

JOU4201 (23846): WRUF Sports Lab

Fall 2025

College of Journalism and Communications

University of Florida

Instructor of record

Eric Esterline

CJC Director of Sports Journalism and Communication

Email: eeesterline@jou.ufl.edu

Office Hours: Tuesdays (11a-noon), Wednesdays (11a-noon)

Shift supervisors

Kevin Winter

WRUF-AM Brand Manager

Email: kwinter1@ufl.edu

Jeremy St. Louis

WRUF Sports Director

Email: j.stlouis@ufl.edu

Experience location: Innovation News Center and WRUF-ESPN Gainesville

Shift day and time: To be arranged based on students' schedules and assigned show slots

Immersion overview

This course provides students with hands-on, professional-level experience hosting, producing, and promoting a live or pre-recorded student-run radio show on WRUF or an affiliated platform. Students will learn on-air presentation skills, show planning, segment development, audience engagement techniques, and basic technical operations.

Through weekly on-air shifts, planning meetings, and live event coverage, students will develop the skills necessary to perform as both a radio host and content producer, while working under professional broadcast standards.

Course Learning Outcomes

1. Plan, script, and execute a professional-quality radio show segment or episode.
2. Demonstrate strong on-air delivery and interviewing techniques.
3. Operate basic studio equipment and follow FCC compliance rules.
4. Create promotional materials for the show, including social media posts, audio promos, & segment teasers.
5. Collaborate with producers and technical staff to ensure smooth show operations.
6. Engage audiences using live interaction tools (call-ins, social media, listener polls).

Assessment

Here are the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points Per Component	% of Total Grade
Show Attendance, being the engineer & participation	100 pts	50%
Content Produced (scripts, promos, or full segments, being the engineer etc.)	100 pts	50%
Total	200 pts	100%

SHOW ATTENDANCE & PARTICIPATION (100 POINTS)

Students must arrive on time and be prepared for each assigned shift. Preparation includes having a rundown or segment plan ready, being familiar with current news and topics relevant to the show, and collaborating with team members before going on air. Absences require prior approval from the instructor or a documented excuse (doctor's note for illness). If a student is missing a shift because of an illness, the student **MUST** provide a doctor's note for the absence to be excused. Any unexcused absence can result in the student being dismissed from the experience and failing the experience.

CONTENT PRODUCED (100 POINTS)

For each assigned shift, students must submit at least one approved piece of content. This could include:

- Show rundowns and scripts
- Edited audio segments
- Social media promos for upcoming shows
- Post-show recap posts or highlight clips

Grading (scores are rounded up or down to the nearest whole number)

93.5-100	= A	89.5-93.4	= A-		
86.5-89.4	= B+	82.5-86.4	= B	79.5-82.4	= B-
76.5-79.4	= C+	72.5-76.4	= C	69.5-72.4	= C-
66.5-69.4	= D+	62.5-66.4	= D	59.5-62.4	= D-
0-59.4	= E				

Attendance

Students must participate in all assigned shifts and meetings. Scheduling conflicts should be communicated as early as possible. Any missed shift **COULD** result in removal from the immersion experience.

Plagiarism and Citing Sources

Plagiarism includes using someone else's words, sources, or stories—whether published, broadcast, or online—without proper attribution or when such material dominates your own work. Misrepresenting your presence at an event, inventing sources, or submitting work that was not entirely your own are all forms of academic and journalistic dishonesty. Reusing assignments across classes without permission or submitting edited or graded work from one course to another, also violates academic integrity. Using copyrighted material like images, music, or videos without permission or credit constitutes a copyright violation and is considered plagiarism. Ultimately, honesty, originality, and transparency are essential in all aspects of journalistic and academic work.

Use of generative artificial intelligence (AI)

Students are prohibited from using AI tools to generate, write or substantially edit social posts. Posts must be your original work. Using AI to generate content is considered plagiarism and subject to the university's academic integrity policies. Students may use AI tools for idea brainstorming, research or to verify facts and data. If using AI to brainstorm, you must confirm the accuracy of names, places, organizations, events and other facts before pitching it. If in doubt about any use of AI for coursework, please consult your instructor.

The Consequences

All acts of suspected plagiarism or academic dishonesty will be reported to the INC Director and /or journalism chair, and the Dean of the CJC, and may be referred to the Student Conduct & Conflict Resolution Center.

An act of plagiarism or academic dishonesty may result in failure on the assignment, failure of the class, as well as other possible sanctions outlined in the Faculty Senate Policy on Academic Misconduct.

Academic Integrity

UF students are bound by the Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 **Peabody Hall, 392-1261**.

Sponsored Content

Marketers and publishers are using innovative methods to create, format, and deliver digital advertising. One form is "native advertising," or "sponsored content" which is content that bears a similarity to the news, feature articles, product reviews, entertainment, and other material that surrounds it online. Sometimes, different outside entities will offer reporters, broadcasters and authors monetary compensation for including this sponsored content or native advertising in their reporting.

ESPN Gainesville and the University of Florida College of Journalism and Communications and the Department of Media Properties **are NOT in this business**.

Suppose you, as a student, are ever approached via email, text, phone call, direct message, etc. by an outside entity about linking to or providing information to our audience in a manner that is described above or something similar. In that case, you should not engage with this

outside entity or cooperate with them. Please refer them to a manager, director, or instructor when/if this happens.

If any willful violation of this policy occurs with any content a student is producing for the University of Florida College of Journalism and Communications and the Department of Media Properties, you **WILL** be removed from the immersion experience, course, or, program, **you will fail the experience and/or course** and other consequences could result.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last three weeks of the semester, but announcements will be made giving specific times when they are open. Summary results of these evaluations are available to students at the evaluation website URL above.

Course Grading

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available, including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.