

WUFT-TV Media Services Production – Course Syllabus – Spring 2025



RTV3945: Electronic Media Practicum: WUFT-TV Media Services
Spring 2025
Class Periods: Arranged with instructor | G216, G217, G218

Instructor: Matthew Abramson

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Office Phone: 352-294-2756

Office Hours: WEIM G217B, Fridays 8-9:30am, 10:30-11am, or by appointment

Course Description: Welcome to the WUFT Media Services Production Team! This semester, you'll work on a variety of multimedia projects, including live events, longform local shows, marketing content, and the podcasting. Events and film dates will be scheduled directly with your instructor. You'll email your hours after each shift to the instructor, who will ensure you meet requirements. The work you produce in this course will broadcast on WUFT-TV to tens of thousands of North Central Florida viewers, as well as across other platforms.

Course Objectives

- Hands-on experience with professional equipment and studio spaces
- Exposure to real-world production workflows and clients/participants interactions.
- Refinement of your ability to tell broadcast-quality stories with digital media tools.
- Application of cinematic composition techniques to advance and enhance story.
- Use of non-linear editing software to organize, sequence, color correct, audio mix and close caption content for broadcast and digital distribution.
- Provide and receive constructive feedback on projects.

Prerequisites

N/A

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Textbook

N/A

Equipment

- Sony cameras, tripods and microphones are supplied by Media Services.
- WUFT van and golf cart will be used by staff during productions.
- iMacs in G216 and G217 can be used for editing, as well as personal computers.
- SSD drives are encouraged to save your footage for demo reels, portfolios, etc.

Calendar of Production (subject to change)

- 01/13/25 – Fall class begins
- 01/13/25 – Trainings: 9-11am and 2-4pm (you only need to attend one training)
- 01/15/25 – Ocora training: 8:30-9:30am or 9:30-10:30am
- 01/16/25 – Ocora live stream: 4-6:30pm
- 01/20/25 – MLK Day – No Classes
- 01/21/25 – Engineering project filming: TBD
- 01/24/25 – UF Enrollment photography/filming: 3:30pm-7:30pm
- 01/28/25 – Greater Good filming: 11am-3:30pm
- 01/29/25 – CJC Student Involvement tabling: TBD
- 02/02/25 – Greater Good filming: 2:30-7pm
- 02/11/25 – Ocora live stream: Gulf Scholars Public Program: 4-8pm
- 02/13/25 – Collier Prize live stream: 8am-3:30pm
- 02/24/25 – College of Medicine Research Celebration: TBD
- 02/25/25 – CJC Becoming A Woman of Influence filming: 8am-12:30pm
- 03/03/25 – UF Enrollment photography: 7:30-10:30am
- 03/06/25 – CJC Sports Symposium live stream: 7:30am-1pm
- 03/10/25 – UF Enrollment photography: 7:30-10:30am
- 03/13/25 – Greater Good filming: 12-5pm
- 03/14/25 – UF Enrollment photography/filming: 3:30pm-7:30pm
- 03/17-03/21 – Spring Break
- 04/04/25 – UF Enrollment photography: 7:30-10:30am
- 04/06/25 – UF Enrollment photography: 5-7pm
- 04/07/25 – UF Enrollment photography: 7:30-10:30am
- 04/12/25 – Pharmacy White Coat ceremony live stream: TBD
- 04/14/25 – UF Enrollment photography: 7:30-10:30am
- 04/23/25 – Spring classes end
- 04/25/25 – Final deadline for satisfying requirements

As additional dates are scheduled, the instructor will email students to opt-in on crews. Students can contribute to editing Greater Good, WUFT Amplified, and any on-going projects.

Grading - Pass/Fail:

- Undergraduate students – 40+ hours on reported production per credit hour
- Graduate students – 50+ hours of reported production per credit hour

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Attendance, Tardiness, and Late Assignment Policies

- Attendance is critical. If attending most of the production dates seems unlikely, you may want to take this immersion course during a semester with a more flexible schedule.
- Students may only participate in classes if they are registered officially or approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors.
- Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first-class meeting.
- Acceptable reasons for absence from or failure to engage in class include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor.
- For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergency situations, students should contact their instructor as soon as conditions permit.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered during absence from class or inability to engage in class activities because of the reasons outlined above.
- If a student does not participate in at least one of the first two class meetings of a course or laboratory in which they are registered, and they have not contacted the department to indicate their intent, the student can be dropped from the course.
- Students must not assume that they will be dropped, however. The department will notify students if they have been dropped from a course or laboratory.
- The university recognizes the right of the instructor to make attendance mandatory and require documentation for absences (except for religious holidays), missed work, or inability to fully engage in class. After due warning, an instructor can prohibit further attendance and subsequently assign a failing grade for excessive absences.

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Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center.

www.disability.ufl.edu/students/get-started/

It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

For information on current UF grading policies for assigning grade points:

www.catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code

www.sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/ specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.