

2025

SCHEDULE

JUNE 22-27

SCAN HERE FOR THE



DIGITAL SCHEDULE

SUNDAY JUNE 22

1:30 - 3:30 PM	Check-in	<i>Tolbert Hall, 2087 Stadium Rd.</i>
3:45 - 4:00 PM	Meet with your RA	<i>Tolbert Hall</i>
4:00 - 4:15 PM	Walk to Reitz Union	<i>...[walking icon]...</i>
4:15 - 4:45 PM	Welcome, Introduction, Rules	<i>Reitz Union Auditorium</i>
5:00 - 5:45 PM	Weimer Hall Tour	<i>Weimer Hall</i>
6:00 - 6:45 PM	Dinner	<i>Broward Dining</i>
7:00 - 8:45 PM	Then and Now: From Tampa Bay to the White House and Back Eryn Moon, Fox 13 Reporter	<i>Reitz Union Auditorium</i>
9:00 - 10:15 PM	Campus Scavenger Hunt	<i>Various, end at Tolbert Hall</i>
10:30 PM	Room Check	<i>Tolbert Hall</i>

END OF DAY 1 →

7:45 AM	Room Check	<i>Tolbert Hall</i>
8:00 – 9:00 AM	Breakfast	<i>Broward Dining</i>
9:15 – 10:15 AM	Getting to Know You (Icebreakers)	<i>CSE A101</i>
10:30 – 11:30 AM	The Science of What Makes People Care Ann Searight Christiano, Director of UF Center for Public Interest Communications	<i>CSE A101</i>
11:45 AM – 12:45 PM	Lunch	<i>Broward Dining</i>
1:00 – 5:00 PM	Specializations	<i>Various, Weimer Hall</i>
	Anchoring and Hosting	<i>INC Noticias Area</i>
	Broadcast News Reporting	<i>INC Conference Room</i>
	Communicating for the Greater Good	<i>The Agency (1st Floor)</i>
	Feature and News Writing	<i>Weimer 3024</i>
	Filmmaking: The Reel Narrative	<i>Studio 3 (Ground Floor)</i>
	Photojournalism	<i>Weimer 3028</i>
	Podcasting and Audio Storytelling	<i>Weimer 3020</i>
	Social Media: Influencing and Storytelling	<i>Atlas Lab (Ground Floor)</i>
	Sports Reporting A	<i>Weimer 3324</i>
	Sports Reporting B	<i>AHA! CoLab (3rd Floor) / INC ESPN Gainesville (2nd Floor)</i>
5:00 – 6:00 PM	Rest Hour/Free Time	<i>Tolbert Hall</i>
6:00 – 6:45 PM	Dinner	<i>Broward Dining</i>
7:00 – 9:00 PM	Bowling, foosball and games (complimentary for SMI attendees)	<i>Reitz Union</i>
9:15 – 10:15 PM	Meet your neighbors, socialize, rest	<i>Tolbert Hall</i>
10:30 PM	Room Check	<i>Tolbert Hall</i>

END OF DAY 2 →

1:00 – 5:00 PM Specializations

Various, Weimer Hall

Anchoring and Hosting	<i>INC Noticias Area</i>
Broadcast News Reporting	<i>INC Conference Room</i>
Communicating for the Greater Good	<i>The Agency (1st Floor)</i>
Feature and News Writing	<i>Weimer 3024</i>
Filmmaking: The Reel Narrative	<i>Studio 3 (Ground Floor)</i>
Photojournalism	<i>Weimer 3028</i>
Podcasting and Audio Storytelling	<i>Weimer 3020</i>
Social Media: Influencing and Storytelling	<i>Atlas Lab (Ground Floor)</i>
Sports Reporting A	<i>Weimer 3324</i>
Sports Reporting B	<i>AHA! CoLab (3rd Floor) / INC ESPN Gainesville (2nd Floor)</i>

5:00 – 6:00 PM Rest Hour/Free Time

Tolbert Hall

6:00 – 6:45 PM Dinner

Broward Dining

7:00 – 8:00 PM **The Real Deal on College Life**
SMI Gator Aides

CSE A101

8:00 – 10:25 PM Content Creation Challenge

Start in CSE A101

10:30 PM Room Check

Tolbert Hall

END OF DAY 3 →

WEDNESDAY

JUNE 25

7:45 AM Room Check

Tolbert Hall

8:00 – 9:00 AM Breakfast

Broward Dining

9:15 – 10:15 AM Electives Session 1

Various, Weimer Hall

How to Become a Radio Host	<i>GHQ Studio</i>
Know Your Story, Own Your Story, Tell Your Story	<i>Weimer 1078</i>
The Art of Video Storytelling	<i>Weimer 1074</i>
Hacking it on YouTube	<i>AHA! CoLab</i>
Communicating During and After Crisis	<i>Weimer 3020</i>
Talking About Trends	<i>Atlas Lab</i>
Sports Photography	<i>Weimer 3032</i>
Sports Hosting 101	<i>INC ESPN Gainesville</i>
Producers: Making TV Magic Happen	<i>Weimer 1090</i>
Follow Me! I'm a Fashion Influencer	<i>Weimer 3324</i>
Story to Screen: Create a Film in a Week	<i>Weimer G030</i>
From Local Insights to Global Impact	<i>Weimer 3024</i>

10:30 – 11:30 AM Electives Session 2

Various, Weimer Hall

How to Become a Radio Host	<i>GHQ Studio</i>
The Art of Effective Networking Online	<i>Weimer G030</i>
Be the Voice	<i>Atlas Lab</i>
Influence, Impact & Income: The Powerful Business of Social Media ...	<i>Weimer 3324</i>
Screenwriting Workshop	<i>Weimer 2050</i>
Photojournalism: The Art of Seeing	<i>Weimer 3032</i>
Sports Hosting 101	<i>INC ESPN Gainesville</i>
Pitch Perfect	<i>Weimer 1078</i>
Follow Me! I'm a Fashion Influencer	<i>Weimer 3028</i>
Where Do You Find the Best Story Ideas?	<i>Weimer 3020</i>

11:45 AM – 12:45 PM Lunch

Broward Dining

DAY 4 CONTINUES ON NEXT PAGE →

