

University of Florida

RTV 4930: Weimer Welcome (Section 01AD)

Instructor: Randy Wright
Executive Director, Division of Media Properties
College of Journalism & Communications
University of Florida
rwright@jou.ufl.edu
352-665-4244 (cell)

Office Hours: Weekdays 9 am-5 pm (By Appointment or “Drop by”). Also available via cell phone at 352-665-4244 (call or text).

Class Meetings: Thursday: 9:35 am-10:25 pm in Weimer G037

Course Description: Hundreds of students walk through the atrium of Weimer Hall each day and many enroll in the University of Florida College of Journalism and Communications. Many who enter the College are not aware of the academic and real world opportunities and experiences that are offered and how to turn their educational experience at UF into a successful career post graduation. Weimer Welcome provides students with a behind the scenes look at the numerous opportunities and experiences available in the College of Journalism & Communications and an in-depth look into how to be successful in the College and in various potential media and communications-related career paths. The title of the course Weimer Welcome suggests the course is built around giving students a brief introduction to the College of Journalism and Communications and the resources and experiences available in Weimer Hall. Weimer Welcome also goes into depth about effectively choosing majors and what students will face during their time at the College including selecting classes and getting involved through the Division of Media Properties, various organizations, etc. The Weimer Welcome program will assist students in their development academically and personally in an effort to support success in the College of Journalism and Communications at overall at the University of Florida. Students who actively participate in learning, including open discussion of student issues, opportunities and experiences, will maximize their course experience.

Course Objectives: Weimer Welcome connects students to key resources at the University of Florida: a faculty/staff member who is committed to first-year student success and your peers. Specific objectives for students include the development of 1) skills for academic and personal success in the College and the Division of Media Properties, 2) an appreciation for and commitment to being a part of a diverse learning community, 3) the personal, social, emotional, and intellectual skills necessary for involvement in leadership and service throughout the student’s career in the university community, and 4) acclimation to the College of Journalism and Communications and connection with the College and specific resources that are available.

By the end of the course, students will be able to

- Understand each major in the College of Journalism and Communications and the requirements for each.

- Have a complete understanding for the University of Florida's Division of Media Properties in the College of Journalism and Communications and be able to appropriately engage various opportunities and student experiences within the media properties.
- Compile an academic plan for the major you choose to pursue in the College of Journalism & Communications.
- Understand the various College student organizations for each major and how to get involved in each.

Course Materials: Students will learn the basic concepts and principles from class period lectures, class discussion, tours and guest lecturers.

Course Policies:

Attendance: Students are expected to be punctual in class attendance and remain in the classroom for the entire class session, as they would in any business appointment, unless an urgent need arises or prior arrangements have been made with the instructor. Two tardy attendances will result in one absence.

Participation: Students are expected to arrive for class prepared to meet classroom obligations and to devote full attention and commitment to the work of that class. Classroom discussion is an important part of the pedagogy of this course. Students in Weimer Welcome should be fully prepared to engage in class discussion, and they should use the opportunity to develop positive and professional communication skills. This includes according respect for differing perspectives and contributions to discussion, as well as building on the base for discussion laid by student colleagues and the instructor.

Electronic Devices: Laptops and other electronic devices should be used with discretion and only as permitted by the instructor for work directly related to the class session. Emailing, accessing the internet, and working on matters unrelated to the work at hand are inappropriate behaviors because they are disrespectful and distracting to the class and to the instructor. In the rare but urgent situation, the student should advise the instructor in advance of a pending phone call or message.

*****Turn off your cell phone before class begins*****

Team Work and Individual Work: Working in the context of groups and teams is an important managerial skill that is fostered in business programs. Students should treat their responsibilities to team appointments and team work as they would treat professional business obligations. Learning in the context of groups and teams also involves academic integrity. Team members are jointly responsible for the academic honesty and integrity of teamwork. They are obliged to participate in the work and learning process of the team so that they do not take academic credit for projects and assignments to which they have not made a fair and proportionate contribution.

Students with Disabilities: The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (<http://www.dso.ufl.edu/drp/>), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week of class.

Requirements and Grading:

The point grade will be converted into the letter grade based on the following:

| | |
|-----------|-------------------|
| A | 90-100 pts |
| B+ | 87-89 pts |

| | |
|-----------|------------------|
| B | 80-86 pts |
| C+ | 77-79 pts |
| C | 70-76 pts |
| D+ | 67-69 pts |
| D | 60-66 pts |
| E | 00-59 pts |

Your final grade will be determined by the following percentage:

| | | |
|------------------------|---------------|--|
| Attendance | 50%-50 points | Attend every class. As it only meets once a week it's important to be there and creating relationships with College leaders is critical to your success. |
| Dream Job Presentation | 15%-15 points | This 3-5 minute presentation will allow you to practice your public speaking skills and will allow others to get to know you. |
| Academic Plan | 15%-15 points | A critical component to success in the College of Journalism & Communications. Use the advising resources that are available to you in the College to create something truly useful and valuable. |
| Resume | 15%-15 points | Another critical component of building your career and professional portfolio. We'll work on this together in addition to your using resources that are available to you through the College and University. |
| Class Participation | 5%-5 points | Engage your classmates and speakers to maximize your Weimer Welcome experience. |

Class Assignments: Weimer Welcome is a college level course. The assignments that you turn in should be college level work. You are responsible for knowing and understanding the content of the syllabus. Descriptions of assignments can be found at the end of the syllabus. All assignments turned in for this course should be typed and double-spaced. The font should be 12 point Times New Roman with 1" page margins. Please avoid spelling, typographical errors and anything that generally detracts from the readability or content of the assignment. Print your name at the top right hand side of the first page of the assignment and number each additional page.

Please note: Work will be collected at the beginning of every class and late work will not be accepted.

Dream Job Presentation (1 page outline): For most people their dream job is the one that most closely matches their values, interests, personality, and skills. It fosters their professional goals and accommodates their lifestyle choices. In 3-5 minutes you'll describe your dream job and consider the following issues among others: work environment, position and salary plus the type of academic plan and professional experiences that will be necessary for you to achieve this goal. Prepare a one-page overview that you'll hand in along with making your presentation.

College Academic Plan: Getting what you want out of your college experience is a matter of purposeful planning. It also involves much more than just going to class. Create a full academic plan (Fall to Summer) for academic and professional development at the University of Florida. Be very specific about

your co-curricular activities (do not simply state “internship”, but rather name the place and/or position). You will want to schedule an appointment to speak with your academic advisor about this plan.

Resume: A great resume is essential to a successful job search. However, it can also be just as useful in planning for future experiences at the University either curricular or co-curricular. Create a current resume using the resources available on the Career Resource Center’s website (<http://www.crc.ufl.edu/Services/JobSearch/resume.php>) as a guide.

This assignment will also challenge you to use many of the resources available to you at the University. You should take advantage of information available at the Career Resource Center, in the University catalog, at the Student Activities Center, and University and departmental websites, etc.

Extra Credit: Find dates and locations on the WOW! Calendar <http://www.dso.ufl.edu/nsp/wow/calendar.php> Turn in a 1 page reflection of the activity and turn in by December 1 for 5 points (Extra Credit will only be given if all other assignments are turned in).

1. Advisory Council Events that occur in the fall for each major.
2. Study Abroad Fair: Learn about possibilities of studying abroad during your college career.
3. Volunteer Organization Fair: Learn about service opportunities in Gainesville and service organizations on campus.
4. College of Journalism and Communications Featured Speakers.

Course Schedule (subject to change):

| Date | Class Location/Topic | Assignment |
|-------------------------------------|---|---|
| Week 1- January 9 th | G037/INTRODUCTION AND COURSE OVERVIEW Review of Syllabus | Begin Working on Dream Job Presentation: 3-5 Minutes In-Class Presentation and 1-Page Overview Handed In. |
| Week 2- January 16 th | G037/TOUR OF COLLEGE AND MEDIA PROPERTIES Tour of Facilities: WUFT-TV, WRUF-TV, WUFT-FM, WRUF-AM, WRUF-FM | Continue Preparing Dream Job Presentation and 1-Page Overview. Due September 10. |

| Date | Class Location/Topic | Assignment |
|--------------------------------------|--|---|
| Week 3- January 23rd | G037/DREAM JOB PRESENTATIONS-CAREER GOALS Dream Job Presentations. Bring 1-Page Overivews and Hand in at the Beginning of the Hour. | Turn in Dream Job Paper Beginning of Class |
| Week 4- January 30th | G037/ACADEMIC PLANNING/STUDENT ORGANIZATIONS AND GROUPS Meet Student Organization Leaders from COJC | |
| Week 5- February 6 th | G037/JOURNALISM AND TELECOMMUNICATIONS DEPARTMENTS Meet Dr. Wayne Wanta , Chair of Journalism Department Meet Dr. Dave Ostroff , Chair of the Telecommunications Department | |
| Week 5- February 13 th | G037/PUBLIC RELATIONS AND ADVERTISING DEPARTMENTS Meet Dr. Juan Carlos Moleda , Interim Chair of the Public Relations Department Meet Dr. Joe Pisani , Interim Chair of the Advertising Department | |
| Week 6- February 20 th | G037/ACADEMIC DEGREE PLANNING Meet Mrs. Judy Hunter , Academic Advising, College of Journalism & Communications | Begin Working on Your Academic Plan Outline. First Draft Due February 27. |

| Date | Class Location/Topic | Assignment |
|------------------------------------|--|---|
| Week 7- February 27th | <p>G037/STUDENT EXPERIENCES AND SCHOLARSHIP OPPORTUNITIES</p> <p>Scholarships Speaker: Meet Representative of the Knight Center, UF College of Journalism & Communications</p> <p>Student Experiences Speaker: Meet Ms. Renee Gork, Student Experiences Coordinator</p> | <p>Turn in First Draft of Academic Plan</p> <p>Set up Appointment with Academic Counseling to Review First Draft of Academic Plan and Finalize to Hand in March 20th in Class.</p> |
| Week 8- March 6th | <p>SPRING BREAK---NO CLASS</p> | |
| Week 9- March 13 th | <p>MEET AT CAREER RESOURCE CENTER AT REITZ UNION</p> <p>Career/Life Resources Available through UF</p> | |
| Week 10- March 20 th | <p>G037/INNOVATION NEWS CENTER AND GATORVISION</p> <p>Tour Gatorvision and Innovation News Center-Meet Matt Sheehan (Director) of INC and Jon Rubin, Director of Multimedia Operations for UAA.</p> | <p>Turn in Final Version of Academic Plan.</p> <p>Begin Preparing Resume.</p> |

| Date | Class Location/Topic | Assignment |
|------------------------------------|---|--|
| Week 11- March 27 th | <p>G037/UF'S MEDIA PROPERTIES</p> <p>PRODUCTION: Meet Director of Media Services Reed Erickson</p> <p>RADIO PROGRAMMING: Meet WRUF-AM/FM Director of Programming Jerry Butler</p> | Turn in Personal Resume Draft |
| Week 12- April 3 rd | <p>G037/MEDIA PROPERTIES/GETTING INVOLVED</p> <p>Meet Dennis Black, Gatorvision/UAA</p> <p>Meet Steve Russell, Sports Director</p> <p>Meet Jeff Huffman, Chief Meteorologist</p> | Turn in Final Version of Personal Resume |
| Week 13- April 10 th | <p>G037/COLLEGE COMMUNICATIONS-KEEPING UP TO DATE</p> <p>Meet Quenta Vettel, Senior Director of Communications (MyCJC)</p> | |
| Week 14- April 17 th | <p>G037/LAST CLASS-LUNCH WITH THE DEAN</p> <p>Lunch to Celebrate the Close of the Fall Semester with College of Journalism & Communications Dean Diane McFarlin</p> | GOOD LUCK WITH FINALS! |