

IMMERSE YOURSELF

FALL 2020 EXPERIENCES*



- Gain hands-on experience in the radio and TV stations at Weimer Hall
- Build your resume
- Discover your interests
- Earn 1-3 credits

Contact the immersion advisor or find more info at:

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

Contact Advisor:

Tricia McCleary

Office: PATH (1060
Weimer Hall)

Phone: 352-392-1124

Email:
studentexp@jou.ufl.edu

radio EXPERIENCES

ideal for

GHQ STUDENT RADIO

Supervisor: Rob Harder

rharder@wruf.com

1-3 credits

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. For more information, go to: <http://gwhatsthis.com/>

All majors with interest in:

- content creation
- radio broadcasting
- social media management and marketing
- event management

WUFT-FM PROGRAMMING DEPARTMENT

Supervisor: Glenn Richards

grichards@wuft.org

1-3 credits

WUFT-FM/HD1 (89.1/90.1) is the local NPR affiliate for North Central Florida and The Nature Coast. WUFT-HD2 (102.7 FM) is a classical music station that also features syndicated jazz programming. Students will learn how programming for public radio differs from commercial radio. Opportunities include: local production of NPR's premiere news magazines, Morning Edition (M-F, 6-10AM) and All Things Considered (M-F, 4-6PM); producing local talk shows and podcasts; producing public service announcements (PSAs); digital editing of audio files; maintenance of station music databases and music scheduling; assisting during membership fund drives; and more. Approximately 2 to 3 hours a week is expected. 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.

Telecommunication majors with interest in:

- radio production
- radio programming
- NPR
- podcasting

ideal for

WUFT-FM ASSOCIATE PRODUCER EXPERIENCE

Supervisors: Forrest Smith and 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.

Telecommunication and Journalism majors with interest in:

- political journalism
- radio programming and production
- content creation
- conducting interviews

WUFT-FM LIVE SEGMENT PRODUCER

Supervisors: Forrest Smith and 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.

Telecommunication and Journalism majors with interest in:

- political journalism
- radio programming and production
- content creation
- conducting interviews

ideal for

INTRO TO WRUF ESPN GAINESVILLE

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

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.

First and second year
Journalism majors
with interest in:

- sports journalism
- online content creation

WRUF ESPN EXPERIENCE

Supervisors: Steve Russell and Eric Esterline
srussell@wruf.com or eesterline@jou.ufl.edu
1-3 credits

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.

Journalism majors
with interest in:

- sports journalism
- online content creation
- live coverage

ideal for

LIVE GATOR SPORTS BROADCAST

Supervisors: Steve Russell and Eric Esterline
srussell@wruf.com or eesterline@jou.ufl.edu
1-3 credits

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.

Journalism majors
with interest in:

- sports broadcasting
- radio commentary

GATORVISION/SEC NETWORK

Supervisor: Dennis Black
dennisb@gators.ufl.edu
1-3 credits

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.

Telecommunication
majors with interest
in:

- sports production
- sports broadcasting
- live production

ideal for

WRUF/ESPN SPORTS LIVE PROGRAM HOSTING

Supervisor: Seth Harp

setharp@wruf.com

2 credits

This new immersive experience is part of the “WRUF-ESPN Experience” that gives students an opportunity to participate in the live daily sports talk show on WRUF hosted by Seth Harp. Airing weekdays from 10 a.m. to 12 p.m., Seth will host the show with multiple students participating each day, discussing the leading sports topics. Students will be given weekly and daily assignments to report on and create multimedia packages. Ideally there will be four students assigned to the show per semester. This will be an intensive experience and being on the air will be a significant part of it. All four students will be joining Seth live on air on WRUF radio, WRUF.com, and the WRUF mobile app. Students will be trained on the best practices in the highly competitive industry of sports media including prep work, building a show, the proper interviewing techniques and understanding how to create concepts, build debates and execute strategies. This experience is open to all but preferable for students with experience in writing, editing and who are involved or enrolled in journalism, content creation and live sports production courses.

Journalism majors with interest in:

- live sports broadcasting
- radio commentary
- content creation

Telecommunication majors with interest in:

- sports production
- sports broadcasting
- live production

production EXPERIENCES

ideal for

BASIC5

Supervisor: Ken Pemberton
kpemberton@wuft.org
1 credit

BASIC5 is an introduction to television production. BASIC5 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. BASIC5 will be offered in two sessions, each lasting six weeks. The course is held weekly on Tuesdays, from 12:50pm - 2:20pm. Students are required to register for credit for this experience. A supervisor signature is not required on the registration form.

All majors with interest in:

- tv production
- news broadcasting

WUFT-TV PRODUCTION CREW

Supervisor: Ken Pemberton
kpemberton@wuft.org
1-3 credits

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.

Telecommunication majors with interest in:

- tv production
- directing
- production management

production EXPERIENCES

ideal for

WUFT-TV LIVE SHOT CREW

Supervisor: Ken Pemberton

kpemberton@wuft.org

1-3 credits

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.

Telecommunication majors with interest in:

- tv production
- video editing
- video filming

360 VIDEO PRODUCTION

Supervisor: Matthew Abramson

abramson@ufl.edu

1 per six weeks

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.

All majors with interest in:

- video production
- video editing
- storytelling
- innovative techniques

multimedia EXPERIENCES

ideal for

WUFT COMMUNITY RELATIONS

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.

All majors with interest in:

- social media management
- storytelling
- public relations

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.

Journalism majors with interest in:

- social media management
- content creation
- story writing
- news journalism

ideal for

WRUF-TV WEATHER

www.wruf.com/weather

Supervisor: Jeff Huffman

jhuffman@wruf.com

1-3 credits

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.

All majors with interest in:

- meteorology
- geography
- weather broadcasting
- multimedia production

multimedia EXPERIENCES

ideal for

WE ARE CJC

Supervisors: Raegan L. Burden,
(Advertising)
Creator & Producer, We Are CJC
raegan.burden@ufl.edu
3 credits

Iman Zawahry,
(Telecommunication / Film)
iman@jou.ufl.edu
Natalie Asorey, (Public Relations)
nasorey@ufl.edu

WE ARE CJC is a multicultural media initiative created to highlight and support the College's diverse faculty, staff, and student body. In partnership with the Knight Division, this experience will continue to build its production, multimedia, and brand development. As the CJC's first interdisciplinary immersion experience, students from various majors will work together to produce content, packaged reels, and formulate the WE ARE CJC brand. With the program's creator serving as the "client" students will unite as its "multimedia firm" working as an interdisciplinary team. Students will receive 3.0 course credits, completed video reels, and a brand management profile that can be added to individual creative portfolios. This inclusive course welcomes students from all backgrounds!

WE ARE CJC will highlight faculty, staff, and students from the following multicultural communities:

- Black / African-American/ Caribbean
- Hispanic / Latin / Mexican
- Asian-American / Pacific
- Native American
- LGBTQIA+
- International
- Persons with Disabilities
- Persons with Chronic Illnesses

This experience is semester-long and requires approximately 5 hours/week.

All Majors with an interest in:

- tv & film production
- content creation
- video editing
- storytelling
- brand development
- graphic design / art direction
- PR / social media development