



UT

agency

Cultivating
media
professionals
by creating
lasting works



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

UT Student Media Services



THE
VOLUNTEER
CHANNEL



LUMOS
media services



Fun Facts!

- In 2019, LGF received its first Emmy nomination. Two former UTK students, Isaac Fowler, Tim Morris, were nominated for their 8 minute documentary, *Welcome Home Brother*.
- Lumos Media Services provides many services such as aerial & drone photography and video!
- TVC reaches nearly 7,000 UT students in residence halls and a 100,000 residents in surround counties in East Tennessee.
- WUTK 90.3 FM is licensed to broadcast on 90.3 MHz at 1000 watts.



Leadership Team

Leadership Team



Catherine Luther

Financial Oversight
Director of UT School of
Journalism & Electronic
Media



Jerry Bush

Financial Oversight
Director of UT Student
Media

Leadership Team



Clint Elmore

Chief of Creative Oversight

Director, The Volunteer Channel (TVC)



John Kennedy

Chief of Operation

Technology Coordinator, UT Student Media

Leadership Team



Melanie Faizer

Student Supervisor
Director, TNJN.com



Nick Geidner

Student Supervisor
Director, Land Grant Films
(LGF)



Benefits for All

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



Hmm... interesting....

Interested in Our Services?

E-mail us at jem@utk.edu

– OR –

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

We look forward to working
with you!



Thank you
for your time!