# WUFT-TV Media Services – Course Syllabus – Fall 2025



RTV3945: Media Immersion Experience: WUFT-TV Media Services
Fall 2025
Class Periods: Arranged with instructor | G007

Instructor: Matthew Abramson
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Office Hours: WEIM G007, Tuesdays 9-11am, or by appointment

Course Description: Welcome to the WUFT Media Services Production Team! This semester, you'll work on a variety of multimedia projects, including live events, longform local shows, marketing content, and podcasting. Events and film dates will be scheduled directly with your instructor. You'll email your hours after each shift to the instructor, who will ensure you meet requirements. The work you produce in this course will broadcast on WUFT-TV, WUFT-FM and GHQ to tens of thousands of North Central Florida audiences, as well as across other platforms.

Course Objectives
- Hands-on experience with professional equipment and studio spaces
- Exposure to real-world production workflows and clients/participants interactions.
- Refinement of your ability to tell broadcast-quality stories with digital media tools.
- Application of cinematic composition techniques to advance and enhance story.
- Use of non-linear editing software to organize, sequence, color correct, audio mix and close caption content for broadcast and digital distribution.
- Provide and receive constructive feedback on projects.

Prerequisites
N/A

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Textbook
N/A

Equipment
- Sony cameras, tripods and microphones are supplied by Media Services.
- WUFT van and golf cart will be used by staff during productions.
- Macs in G216 and G217 can be used for editing, as well as personal computers.
- SSD drives are encouraged to save your footage for demo reels, portfolios, etc.

Calendar of Production (subject to change)
- 08/21/25 – Fall class begins
- 08/25/25 – Onboarding Session #1: 2-4pm (only attend one onboarding)
- 08/27/25 – Onboarding Session #2: 2-4pm
- 08/28/25 – Ocora training 8:30-9:30am or 9:30-10:30am
- 08/28/25 – Onboarding Session #3: 2-4pm
- 09/01/25 – Labor Day – No Classes
- 09/02/25 – Greater Good Training Session #1: 2-4pm (only attend one)
- 09/04/25 – Bob Graham Center 20th Anniversary Dinner – @ Hilton 3-9pm
- 09/05/25 – Greater Good Training Session #2: 9-11am
- 09/05/25 – Greater Good Training Session #3: 1-3pm
- 09/21/25 – Ocora live stream: Gulf Scholars Public Program 4:30-6:30pm
- 10/17/25 – UF Homecoming Parade broadcast/live stream 6am-4pm
- 10/21/25 – Ocora live stream: Gulf Scholars Public Program 4:30-6:30pm
- 10/X/25 – WUFT Poster Signing TBD
- 10/27-10/29 – UF AI Days: TBD
- 11/11/25 – Veterans Day – No Class
- 11/13/25 – CJC Collier Prize Symposium: TBD
- 11/15/25 – WUFT Amplified filming: Horse Feathers TBD
- 11/20/25 – Sounds of the Season: 12-11pm
- 11/24-11/28 – Thanksgiving Break
- 12/03/25 – Fall classes end
- 12/08/25 – Final deadline for satisfying requirements

As additional dates are scheduled, the instructor will email students to opt-in on crews. Students can contribute to editing Greater Good, WUFT Amplified, and any on-going projects.

There is also the opportunity to produce an episode of the CJC's CommuniGator Podcast, where you'll research a faculty or staff member, draft interview questions, participate in the interview, and post-produce the audio.

Grading - Pass/Fail:
- Undergraduate students – 40+ hours on reported production per credit hour
- Graduate students – 50+ hours of reported production per credit hour

Attendance, Tardiness, and Late Assignment Policies

- Attendance is critical. If attending most of the production dates seems unlikely, you may want to take this immersion course during a semester with a more flexible schedule.
- Students may only participate in classes if they are registered officially or approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors.
- Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first-class meeting.
- Acceptable reasons for absence from or failure to engage in class include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor.
- For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergency situations, students should contact their instructor as soon as conditions permit.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered during absence from class or inability to engage in class activities because of the reasons outlined above.
- If a student does not participate in at least one of the first two class meetings of a course or laboratory in which they are registered, and they have not contacted the department to indicate their intent, the student can be dropped from the course.
- Students must not assume that they will be dropped, however. The department will notify students if they have been dropped from a course or laboratory.
- The university recognizes the right of the instructor to make attendance mandatory and require documentation for absences (except for religious holidays), missed work, or inability to fully engage in class. After due warning, an instructor can prohibit further attendance and subsequently assign a failing grade for excessive absences.

Academic Policies:

- Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.
- Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the "Get Started With the DRC" webpage on the Disability Resource Center site. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.
- Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the University grades and grading policies.
- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:

    1. The email they receive from GatorEvals

    2. Their Canvas course menu under GatorEvals

    3. The central portal at https://my-ufl.bluera.com

Guidance on how to provide constructive feedback is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

- The University's Honesty Policy regarding cheating, plagiarism, etc.:

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. See the UF Conduct Code website for more information. If you have any questions or concerns, please consult with the instructor or TAs in this class.

- In-Class Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. Th only allowable

purposes are (1) for personal education 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 deliver by an 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 presentation 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.

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. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.
- Academic Resources: 1317 Turlington Hall, Call 352-392-2010, or to make a private appointment: 352- 392-6420. Email contact: teaching-center@ufl.edu. General study skills and tutoring.
- Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.
- Academic Complaints: Office of the Ombuds; Visit the Complaint Portal webpage for more information.
- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information.

- UF Student Success Initiative: Visit https://studentsuccess.ufl.edu/ for resources that support your success as a UF student.

Campus Health and Wellness Resources:

- UF Whole Gator Resources: Visit https://one.uf.edu/whole-gator/discover for resources that are designed to help you thrive physically, mentally, and emotionally at UF.