

Immersion Experiences

RTV 3945- Fall 2017 Info Sheet



Students are required to register for credit for all experiences. Sign up for 1-3 credits in the PATH office and get involved!



"The College offers unique and extensive hands-on experience for all students. Working alongside professionals, you will be immersed in real-world settings producing news for the North Central Florida community or campaigns and strategy for regional and national brands."

From our CJC website. For more information visit:
<https://www.jou.ufl.edu/home/main-immersion/>



Contact Information:
Supervisor: Liandra Larsen
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RADIO EXPERIENCES (News & Production)

WUFT Radio Reading Service

www.wuft.org/rrs

Supervisor: Rob Harder

Email: rharder@wruf.com

The WUFT-FM Radio Reading Service broadcasts several shows a week for listeners who are blind or visually impaired in the North Central Florida area, helping them to keep in touch with their communities and the world. All our shows are based on reading from different sources - there is no writing involved. Students look through different publications and sources for articles and materials, read it on the air, often using newspapers and news websites, then discuss what they read. The Radio Reading Service is ALSO an opportunity for students with little or NO experience to get their first shot behind a microphone, on air during a LIVE broadcast while at the same time learning some minor radio production. Most of the shows only take up TWO hours of the students' time per week. Students are required to register for credit for this experience.

GHQ Student Radio

<http://gwhatsthis.com/>

Supervisor: Bonnie Katz and Jeff Huffman

Experience radio in a whole new way. You will have the unique opportunity to get hands-on, in-depth exposure to engaging your audience through an over-the-air signal, social media and mobile apps, content creation, 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. If you are an innovative thinker, hungry to learn, and eager to be mentored by industry leaders; you will fit right in. Please visit the above website to fill out form and express interest. You must have approval from a supervisor to do this experience. Students are required to register for credit for this experience.

WUFT-FM Programming Department

Supervisor: Glenn Richards

Email: grichards@wuft.org

WUFT-FM/HD1 is the local National Public Radio (NPR) affiliate for North Central Florida. It also features programs from American Public Media (APM) and Public Radio International (PRI) as well as locally produced programming. WUFT-HD2 (also on 102.7 FM) is primarily a classical music station that also features some jazz programming.

Students participating in WUFT's Programming Department will learn a variety of skills while gaining experience participating with a public radio station. Students will learn how programming for public radio differs from commercial radio.

A variety of opportunities are available including: assisting with local production of NPR's premiere newsmagazines, Morning Edition (M-F, 6-10AM) and All Things Considered (M-F, 4-7PM); screening calls and board operation for local talk shows including Sikorski's Attic and Animal Airwaves Live (Saturdays, Noon-2PM); researching and compiling press releases for public service announcements (PSAs) and community calendar; learning how to produce station programming including the digital editing of audio files for programs, promotional announcements, PSAs, and underwriting; assisting with the maintenance of station music databases; assisting during the membership fund drives; and more.

A commitment of approximately 2 to 3 hours a week, per student is expected. A familiarity with non-commercial public radio (NPR) is welcome, but not required. For more information, contact Glenn Richards as spots are limited and students are selected based on resume, level of interest, and previous experience. Students are required to register for credit for this student experience (once you have contacted Mr. Richards, please head to the PATH office to register).

WRUF ESPN Radio/Digital/Social Experience

www.wruf.com

Supervisor: Steve Russell and Eric Esterline

Email: srussell@wruf.com or eesterline@jou.ufl.edu

ESPN Gainesville 95.3 FM is the flagship station for The Florida Gators. Students get the opportunity to provide on air talent in sports updates, contribute online via the station's website, cover press conferences, media opportunities, and sporting events. Students should have a PASSION for sports as well as a large amount of SPORTS KNOWLEDGE to go with the passion. RTV2100- Writing for Electronic Media is a pre-requisite for this experience (MMC2100 or JOU3109c will be accepted in lieu of RTV2100). It is also strongly recommended that students take RTV3593- Multimedia Sports Reporting, prior to participating in this experience. You must meet with Steve Russell or Eric Esterline for approval to do this experience. Freshman and students with no or minimal experience may be subject to a sports knowledge test before they can participate. Students are required to register for credit for this student experience.

WRUF Radio Newscast Experience

1 or 2 credits supervised by Forrest Smith

This experience, while open to all students, provides a unique opportunity for non-telecom majors to have on-air news experience. Students will be responsible for writing, producing and anchoring the news reports for WRUF-FM, 103-7, The Gator. Attendance on scheduled shift will be mandatory. Student will be properly trained on the technical requirements and will be required to meet with Forrest Smith before enrolling.

WUFT-FM Associate Producer Experience

Supervisors: Forrest Smith, Ryan Vasquez or Ethan Magoc

2 credits

Student will be responsible for helping create content for morning or Afternoon Drivetime on WUFT-FM. Content will air during the local cut-ins during NPR's Morning Edition or All Things Considered. This experience involves writing stories, recording interviews, editing sound and assisting the main anchor/producer. At times it could also involve going into the field to cover breaking news and produce social media content. Student will be required to attend the training session that is also given to RTV3303 students. Student will have to meet with one of the supervisors prior to enrolling.

WUFT News Morning Newsletter Creator Experience

Supervisor: Ethan Magoc

1 or 2 credits

This experience prepares students to produce a professional email newsletter for an organization that cares deeply about informing the public. The Point gets distributed to more than 4,000 subscribers in time for their morning commute and receives an industry-leading open rate. The student's responsibility is to creatively build on the first-year success of The Point and smartly summarize regional and state news for a sophisticated audience. Think of a local and GIF-filled version of theSkimm. Students will refine their writing and news judgment, while improving local cultural and news literacy. Student will have to meet with Ethan prior to enrolling.

WUFT-FM Hearken Experience

2 credits supervised by Forrest Smith, Ryan Vasquez or Ethan Magoc

Hearken is an online platform that allows an audience to communicate concerns and ideas. It allows journalists to partner with the public to look into relevant issues. In this experience the student will be assigned various hearken submissions that have been made to WUFT-FM and will be tasked with telling stories based on those submissions. The final product could be a podcast, social media effort or a traditional broadcast story. Student will be required to attend the training session given for RTV3303 students. Student will have to meet with one of the supervisors prior to enrolling.

WUFT-FM Live Segment Producer

2 credits supervised by Forrest Smith, Ryan Vasquez or Ethan Magoc

Creating live local content is one-way multimedia journalists tell stories. This experience on WUFT-FM will involve identifying compelling local issues and setting up live interviews with the stakeholders to talk about those issues. Topics will vary, and they can be conducted over the phone or live in the studio. The actual interview may be conducted by either the student producer, or the on-air anchor. This experience by nature will foster more community engagement. Student will be required to attend the training session given for RTV3303 students. Student will have to meet with one of the supervisors prior to enrolling.

WUFT-FM Podcasting Experience

2 credits supervised by Forrest Smith, Ryan Vasquez or Ethan Magoc

Student will be responsible for creating content for a weekly podcast called "Voices." They will be accessible through www.wuft.org. The theme will be to create an outlet for members of the community who are not otherwise heard or have an outlet for their concerns, dreams and problems. The length of the podcast will vary. The goal is that most of the content in the podcast will be the "voices" of the people, not the journalist. The journalist will simply explain the topic to be heard. The topic has to be cleared by the supervisor, and the final product has to be approved by a supervisor before it can be published. Student will be required to attend the training session for RTV3303 students. Student will have to meet with one of the supervisors prior to enrolling.

WRUF AM/FM Marketing and Promotions

Supervisor: Adrienne Jones

Email: ajones@wruf.com

Students participating with WRUF AM/FM's Marketing and Promotions department will gain real world experience working with both commercial stations: Country 103.7 The Gator and ESPN 850 WRUF. Students will contribute to the Promotions Department by assisting with day-to-day operations, strategizing promotional campaigns, helping to fulfill client expectations and updating digital content. Students will also support with remote broadcasts, community events, sporting events and other special promotions events.

Traditionally, ADV and PR students have participated with this department, as there is a heavy emphasis in public relations in working with the community, clients and listeners; however, ALL majors in the college are welcome.

For more information, students are encouraged to contact Miss Jones in room 3110 of Weimer Hall or at ajones@wruf.com Students are required to register for credit for this student experience.

SPORTS TV/PRODUCTION EXPERIENCES

GatorVision/ SEC Network

Supervisor: Dennis Black

Email: DennisB@gators.ufl.edu

GatorVision provides "in house" sports coverage of the Florida Gators for The University Athletic Association. This unique and special opportunity allows students interested in sports broadcasting and sports production to get HANDS ON experience IN THE FIELD shooting, gripping, and working in the production trucks and/or production suites during LIVE Florida athletic events. As students learn and excel other sports opportunities may be given to students including working for ESPN and the SEC Network. This opportunity is mainly for PRODUCTION majors and those who wish to participate in sports broadcasting and want to learn the "behind the scenes" aspect of the profession. Spots are limited and students are selected based on sports knowledge, previous experience and career goals. Students are required to register for credit for this student experience.

LIVE Gator Sports Broadcast Experience

Supervisor: Eric Esterline and Steve Russell

Email: eesterline@jou.ufl.edu or srussell@wruf.com

ESPN WRUF, in conjunction with UAA and IMG are offering a new student experience focused on training students in the art of live sports in-venue broadcasting from play by play to color and the production of high quality content for mass audiences. You must meet with Eric Esterline for approval to do this experience. Students are required to register for credit for this student experience.

TV/PRODUCTION EXPERIENCES

WUFT- TV News Production

Supervisor: Ken Pemberton

Email: kpemberton@wuft.org

The Division of Multimedia Properties offers three television-related student experiences:

BASIC 5 Course:

The first is BASIC 5, which is an introduction to television production. BASIC 5 provides students with an opportunity to immerse themselves in the fast-paced environment of television news production. It is an intentional departure from the traditional lecture setting, as students will be learning in an actual working multi-media operation. They will have the opportunity to learn various television production positions which will prepare them for on-air broadcasts.

BASIC 5 will be offered in two six week sessions: Session 1 will be Aug. 30 – Oct. 4. Session 2 will be Oct. 11 – Nov. 15. Both sessions will take place every Wednesday during 6th and 7th period. Students must have this period available before signing up. Students are required to register for credit for all of these student experiences.

WUFT-TV Production Crew:

The second is the television production of the WUFT-TV News First at Five weekday newscast. This 30-minute show is broadcast live to 19 counties in north central Florida, and is produced and directed almost entirely by University of Florida students. Most students who successfully complete BASIC 5 join the news production team at an entry-level position on the newscast, thus putting recently-learned skills to work quickly. Students are required to register for credit for all of these student experience.

WUFT-TV Live Shot Crew:

Third is the WUFT-TV News Production Live Shot Crew. Students who participate in this experience will be responsible for shooting all live shots both on- and off-campus during their scheduled shift. If there are no live shots that day, students will assist with other newsroom duties. Students are required to work one day per week and must have availability from 2:30 pm to 6:30 pm on that day for the entire semester. Training will be provided, but it is recommended that students take Electronic Field Production prior to participating. Video shooting and editing experience are a plus. It is also strongly recommended that you have your own vehicle. Please contact Bridget Dunbar for more information. Students are required to register for credit for all of these student experiences.

MULTIMEDIA EXPERIENCES

WRUF/Gator Football Multimedia Experience

Supervisor: Dave Rogers

Email: DaveR@gators.ufl.edu

Finding employees with social media marketing experience paired with quality graphic design experience is a difficult task for employers. This student experience will help those, which are strong in one area but lacking in another, learn how to create graphics for social media use and then learn about the return on investment of the graphics that were created. Using social media is easy for many when it comes to personal accounts. However, there is a lot more at stake when you are the face of a business or program that is viewed by tens of thousands of people on a daily basis.

Students will learn/do a variety of things in the class including:

- Create graphics using Adobe Photoshop or other platforms that are professional, clean, and add exciting elements to catch the eye of a specific demographic.
- Create templates that can be simply altered in order to maximize the amount of content produced.
- Generate content as assignments and then follow the application of the content through the social media process to analyze the effectiveness of the post.
- Research content produced by competitors in order to ensure that we are leading the push for top SEC talent.
- Use social media in order to analyze accounts and generate weekly reports for the coaching staff to better understand the accounts we follow.
- Aid in posting the content that has been created and gain an understanding of what makes a post successful.

This experience is 3 credits and will take place for 2 hours, 3 times per week. Students must have taken VIC3001 or JOU3220C prior doing this experience. Interested student need to contact Dave Rogers for his approval before signing up. Students are required to register for credit for this student experience.

WUFT Multimedia/Social Media Experience

Supervisor: Prof. Sylvia Chan-Olmsted

Email: David Montez at dmontez@ufl.edu

Social media engagement has become a crucial part of the news production cycle in radio, newsprint and television. This experience will help you cultivate social media marketing and membership outreach skills that are applicable across all news media.

Students will learn/do a variety of things in the class including:

- Aid in the scheduling and posting of social media content, in doing so gain an understanding of what makes a marketing strategy successful.
- Assist news production teams in the development of digital media content that is in concert with normal radio and television news cycles.
- Create graphics using Adobe Photoshop and other programs that are clean and compelling to promote WUFT content and community events.
- Research content creation and news distribution strategies deployed by other public media and commercial media outlets.
- Develop bi-weekly reports analyzing the performance of WUFT's digital media properties as it relates to social media.

This experience is 3 credits and will take place for at least two hours, three times per week. Students who have completed PUR3622, MMC3420, and PUR3500 or ADV3500 are strongly preferred. Interested students need to contact Dave Montez (dmontez@ufl.edu) for further information and the application process. Students are required to register for credit for this student experience.

WUFT.org Digital Experience

Supervisor: Gary Green and Mira Lowe

Email: ggreen@jou.ufl.edu, lowemira@ufl.edu

Get real-world, hands-on experience producing content for WUFT.org and WUFT News social platforms: Twitter, Facebook, Instagram and YouTube. Students will work in the Innovation News Center newsroom, guided by professionals, and be responsible for producing stories and posts pegged to local news events and community interests. We are looking for students who are creative, proactive and have a positive attitude. Students should have excellent writing and research skills, and able to meet deadlines. Attendance on scheduled shifts will be mandatory.

Prior to enrolling in this experience, students must have taken Reporting, JOU3101, submit three writing clips and meet with one of the newsroom supervisors. Students are also required to register for 2 credits.

If you want to play an important role in informing and engaging our audience, this experience is for you!

Media Services Experience

Supervisor: Alyson Larson

Email: alandry@jou.ufl.edu

Are you interested in refining your skills in multimedia production and storytelling, while producing long form work you can add to your portfolio? Media Services offers an opportunity for students to be a part of in-depth video storytelling for local programming on PBS and online platforms. Each semester one topic will be chosen, and participants will be assigned in teams to cover a number of stories related to that topic to create a one-hour program by the end of the semester.

All roles will be needed: videographers, editors, writers, photographers, web and more. You should already have a basic understanding of shooting on a DSLR, writing, storytelling and editing. Media Services can only accommodate a limited amount of students each semester for this experience. Therefore, students must apply to be accepted into this program.

Interested students can send their resumes, statement of interest, and links to their work to alandry@jou.ufl.edu.

This experience requires a minimum commitment of 5 hours per week, with preference given to applicants who can commit to more than 5 hours. The most a student can work will be 15 hours a week. Credit for this course will range from 1-3 based on the hours worked. The experience will be offered Mondays, period 9 from 4:05 - 4:55 p.m. Interested students need to contact Alyson Larson for approval before signing up. Students are required to register for credit for this experience.

MANAGEMENT EXPERIENCES

The Media Management Experience

Supervisor: Rob Harder

Email: rharder@wruf.com

The Media Management experience course provides a broad overview of every department within a radio or television operation, including how general managers vs. sales managers vs. program directors think.

Our core focus is to expose the students to all aspects of the operation so they can better understand the various positions and expectations when looking for an internship and job. We concentrate on interviewing skills, resume and application packages, websites, networking and getting the internships that look best on a resume.

This experience is open to all majors and students from the following areas have participated in the past: communications, journalism, management, public relations, theater, education, neuroscience and business.

It can be taken multiple times as it is different every semester with special guest speakers from the field. Students are required to register for credit for this student experience.

WUFT-FM/TV Underwriting and Membership

Supervisor: Sandy Wagner

Email: slwagner@jou.ufl.edu

Students participating in WUFT's Underwriting and Membership Department will learn a variety of skills while gaining experience participating with a public radio and television station. Students will have the opportunity to meet with clients, help plan and put on fundraising events as well as membership campaigns and fund drives for both radio and television. Students will learn how revenue is generated for public stations versus commercial and will work closely with client reps and underwriters.

For more information, contact Sandy Wagner as spots are very limited and students are selected based on resume and previous experience. Students are required to register for credit for this student experience (once you have contacted Sandy, please see Bridget Dunbar to register).

Generation Listen Party- Monthly Event

In 2012 NPR launched the Generation Listen initiative to connect public radio with younger listeners by creating off- and on-line experiences through social media, events, and volunteer ambassador outreach. After a successful pilot project with three member stations in 2014 Generation Listen has proven to be a successful engagement and outreach tool. One of the primary events associated with this initiative is the NPR Listening Party.

In winter of 2015/2016 Generation Listen launched a monthly toolkit for hosting Listening Parties. This toolkit is available to both stations and listeners. Many NPR member stations have hosted successful Listening Parties of their own and WUFT is ready to join this growing group.

We are seeking an intern to work closely with the Donor Relations Coordinator to spearhead WUFT's Generation Listen monthly on-campus events.

Interested candidates should:

- Be passionate about public media and community engagement

- Be able to produce marketing materials for these events

- Be able to create/manage a marketing plan for these events

- Be able to manage event guest lists, materials, etc.

- Be able to facilitate post event Q&A or discussions

- Act as a station liaison for groups or individuals interested in hosting listening parties of their own

- Produce a final event report for each event

- Sample toolkit available at: <http://generationlisten.npr.org/listening-party>

Students must be approved by Sandy Wagner in order to do this experience. Students are required to register for credit for this student experience.

WEATHER EXPERIENCES

WRUF-TV Weather

www.wruf.com/weather

Supervisor: Jeff Huffman

Email: jhuffman@wruf.com

UF Weather Team

Students interested in joining the UF Weather Team should have a passion for meteorology, like to talk about the weather or help people plan around it. UF Weather offers a student opportunity that is real-world and "top-market" before students even graduate from UF. Interested students should have a desire to tell a good story across multiple platforms including television, radio, and the digital products of the college. The skills necessary for a career in Broadcast Meteorology are unique and span multiple areas of study, ranging from communication and telecommunications to atmospheric science and geography.

Jeff Huffman conducts workshops each semester which are advertised via email through the college list serve. In these workshops, more detailed information is given and Jeff talks to each student interested to see if the UF Weather Team is the right fit. Students then audition on a semester basis, and once selected to participate, are required to register for credit. For more information, feel free to contact Jeff Huffman.

WRUF-TV Content Producer

In this experience students will learn about content types for broadcast and digital platforms. They will also independently produce videos using non-linear digital editing and become versed in writing for broadcasts news.

Content producer responsibilities include generating news content for on-air, websites, social media, and mobile. Students would independently search for content on CNN Newsource and other permissible sources, then edit video, text, and audio to air around the clock on WRUF-TV. Students would also write video descriptions and or craft a narrative from selected packages to publish on the college's digital platforms.

If you are interested in getting your feet wet as a content producer for WRUF-TV, please email Jeff Huffman at jhuffman@wruf.com. Students are required to register for credit for this student experience.

OTHER OPPORTUNITIES

All other on air opportunities on WUFT-FM are reserved Telecommunications News students and JOU students registered for a specific class providing on air news product.

WUFT-TV broadcasts one newscasts daily at 5:00 PM. The 5:00PM broadcast, known as "First at 5", is comprised of ALL students both on-air and behind the scenes. If students are interested in participating on-air, auditions are conducted towards the end of each semester. These auditions will fill positions in news, sports, and specialty news such as technology, entertainment, and health.