

Immersion Experiences



RTV 3945 FALL 2019

Get *immersed* in the CJC with hands-on experiences in our radio and TV stations right here in Weimer Hall.



Amazing experience for your resume AND college credit!

Get signed up in the PATH Office for 1-3 credits!

Open to ALL majors and experience levels



For more info:

www.jou.ufl.edu/home/main-immersion/

Contact

Supervisor: Carla Fragomeni

Office: PATH (1060 Weimer Hall) Phone: 352-392-1124

Email: studentexp@jou.ufl.edu

WUFT Radio Reading Service

www.wuft.org/rrs

Supervisor: Rob Harder

rharter@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 of 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, and 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. A supervisor signature is not required on the registration form.

GHQ Student Radio

<http://gwhatsthis.com/>

Supervisors: Rob Harder and Brett Holcomb

brettholcomb@wruf.com

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. Students are required to register for credit or this experience.

WUFT-FM Programming Department

Supervisor: Glenn Richards

grichards@wuft.org

WUFT-FM/HD1 (89.1) is the local 100,000-watt 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. WJUF-FM/HD1 (90.1) is a 20,000-watt full-time repeater station simulcasting WUFT programming to Citrus, Hernando, and Sumter counties. WUFT-HD2 (also on 102.7 FM) is primarily a classical music station that also features some syndicated 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 news magazines, Morning Edition (M-F, 6-10AM) and All Things Considered (M-F, 4-6PM); screening calls and board operation for the local talk show, Animal Airwaves Live (Fridays, 1-2PM); researching and compiling press releases for public service announcements (PSAs) and website 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 and music scheduling; assisting during the membership fund drives; and more.

A commitment of approximately 2 to 3 hours a week is expected. A familiarity with non-commercial public radio (NPR) is welcome, but not required. 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 experience.

WUFT-FM Associate Producer Experience
Supervisors: Forrest Smith or Ryan Vasquez
fsmith@wruf.com
1-2 credits

Students 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. Students will be required to attend the training session that is also given to RTV3303 students. Students are required to register for credit for this experience.

WUFT-FM Live Segment Producer
Supervisors: Forrest Smith or Ryan Vasquez
fsmith@wruf.com
1-2 credits

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 interviews 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. Students are required to register for credit for this experience.

SPORTS TV/PRODUCTION EXPERIENCES

Intro to WRUF ESPN Gainesville Experience

www.wruf.com

Supervisor: Steve Russell and Eric Esterline
srussell@wruf.com or eesterline@jou.ufl.edu

ESPN Gainesville 98.1 FM is the flagship station for The Florida Gators. Students get the opportunity to contribute content online via the station's website, and cover local high school sports and Santa Fe College. Students should have a PASSION for sports as well as a large amount of SPORTS KNOWLEDGE. Freshman and students with minimal or no experience will be subject to a sports knowledge test. New students will be placed on a waitlist prior to admittance into this experience and will be admitted based on their sports knowledge, prior experience and order of applications received. The day and time for this experience is to be scheduled with the Sports Director. Students are required to register for credit for this experience. Any student wanting to further progress through the ESPN Experience offerings must take this experience first.

WRUF ESPN Radio/Digital/Social Experience

www.wruf.com

Supervisor: Steve Russell and Eric Esterline
srussell@wruf.com or eesterline@jou.ufl.edu

ESPN Gainesville 98.1 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, and cover press conferences, media opportunities, and sporting events. Students should have a PASSION for sports as well as a large amount of SPORTS KNOWLEDGE. RTV3593 (Multimedia Sports Reporting), RTV2100 and/or MMC2100 are strongly recommended prior to participating in this experience. Freshman and students with minimal or no experience will be subject to a sports knowledge test. New students will be placed on a waitlist prior to admittance into this experience and will be admitted based on their sports knowledge, prior experience and order of applications received. The day and time for this experience is to be scheduled with the Sports Director. Students are required to register for credit for this experience.

LIVE Gator Sports Broadcast Experience

Supervisor: Eric Esterline and Steve Russell
srussell@wruf.com or eesterline@jou.ufl.edu

ESPN WRUF, in conjunction with UAA and IMG are offering a student experience focused on training in the art of live sports broadcasting from play-by-play to color commentary and the production of high quality content for mass audiences. This experience is for students who have a passion for play-by-play and color commentary. No prior experience is necessary, but is preferred. Students are required to register for credit for this experience.

GatorVision/SEC Network
Supervisor: Dennis Black
DennisB@gators.ufl.edu

GatorVision provides “in house” sports coverage of the Florida Gators for the University Athletic Association (UAA). The 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 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 experience.

TV/PRODUCTION EXPERIENCES

WUFT- TV News Production
Supervisor: Ken Pemberton
kpemberton@wuft.org

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

BASIC 5 Course:

BASIC 5 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 multimedia 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 sessions, each lasting six weeks. The course is held on Wednesdays 12:50-2:20PM. Students are required to register for credit for this experience. A supervisor signature is not required on the registration form.

WUFT-TV Production Crew:

This experience involves 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 this experience.

WUFT-TV 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. Students are required to register for credit for this experience.

WUFT Media Services: 360 Video Production

Supervisor: Matthew Abramson

abramson@ufl.edu

1 credit per 6 week session

Immerse yourself in the creation of digital content like you've never seen before! A relatively new format, 360 video provides audiences with unique perspectives and control of their own lens. Dive into the production basics of producing this dynamic media for enhanced storytelling. Students will master 360 filming technique, stitching and post-production with Adobe Premiere. Students are required to register for credit for this experience.

MULTIMEDIA EXPERIENCES

The Exchange Experience* subject to change in the coming weeks

Supervisor: Mira Lowe

lowemira@ufl.edu

1 credit

This experience is designed to give students a sampling of the opportunities available in the Innovation News Center/WUFT newsroom. We are a multiplatform operation that produces content for radio, TV and digital audiences. Explore the roles needed to produce a daily TV newscast. See what it takes to deliver the news on radio. Learn what goes into telling sports or Spanish-language stories. Discover the skills needed to inform and engage others on the web. Students will rotate from platform to platform to get a better understanding of the basics via shadowing and/or instruction. The Exchange experience will be offered in two sessions, each lasting six weeks. This opportunity will be especially valuable to students who are interested in journalism but not sure which path is best for them. Students are required to register for credit for this experience.

WUFT and other College-owned Media Brands Experience

Supervisor: Prof. Sylvia Chan-Olmsted

chanolmsted@jou.ufl.edu

1-3 credits

Students will perform one or more of the following activities for commercial/public media brands managed by the College of Journalism and Communications:

- Research content creation and marketing strategies deployed by one or more of the media brands
- Track and examine audience analytics associated with one or more of the media brands and recommend improvement plans
- Develop regular digital analytics reports analyzing the performance of media brands
- Design and produce marketing/revenue development proposals, media kits, and other marketing materials
- Gather industry and audience insights to add the marketing of one or more of the media brands
- Use Nielsen TV, Nielsen Audio and RRC software to examine and prepare viewer and listener data insights
- Students who have completed PUR3622, MMC3420, and PUR3500 or ADV3500 are preferred. Students are required to register for credit for this experience.

WUFT.org Digital Experience

Supervisor: Gary Green and Mira Lowe

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

2 credits

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 (INC) 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 be able to meet deadlines. Attendance on scheduled shifts will be mandatory.

Prior to enrolling in this experience, students must have taken Multimedia Reporting JOU3346L and meet with one of the newsroom supervisors. If you want to play an important role in informing and engaging our audience, this experience is for you! Students are required to register for credit for this experience.

WUFT Community Relations Social Media and Public Service

Supervisor: Sue Wagner

swagner@wuft.org

1 credit

Immerse yourself in the creation of social media posts on programming and events for public television station WUFT-TV and public radio stations WUFT 89.1 and 90.1. Use your storytelling skills to convey our public broadcasting story to North Central Florida and beyond using local content and information from PBS and NPR. In addition, there is an opportunity to write public service announcements, post on the WUFT Media website and assist with scheduling talent and doing research for the new WUFT 89.1 and 90.1 public service weekly program “Tell Me About It.” Students are required to register for credit for this experience.

WEATHER EXPERIENCES

WRUF-TV Weather

www.wruf.com/weather

Supervisor: Jeff Huffman

jhuffman@wruf.com

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. 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 this experience.