

RTV 4930 – 21060 (24G5)

Entertainment Storytelling

&

Travel Reporting

Spring 2019



INSTRUCTOR

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COURSE:

Mondays Periods

COURSE DESCRIPTION:

Entertainment is a broad category that includes a diverse array of topics such as leisure, music, art, nature, theatre, food, and various indoor and outdoor activities. In this class you will have the opportunity to cover a variety of activities and produce multimedia stories that cover these areas. The stories you produce will focus on events and local points of interest in Gainesville and North Central Florida.

Students will produce multimedia stories throughout the semester covering local events which will be published online and promoted through social media using the Beyond The Swamp channels. The goal for this course is to provide students an outlet to produce and publish creative stories that often go overlooked in traditional media while covering local attractions that showcase North Central Florida. As a class we will discuss, critique and work together to complete assignments.

COURSE OBJECTIVES:

At the end of this course, students will

1. Demonstrate an acceptable proficiency in entertainment storytelling and travel reporting for online media
2. Develop a portfolio of story samples
3. Gain an understanding of how to create entertainment stories for a local audience
4. Develop greater media literacy through the creation of content
5. Critique the work of others
6. Build an audience using social media
7. Measure the effectiveness of content through a basic understanding of social media analytics

COURSE MATERIALS:

- **Required texts: None**
- **lynda certifications as assigned**

MY ROLE AS THE INSTRUCTOR:

My role as the instructor is to act as editor and final gatekeeper of stories and content that are published and shared. I will take responsibility for editing all stories and publish all social media posts using platforms created for this course. In addition, I will grade all work and provide timely feedback to assist in improving future stories in the class.

Grading

Bio with photo & BTS follows	5%
lynda video courses	15%
Weekly story meetings and pitches	10%*
Weekly assignments	70%

* NOTE: we will meet each week to discuss stories to cover and review work done

Your grades will be posted to Canvas at <http://elearning.ufl.edu/>

Grading Scale

A	(93-100)
A-	(90-92)
B+	(87-89)
B	(83-86)
B-	(80-82)
C+	(77-79)
C	(73-76)
C-	(70-72)
D+	(67-69)
D	(63-66)
D-	(60-62)
E	(below 60)

Assignments

Completion of assignments, and posting them to the Beyond The Swamp accounts, are the two most important aspects of this class.

Outside of following directions and mechanics, stories will be graded on creativity. Creativity is hard to measure. Each assignment will be judged on its own merit. I encourage creativity.

Establish your own voice. It's the ONLY way to get noticed in a competitive environment.

Content not judged as creative by the instructor, and members of the class, will not be published and will only receive partial credit toward your final grade. However, you will have the option to resubmit content deemed as less than satisfactory.

A bio on the website & BTS follows (5%)

The stories you do for this class will go on the Beyond The Swamp website and social media accounts. For the website, you will need to provide your bio and a photo. This is important because you should all be thinking about how to brand yourself and part of that is to have an appropriate headshot you can use for when people look for you on the web and to use on your various social media channels. It is also important to be able to describe yourself and what you do in a paragraph.

You will also be required to follow any Beyond The Swamp accounts including [Facebook](#), [Twitter](#), and [Instagram](#).

Lynda Video Courses (15%)

Throughout the semester, you will be assigned Lynda courses to complete. These videos will provide instruction on various digital storytelling techniques as well as using WordPress. It will be your responsibility to complete each as assigned (see Course Schedule). Upon completion of each course, you should include the completed certification on your LinkedIn account AND share a screenshot with your instructor.

Failure to submit a screenshot by the assigned date will result in a zero for the assignment.

Weekly Meetings (10%)

Each week we will meet to discuss content for our platforms, promotions, and for you to pitch weekly assignment ideas. It is important to attend these meetings so that you are aware of the stories being covered and to pitch your story ideas. We will also critique the stories completed for that week.

10-points will be deducted from your Weekly Meetings grade for each unexcused absence. We will hold some classes off campus as well, and every effort must be made to attend.

Weekly Assignments (70%)

You will need to complete multiple assignments during the semester – one each week beginning in Week Three. Assignment ideas will need to be pitched and approved. We will keep track of weekly assignments through a shared Google Document.

There are three possible assignments each week: Instagram Story, Promotions, or Website Story.

Instagram Story

You will need to create one visual story to be posted to our Instagram and Facebook accounts. Story ideas will need to be pitched and approved.

Email your instructor images from the event or site that you cover as well as an Instagram caption, tagged accounts, and relevant hashtags (up to 10 hashtags), and a longer Facebook caption. Your instructor will post quality stories/images to the Instagram and Facebook accounts. You can also take video for this assignment, a Boomerang, or content to be shared on Instagram Stories.

Your Instagram/Facebook content will count as **ONE** assignment

Promotions

We want more people to see the Beyond The Swamp content as well as follow our accounts.

Your instructor will boost posts on Facebook as well as create ads for the Facebook page.

You will need to share Facebook posts with friends to get more Facebook Likes and Followers.

Promotion ideas will need to be pitched and approved.

Promotions will count as **ONE** assignment

Videos

Video continues to dominate social media content. Quality video drives audience engagement and is more likely to be shared. You can create a video of up to 59-seconds for our Instagram and Facebook accounts. Story ideas will need to be pitched and approved.

Email your instructor the video as well as an Instagram caption, tagged accounts, and relevant hashtags (up to 10 hashtags), and a longer Facebook caption. Your instructor will post quality videos to the Instagram and Facebook accounts.

Your video content will count as **TWO** assignments

Website Story

You will cover local points of interest in Gainesville and North Central Florida. Story ideas will need to be pitched and approved.

Each story will include text and accompanying photos. This is a 300-400 word story about a local site/point of interest. You will need to do some research to write 300-400 words which means you will need to find out more on the Internet (and therefore include appropriate hyperlinks in the story). You may also want to talk to people who run/own the site so you can provide quotes for your story. This story should highlight a location that people would want to see when visiting North Central Florida.

Include as many photos as appropriate to showcase the site. You may also include video.

Email your stories to the instructor to edit as well as any photos. Your instructor will edit your story and upload any images to the Beyond The Swamp site. Students will be responsible for uploading their story to the website after edits have been made by the student. The instructor will post the final edited version.

Website Stories count as **TWO** assignments

CLASS RULES!

Punctuality is of utmost importance in the media industry. Late assignments will be penalized.

LATE WORK

Work not submitted on time will receive half credit

The best way to learn how to produce media pieces is to produce them. For this reason, much of your class time will be spent reviewing ways to produce better pieces and how to improve the pieces you create.

Attendance: The class will start promptly, if you come in late or have to leave early, please do so quietly without disturbing others in the class. Attendance in class is critically important to pitch stories, review work, and review the work of others in the class.

Excused absences include approved UF attendance exceptions or documented illness.

Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

The University of Florida Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student 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.”

There are six specific types of violations of the Academic Honesty Guidelines: cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication. Naturally, plagiarism and any form of cheating are unacceptable. If I find you’ve cheated – on any assignment – you will be dismissed from the course. This includes taking content from the Internet and claiming it as your own. Take this commitment to academic honesty and integrity seriously.

ACADEMIC HONESTY

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students’ responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others’ ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one’s own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student’s responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Addendums and Changes

During this course, I reserve the right to amend and change the syllabus, readings, and assignments. If I change a date and you miss the announcement because you were absent you may not make up that assignment.

University Policy on Accommodating Students with Disabilities:

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Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

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.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

Class Demeanor:

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all

deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

COURSE SCHEDULE

Each week in class we will review completed stories and you will pitch stories for assignments. While you may produce more stories than required, you must complete all work in this class, and all stories will need to be pitched and approved. Any changes to your story idea must be approved first. Think of class like a morning meeting at a newsroom. We will discuss the work for the week that needs to be accomplished and discuss our success from the previous week. This class follows the motto, "Learn by doing." So that is what we will be doing.

We may during the semester have guest speakers to discuss multimedia storytelling or attend local events and visit cultural sites during class time. This is why it is so important to attend every class in addition to pitching your stories and critiquing stories from others.

Week One – 1/7

Course and Syllabus discussion
Beyond The Swamp History and website, Facebook, Twitter, and Instagram
First Stories Assigned

Week Two – 1/14

Pitch Meeting
Second Stories Assigned
Lynda Course Assigned: [Landscape Photo Shoot](#)

Week Three – 1/21

NO CLASS – MLK Holiday

Week Four – 1/28

Pitch Meeting

Third Stories Assigned

Lynda Course Assigned: [Social Media for Photo and Video Pros](#)

Week Five – 2/4

Pitch Meeting

Fourth Stories Assigned

Lynda Course Assigned: [Learning to Write for the Web](#)

Week Six – 2/11

Pitch Meeting

Fifth Stories Assigned

Week Seven – 2/18

Pitch Meeting

Sixth Stories Assigned

Week Eight – 2/25

Pitch Meeting

Seventh Stories Assigned

Lynda Course Assigned: [Marketing on Twitter](#)

Week Nine – 3/4

NO CLASS – SPRING BREAK

Week Ten – 3/11

Pitch Meeting

Ninth Stories Assigned

Week Eleven – 3/18

Pitch Meeting

Tenth Stories Assigned

Lynda Course Assigned: [Marketing Foundations: Social Media](#)

Week Twelve – 3/25

Pitch Meeting
Eleventh Stories Assigned

Week Thirteen – 4/1

Pitch Meeting
Twelfth Stories Assigned

Week Fourteen – 4/8

Pitch Meeting
Thirteenth Stories Assigned

Week Fifteen – 4/15

Pitch Meeting
Fourteenth Stories Assigned

Week Sixteen – 4/22

Meeting
Warp-up and summer content