

Benefits to Students

Opportunities to apply what they are learning in their classes

Groom students to become professionals ready to enter marketing/media-related industries

Team and leadership-building experience

Benefits to Clients

Gaining unique perspectives that students bring to projects, especially if clients are keen on reaching out to Millennials or Generation Z

Creative, informed, and student-driven quality services at reasonable costs

Who Are We?

We are creative media agency housed at the University of Tennessee, Knoxville.

We are a joint venture between UT School of Journalism & Electronic Media and UT Student Media.

We bring together talented students to work on delivering digital content and media planning strategies to clients.

We assure quality by having student media directors provide oversight on projects.

Services Offered

Digital Content (audio, video, & photography)

Multi-camera Event Recording & Live Streaming

Marketing Research & Strategic Digital Media Planning

Copywriting & Copyediting

Leadership Team

Financial Oversight

Catherine Luther,
Director of UT School of Journalism & Electronic Media

Jerry Bush,
Director of UT Student Media

Chief of Operations

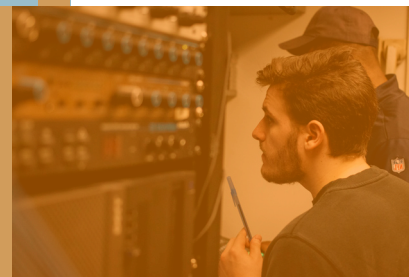
John Kennedy,
Technology Coordinator, UT Student Media

Chief of Creative Oversight

Clint Elmore
Director, The Volunteer Channel (TVC)

Student Supervisors

Melanie Faizer, *Director, TNJN.com*
Nick Geidner, *Director, Land Grant Films*



UT agency



Interested in Our Services?

E-mail us at jem@utk.edu

— Or —

Phone and/or
text John Kennedy at (865) – 555 – 5555

Cultivating media
professionals by
creating lasting works

UT Student Media

Students from across UT
campus & associated with:



THE
VOLUNTEER
CHANNEL

