

April 19th, 2021

### **Announcing SMI '21 Plans for Weekslong Virtual and On-Demand Experience**

The University of Florida College of Journalism and Communications has some exciting news: The 2021 Summer Media Institute will be virtual and on demand from July 8 to Aug. 31.

Because of the pandemic, UF cannot permit residential summer camps in 2021. However, SMI '21 will offer high school students who love telling stories the next-best experience.

Typically, SMI is a five-night, six-day event in which 120-150 high schoolers from across the U.S. descend on our college in Gainesville. Led by UF instructors and industry stalwarts, our specializations and workshops leave students amazed at how much they learn in a week.

That experience normally costs between \$750-\$950, not to mention travel expenses.

This summer, we believe our virtual and on-demand experience will remove geographic and financial barriers that our regular program may present. Indeed, we hope to attract and serve two or three times as many participants. Even their school advisers can take part.

At \$99, students and advisers are welcome to attend all SMI '21 live programming – and explore and learn from many pre-recorded instructional videos, on-demand and at their own pace.

At \$149, a limited number of students will join SMI faculty in a chosen specialization. They will hone their basic, intermediate and advanced skills in areas like anchoring and broadcast news, photojournalism, filmmaking, newswriting, feature writing, sports reporting and production, modern magazine production, social media marketing and public interest communication, etc.

Again, every SMI registrant will have on-demand access to all of our live, interactive general sessions and pre-recorded lessons. The sessions will feature panel discussions with influencers in the journalism and communications fields. Students will also learn not only how to get into UF – or the college or university of their choice – but what's it really like to be in college. And there will be a fun-filled closing ceremony with awards for the best specialization outcomes.

[Register](#) for the on-demand program for \$99 or the on-demand plus specialization option for \$149 by May 31. Rates will increase after June 1. Visit the SMI [website](#) for more details. You can also email us at [smi@jou.ufl.edu](mailto:smi@jou.ufl.edu), subscribe to our [newsletter](#) and follow us on social media.

We can't wait to "see" you this summer at our historic offering of the Summer Media Institute.

Sincerely,

***Lyndsey Harris***

Summer Media Institute Program Coordinator  
College of Journalism and Communications  
University of Florida