

## The Value of Communications Strategy in AI Collaborations: How College of Journalism and Communications can Add Value to Research and Proposals

**Janet Coats, Managing Director of the Consortium on Trust in Media and Technology**

**UF's College of Journalism and Communications**



At the College of Journalism and Communications, our approach to artificial intelligence (AI) encompasses both the academic and the practical. Our researchers are examining issues such as the role of artificial intelligence in news coverage and in creating public relations messaging. We're looking at how the use of AI tools is changing the nature of journalism and advertising and impacting the expectations of consumers. Our Consortium on Trust in Media and Technology is focused on how algorithms can damage trust in information and ways it can be used to build trust. Beyond our research, our professional skills in effective communication techniques – both in journalism and in strategic communications – make us a logical collaborator with researchers across UF who are looking for help in reaching general audiences or particular stakeholders with information about their work. Our science-based communications strategies can bring new layers of demonstrated impact to research proposals.

### About Janet Coats

Managing Director of the Consortium on Trust in Media and Technology at UF's College of Journalism and Communications, a multidisciplinary initiative launched to understand the dynamics that have undermined the trustworthiness of content and information. Before joining UF, she served as executive director for innovation and strategy at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. In that role, she had oversight of the school's media literacy efforts through its News Co/Lab, the News21 national student reporting program, faculty teaching associates, and grant acquisition for sponsored research. Prior to her work in higher education, she led large multimedia news organizations, did groundbreaking work in civic engagement and reader outreach, and built her own consulting company focused on engagement and sustainability strategies for non-profit and entrepreneurial news organizations. She served as Pulitzer Prize juror five times. Her bachelor's degree is from the University of Missouri.

Thursday

January 13, 2022

3:00pm

**Location:** Frazier Rogers Hall  
Room 122 and Zoom

**Registration for Zoom  
Required at:**  
[tinyurl.com/yrafwd7e](https://tinyurl.com/yrafwd7e)



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