

For a complete description of sessions and speakers, visit: www.jou.ufl.edu/pic-summer-institute.

WEDNESDAY, JUNE 22

6:30–8:30 P.M. *Welcome reception and casual dinner (meet and greet)*

■ **Location:** the [Cambria Hotel](#) at 899 O St. NW

THURSDAY, JUNE 23

All programming will be at the [Louis Stokes Health Sciences Library](#), located on the Howard University campus at 501 W St NW.

8:30 A.M. *Coffee and breakfast snacks*

9–9:20 A.M. *Welcome*

Opening remarks from [Dr. Monica Ponder](#), assistant professor of health communication in the Department of Communication, Culture & Media Studies at Howard University; and [Hub Brown](#), dean of the University of Florida's College of Journalism and Communications.

9:20–11:50 A.M. *Guided and Group Explorations: What is public interest communications?*

Our guides through the discussion will be [Erin Hart](#), chief innovation officer at Spitfire, and [Necole Norris](#), vice president at Spitfire and Howard University alum.

12–1 P.M. *Lunch*

Interview your neighbor, then share with your tablemates what you learned about your neighbor's superpowers. For those online, take a screen break or connect informally with fellow online attendees.

1:15–2:15 P.M. *Group Explorations — What skills?*

What does the public interest communications field need that universities and colleges should address?
What kind of skills do practitioners seek in graduates?

2:30–4:15 P.M. *Group Explorations — Curriculum development*

What does a robust public interest communications curriculum look like? How can you weave public interest communications into your journalism, public relations, marketing or other syllabi?

4:30–5:30 P.M. *Guided exploration — Innovation and insights: Case studies from the field*

Hear from peers who are building the academic field of public interest communications in unique and exciting ways. Our pioneering panelists will share experiences, lessons learned, and moments of insight that are shaping progress and programs around the country. With [Dr. Julia Fraustino](#), West Virginia University; [Dr. Kelly Chernin](#), Appalachian State University; and [Dr. Evan Kropp](#), University of Florida.

5:30–7 P.M. *Relax and prepare for dinner*

7–9 P.M. *Dinner and keynote*

Location: the [Cambria Hotel](#) at 899 O St. NW

Keynote speaker: [Ann Searight Christiano](#), director of the University of Florida's Center for Public Interest Communications.

FRIDAY, JUNE 24

All programming will be at the [Louis Stokes Health Sciences Library](#), located on the Howard University campus at 501 W St NW.

8:30 A.M. *Coffee and breakfast snacks*

9–9:50 A.M. *Guided Exploration: Connecting classroom to community*

In this all-attendee session, we'll hear from those who have built bridges between the classroom and the community. We'll crowdsource how-to ideas from academics and practitioners alike. With [Gina Baleria](#), Sonoma State University; [Andrew Opel](#), Florida State University; and [Karen Su](#), Burness.

10–10:50 A.M. *Guided Exploration: Public interest communications in your institution — making the case*

We'll offer tips on explaining public interest communications to your administration and how public interest communication skills will help students succeed after they graduate. With [Hub Brown](#), University of Florida; [Andrea Otáñez](#), University of Washington; and [Natalie Tindall](#), University of Texas at Austin.

11–11:50 A.M. *Guided Exploration: Bridging the research–practitioner divide*

In this session, researchers and practitioners will come together to brainstorm ways to bridge the gap so relevant research can be more quickly applied in the field. With [Sara Isaac](#), Marketing for Change and George Washington University; [Tyler Lewis](#), Third Sector; and [Nader Dagher](#), University of Florida.

12–1 P.M. *Lunch: Making connections and carrying the work forward*

We have a wealth of fabulous ideas now, thanks to all of our conversations. Where do we go from here? This conversation over lunch will be led by the summer institute organizers.

1 P.M. *Goodbye and thank you!*



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