JOU4930 – Immersive Multimedia Storytelling - Cuba
Summer A 2017 | International Travel / Study Abroad May 3-12, 2017

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Jenny Adler, PhD student and environmental journalist
William England, political science master’s student and photographer

Office Hours: Check and book times here: http://bit.ly/sheehan-uf-hours; or by appointment

Our Objective This Semester
We’re creating a multi-platform story package focusing on how the economics and psychographics in Cuba are changing following the relaxation of embargos by the American government. We will spend 10 days on site in the country developing a number of multimedia stories on different topics in and around Havana. This course will challenge you to conceptualize and execute high-level storytelling at your self-direction in a foreign country, be collaborative with other students/coaches and be looking for entrepreneurial or innovative ways to cover this story. Consider it the equivalent of a “choose-you-own adventure” reporting experience – it is designed to give you a taste of the real world international reporting in the protection of an academic environment.

Structure of the Course
This is an intensive, immersive international study course. We will spend nearly two weeks in a foreign country that has a very different culture from our own and which is undergoing a period of cultural transition. While this is a summer A course, we will begin preparations for our trip in the spring, and there will be required readings, assignments and retreats during the spring term (see schedule below). The trip itself will occur during UF break weeks, and will wrap near the official start of Summer A. Students will generate a portfolio of multimedia storytelling work that will be aggregated and shared digitally by the College.

Learning objectives include:
- Developing professional-level proficiency in multimedia storytelling
- Navigating a foreign environment and assimilating to a foreign culture
- Teamwork with storytelling peers under the direction of a coach

Students will need to comply with all rules, regulations and procedures as stipulated by the University of Florida International Center, including meeting all deadlines designated by the UFIC. This course experience will occur expenses outside the normal course fee
structure. A valid passport and visa to travel to Cuba will be required. Contact the office of study abroad for more information.

This is probably one of the few pieces of paper you’ll get from me...
The majority of our communication and information exchange will occur electronically through the Canvas learning management system prior to the trip. Assignments and communication will be through that system and through the Google Doc ecosystem for collaborative editing. **Please send me an e-mail address that you have established a Google account** (e.g. a gmail address). Make sure you provide me an e-mail you check often because I will share information through these sites.

**How will you be assessed?**
Your final grade will be a combination of benchmark assignments (if applicable) leading up to the trip and the coaches’ assessment of your work (10 percent), how your peers assess your performance (15 percent) and an assessment of your final portfolio (75 percent). Your final work product evaluation will take into account the use of multiple media, innovative coverage, self-direction in addition to the quality of content produced. An A indicates superior performance; B, highly competent, above-average work; C, average; D, below average; E, unsatisfactory. Final grades are calculated following the scale of 100-90, A; 89-80, B; etc. **Note:** ‘A’ work required significant independent work and thought.

**A Note on Deadlines**
Deadlines will be very important in this course. **If they are not met, that deliverable will automatically fail.** I am not kidding. If you run into issues on reporting/producing, let me or your coach know as soon as possible. Do not let the deadline whiz by and then tell us you had problems.

**Required Text**
* A series of pre-travel readings will be provided on Canvas.

**Our Schedule**
In addition to the 10 day trip to Cuba May 3-12, 2017, we will have a small number of meetings during the spring 2017 term, including a day-long retreat one weekend following spring break which will make sure we’re comfortable with the storytelling tools we will be taking on the trip.

**Proposed Schedule** (*Note: This will change as needed*)
TBD – Introduction and Exploration of the Project (2 hour evening session, late March)
April 15 – Traveler’s Retreat (all-day team meeting and practice shoot)
May 3-12 – Cuba Residence

*To borrow some language from the great Prof. Mike Foley:*

**CAUTION:** This is a professional course. The rules probably are different than those of
other courses. You must not only do the work, but you must demonstrate that you can do the work acceptably within a limited time. Grades on stories can be lowered as the result of students misrepresenting themselves or otherwise being unprofessional while working on story assignments. Students often find sources are more willing to talk if the students are dressed appropriately.

**Sources**: One of the best ways to ensure your stories are fair accurate and complete is to gather information from a variety of sources. In selecting potential sources for your stories, keep in mind that we live in a diverse, multicultural world. You should make every effort to have your stories reflect that. Talk to a variety of people from different backgrounds, educational levels, etc. to get a complete story.

Students enrolled in this course should not be used as sources in your stories unless they are involved directly in the story. Friends, roommates, relatives sorority sisters, fraternity brothers, etc. usually pose a conflict-of-interest threat when used as sources.

**Do your own reporting and writing.** Plagiarism—including using material from news releases and information gathered from the Internet without attribution—will result in serious and harsh consequences. You can find the college’s official ethical standards at [http://www.jou.ufl.edu/academic/jou/honesty/demic/jou/honesty/](http://www.jou.ufl.edu/academic/jou/honesty/demic/jou/honesty/). If you have even the smallest doubt or are confused about this or anything else in the course, PLEASE ASK.

*Foley*

*And now the University’s required language:*

Lectures and materials in this class are the property of the University/faculty member. Lectures may not be taped without permission from the lecturer and may not be used for any commercial purpose. Students found in violation may be subject to discipline under the University's Student Conduct Code.

The **University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

**Preamble**: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**The Honor Code**: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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.”
For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students requesting classroom accommodation must register with the Dean of Students Office. The Dean will provide documentation to the student who must provide documentation to the instructor when requesting accommodation.

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.
Working On-Ground Schedule

May 3, 2017 - wednesday
Coaches MCO to HAV
Group meeting at noon in lobby of Hotel Melia Cohiba
Check-in Casas - Paseo 126 E., Habana
GROUP DINNER

May 4, 2017 - thursday
Group trip around Havana -
Walking tour Old City, Prado, Malecon
Museo de Revolucion ($8 CUC)
Museo Nacional de Bellas Artes - Arte Cubano ($5 CUC)

May 5, 2017 - friday
Reporting Day

10 a.m. For students reporting on environmental issues and food: We have a meeting set up at the Antonio Núñez Jimenez Foundation for Nature and Humanity, address: 5taB No. 6611 e/ 66 y 70, Miramar, Playa. Roberto Perez, Director del Programa de Naturaleza y Comunidad, will give us an overview of some of the issues we’re interested in and answer questions.

Evening: Fabrica de Arte Cubano ($2 CUC)

May 6, 2017 - saturday
Free Day

May 7, 2017 - sunday
Callejon de Hamel (11-3)
GROUP DINNER
(Zapata group departs)

GROUP DINNER

May 8, 2017 - monday
Reporting Day
(Zapata Swamp Trip)

May 9, 2017 - tuesday
Reporting Day
(Zapata Swamp Trip)
First drafts due to coaches

May 10, 2017 - wednesday
Production Day / Follow up reporting
Coach feedback on pieces
GROUP DINNER
May 11, 2017 - Thursday
Production Day
Final drafts due

May 12, 2017 - Friday
Check out casas
Flights out

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May 16, 2017 – Tuesday
(Back in U.S.)
Final pieces due for publication
# Portfolio Review Rubric

## Content Evaluation

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Ratings</th>
<th>Score</th>
</tr>
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<tbody>
<tr>
<td><strong>Story Construction</strong></td>
<td>Compelling story, interesting, informative. Appropriate length. (25 pts)</td>
<td>____/25</td>
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<tr>
<td></td>
<td>Organized story, but construction errors remain. Too long/short for subject (10-20 pts)</td>
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<tr>
<td></td>
<td>Poorly organized, facts presented but no story present (0-10 pts)</td>
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<tr>
<td><strong>Subjects / Inclusion</strong></td>
<td>Appropriate number and selection of subjects for the story. Subjects speak in their own words and appropriate color is used to give viewer understanding of subjects/topics. (15 pts)</td>
<td>____/15</td>
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<tr>
<td></td>
<td>Admirable attempt at identifying subjects for story, but could use additional sources/color/details. Story tells more than shows. (5-10 pts)</td>
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<tr>
<td></td>
<td>You got someone to talk to you, but perhaps they weren’t the best sources. Hey, you tried. (0-5 pts)</td>
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<tr>
<td><strong>Technical</strong></td>
<td>Cohesive, well edited experience; few technical or mechanical errors (20 pts)</td>
<td>____/20</td>
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<tr>
<td></td>
<td>Cohesive experience with noticeable technical errors (10 pts)</td>
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<tr>
<td></td>
<td>Difficult to follow, with many technical errors (0 pts)</td>
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<tr>
<td><strong>Overall</strong></td>
<td>Editing team evaluates as a high quality work of storytelling (15 pts)</td>
<td>____/15</td>
</tr>
<tr>
<td></td>
<td>Editing team evaluates as a good story, but could use improvement (10 pts)</td>
<td></td>
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<tr>
<td></td>
<td>Editing team congratulates you on your attempt (5 pts)</td>
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</tbody>
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**Peer Evaluation**

Post-trip, a Canvas survey will be sent out for peer evaluations. You’ll have opportunity to evaluate each team member you worked with on a Likert-type scale of 0-5, 5 being outstanding and 0 being lacking. Your individual scores will be averaged and multiplied by three to get your peer evaluation score.

___ / 15

**Coaches Score**

The coaches will score your performance on a 0 (poor) -10 (excellent) scale.

___ / 10

**TOTAL SCORE**

___/100