

**City Beautification Board**  
**Applicant Package - Member**

City Beautification Board - Member

**Term** 06 Feb 2025 - 01 Nov 2028

**Positions Available** 4

**Number of applicants in this package** 1

- Harper, Jim

**Name:** Harper, Jim

**Address:** 3907 SW 4th Place, Gainesville, 32607

**Email:** jimwharper@icloud.com

**Board Name:** City Beautification Board

**Please confirm Full Name, including middle initial, prefix, and physical mailing address:**

Mr. Jim W. Harper

3907 SW 4th Place

Gainesville, FL 32607

**In what city district do you live?:**

District 3

**Employer:**

U. of Florida

**Phone Number:**

786-423-2665

**Occupation:**

Communicator

**Why are you interested in serving on this board? (Please answer separately for each board you are applying to.):**

As a proud resident of the Sugarfoot neighborhood, I feel fortunate to live in a central location, just west of UF and close to "the wall." As I bike to work, I see areas that look very nice and others that could use improvement. As a photographer, journalist, and public relations professional for many years, I have a good eye for what looks good and what enhances beauty. I would enjoy contributing my perspective to this board.

**How many terms have you served on this board previously?:**

0

**Disclaimer:**

Under Florida law, all information, including e-mail, written letters, documents and phone messages, sent to the Gainesville City Commission are subject to Public Records law. This includes the sender's e-mail address, home address or phone number if shown in the message, the content of the message and any associated attachments to the mail.

**Do you claim any exemption to public record disclosure pursuant to FLA. STAT. Section 119?:**

No

**Have you been removed from any advisory board for attendance, behaviour or another reason?:**

No

**What is your gender identity?:**

Male

**Are you a City of Gainesville Employee?:**

No

**Are you a City of Gainesville Intern?:**

No

**Are you currently on a City Advisory Board/Committee?:**

No

**Some of the boards and committees appointed by the City Commission are required to comply with Chapter 112, Florida Statutes, the Financial Disclosure Law. If applicable, would you be willing to file the required financial statement?:**

Yes

**Do you affirm that your personal and business (if applicable) affairs within the City of Gainesville and Alachua County are in substantial compliance with all city and county regulatory and taxing authorities rules and regulations? \*:**

Yes

**Do you agree with the following statement? Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Advisory Board Handbook." \*:**

Yes

**Do you agree with the following statement? I understand that this completed application is the property of the City of Gainesville, is subject to public record requests and I hereby certify that the statements made on this application are true and correct. :**

Yes

**Time of Submission:** 12/10/24 3:01:37 PM

**Attachments**

- HarperResume2024.pdf

**Jim W. Harper**

mobile: 786-423-2665; email: JimWHarper@icloud.com  
3907 SW 4th Place, Gainesville, FL 32607

**Science Writer / Communicator / Manager**

**30+ years of Experience:** at local to international levels

**350+ articles published:** in news, blogs, journals

**2 graduate degrees:** in sciences and arts

**Marketing Manager**, University of Florida

2023-present, Gainesville, FL

Department: Health Outcomes & Biomedical Informatics, College of Medicine.

Develop and implement communication strategy to support growing department with emphasis on artificial intelligence. Manage websites and electronic communications, write press releases, support faculty members, supervise graphic designer.

**Communications Manager**, University of Florida

2017-2023, Gainesville, FL

Department: Feed the Future Innovation Lab for Livestock Systems, based on U.S. federal grant to Institute of Food and Agricultural Sciences. Roles included management of website, social media, print media, academic publications, and events. Geographic focus in West Africa, East Africa, and South Asia.

**Communications & Outreach Specialist**, NOAA Fisheries, as ERT Inc. contractor

2015-2017, Silver Spring, MD

Led all communications for Habitat Protection in federal headquarters of the National Oceanic and Atmospheric Administration (NOAA). Published report for Congress on deep-sea coral program. Managed websites, social media, and outreach plans.

**Writer**, Nova Southeastern University

2014-2015, Davie, FL

For short-term contract, created copy & supported overhaul of website for Florida's largest private university.

**Part-Time Roles**

2005-2018

- **Freelance Journalist** with regular contributions to:
  - *Biscayne Times* newspaper, 2006-2016. Created 2 monthly columns: Going Green (environmental issues), and Park Patrol (critic of public spaces).
  - *Swimmer* magazine, 2007-2018
- **Senior Communications Consultant**, Strategic Ocean Solutions, 2012-2022
  - Won grant & created State of Florida project, Our Florida Reefs
  - Supported outreach for State of Hawai'i project, Holomua Marine Initiative
- **Adjunct Professor**, English & Communication, Florida Intl. University, 2010-2012
- **Outdoor Educator**, Shake-A-Leg Miami, 2011-2012
- **Program Manager**, Environmental Coalition of Miami & the Beaches, 2012

**Teacher**, ELS Language Centers at Barry University  
2005-2007 & 2009-2010, Miami Shores, FL  
Taught English as a Second Language to foreign students preparing for college.

**Senior Writer**, Miami Dade College  
2007-2009, Miami, FL  
Served as primary writer for president & board of largest college in U.S.

**Program Director; Media Relations Officer**, University of Miami  
2003-2005, Miami, FL  
Led Pew Fellows Program in Marine Conservation at marine campus; managed press relations for engineering and science at main campus.

**Director of Communications**, Research for Better Schools  
1999-2002, Philadelphia, PA  
Managed publication of books, websites, & newsletters for mathematics and science education.

**Program Officer**, Eisenhower Fellowships  
1997-1999, Philadelphia, PA  
Created traveling fellowships for organization chaired by President George H. W. Bush.

**Teacher**, public and private schools  
1992-1994: international schools in Switzerland, England, and Kuwait  
1990-1992: public middle school in South Bronx, NY

## Education

M.S. Environmental Studies, Florida International University, 2012-2014

- Editor, University Graduate School
- Thesis (quantitative): *Stakeholder Perceptions & Preferences for Coral Reef Restoration & Sustainable Resource Management*

M.A. Mass Communication, University of Florida, 1994-1996

- Broadcaster, WUFT-FM public radio
- Thesis (qualitative): *A Global Mirage: Mass Media's Influence on Young Adolescents' Images of Foreigners*

B.A. English Literature, Columbia University, 1986-1990

## Awards

- Best Poster Presentation, Florida International University (FIU), 2014
- Best Oral Presentation, Earth & Environment Department, FIU, 2014
- Honorable Mention, Miami Public Space Challenge, 2013
- Scholarship, Florida Outdoor Writers Association, 2012

- Science Seminar, Metcalf Institute for Marine & Environmental Reporting, Louisiana: aftermath of Deep Horizon oil spill, 2011
- Cooper Fellow, Empowering Capable Climate Communicators, U. of Miami, 2011
- Scripps-Howard Seminar for Environmental Journalism, Florida Atlantic University: field-based investigations of environmental issues in southern Florida, 2006
- Traveling Fulbright Program for Educators, Paraguay, 2002
- Scholar Athlete in Swimming, Columbia U., 1990
- Rotary Clubs International Exchange Student, Sweden, 1985-86

### **Skills**

- Managing complex information & diverse cultures
- Essay & journalistic writing
- Editing & proofreading
- Public relations
- Quantitative & qualitative research
- Coaching & team building
- Spanish proficiency