

# JOU4201: WRUF Sports Lab

Spring 2026

College of Journalism and Communications

University of Florida

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## Instructor of record

**Kevin Winter**

WRUF-AM Brand Manager

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## Faculty Resources

**Jeremy St. Louis**

WRUF Sports Director

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**Eric Esterline**

CJC Director of Sports Journalism and Communication

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

**Experience location:** Innovation News Center and WRUF-ESPN Gainesville

**Classroom meeting day and time:** Mondays from 9:35 a.m. to 10:25 a.m. (Period 3)

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

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## 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 components that accrue points in 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 |
|---------------------------------------|----------------------|------------------|
| Technical Skills                      | 100 pts              | 50%              |
| On-Air/Content Creation & Development | 100 pts              | 50%              |
| <b>Total</b>                          | <b>200 pts</b>       | <b>100%</b>      |

### **Technical Skills (100 POINTS)**

Attend the show and serve as the engineer for your assigned live show shift, properly executing the live stream of our Sports Lab on our YouTube channel.

You will be required to be the board operator for half of your content produced shifts during the semester, and the other half, you will be required to serve as the “director” for our YouTube live stream.

As the board op for a show, you will be required to make sure all audio levels are at broadcast standards, to know what functions all “pots” on the audio board are used for, to play the proper sound when asked for by a host, to load sound into the “hot keys” for those shows before the start of the show or at times on the fly and to work the phone lines – whether they are going over the air as a guest, a caller wishing to participate in the show or to execute a contest give away.

As the “director” of our live YouTube stream, you will be required to know how the cameras operate and how to adjust them for different shots, as well as how to bring up graphics during a live show and how to execute the break slides.

**On-Air / Content Creation & Development (100 POINTS)** – Show attendance for assigned shifts, whether it be in the studio and over the radio airwaves or in our social media room for YouTube. On-air = WRUF As an on-air host over the WRUF 98.1 FM / 850 AM airwaves, you are the voice of an hour-long show on a commercial radio station that has an ever-expanding listener base. WRUF is a commercial radio station. This station relies on its advertisers to make money. Good radio = more revenue. Bad radio = less revenue. You will learn to develop your skills as an on-air talk show host in 2 ways:

- **Sitting in the lead chair** – how to properly begin a show, a segment. How to integrate and execute the required talking points. (call letters, station dial numbers, phone number, upcoming events on our air, or that our station will be a part of). You will learn how to talk

into sound, how to get an interview off the ground, and how to properly close an interview. You will also learn the art of “teasing ahead” and ending a segment as it heads to a commercial break.

- **As a co-host** - You will learn the art of playing off the comments that the hosts say while also figuring out ways to express your thoughts and opinions. You will also learn the art of executing live reads - upcoming games or events that WRUF will air or participate in.
- **Content Creation and Development =YouTube / Social Media room** - During the semester, you will be required to practice and hone your talk show skills in our social media room when you are not on the WRUF airwaves. Students who do not have a regular 3 pm-4 pm shift on WRUF-AM will be required to produce and execute at least 1 30-minute, 2-person show each week. This show will be treated just like a normal talk show.

### **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  |           |      |           |      |

## Policies

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<https://go.ufl.edu/syllabuspolicies>

### **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](http://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](mailto: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.