

engage

University of Florida
College of Journalism and Communications



— Telecommunication —

The experience you get as a student in Telecommunication is what sets UF apart. I worked in both radio and television and learned the pressures of conducting interviews, writing stories, preparing packages and anchoring in the studio. That experience made a huge difference in preparing me to work in television news. —SHARYL ATTKISSON, CBS News, TEL 1982

Telecommunication

Telecommunication professionals hold a wide range of roles in the electronic media industries, from on-air anchors and reporters to station managers, producers, videographers and technicians. Telecommunication graduates can be found in radio and television stations, online organizations, the motion picture and video industry, sports teams, corporations and a variety of other industries.

The University of Florida's Department of Telecommunication, a part of UF's College of Journalism and Communications, is one of the premiere programs in electronic mass media in the country. Its students receive the best possible combination: a strong academic program combined with extensive work experience in the College's seven professional broadcast stations that serve North Central Florida. These radio and television stations utilize students in all operational areas, giving students the opportunity to gain experience while earning their degree.

Career opportunities

Telecommunication practitioners work in a wide variety of organizations including radio and television networks and stations, film industry, corporations, nonprofit agencies, associations and foundations, sports teams and colleges.

UF's telecommunication students specialize in one of four areas that leads to the preferred career opportunity:

- **Management:** This track prepares students for positions in such areas as sales, research, promotion, audience research, and program strategies.
- **News:** This track has two specializations: Reporting and Producing. Reporters cover breaking and pre-planned events, and may also serve as anchors. Producers work behind the scenes and are responsible for entire programs, or segments of those programs.
- **Production:** This track prepares students for positions in the creative aspects of electronic media, including writing, directing, producing, and editing. Its focus is on the leadership and management of the production process, rather than equipment operation.
- **Media and Society:** This track prepares students who want a strong foundation in communication skills and are interested in

studying media (both traditional and social media) and its effect on society, but don't necessarily aspire to a career focused on print or broadcast journalism, advertising or public relations.

Admission standards & degree requirements

Specific admission and degree requirements for the Department of Telecommunication are outlined in the University of Florida Catalog.

Curriculum

Telecommunication students take a core of courses that includes writing, law of mass communication, television and American society, and ethics and problems in telecommunication, and then take courses in their specialization track to obtain expertise in their career interest.

Students also gain skills and experience through work at one of the College's seven broadcast stations and through internships at stations, networks and shows throughout the country including CBS, HBO, CNN, ESPN, "The Daily Show with Jon Stewart" and "The Howard Stern Show."



UF alumni spotlight

An advisory board of telecommunication professionals works with the Department on issues of importance to the profession and to the Department's students. These professionals evaluate the department's program, counsel students on the profession and offer advice on resumes, internships and job opportunities. The Department's many alumni are employed around the world, many of whom hold leading roles in their organizations. These include:

- Erin Andrews, TEL 2000, ESPN reporter
- Sharyl Attkisson, TEL 1982, investigative correspondent, CBS News
- Paul Castronovo, TEL 1984, South Florida radio personality
- Chuck Cooperstein, TEL 1981, radio play-by-play announcer for the Dallas Mavericks
- Miles Doran, TEL 2010, digital journalist, CBS News
- Mark Erstling, TEL 1975, senior VP system development and media strategy, Corporation for Public Broadcasting
- Larry Lancit, TEL 1970, Emmy Award-winning producer of PBS' Reading Rainbow series for children
- Ken Ornstein, TEL 1979, producer/coordinating producer "Everybody Loves Raymond" (1998-2005), received two national primetime Emmys. Producer "Melissa & Joey"
- Leigh Seaman, TEL 1989, co-executive producer, creative director, Ty Pennington Productions
- Sara Sidner, TEL 1995, CNN international correspondent

UF College of Journalism and Communications

The UF College of Journalism and Communications is considered one of the nation's best. The strength of its programs, faculty, students and alumni throughout its history has earned the College ongoing recognition as one of the top programs of journalism and communications in the United States. The College offers bachelor's degrees in advertising, journalism, public relations and telecommunication, and master's and doctorate degrees in mass communication.

A nationally recognized leader in communications technology, the College is an innovator in adopting electronic technologies for instruction. The College supports a network of desktop and laptop computers, with software applications for student use ranging from word-processing to graphic design/photography to sophisticated data analysis and digital video editing. Its Center for Media Innovation + Research utilizes digital technology to train students to create content for all multimedia platforms to better prepare them to work in the ever-changing world of journalism and communications.

In addition, the College includes the Brechner Center for Freedom of Information and the Division of Multimedia Properties, which includes seven broadcasting facilities (north Florida's PBS television affiliate, WUFT-TV; the National Public Radio affiliate, WUFT-FM, and satellite station, WJUF-FM; two commercial radio stations, WRUF, Sportsradio 850 and Country 1037, The Gator; Rock104.com; and commercial television station, WRUF-TV6).



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