS

### 2021-'22 Total \$239,536



#### Dr. K. Phillip Taylor Fellowship Fund

In honor of the late, retired Professor Emeritus Kyle 'Phillip Taylor, Ph.D., the Nicholson School is offering this new fellowship. It will be awarded to a deserving, full-time graduate student this academic year.

#### Newbill Scholarship Fund

Distinguished UCF alum and founder of 310 Entertainment Clay Newbill continues to support his alma mater through the Newbill Scholarship Internship program. This program has funded dozens of paid internship opportunities for students working in television in Los Angeles.

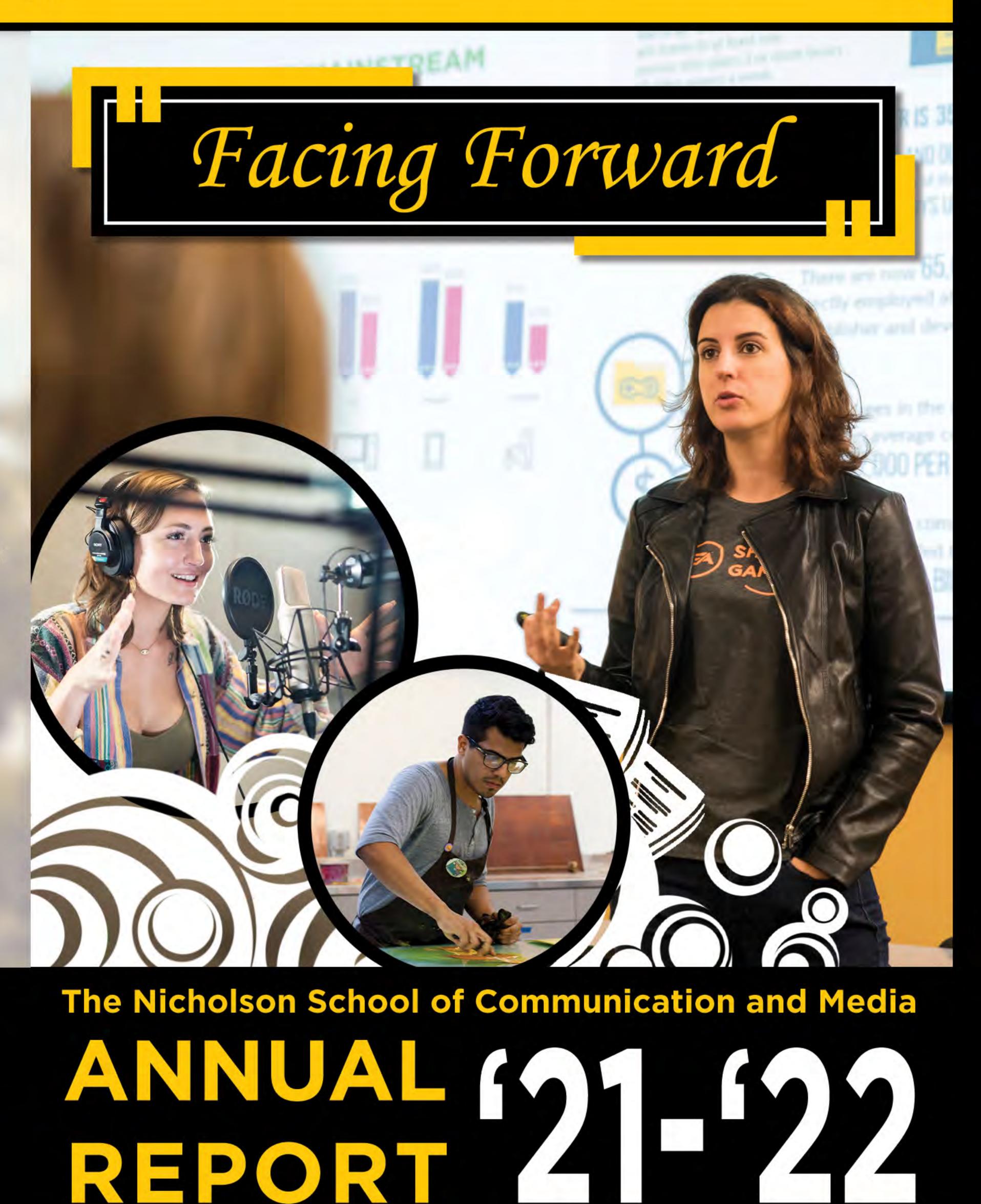


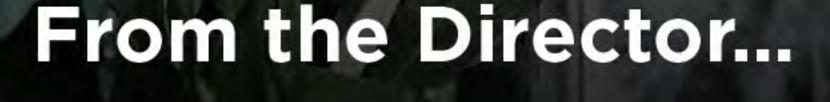


**Tony and Sonja Nicholson Endowment** 

Tony and Sonja Nicholson have been active in UCF and Nicholson School affairs for years in both administrative and financial capacities. In 1996, the Nicholsons pledged a \$2 million donation to the school, and in return, UCF named the School of Communication in their honor.

The Nicholson School of Communication and Media gives thanks for all of the support that these and many other donors have given to the school. NSCM is committed to the growth and success of its students, and the efforts of staff and faculty making this commitment a reality is made stronger through these contributions.





The Nicholson School of Communication and Media (NSCM) is a complex, diverse and large academic unit in UCF's College of Sciences. Our students are award-winning; our faculty are developing new and impactful ways of teaching and conducting research and creative activity; and, our staff have done the heavy lifting as we have dealt with the challenges posed by the pandemic. Our alumni and supporters are growing in number and providing new ideas to help the Nicholson School respond to a changing world.

Our overarching commitment is to position NSCM as a school with destination programs, where everyone can thrive as they seek to make a difference in their lives, their community and their profession.

Located on two campuses, NSCM provides "hand's on" learning experiences for our students. Our main campus building hosts the film, journalism, media production and management, advertising/public relations, and general education programs. Downtown, the programs in human communication, communication and conflict, and digital media are bustling with more students than ever, and the Florida Interactive Entertainment Academy (FIEA) continues to top the charts as the #1 game development graduate program in the country. We sponsor UCF's nationally recognized speech and debate team and hosted the PKD National Convention and Tournament.

With your commitment on personal and philanthropic levels, you have helped us to remain steady during this time of substantive change. Thank you for your ongoing support. We remain committed to the highest standards of excellence and the success of our graduates provides evidence of the rich experience they have received as a result of the intellect, talent, energy and inspiration of dedicated faculty and staff.

Best wishes,

Robert S. Littlefield

Robert S. Littlefield, Ph.D.

**Director and Professor** 



The Florida Interactive Entertainment Academy (FIEA) has been rated as the best graduate game design program for the third straight year, according to The Princeton Review and PC Gamer magazine. With over 850 graduates employed by more than 300 companies around the world its not hard to see why FIEA earns the top spot. Included in the list of over 300 companies are Electronic Arts and Iron Galaxy, two of the leading companies in the video game industry. Both have stated how FIEA graduates are a major source of talent in their studios, and this has spurred continued growth in the Orlando game development scene.

We focus on the development of top talent that will drive the next generation of developers in Florida and globally.

- Ben Noel, Director of FIEA

# Timothy Sellnow Pegasus Professor



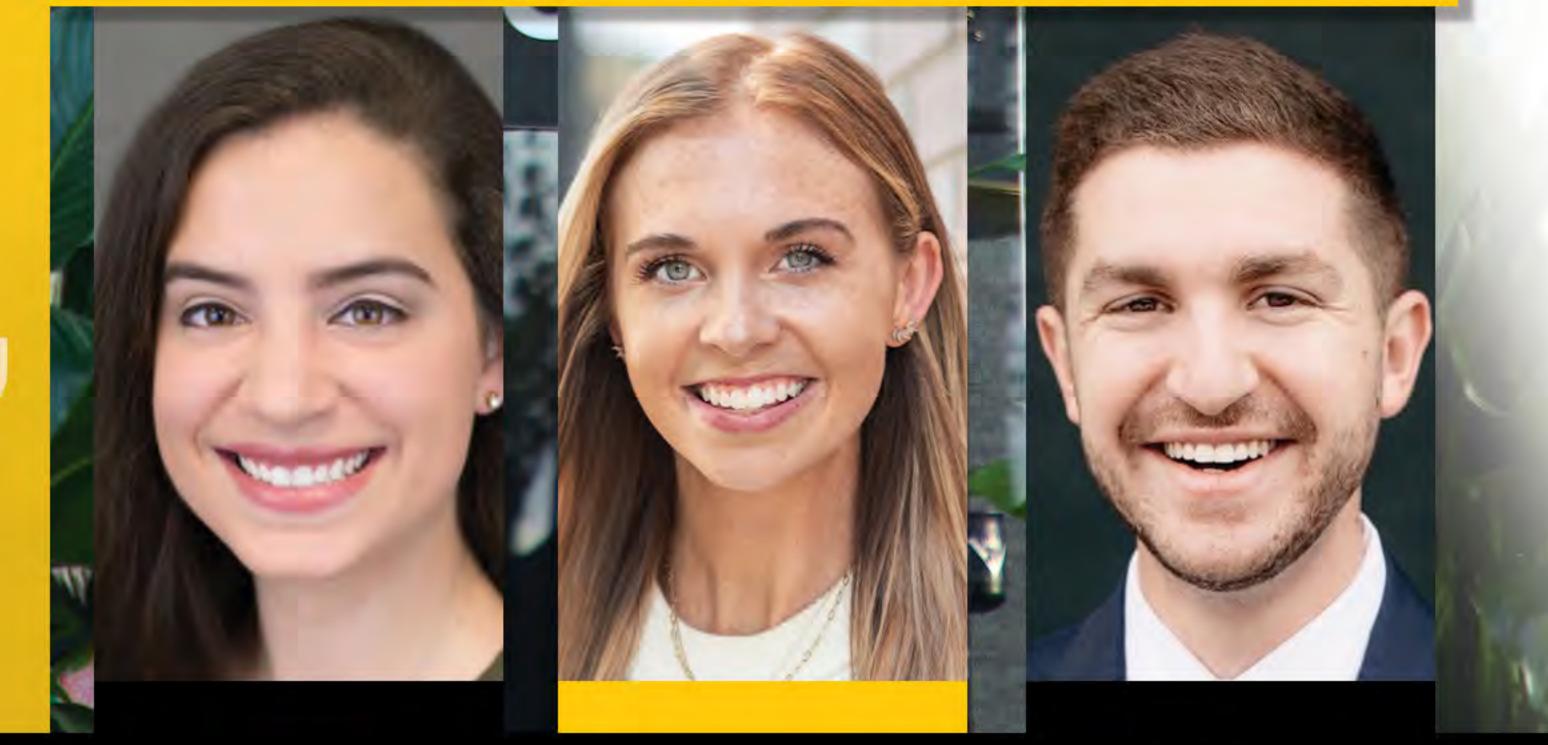


The Pegasus Professor award is the university's highest faculty honor, and this year Nicholson professor **Timothy Sellnow** has received this prestigious award. Tim joined UCF as a professor of communication back in 2015. During this time, he focused his research efforts on bioterrorism, pre-crisis planning and strategic communication for risk management and mitigation. He hopes that the support and encouragement he gives to his students will energize them to succeed as the next generation of risk and crisis communication scholars.





**30 under 30 Alumni** 



Special Thanks

Dr. Boyd Lindsley is stepping down from his position as Senior Associate Director effective August 8, 2022. During his 15 years in administration, he has served the Nicholson School of Communication and Media with distinction. He has managed every aspect of the school's operations while providing true servant leadership; maintaining a positive and careful outlook about improving and strengthening the work and mission of NSCM. While no one is indispensable, Boyd is pretty darn close. Fortunately, after a well-deserved year of professional development to retool his teaching skills, he will return in August 2023 to the classroom full-time, and if we are fortunate, will be part of our Nicholson community for years to come. Best wishes, Boyd, as you begin the next chapter of your life and career.

### Our graduates face the future with Promise

### Nicholson School Hall of Fame Inductee: Allison McGinley

On April 29th, Allison McGinley was inducted into the Nicholson School Hall of Fame, an honor bestowed to alumni that not only excelled in their own careers, but also continued to support NSCM with their time and talent. Allison is now the news director of WKMG, Central Florida's CBS affiliate, where she has worked for 28 years. While she made a name for herself in the news industry, Allison stayed active with NSCM by making herself available as a classroom guest speaker, curriculum advisor and established a paid internship program in her newsroom to give students professional training. Her influence on the journalism program over the years cannot be understated, and it is for this reason she has been inducted in the Nicholson Hall of Fame!

### Nicholson School's 30 under 30 Alumni

Every year, UCF recognizes 30 alumni under the age of 30 that have experienced professional success while giving back to UCF and their local communities. This year, three alumni of the Nicholson School were honored with this award: **Karen Rodriguez '16 (left), Elle Siebert '18 (center), Jeremy Tache '17 (right).** NSCM is proud of these alumni and we look forward to seeing just how bright these alumni will shine!





The 12th annual International Crisis and Risk Communication Conference (ICRCC) took place March 7-9, 2022 in sunny Orlando, FL (USA). Although not all colleagues were able to attend due to lingering COVID-19 Pandemic travel restrictions, representatives from 26 countries were on-site to discuss research and practice related to crisis and risk communication in the global marketplace. The conference theme this year was "Dialogue and Debate in Difficult Times" and was grounded by two Invited Keynote/Plenary Panels.

The first panel featured Dr. Ronald C. Arnett, and his keynote speech, "The Pandemic of Everyday Crisis," focused on the challenges we face as a community in handling a crisis while we are divided between clashing narratives. The second panel featured Dr. Mohan Dutta, and his keynote speech, "Re-Imagining Crises as Anchors for Culture-Centered Structural Transformations: The Pandemic Times," focused on the pandemic as "a portal to imagining how we re-organize our societies, politics and economics." Breakout sessions focused on risk and crisis communication in politics, public opinion, public relations, sports, health, diversity/equity/inclusion, social media, legacy media, environment, business/industry and more.

Despite the hurdles the pandemic placed in front of many attending and organizing the event, the turnout and energy at the conference was wonderful. What an amazing event and amazing way to promote NSCM across business and industry, the academy and around the world! Special thanks go to the team that organized the event, it couldn't have happened without them!



