

Course Title: RTV3945 GHQ

Instructors: Tommy BoDean, Allison Faircloth

Course Description:

Welcome to RTV3945 for your immersion experience with GHQ!

GHQ is a multi-platform radio station that includes the GHQ app, GHQ.fm, and an over-the-air signal at 95.3 FM. Content is developed with a focus on our target audience, UF students and Alumni as well as Top 40 listeners in Alachua County.

GHQ was launched in late 2016 and is the result of the work of a “founding group” of students, working alongside professional mentors from the Division of Media Properties, to connect Gators to campus.

You will have the unique opportunity to get hands-on, in-depth exposure to reaching an audience through an over-the-air signal, social media, mobile apps, blog articles, podcasts, and community outreach. Your creativity and initiative in this project will have a positive and lasting impact, not only in our college and on campus but also in the global media industry.

The [GHQ Handbook](#) is also a good point of reference.

Course Objectives

By the end of your first semester with GHQ, you will have:

1. Developed a working understanding of all departments in a radio station
2. Created and aired their own weekly three-hour radio show
3. Completed station bio and personality page
4. Completed promotions requests and on-air promotion submission
5. Completed samples of station creative writing and production
6. Created content for the station’s social media pages

By the end of your second semester with GHQ, you will have:

1. Created a music log in Music Master
2. Written/Voiced and created station imaging in Adobe Audition
3. Created station promotion proposal and execute on air promotion
4. Updated station social media and website
5. Set up station on-site tent and sound system
6. Created personal reel 2-3 minute sample of work and on-air breaks

Critiques

If you are on the air, you will be advised about your on-air performance. These critiques are necessary to ensure that our students perform at a level that is on-par with industry standards. These judgements will be relayed to you in a manner that is constructive and positive. Coaching is necessary to maintain acceptable standards within our teaching environment and to prepare for entry into industry.

Grading Policy:

You will receive feedback on your work regularly throughout the semester. GHQ is a pass/fail experience, and grades will depend upon your attendance, participation, and assignments.

Class Requirements:

Your performance on GHQ will serve as the benchmark for your final course grade. **Here's a quick summary of how you can pass this course...**

- Attend all required groups meetings and complete all assignments
- Show up on time for appointments/events/shows
- Check your UF Email and Canvas frequently (daily) for updates
- Adhere to the GHQ/UF media properties dress code and code of conduct at all times
- No food or drink in the studio with the exception of a water bottle with a lid you keep on the floor
- Always stay knowledgeable on the day's happenings around campus so you can contribute to GHQ content in a meaningful way

Attendance Policy:

Each student will be required to attend weekly class meetings to go over projects each week. Class Meeting times will be every Tuesday from 11:45-12:35 in the GHQ Studio. If a student misses 4 or more weekly classes, they will automatically fail the course.

All team members are required to voice one weekly show on GHQ, at the time outlined on the [GHQ Google Schedule](#) with an additional 1 to 2 hours per week (on average) devoted to discovering new content, training workshops on hardware and software, or attending GHQ sponsored events.

GHQ Social Media Policy:

We require all students and talents to be professional on all forms of social media and remain transparent. GHQ will be a positive, non-political, campus and pop culture centric social media

experience We do not use words on social media we can't use on the radio. The Division of Median Properties social media policy can be found [here](#). Every student who hosts their own air shift will be expected to post to GHQ's social media pages each on-air shift.

Honor Code:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Conduct Code](#). If you have any questions or concerns, please consult with the instructor or TAs in this class.

Recording Policy:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. **All other purposes are prohibited**. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Support Resources:

Should you run into any unexpected crisis or challenges, please know that we have resources to help. If you are not sure which resource is appropriate for you, please contact the Knight Division in Weimer 1060, knightdivision@jou.ufl.edu.

Campus Resources:

Health and Wellness

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- **University Police Department:** Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
- **GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

- **E-learning technical support:** Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- **Career Connections Center:** Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources.
- **JCA Communication Coaching Center:** Free tutoring services provided by Journalism and Communications Ambassadors in Weimer Hall Visit <https://jca.jou.ufl.edu/tutoring/> for a list of sessions.
- **Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- **Writing Studio:** 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

