

UABtv Handbook & Guide

2026-2027



UAB Student Media

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Welcome to UABtv

Welcome to UABtv, the student-run video and media creation branch of UAB Student Media!

UABtv is a space for students to express themselves through digital storytelling. Whether you're interested in directing, writing, podcasting, filmmaking, or editing, this is the place to explore your voice, grow your skills, and collaborate with other creatives on campus.

As a student-led organization, UABtv thrives on collaboration! We aim to create content that reflects the diverse perspectives of UAB and Birmingham while giving students practical experience in media production. We support our members through training, workshops, leadership, and real-world opportunities.

Please take time to review this handbook carefully. It outlines our expectations, values, policies, procedures, and how-tos, and will help you make the most of your time with us.

We're so excited to work with you this year.
Let's make something great.



— **Garrett Heinemann**
2026-2027 UABtv General Manager

Policies

UABtv operates as a branch of UAB Student Media and follows the policies, procedures, and values outlined by the University of Alabama at Birmingham. These organizational policies provide the foundation for how we create, collaborate, and communicate both on campus and in our productions.

UABtv is dedicated to hosting a safe, inclusive, and creative environment where students can gain hands-on experience in video production, storytelling, and digital media. Our policies ensure that the work we do reflects our community standards, supports student voices, and maintains the integrity of the organization.

All members of UABtv are expected to review and follow these policies during their time with the organization. By joining UABtv, you agree to contribute respectfully, uphold shared responsibilities, and represent both the organization and UAB Student Media in a positive and professional manner.

The University of Alabama at Birmingham and UABtv prohibits discrimination in admission, educational programs, and other student matters on the basis of race, color, religion, sex, sexual orientation, gender identity, gender expression, age, national origin, disability unrelated to program performance, veteran status or genetic or family medical history.

If you ever have questions or concerns regarding UABtv policies, please speak with the General Manager.

Membership Expectations

Stay Engaged and Present.

Participate in Content Creation.

You are expected to actively contribute to at least one aspect of production each semester. This could mean:

- Proposing ideas
- Filming or acting in a project
- Editing video or audio
- Creating marketing materials

Support UABtv Outreach.

All members must be involved with at least one UABtv-hosted event or tabling session per semester. These are key for growing our visibility and recruiting new members.

Collaborate and Communicate.

Teamwork is essential! Stay in touch with fellow members and leads through our meetings and on Slack.

Members who are consistently inactive for two consecutive months without notice may be removed from the roster to maintain organizational efficiency. We understand life gets busy, just communicate with a staff member if you need to step back temporarily.

New Member Onboarding

To become an officially recognized member of UABtv, all new members must complete the following onboarding steps.

UABtv Slack

- The UABtv Slack serves as the primary platform for communication, collaboration, and project planning. All members are expected to stay active and check all notifications on Slack.

UABtv Box

- UABtv utilizes Box as its master storage hub for branding materials, project files, scripts, organizational documents, etc. All members are encouraged to add any and all content into the Box.

Student Media Membership Form.

- All UABtv members must be registered with UAB Student Media by completing the official membership form. This allows members to vote in elections, receive official communications, and be counted in organizational records.

UABtv Outlook Calendar.

- All UABtv events, shoot dates, meetings, etc. are tracked and added by members through a shared Outlook Calendar.

UABtv Google Sheet.

- To support the scheduling of meetings, productions, and collaborative work, each member is required to fill out their availability.

Equipment Training.

- Members must complete the Student Media Equipment Training course. This self-guided training ensures members understand proper equipment use and safety protocols.

Roles

Show Runners

The show runners are the creative individuals behind much of the great media that is produced from UABtv. The content that can be created is limitless a few great examples of content our members have created include:

- Short films
- Documentaries
- Podcasts
- Comedy Skits

Production Team

The Production Team is the backbone behind much of the content produced for the organization. The team includes many of those who desire to work behind the camera, or on the technical side of a film shoot or production. Anyone who wants to learn production regardless of skill set is welcome! Some of the major roles the members of our Production Team include:

- Camera
- Lighting
- Audio
- Video Editing

Marketing Team

The Marketing Team are those with the creative minds that contribute to making marketing materials like:

- Posters
- Thumbnails
- Graphics
- Campaigns

To pitch the media coming out of UABtv, along with pitching the organization as a whole around campus.

Leadership Team

General Manager

The General Manager is responsible for leading the overall operations, culture, and creative vision of UABtv. This includes overseeing all content production, supervising leadership and staff, managing client-based productions, and ensuring the team functions smoothly and collaboratively. The General Manager is the primary liaison between UABtv, Student Media staff, and campus or external collaborators. They must maintain strong communication with all departments, uphold deadlines and standards, and foster a productive, inclusive environment.

Specific Duties:

- Maintain 12 office hours per week to manage operations, meet with members, support productions, and complete leadership responsibilities.
- Lead the organization's long-term planning, goals, and daily operations alongside the Production and Marketing Managers.
- Host individual check-ins with showrunners to assess progress, troubleshoot issues, and ensure successful show development
- Serve as the primary point of contact for video production clients; coordinate pitches, quotes, and communication with support from Student Media staff.
- Oversee all branded and client-based content production to ensure deadlines, tone, and quality standards are met.
- Represent UABtv at Student Media Leadership Team (MELT) meetings and external functions as needed.
- Uphold and enforce UABtv's policies, deadlines, and brand standards.

Leadership Team

Production Manager

The Production Manager is responsible for managing the execution of UABtv content and ensuring that all projects move smoothly from concept to completion. Working closely with the General Manager, the Production Manager helps oversee show runner progress, production timelines, crew assignments, and training of new members. They play a key role in leading weekly meetings, organizing production resources, and supporting technical operations.

Specific Duties:

- Maintain 12 office hours per week to manage production timelines, coordinate shoots, assist with editing, plan upload calendars, and support members with resources or training.
- Attend weekly Meeting and MELT Meeting.
- Manage the UABtv Youtube Channel and TikTok account in UABtv project scheduling, uploads, and releases.
- Assist in planning, scheduling, and producing any and all UABtv events or info sessions.
- Collaborate with show runners to develop shot lists, scripts, and production schedules.
- Coordinate equipment checkout and ensure gear is used responsibly and returned on time.
- Oversee the assignment and progress of all crews to ensure content is produced efficiently and meets deadlines.
- Provide ongoing support to content creators by answering questions, troubleshooting issues, and maintaining a welcoming production environment.

Leadership Team

Marketing Manager

The Marketing Manager is responsible for overseeing the public image, outreach, and online presence of UABtv. This includes managing the UABtv Instagram and TikTok accounts, developing marketing campaigns, creating digital and print promotional materials, and supporting UABtv content creators in broadcasting their work to a wider audience. The Marketing Manager will meet with showrunners to create marketing materials and project promotions for every running show or singular project alongside general UABtv promotion.

Specific Duties:

- Maintain 8 office hours per week to plan and create marketing content, organize and attend one-on-one and group meetings, and coordinate promotional shoots and flyer distribution teams.
- Attend weekly Meeting and MELT Meeting
- Collaborate with showrunners on marketing materials including show logos, intros, highlight reels, and social media graphics.
- Promote and cover UABtv premieres, screenings, and events through real-time social media stories and recaps.
- Reach out to on-campus organizations, academic departments, and student groups to promote UABtv opportunities, recruit new members, and build cross-campus partnerships. Collaborate with Leadership Team on a promotional pitch deck when representing UABtv in meetings, tabling events, or class visits.
- Develop creative marketing strategies for UABtv, strengthen the organization's branding, and grow UABtv's presence and visibility across campus.
- Track post engagement, follower growth, and reach to inform future campaigns.

Meetings & Events

Meetings

- UABtv holds weekly meetings during the fall and spring semesters to keep our members connected, organized, and on track with current and future projects.
- All meetings are open to discussion and are meant to be collaborative for constructive recommendations and ideas.
- Each member should attend at least 2 meetings every month in-person or virtually via Zoom in order to participate in open discussion. We encourage all members to meet in person, but we are able to accommodate those who are unable to make it in person.

Basic Agenda Outline:

- Check-in: how are you feeling about the show?
- Progress since last meeting
- What's next? (production status, crew needs, deadlines)
- Any roadblocks or issues?

Break out into groups (Production and Marketing team):

- What support do you need from leadership?
- Creative brainstorming or feedback (if time allows)

Meeting times and dates will be regular, consistent and based on the When2Meet sent out on Slack at the beginning of every semester.

Events

- Throughout the academic school year, UABtv hosts various events. Whether it is a PR event hosted by our marketing team, a fun hangout night to take a breather away from school, or a collaboration with our other fellow organizations around campus. These events are a way for the members of UABtv to stay engaged with their org in a fun, collaborative way. An example of an event we will host includes a marketing event with TV Man out on the campus green.
- Like all of the other organizations and events that happen around UAB, UABtv uses Engage for posting out events and event planning, this also includes are weekly meetings hosted in the Student Media Office (HSC 130).
- In order to participate in our various events, you must RSVP on Engage!

TV Man

Here at UABtv, TV man is well known as the organizations mascot. Here is a little backstory about this mysterious figure.

Throughout the 2025-2026 school year, one of UABtv's biggest goals was to create a marketing campaign that would drive UABtv's name further around campus,

TV Man started his journey with UABtv in early 2025 as an attempt to create a unique marketing strategy within the organization as a whole. His first campaign started by spreading posters around campus with the caption, "Have You Seen This Man?" which laid the foundation for TV Man's many appearances to come.

Unfortunately, TV Man received a mostly negative reputation around campus and was oftentimes made fun of. However, this was not the end of TV man, as he prevailed in the latter half of 2025 with his official PR campaign, "I Want YOU to Join UABtv," the slogan found on his patriotic themed posters.

If you had to pinpoint a notable time TV Man picked up steam around UAB's campus, it was August, 2025, at UAB's annual Connect Fest (held at the beginning of each school year). TV Man was starting to adapt to UAB's student culture, and became more accepted as UABtv's official mascot. In the spring of 2026, TV Man took on a new campaign under the slogan, "We Are TV Man!" This unlocks the barriers of who TV Man can be and what he wears.

Projects

Starting Your Project

- To start, you will need to schedule a “Project Plan Meeting” with any of the leadership team in person or virtually as this meeting will lay the foreground for your project.
- Next, you will need to fill out the “Project Planner” which is a document that provides the necessary details on what your project is about.

Shooting Your Project

- Before you can start the production of your project, you will need to complete the Equipment Training. This is required of all UABtv and Student Media members to access the camera/production equipment. To reserve your equipment, please refer to the Equipment page.
- Finally, you need to create a casting call under the #casting-call channel in Slack. Share every detail of your shoot- date, time, location, project, estimated time it will take, what jobs you need, what actors you need, etc. For crew, don't be afraid to ask for a lot of people! Most projects will need at least 1 camera operator, an assistant director, and a couple production assistants. Some larger-scale projects may need more roles like script supervisor, audio operator, or behind the scenes photographer.

Finalizing Your Project

- Once you have finished filming, it's time to edit. If you would like one of the members on the Production Team to edit/add effects, create a message in your shows #channel in slack. If you would like to be involved editing your own film and need help, feel free to reach out to the General Manager or Production Manager to set up a meeting. UABtv also offers open house editing help during office hours.
- Show runners are required to have a promo-reel alongside the final cut of their project. Once this is completed, your film will be put on our upload schedule to post on social media!

Equipment & Media Release

Reservations

- Student Media provides equipment & room reservations to its organizations: UABtv, Kaleidoscope, and Aura. Members from each of these organizations are granted the ability to reserve available equipment for their projects.
- In order to reserve the rooms and equipment UABtv has to offer, members are required to fully complete the Equipment Training 101. This ensures you understand how to properly operate and manage the equipment with care.
- Now, you will need to fill out the Equipment Reservation Form. This form has a list of all the equipment you may need for your production. You must fill out the form within two business days, Monday - Friday of your shoot. Once completed, your request will be sent to the Production Equipment Manager for approval. They may confirm or deny request based on whether you have fulfilled the requirements. If the selected equipment/room is already booked out or taken, they may provide you with alternative equipment to fit your needs.

Media Release

Passes are a privilege and may be revoked at any time. UABtv press passes do not replace your UAB student ID. In utilizing your press pass, you represent yourself, your outlet, the department and university. The use of press passes is exclusive to active assignments and work for one of our outlets. I authorize UABtv and the University of Alabama at Birmingham to use, reproduce, edit, exhibit, broadcast, and distribute such recordings in any media format, including but not limited to:

- The UAB Student Media website and digital archives
- UABtv's official social media accounts
- UAB Student Media promotional materials, advertising, and training purposes
- My participation is voluntary and without compensation.
- All media produced will remain the exclusive property of UABTV and the University of Alabama at Birmingham.
- UABtv may use these materials in perpetuity for educational, promotional, or archival purposes.
- UABtv and UAB are released from any and all liability related to such use, including claims for invasion of privacy or defamation.

Filming in the Hill Student Center, Campus Green, etc. do not require specific permission. However, filming in lecture halls like Heritage Hall, Gorrie Hall, and off campus will require permission from that specific department. If you are unable to obtain permission from a specific department, you may need to find another place for your shoot.

Copyright & Artificial Intelligence

Fair Use

- All rights to music, sound effects, or third-party clips belong to their original owners unless otherwise stated. Our videos may include copyrighted material under fair use (for commentary, education, criticism, or parody) per the Copyright Act of 1976 (17 U.S.C. §§ 101 et seq.). No infringement intended. Content may feature collaborations with other UAB departments, local orgs, or independent creators. Our content is free to share with permission from the original Show Runner. Some copyrighted material that is not subject to fair use will require authorization for usage.

Licensing

- Any works created by students under assignment for Student Media and/or with Student Media equipment will be licensed in full to the department for use. That includes republishing or reprinting content and/or sharing content with other campus departments. The ownership of the content will remain with the student and may be repurposed for other outlets after initial publication within Student Media.

Artificial Intelligence

- UABtv is an organization full of creative, passionate individuals with the goal to create top quality content to represent these individuals, the organization, and the department. The advancement of artificial intelligence over the past several years has changed much of the technology and content that is consumed.
- The use of AI in photo, video, and audio within the content is strictly prohibited. Similarly, creating content (letting AI create & edit your video) is also prohibited. Both of these things take away the authenticity and seen as 'low effort' which will not be tolerated.
- The use of AI in writing is not permitted except under certain circumstances. Using Chat GPT, Gemini, Claude, etc. to generate a screenplay or other writings will not be tolerated. However, using a program ex. Grammarly, or other AI tools to improve speech thesis and grammar are allowed, but must be disclosed with the leadership team if used.

Accessibility

Access in Audio/Video

- The university has a commitment to captioning. All videos produced by UABtv must be accurately captioned prior to publishing. Captioning can be done using Kaltura through Canvas. Adobe Premiere Pro also has built-in captioning.
- A podcast transcript is a word-for-word written version of the podcast. All podcast transcripts should be posted to uabblazermedia.com. There are a variety of ways to transcribe your podcast. Work with the Podcast Producer for assistance.

Access in Design

- It is imperative to ensure that design isn't just aesthetically pleasing, but also accessible for your audience.
- The goal in font selection is to use easily recognizable letters, either standard Roman or sans serif fonts. Avoid all capital letters for long blocks of text.
- In designing graphics, ensure there is a high contrast between the text and background. We recommend using webAIM.org to check contrast. Be mindful of color combinations that may provide challenges for those with color blindness. [Click here](#) review a color blindness reference chart for designers.

Access in Event Planning

- When planning events, every possible accommodation cannot be planned for, but we can be mindful and responsive. On all marketing, include the statement "For disability accommodations, please contact EMAIL@uab.edu." The department of Disability Support Services can assist your team in navigating accommodation requests for your events.

Grievances & Profanity

Grievances

- Grievances among members are expected to be handled internally and with full cooperation between members. Any unresolved grievances should be forwarded to outlet heads.
- Grievances should begin with a verbal warning, then followed by a written complaint. If grievances cross outlets, they may be brought to the Media Executive Leadership Team meeting with two business days notice. Each party will be allowed to petition the team for 10 minutes, including additional witness statements. The team will then confer and deliver sanctions via email.
- If any party disagrees with the outcome or solution for their grievance, they may appeal to professional staff members. Please note: professional staff members will provide only counsel to the outlet head. The only instance in which a professional staff member will overturn a grievance outcome is if the outcome violates the UAB Student Code of Conduct, Alabama System of Higher Education policies, Title IX, or any other laws or regulations.

Profanity

- UABtv, is an organization full of young adults as it is ran by college students, for college students. Likewise, the main audience for UABtv content are adults in the same age bracket.
- One of the main purposes for the use of profanity in communication is to convey a message that carries weight. This can be used in a setting of absolute seriousness or in comedy. Either way, it has an effect on how the audience perceives the message. For instance, watching a show with mature language naturally sparks a curiosity of seriousness within the audience when heard, especially if used in the right setting. Using profanity too much or too often can erode its seriousness.
- That being said, there is no particular limit, but use it wisely in a way that makes sense.

Appendix

Student Media Intranet

Student Media Website

Student Media Handbook

Student Media Interest Form

Student Media Equipment Training 101

Equipment Reservation Form

UABtv Website

UABtv Slack

UABtv Box

Outlook Calendar

Project Planner

Member Checklist

Media Release

Copyright/Fair Use

Kaltura Through Canvas

Color Blindness Reference Chart

Contrast Checker

