



2020-2021 School Year

The Goal

Knight Talks is a diverse experience for students in the College of Journalism and Communications at the University of Florida. In participating, students will try their hand at various skills of production including, though not limited to, producing, hosting, editing, filming and promoting. By the end of their participation, students should have a better grasp on how to create and execute a digital talk show with YouTube, Facebook and Instagram as the primary platforms.

Through participating in *Knight Talks*, we also hope students will take away valuable lessons from our guests which include a diverse group of communications industry professionals.

The Vision

Knight Talks is a pre-produced segment that is edited and posted on a variety of social media channels. The many episodes, edited to be both long-form and short, center on the struggles that are often faced outside of the classroom including financial, familial, and environmental. As we tell students, these are the real-world challenges that some may face. Our various guests each bring to the table a different backstory which highlights their path to success, no matter the curves it may have taken.

Our Mission

As a product, *Knight Talks* is intended to educate a diverse body of students about the challenges they may face during and after their studies. These are often the lessons that are not obtained in the classroom and are meant to be the “hard discussions” about what may be to come. Our mission is to prepare students so that they are prepared, or at least feel comfortable navigating what may be to come.

The product is inspiring, yet real – enlightening, yet honest.

The Student Roles (The Production Cycle)

The *Knight Talks* student roles can be looked at as a production cycle with the product getting passed from group to group until it circles back around to the beginning. Students may be a part of multiple groups once tasks are completed in another group.

Group One – Producer/Hosts

The Producers/Hosts are the students that research and interview our guest speakers. At your discretion, you may divide the group into smaller Producer groups, assigning them to work on different guests, or keep the group together as a larger collective. Note, it is advised to at least break the Producers/Hosts into two groups to allow them to cycle through guests and better accommodate their class scheduled (i.e. Group A focuses on Guest A, Group B focuses on Guest B, Group A focuses on Guest C, and so forth).

Group Two – Camera Operators & Videography

The Camera Operators & Videography team is made up of those who operate cameras during filming and also are in charge of filming any additional video requirements. These students spearhead the creative aspect of the *Knight Talks* filming – charged with capturing unique and visually appealing shots.

Group Three – Directors

The Directors are students who work more so with the actual filming of *Knight Talks*. They are in charge of giving direction to the camera operators and piloting the filming of the show. These students, when working on campus, work closely with Ken Pemberton as he is the expert on that side of production.

Group Four – Editors

The editors are a heavily involved group of students who are present during the filming and handle the editing after. These are students who take notes during the shows and then condense the video after the filming. This team is in charge of cutting down the hour or more of filming into much more digestible short segments by theme. Students in this group should have a firm understanding of video editing software (Adobe Premiere preferred) as well as an eye for livening up interviews with images and additional sound. This needs to be a CREATIVE group.

Group Five – Promotions

The role of the Promotions team is two-fold: promoting the *Knight Talks* product and booking future guests.

The Promotions team should be continuously finding ways to advertise the *Knight Talks* YouTube channel. This includes putting up physical fliers (if on campus) and posting promotions on the Knight Division Facebook and CJC Instagram. Students in this group should at least be somewhat comfortable with Adobe Premiere and Photoshop.

Students from this team will also collaborate with editors when needing video for promotion purposes. Typically, one student from this group will overlap Promotions and Editor teams and will be in charge of creating just promotional videos.

Lastly, the Promotions team is also in charge of booking guests. This role will more than likely be assigned to junior or senior members.