



Cultivating media professionals by  
creating lasting works





*University of Tennessee Student Media*



# 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

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Digital Content  
(i.e., audio, video, & photography)

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Multi-camera Event Recording & Live Streaming

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Marketing Research &  
Strategic Digital Media Planning

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Copywriting & Copyediting





*Catherine Luther*

**Financial Oversight**

Director of UT School of  
Journalism & Electronic Media



*Jerry Bush*

**Financial Oversight**

Director of UT Student Media



*John Kennedy*

**Chief of Operation**

Technology Coordinator, UT  
Student Media



*Clint Elmore*

**Chief of Creative Oversight**

Director, The Volunteer  
Channel (TVC)



*Melanie Faizer*

**Student Supervisor**

Director, TNJN.com



*Nick Geidner*

**Student Supervisor**

Director, Land Grant Films  
(LGF)

# UT Student Media

Students from across UT campus & associated with:



THE  
**VOLUNTEER**  
CHANNEL







## Purpose:

Our mission is to provide University of Tennessee students with real-world experience in documentary storytelling while providing local non-profit organizations with video assets that can be used to raise awareness and funds. We aim to do this by building strong service-learning relationships with local non-profit organizations and working with our students to tell the stories of the people and issues affected by these organizations.

## Fun Facts:

- **2013:** LGF launched the Medal of Honor Project as a service-learning program devoted to covering the 2014 Medal of Honor Convention held in Knoxville. Students produced a 45-minute documentary about the event that aired on *WBIR*, Knoxville's *NBC* affiliate. After the convention, we decided to continue doing documentaries, but broaden our focus by working with various non-profit organizations to create a wide range of stories.
- **2018:** LGF received its first Emmy nomination. Two former UTK students, Isaac Fowler, Tim Morris, were nominated for their 8 minute documentary, *Welcome Home Brother*. The film was part of LGF's *Defender of Dreams* documentary series, a half-hour, magazine-format show comprised of three student-produced, short documentaries about the lives of Vietnam veterans in East Tennessee. tells the story of three Vietnam veterans as they find their voice in East Tennessee through the help of the Bill Robinson Chapter of the Vietnam Veterans Association. The series was produced in collaboration with East Tennessee PBS.
- **2019:** LGF's Jonathan Braun received a \$12,000 grant from Three Cubed to examine the advantages and disadvantages of weatherization projects.
- **2020:** LGF will premiere *The Library That Dolly Built*, the organization's first full feature-length documentary (narrated by author and actress Danica McKeller) chronicling the timeline of Dolly Parton's Imagination Library.





# Lumos Media Services



## Purpose:

Lumos Media Services provides administrative coordination and support of publishing operations for two editorially independent student media publications—a daily newspaper and a literary art magazine. The office operates to benefit the UT community through publication of quality student media and to provide journalistic, photographic, graphic design, advertising, marketing, communications, and co-curricular leadership experience for the development of interested students.

## Main Services:

- **Vlog Style:** We can produce videos that look as if another student is producing them, however we're behind the camera filming and directing their performance.
- **Documentary:** We specialize in filming mini-documentary style videos, complete with interviews, b-roll, and music.
- **360 Video:** We like to push the boundaries of video production by creating videos using new technology like 360 video to help share a client's vision in new and innovative ways.

## Full List of Video Services:

- Vlog Style
- Documentary
- 360 Videos
- Aerial & Drone (Photo Above)
- Features (i.e., full-length as well)
- Ad Bumpers
- Performance



TNJN.com



- Featured
- News ▾
- Arts and Culture ▾
- Sports ▾
- Sci/Tech
- Opinion ▾
- Multimedia ▾
- Staff
- Q

# Purpose:

TNJN is the news web site of the University of Tennessee’s School of Journalism and Electronic Media and was established in 2006 as the centerpiece of the school’s efforts to teach and explore the areas of web journalism. TNJN is a part of the curriculum of the School, but day-to-day content and operation decisions are made by a student staff appointed by the faculty.

The Tennessee Journalist is not part of or affiliated with any other student media, such as the UT Daily Beacon (which is independent of the School). It works cooperatively with other media produced by the School such as Scoop magazine, WUTK radio and the Volunteer Channel, among others.

Part of the thinking behind the creation of the Tennessee Journalist is that it does not have a legacy; that is, it is free to explore the developing and expanding world of web journalism without any traditions – except for the tradition of the practice of good journalism. The web is a different medium, different from print and broadcasting just as those two media are different from each other. The audience expectations for news web sites are different than those of print or broadcast audiences; the relationship of the audience to the medium is also different. Consequently, the journalism found on this web site may also be different in content and form from that found on other media.

The site is designed to archive and display the work of students – both work done for classes and work completed as part of the student staff. Each person who contributes to the site as a reporter, editor or producer gets a profile page with biographical information and a list of links to the articles to which they have contributed.

In addition to displaying the work of students, the operation of the site itself gives students a chance to participate in an active news organization and to make decisions about content, display and personnel. The site can be updated instantly as news and other content decisions require.

Anyone can join the staff of the Tennessee Journalist. A person does not have to be a Journalism and Electronic Media major; nor does that person need to be taking any classes in the School.





# The Volunteer Channel (TVC)

## Purpose:

*The Volunteer Channel* is the University of Tennessee's student-run television station established in 1996. *TVC* provides students a hands-on and interactive learning environment in many aspects of the television and film industry such as gaining pre-production, production, and post-production experience. Student producers create content in many genres including: news, comedy, artistic performances, entertainment, and more.

*TVC* currently airs four shows produced, edited, and created completely by students, for students. The shows include *TorchLight*, *Sports Mecca*, *Vol Talk*, and *Unwarranted*. *TVC* reaches nearly 7,000 UT students in residence halls and a 100,000 residents in surround counties in East Tennessee.

*TVC* exists to create informative, entertaining, and inspiring broadcast-quality television for the University of Tennessee and Knoxville community, while at the same time giving students real-life experience in television production and related fields. *TVC* features specials on campus events and UT sports, as well as various studio and field productions held throughout the semester. Students can learn camerawork, directing, producing, writing, and much more.

Upon request, we are able to film and edit projects for organizations, campaigns, debates, discussions, and almost anything you or your company may need.







## Purpose:

*WUTK-FM* is an independent, non-commercial, student-produced college radio station owned by the University of Tennessee and operated by the UT School of Journalism and Electronic Media. They are licensed to broadcast on 90.3MHz at 1000 watts.

For over 35 years, *WUTK* has supplied Knoxville with the newest music first! Modern rock, hip hop, electronic music, Americana, classic alternatives, world music, and lots of local flavor can be heard every day; and amazing specialty shows featuring everything from heavy metal to old school funk!

Throw in *Rock Solid Sports*, *WUTK News*, *Rocky Top Round Up*, *Local's Only*, *Knox Centric*, and you have Knoxville's BEST radio station for the last 12 years! *WUTK* is a self-supporting radio station, and graciously accepts donations from listeners, and underwriting sponsorships are also available if you want the rest of the world to know that you support *90.3 The Rock*, *Volunteer Radio*. That is what keeps us on the air. Thanks for listening, and GO VOLS!

*WUTK* generously accepts donations, and music from any artist. Music submitted to *WUTK* may or may not be played on the air. Patrons can listen via *Volunteer Radio 90.3 The Rock WUTK-FM* broadcasts from University of Tennessee-Knoxville at *90.3 FM*, stream at [wutkradio.com](http://wutkradio.com), or for free via Radio FX phone app.



Interested?

Let's continue to the benefits, shall we...

# Benefits To Students

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Opportunities to apply what they are learning in their classes

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

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Team and leadership-building experience

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# 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

Dedication and innovation to the clients aspirations

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