

City of Gainesville
APPLICATION FOR ADVISORY BOARDS/COMMITTEES
 (Please Print or Type)

BOARDS APPLYING FOR:

NAME: Charles T. Woods

1) City Beautification Board

ADDRESS: PO Box 12225, University Station

2) _____

CITY, ST: Gainesville, Florida ZIP 32604

MEETING DATE ATTENDED:

PHONE: (HOME) (352) 376-4084 (BUSINESS) 392-1773, ext 281

1) _____

OCCUPATION/POSITION: Associate Professor (Communications)

2) _____

EMPLOYER: University of Florida (Institute of Food and Agricultural Sciences)

Training/Experience related to Board(s)/Committee(s) to which appointment is being sought: Have served on CBB since 1993, seeking re-appointment (current term expires in November 2001)

EDUCATIONAL BACKGROUND			PROFESSIONAL ORGANIZATIONS
COLLEGE/HIGHER EDUCATION	GRAD?	DEGREE	
University of Florida 1963		Advertising	
University of Florida 1965		PR	
High School: <u>Tokyo American High School</u>		Location: <u>Japan</u>	

REFERENCES	
NAME	PHONE NUMBER
1) <u>Anita Spring</u>	<u>376-4833</u>
2) <u>Frick Smith</u>	<u>392-7722</u>
3) <u>Cindy Smith</u>	<u>376-2540</u>

Please indicate any contact made with City Commission members concerning this application

	Appointment	Phone Call	E-mail	Other/Comments
Mayor T. Bussing				
Commissioner J. Barrow				
Commissioner C. Chestnut				
Commissioner P. Hanrahan				
Commissioner W. Nielsen				



Charles T. Woods, Jr.

Associate Professor
IFAS Communication Services

Institute of Food and Agricultural Sciences (352) 392-1773 Ext. 281
Building 60 Suncom: 622-1773 Ext. 281
PO Box 110025 Fax: (352) 392-9248
Gainesville, FL 32611-0025 E-mail: ctw@mail.ifas.ufl.edu
http://ics.ifas.ufl.edu

DEMOGRAPHIC INFORMATION
(Voluntary)

RACE: African American Caucasian Asian American Hispanic American Other

SEX: Male Female

Have you ever been convicted of an Ordinance or Statute other than a minor traffic violation? YES NO

If YES, please explain: _____

Reside Within City of Gainesville City Limits? YES NO
(If in Gainesville, please locate residence on attached map)

Are you a "relative" of a member of the City Commission? YES NO

Section 112.3135, Florida Statutes defines "relative" as:..an individual who is related to the public official as father, mother, son, daughter, brother, sister, uncle, aunt, first cousin, nephew, niece, husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half brother, or half sister."

FOR OFFICE USE ONLY

Clayton T. Woods

November 27, 2001

Signature

Date

2001 NOV 33 AM 11:01

Additional information may be attached to this form

Office of
Public
Relations

About
the Office

UFCN

News &
Events

Graphic
& Writing
Standards

Honors &
Awards

G.A.T.O.R.
PR Plan

University
of Florida
Home Page

Charles T. "Chuck" Woods

Fourth Quarter 2000

Chuck Woods, an associate professor and communications specialist in the University of Florida's Institute of Food and Agricultural Sciences (IFAS), has a history with UF that began many years ago. First as a student in the early 1960s and later as a professional with a distinguished record of service at the university, Woods has carved his niche within UF's IFAS Communications Services. Indeed, in February 2001, Woods will have dedicated 35 years of service to his alma mater.



After receiving both his bachelor's degree in Advertising and his master's in Mass Communication from UF's College of Journalism and Communications, Woods took a position as a pesticide information specialist in UF/IFAS. This newly created position was the beginning of a lifelong commitment to UF/IFAS. Woods is proud to say that he has remained a part of the UF/IFAS communication program over the years for a number of reasons. He has enjoyed being able to see firsthand how UF/IFAS has grown significantly. Today, UF/IFAS is a \$170 million (with grants) statewide teaching, research and extension operation with more than 900 faculty and 1,300 support staff and represents one of the largest programs on the UF campus. More importantly, however, Woods says he has the day-to-day pleasure of working with "talented, fun people" in UF/IFAS.

Working as an integral part of UF/IFAS' communication programs for the past 35 years, Woods has assumed a multitude of duties. He primarily serves as a science writer and as the print and broadcast news program manager. In this capacity, Woods works with UF/IFAS faculty to develop communication strategies and media campaigns for the Associated Press as well as other state and national media outlets. With diverse target audiences such as faculty, staff, and friends of UF/IFAS, Woods regularly contributes to and coordinates production of several print publications, including IMPACT, INSIDE IFAS, INFORM, and NEWSLINE.

Don Poucher, assistant vice president for external relations and communications at UF/IFAS, says, "[Chuck] works hard and he works smart and, together with active networking with the media and colleagues, provides UF/IFAS with an extremely effective and valuable resource for reaching our varied publics."

In addition, Woods is responsible for photography, coordinating copy for research and educational annual reports, identifying story ideas, and marketing. He also has served on the USDA Image Enhancement Writing Team and has completed several successful UF/IFAS faculty nomination proposals for the annual USDA Honor Awards program, earning more than 20 UF/IFAS faculty members' honors since 1991. In fact, UF/IFAS faculty have received more USDA Honor Awards than faculty from any other land-grant institution.

Woods' commitment to excellence, professionalism and mastery in agricultural communication has not gone unnoticed, for he is the recipient of numerous honors. Early in his professional career, Woods received the 1977 Agricultural Communicators in Education (ACE) "Pioneer" Award, which recognized his demonstration of exceptional leadership and technical skills. Throughout the years, ACE has continued to bestow awards upon Woods.

For example, in 1999 Woods' writing skills earned him the Award of Excellence, a second Outstanding Professional Skill Award (the first of which he received in 1989) as well as the Gold Award. Whew! (Perhaps he should be writing this feature!) Most recently, Woods was honored again with the 2000 ACE Gold Award for newspaper writing. Other honors have included the 1998 Davis Productivity Award for his contribution to the creation of FAWN, the Florida Automated Weather Network and a Certificate of Achievement from the USDA/Land-Grant partnership program of the Cooperative State Research, Education and Extension Service in 1999.

Perhaps the director of IFAS Communications Services, Ashley Wood, sums it up best: "[Chuck] uses his outstanding talents and experience to manage the highly successful UF/IFAS news and media relations program and is recognized by his peers at UF, all of the nation's land-grant universities, USDA, and agricultural agencies as a professional communications leader." The Office of Public Relations is delighted to join in extending this much-deserved recognition to our featured Communicator of the Quarter, Chuck Woods.

Written by Laura A. Hunt