



# Strategic Communications Workshop

## MEET YOUR FACULTY

### DIRECTOR



**ANN CHRISTIANO,**  
**MPAP**  
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Ann Christiano is the Frank Karel Chair in Public Interest Communications at the University of Florida's College of Journalism and Communications and the Director of the newly established Center for Public Interest Communications. In that role, she is developing a first-ever curriculum in public interest communications, connecting practitioners and scholars who are already working in the field, and nurturing and sharing research that can advance this newly emerging academic discipline. Public Interest Communications uses science-driven strategic communications and storytelling to advance positive social change.

Ann also directs the frank gathering, which brings together hundreds of leaders from around the world who are working at the front lines of social causes, as well as scholars and funders to share the best of what they know in Gainesville every February.

Before she came to the University of Florida in 2010, Ann was a senior communications officer for the Robert Wood Johnson Foundation, where she directed communications efforts for programs that address the social factors like housing, education and mental health that drive health and well being.

Ann's writing has appeared in the Stanford Social Innovation Review and Quartz and she was the University of Florida's Teacher of the Year in 2014. Her work through the Center includes partnerships with the United Nations High Commissioner on Refugees, The Department of State, and several agencies that work in this domain. She has worked with several federal agencies, the Gates Foundation, and nonprofits and other foundations throughout the United States. She regularly trains leaders to more effectively convey the importance of their work.



ANNIE NEIMAND,  
Ph.D.  
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Annie Neimand is the Director of Research for the Center for Public Interest Communications, housed in the University of Florida College of Journalism and Communications. As the Director of Research, she works with organizations to apply behavioral, cognitive and social science to their work. Partnerships include the United Nations High Commissioner for Refugees Innovation Service, The United States Department of State, and public interest communications agencies in the United States. For five years, she has led the research arm of frank, an annual meeting in Gainesville that connects practitioners, funders, scholars and activists working on public interest communications around the world. In this role, she connects the field of public interest communications practitioners to research.

As part of the frank Academy Training team, she integrates the research from a range of disciplines into communication trainings for scientists and non-profit leaders. Trainees have included the Bill and Melinda Gates Foundation, National Academy of Medicine, scientists and program officers at the National Institute for Food and Agriculture; University of Florida scientists, program leaders and educators; and many foundation and nonprofit communicators.

Her writing has been featured in the Stanford Social Innovation Review, The Conversation, Quartz, Salon, The Huffington Post, and Newsweek. Annie is a trained qualitative researcher, with expertise in interviewing, focus groups and ethnography. Her areas of study include the social and psychological underpinnings of public interest communications, science communication, and social movements.



ELLEN NODINE,  
MAE  
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As the Center's Director of Programs and Training, Ellen Nodine oversees the daily operations as well providing leadership in the strategic direction of the unit. As a member of the frank strategic communications academy, she delivers in-person and online training to various constituents. Ellen also teaches writing as adjunct faculty for the College of Journalism and Communications. Ellen has served as the lead organizer for the frank gathering since its inception in 2014. She also is the operational director for Changeville, an annual festival for artists using their work to drive positive social change. Ellen Nodine received her Masters in Education from UF, with a specialization in Education Technology. Her area of study is community building, social media and social presence.



**MATT SHEEHAN,**  
**MBA**  
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Matt Sheehan is a journalist who has spent his career working in established and emerging media. Currently on the UF journalism faculty, he's served as director of UF's Innovation News Center serving the University's seven media properties (including the NPR, PBS and ESPN affiliates for North Florida) and served as the College's director of stories and emerging platforms. He is a former assistant news editor at The Washington Post, was COO of a digital media startup in D.C. and previously worked in administration at University of Maryland's Philip Merrill College of Journalism.

