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**MELANIE FRIDL ROSS, MSJ, ELS**, is chief communications officer for UF Health, where she oversees news and publications, marketing, public relations, strategic communications and public affairs, advancement communications, creative services, and Web services for Gainesville and Jacksonville.

Ms. Ross also serves as senior producer for the public radio series Health in a Heartbeat and for the animal health program Animal Airwaves, overseeing operations for both nationally aired consumer health series. In addition, she is on the adjunct faculty at the University of Florida's College of Journalism and Communications, where she teaches news reporting.

Ms. Ross joined UF in 1992 from The Tampa Tribune, where she was a reporter. She holds a bachelor's degree in American studies from Northwestern University and a master's degree in journalism with a concentration in newspaper administration from Northwestern's Medill School of Journalism. She is a board-certified editor in the life sciences.

She is a past president of the 5,600-member American Medical Writers Association and a past president of the organization's Florida chapter. She also is a member of the Association of Health Care Journalists, the Board of Editors in the Life Sciences, the Council of Science Editors and the National Association of Science Writers.