

Pro Master's Practicum Options

(Individual Work - MMC 6905)

Instructor: Determined according to assigned area of specialization

Academic Support for Practicum: Bridget Grogan

Office Hours: Tuesdays, Thursday and Fridays 1:00-3:00 and by appointment

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Course Description

Practicums within the College of Journalism and Communications Pro Master's program are hands-on experiences that allow students to both observe and participate in the performance of skills that contribute to their career preparation.

Students will observe, learn and perform tasks under the supervision of program professors, on-site staff and advanced-level graduate students.

Students will be allowed to enroll in an area of specialization based on career interests, prior experience, levels of technical skills and practicum availability. Placement decisions will be based on student interest, student discussions with their academic advisor, and interviews with the supervisors of the practicums. Several options are listed here but others will be considered and are encouraged, both within and outside the College of Journalism and Communications.

Practicum Options:

Innovation News Center - The INC is home to the College's news, weather and sports operations. Students can work as reporters, photographers, anchors, editors and producers to create content for the College's many distribution channels, including WUFT-TV, WUFT-FM 89.1, ESPN 850 WRUF, Country 103.7 the Gator, WRUF-TV6, wuft.org and other affiliated websites.

ESPN Experience – This option is for students focused on developing or enhancing multi-platform sports reporting skills. ESPN 98.1/850 serves 13 counties with seven hours of locally-hosted sports talk shows as well as regular coverage of Gator sports. WUFT-TV Sports allows students to produce and anchor sports updates and/or the sports segment for the WUFT-TV evening newscast.

GatorVision – GatorVision is the video production arm of the University Athletic Association, providing interested students the opportunity to be a part of in-house video board productions as well as SEC Network productions for many of the home Gator sporting events. From cameras to graphics, audio, and much more, this experience will prepare students for a career in live-event sports production.

(It is recommended that students interested in the ESPN Experience first enroll in the graduate version of RTV 3593 – Multimedia Sports Reporting. This can be arranged through your graduate advisor and the course instructor. It is recommended that students interested in GatorVision opportunities should consider enrolling in the graduate level version of RTV 4929C – Sports Production. This can be arranged through your graduate advisor and the course instructor.)

The Agency – The Agency is a team of seasoned advertising professionals and hand-selected students with a passion for ideas that resonate with millennials. The Agency develops inspired campaigns to build brand loyalty among millennials who will \$10 trillion in their lifetimes. The Agency works with a wide range of clients including Proctor & Gamble, Florida Citrus, Infinite Energy and the Southern Sudan Healthcare Organization. The Agency pillars include media connectors, creative, digital websites and apps, strategy and research, account catalysts and agency administration. For more information, visit <http://theagency.jou.ufl.edu/>

Hatch – Hatch is a content and product incubator with a mission of conceptualizing and launching projects that help define the future of media and information. Hatch’s educational mission is to offer applied experience for students in product development work groups. This incubator focuses on the story as the primary ingredient of experimentation. Staff and students work with internal and external partners and clients as they explore immersive video content, custom storytelling tools and narrative content.

STEM Translational Communication Center - The mission of the STEM Translational Communication Center (STCC) is to improve human health and well-being by making scientific research more accessible, understandable, and usable. Properly translated and communicated to various audiences, basic research in science, technology, engineering, and medicine (STEM) can lead to enhanced individual, family, group, and policy-level decision-making. The STCC fosters partnerships among university researchers, community members and industry. The messages, techniques and strategies resulting from these collaborations can foster improved science and health literacy. The STCC offers multiple opportunities for portfolio development professional students, such as visual design, social media, videography, and event planning that advance and enhance the STCC mission.

Public Interest Communication - Public Interest Communications is an emerging field, and those who practice or study it are continuously applying new insights and techniques to make their work more effective. The field borrows elements from its sister fields of public relations, advertising, journalism and marketing, but is informed by sociology, psychology, political science and neuroscience. Public Interest Communications is using communications to drive social **change**. Students interested in Public Interest Communications can take courses to enhance their knowledge and skills and/or work with the PIC team to advance its mission.

Media Properties Revenue Division – The College’s Division of Media Properties includes a Revenue Division responsible for sales and underwriting for several broadcast properties. It takes teamwork, effective outreach and excellent communication skills to engage these diverse audiences. Students can assist with social media communication and other strategic communication strategies to advance the work of this team.

Media Services – The College’s Division of Media Properties also includes a Media Services Division that works with clients on video and studio projects, storytelling, and live events. Students can assist with various phases of the planning and production process.

METL – The Media Effects & Technology Lab is an interdisciplinary laboratory where faculty and students design, develop and disseminate the effects of media content and technologies to improve the human spirit and condition. From 360-degree video to virtual reality, the team explores the possibilities for new technologies and information processing.

OTHER – Other options inside or outside of the College of Journalism and Communications are encouraged, based on the student’s area of academic focus and or career goals. Students are encouraged to search for other options for consideration. Placement approval will be based on student interest, student discussions with their academic advisor, and interviews with the supervisors of the practicums.

Attendance

Attendance is mandatory. These practicums are designed to build skills and prepare you for your career. As such, it is expected that your attendance will meet professional expectations. Attendance lapses will affect your final grade.

Academic Integrity

University of Florida students pledge to abide by an [honor code](#) that prohibits academic dishonesty such as fabrication, plagiarism and cheating. You have an affirmative obligation to understand what constitutes academic dishonesty. You also must report to appropriate personnel any condition that facilitates academic misconduct.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to me when requesting accommodation. Please request that accommodation and letter in the spring, before we depart.

Help With Coping

Your well-being is important to the University of Florida. The UF [Counseling and Wellness Center](#) is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. A nighttime and weekend crisis counselor is also available. To make an appointment or receive after-hours assistance, call 352-392-1575. You can also contact umatter@ufl.edu. The U Matter, We Care team can also help connect students to the many other helping resources including, but not limited to Victim Advocates, housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online [evaluations](#). You will be notified by email when the evaluations are open. Summary [results](#) are available to you and the public.

Student Complaint Process

Students who have complaints about any course can use the links below for information about filing a complaint:

Residential Course: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

Online Course: <http://www.distance.ufl.edu/student-complaint-process>