

RTV3945: WRUF Social Producing

Fall 2025

College of Journalism and Communications

University of Florida

Instructor of record

Eric Esterline

CJC Director of Sports Journalism and Communication

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

Shift supervisors

Justin Baxley

WUFT/WRUF Social Media Strategist

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Kevin Winter

WRUF-AM Brand Manager

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Experience location: Innovation News Center and ESPN Gainesville

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

Immersion overview

JOU4201 is designed to offer training in sports news gathering, writing, interviewing and reporting.

Special emphasis is placed on creating social media content for WRUF-ESPN Gainesville.

Through weekly shifts, students receive practical experience in the field.

Course Learning Outcomes

1. Create engaging sports social media content, including graphics, photos, and written posts tailored to digital platforms.
2. Analyze current sports news and trends to develop strategies for audience engagement across social media platforms.
3. Contribute professional-quality content to newsroom platforms with the expectation of publication on-air and online.
4. Apply multimedia storytelling techniques to produce story assets for WRUF.com.
5. Demonstrate effective use of digital tools and online resources for researching and producing sports journalism content.

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
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Shift/Game/Event Attendance (10 events attended)	5 pts each - 50 pts	50%
Content Produced (10 pieces of content)	5 pts each - 50 pts	50%
Total	100 pts	100%

SHIFT/GAME/EVENT ATTENDANCE (50 POINTS)

You will be assigned work through our social content calendar during the semester with your team. You are required to work the events and time slots you are assigned. You should utilize the ESPN Gainesville content calendar to plan and track the events you will be covering with our team. Students have the option to be assigned one shift per week and must attend each week unless the student has a university-approved absence. 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 (50 POINTS)

You are required to produce content for each event you are assigned to during the semester. You can work with your team together on this content, but you must play a role in creating the content to get credit for it. You should track your content on the content calendar.

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 shall work with their coverage team to work as many events as possible in order to get content produced. This is negotiable and will be different for each individual and coverage team, depending on schedules for the teams/events and the individual students.

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.