

Adventure Travel Writing and Photography
WVU P.I. Reed School of Journalism
Spring 2014
JRL 493V CRN#: 18498

Emily Corio's Office Hours and Contact Information:

Mondays and Wednesdays: 10 am to 1 pm
Tuesdays and Thursdays: 10:30 am to 11:30 am
Office: 204A; office phone: 304-293-7007
Email: Emily.corio@mail.wvu.edu
Twitter: @ecorio1
Cell phone: 304-692-2543

Greg Corio's Office Hours and Contact Information: Contact Greg at gmcorio@mail.wvu.edu to set up an appointment.

Office: WVU Rec Center; office phone: 304-293-5283
Cell phone: 304-276-0344

Class time and location: Mondays 4 pm to 6:50 pm, room G3

Three required texts: *A Walk in the Woods* by Bill Bryson; *Into Thin Air* by John Krakauer; *Adventure Photography* by Michael Clark

Other required purchases: Each student must have their own **SDHC-class 10 (8 gig minimum, 16 gig strongly recommended) card** and an **external hard drive that is compatible with Macs**. Together, these two items will cost between \$75 and \$100, depending on the size of card and drive you purchase. In addition, students will spend one weekend (Friday, Feb. 28-Sunday, March 2) in Canaan Valley, WV, gathering interviews, photos and video that they will turn into a multimedia travel piece upon return. Students will also create and post content for social media during the trip. Cost per student is approximately \$200, and this cost includes two-nights lodging, transportation to and from WVU to Canaan Valley, breakfasts, lunches, one dinner, and several adventure activities.

Course Description: Students in this course will expand their writing and multimedia reporting skills and explore new ways to tell stories across media platforms. Students will review and analyze examples of travel and adventure journalism and learn about including best practices and ethical considerations in their own work. Students will also gain technical skills in photography and point-of-view videography and learn how to apply these skills and knowledge in their course work. Through this course, students will learn about the appropriate use of digital platforms to present and share their work and will gain experience in blogging and social media for journalistic purposes. Students will learn how to pitch their travel pieces to media outlets for publication.

Learning Outcomes:

- Gain knowledge, understanding, and critical thinking skills on the travel journalism industry (review and critique travel blogs and travel journalism literature)
- Understand and apply ethical standards for travel writers and bloggers
- Develop and apply multimedia storytelling skills
- Understand cultural sensitivities within communities you are covering
- Incorporate diversity in your travel journalism content that includes underrepresented people or ideas
- Contribute to a travel blog and mobile app with text, photos and video
- Develop the ability to distinguish the most effective medium to use for your content
- Develop basic and advanced photography skills and apply these skills appropriately
- Develop a basic understanding of point-of-view cameras in order to capture photographs and video of adventure sports
- Master basic GoPro Cineform video editing functions
- Master basic Adobe Photoshop functions
- Develop an understanding of how to pitch content effectively
- Use social media to promote your work and engage a diverse audience

Assignments:

Writing:

- 1.) Reflection paper on *A Walk in the Woods* (100 pts)
- 2.) Reflection paper on *Into Thin Air* (100 pts)
- 3.) “Cleaning your Copy” an online Poynter grammar and style course (50 pts)

Photo/Video:

- 1.) “Going to Class” *team* video (100 pts)
- 2.) DSLR photos of kayaking or biking; post top 5 photos to blog (100 pts)

Multimedia: the following assignments will include text, photos and/or video

- 1.) Web article and three photos or one video on SUP boarding or rock climbing posted to blog (100 pts)
- 2.) Canaan Valley *team* assignment: “36 Hours in Canaan Valley” (200 pts)
- 3.) Your choice adventure travel assignment (200 pts)

Other: Attend one of the following events for 50 pts credit. If you attend both, you

will receive 50 pts, plus 25 pts. extra credit. You must check in with Greg at either event to receive the credit.

- 1.) Attend "Expedition Denali" at WVU (Free) -*details on date/time/location to come*
- 2.) Banff Mountain Film Festival at the Met in Morgantown 4/4 (Fri) at 7pm (~\$10)

Grade Scale: A: 1,000-900; B: 899-800; C: 799-700; D: 699-600; F: 599-0

During the semester you will check out digital SLR cameras (and possibly digital audio recorders) to do your assignments. You will check these out through the Journalism Department (not the TVJ GA). This equipment is very expensive. You are responsible to bring it back in the condition you found it. Damage to, or loss of equipment will be paid for by you. You will sign a liability agreement before you can check out any equipment. This agreement makes you responsible for the equipment while it is in your possession. Under no circumstances should equipment be left in your vehicle. Students often report that their windows were smashed, and the equipment taken from a vehicle. You are responsible even so.

Please plan ahead, and check out equipment in advance of when you will be using it. Do not assume that equipment will be fully-charged and ready to go. That depends on the student before you charging the batteries before they return them. You need to return equipment immediately after completing your assignment. Just because you will be going back to work on your story a week later, does not mean you keep equipment for the week in between. There is simply not enough equipment to go around. Equipment that is more than 7 days late will be considered lost or stolen, and you will be charged the full amount of the replacement cost. If that amount has not been paid within a week of notification the fine will be turned over to student accounts. Please be sensitive to the needs of your classmates, who also need equipment to complete their assignments. Students who return equipment late more than twice during the semester may lose the right to check out additional equipment.

All J-School equipment must be returned to the equipment GA by Friday, April 25. If there are extenuating circumstances that prevent you from returning the equipment by the deadlines you must contact one of the equipment GAs immediately.

Equipment GAs:

Milly Mullins

Office: G2

Email: millymullins@hotmail.com

Tyler Mertins

Office: G2

Email: tmertins24@gmail.com

Equipment Office Schedule – G2

Equipment can be checked out during the 30 hours per week listed below. All equipment will be checked out for two days and then returned. Equipment checked out on Thursday is due on Monday and anything checked out on Friday

is due on Tuesday. Equipment should be returned packed the way it was checked out, and batteries should be fully charged.

Equipment Hours Spring 2014

Monday: 6 hours

9-12 – Tyler Mertins

4-7 – Milly Mullins

Tuesday: 8 hours

9-11 & 1-3 Milly Mullins

3-7 Tyler Mertins

Wednesday: 9 hours

9-12 & 2-4 Tyler Mertins

4-8 Milly Mullins

Thursday: 4 hours

9-11 – Milly Mullins

5-7 - Tyler Mertins

Friday: 3 hours

12:30-3:30

Adventure WV Equipment

GoPro kits (GoPro camera, tripod, tripod mount, bag) will be checked out to the teams for the semester. They will need to be returned in working condition on April 21, 2014. You and your camera group members will be held financially responsible for anything that is lost or broken out of your camera kits or accessories.

GoPro Accessories: Additional GoPro accessories can be checked out during regular business hours at the Adventure WV office in the Student Recreation Center. Please email gmcorio@mail.wvu.edu or matthew.shreve@mail.wvu.edu to schedule a time to pick up the accessories (regular business hours are 9 am-4:30pm Mon.-Fri.). All equipment will be checked out for a two-day time period. Equipment checked out on Thursday is due on Monday and anything checked out on Friday is due Tuesday. Equipment should be returned in the condition and order that it was checked out in. The same equipment rental rules apply to both the Journalism School and Adventure WV.

BELOW ARE IMPORTANT SCHOOL AND UNIVERSITY POLICIES THAT YOU MUST FOLLOW AND WILL BE ENFORCED IN THIS COURSE:**Academic Integrity**

As journalists and communicators, your reputation for honesty and integrity is the basis of your credibility. In this course, you will be held to the highest standard of ethical behavior. Violations of the Academic Integrity and Responsible Conduct Policy will be handled by the instructor, the Student Code Administrator, and the Student Conduct Board, as appropriate pursuant to West Virginia University Board of Governors Policy 31. Please see the WVU Conduct Code at http://studentlife.wvu.edu/office_of_student_conduct/student_conduct_code

School of Journalism Policy on Plagiarism & Fabrication. As future journalists and communicators, your reputation for honesty and integrity is the basis of your credibility. In this course, you will be held to the highest standard of ethical behavior. If you are caught cheating, or engaging in plagiarism or fabrication*, you could receive an “F” for the course, or an “F” for the

assignment. You could also receive an “Unforgivable F” on your academic transcript.

- The School of Journalism defines “fabrication” as the invention of any fact, quote or source in a work of journalism.

Academic Integrity/Misconduct. Students caught violating this policy will be subject to the full authoritative action by the West Virginia Academic Review Board and/or the WVU Code of Students Rights and Responsibilities. Students found in violation could receive a “F” for the assignment, and “F” in the course, an “unforgivable F” that always will remain on the student academic record and/or dismissal from the University.

Plagiarism. The University defines plagiarism in terms of proscribed acts. Students are expected to understand that such practices constitute academic dishonesty regardless of motive. Those who deny deceitful intent, claim not to have known that the act constituted plagiarism, or maintain that what they did was inadvertent are nevertheless subject to penalties when plagiarism has been confirmed. Plagiarism includes, but is not limited to, the following:

1. Submitting as one’s own work the product of someone else’s research, writing, artistic conception, theme, thesis, dissertation, commercially prepared paper, musical piece or other written, visual, oral or electronic/computerized material that has been copied in whole or in part from the work of others, whether such source is published or unpublished.
2. Incorporating in one’s submission, without appropriate acknowledgment and attribution, portions of the works of others; that is, failing to use the conventional marks and symbols to acknowledge the use of verbatim and near-verbatim passages of someone else’s work or failing to name the source of words, pictures, graphs, etc., other than one’s own, that are incorporated into any work submitted as one’s own.

Cheating. The University defines cheating and dishonest practices in connection with examinations, papers, and projects as including, but not limited to:

1. Obtaining help from another student during examinations.
2. Knowingly giving help to another student during examinations, taking an examination or doing academic work for another student, or providing one’s own work for another student to copy and submit as his own.
3. The unauthorized use of notes, books, or other sources of information during examinations.
4. Obtaining without authorization an examination or any part thereof.

The School of Journalism includes fabrication of quotes as a form of cheating. Any student who presents work that knowingly, and without instructor

approval, fabricates quotes of sources can be found guilty of cheating.

SOJ Diversity Policy

The Perley Isaac Reed School of Journalism is actively committed to presenting diversity of viewpoints to a general audience. It is vigorously engaged in seeking, nurturing and maintaining ties to a base of multicultural sources. In public relations and advertising, the school equates excellence in campaigns to representing and communicating with diverse clients and audiences. In news storytelling, excellence is equated with the ability to produce stories for and about a wide range of communities and audiences.

Days of Special Concern

WVU recognizes the diversity of its students and the needs of those who wish to be absent from class to participate in Days of Special Concern, which are listed on WVU's Web site. Students should notify their instructor by the end of the second week of classes or prior to the first Day of Special Concern, whichever is earlier, regarding such absences. Your professor will make reasonable accommodations for assignments that a student misses as a result of observing a Day of Special Concern, providing the absence/s are discussed with the professor in advance.

Inclusivity Statement:

"The West Virginia University community is committed to creating and fostering a positive learning and working environment based on open communication, mutual respect, and inclusion. If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise me and make appropriate arrangements with the Office of Disability Services (293-6700). For more information on West Virginia University's Diversity, Equity, and Inclusion initiatives, please see <http://diversity.wvu.edu>."

West Virginia University is committed to providing students, faculty, staff, and employment applicants with a work and educational environment free from all forms of sexual harassment. Therefore, sexual harassment, in any manner or form, is expressly prohibited.

SOJ PRINTING POLICY:

School of Journalism majors receive a \$35 printing stipend each semester, which comes from their tuition technology fees. This money is allocated to their Student Mountaineer I.D. card and accessed via the School's swipe card printing system. (Non-major students' Mouny Bounty accounts are charged for printing in School labs.) Please be aware that printing is tracked, and that color prints cost more than black and white ones. Once a student's printing stipend is depleted to a zero sum, students' Mouny Bounty accounts will then be assessed for printing payment.

Course Schedule:

January 13, 2014: Introduction to the course and overview of content, including the basic elements of storytelling. Complete in-class writing exercise. Receive writing assignments for homework. Discuss photography and point-of-view videography and complete a pretest on skill level. Demonstrate editing with GoPro. Assign groups and receive first photo/video assignment.

Homework: Complete first photo/video assignment **DUE 1/27**.

Begin reading *A Walk in the Woods*. A two-page paper reflecting on the style of writing and the author's effectiveness (or not) in describing place and with audience engagement is due 2/3. *Use at least three excerpts from the book to support your positions about the book.* Complete Poynter's grammar and style online course and bring print out that shows you finished the course, also due 2/3.

January 20, 2014: Martin Luther King, Jr. holiday. No regular class today.

Homework: Work on photo/video assignment DUE 1/27. Continue reading book: *A Walk in the Woods*.

January 27, 2014: Teams present photo/video assignment. Learn about adventure photography and learn how to use digital SLR cameras for still photography. Must bring photography book to tonight's class.

Homework: Finish reading *A Walk in the Woods* and write reflection paper; complete online grammar course- both are due 2/3.

February 3, 2014: Turn in reflection paper and online course completion document. Discuss different styles of travel writing. Discuss social media as a platform for travel writers. Create blog and social media accounts as needed.

Homework: Begin reading *Into Thin Air*

Week of February 10, 2014: Continue discussion on photography and videography. Discuss underwater photography techniques. Guest speaker: Gabe Dewitt, local professional photographer.

Homework: Finish reading *Into Thin Air* and write a two-page reflection paper due 2/17. Follow the same guidelines listed for the first reflection paper.

February 17, 2014: Turn in reflection paper via ecampus or email to Emily.corio@mail.wvu.edu. Guest lecturer Matt Shreve will discuss video editing techniques and how video is used in content marketing.

Homework: Attend one of the following sessions and complete following multimedia assignment:

WVU Kayak roll session in SRC pool **Thursday, 2/20, from 8:30 pm to 10:30 pm OR** Stand Up Paddle Boarding session in SRC pool on **Friday, 2/21**, (exact time will be provided at a later date). Write web article on SUP boarding or kayaking and include four photos or an edited video from the experience. Must be posted on blog by the following Thursday, 2/27, at 9 pm.

February 24, 2014: Discuss ethical issues related to travel journalism, covering diversity and understanding cultural sensitivities. Receive assignments related to class trip to Canaan Valley. Discuss trip schedule and expectations.

Homework: Pack for trip!

February 28 at 10 am - March 2 at 2 pm: Canaan Valley, WV, adventure travel assignment weekend. Gather content for “36 Hours in Canaan Valley” multimedia piece.

March 3, 2014: No regular class. Work with team on multimedia project.

Homework: Work on multimedia project.

March 10, 2014: No class. Enjoy your Spring Break!

March 17, 2014: Guest speaker Josh Dean will talk about his experiences as a freelance travel writer. Have draft of multimedia project ready to present in class.

Homework: Finish multimedia project.

March 24, 2014: Present “36 Hours in Canaan Valley” multimedia project.

Receive final multimedia (individual) project assignment.

Homework: Work on final multimedia assignment.

March 31, 2014: No regular class. Meet at WVU Rec Center Friday, April 4, for kayak or biking photo shoot. Details to come.

Homework: Five best photos with captions from photo shoot must be posted to blog by April 21 (our final class). Continue work on final multimedia assignment.

April 7, 2014: No regular class.

Homework: Draft of final multimedia projects due at the beginning of the next class. Stop by E. Corio’s office to sign up for a conference time on 4/14.

Everyone must sign up for a time slot by Friday April 11.

April 14, 2014: No regular class. Attending your conference counts as your class for today.

Homework: Finish final multimedia project---due at the beginning of our last class.

April 21, 2014: Last class. Complete course evaluations in class. Final assignments due at the beginning of class. Final project presentations.

There is no final exam for this class. Let the adventure continue...get outside and document your adventure travels. Show and tell and share: tweet @adventurejournalism

Individual Multimedia Project Opportunities:

Your individual multimedia project assignment is the final assignment due for this course. It requires you to take on your own adventure travel experience and produce a multimedia story about it. This will include a web story, still photos, and action video. You should begin thinking now about what you want to do for this assignment. The following is a list of opportunities that you may choose from, but you may also create your own adventure. (If you do this, just check with one of us to confirm that it's okay for you to do.) Students may also go on any these experiences together, but each student must write their own story, shoot their own photos and video, and produce and publish their own content. You will also be encouraged to pitch to relevant media outlets that will publish your story.

ORC Trip Opportunities: *All students in this class will receive 50% off of weekend trips. No discount is given for the spring break trip.*

March 29 – Whitewater Day Trip. Learn the basics of inflatable kayaking or rafting and experience one of these great local rivers. Cheat Narrows or the Dry Fork are class III rivers. Medium physical difficulty; beginner skill level Cost \$50. **Your Price \$25**

April 5 – Whitewater Day Trip. Learn the basics of inflatable kayaking or rafting and experience one of these great local rivers. Cheat Narrows or the Dry Fork are class III rivers. Medium physical difficulty; beginner skill level Cost \$50. **Your Price \$25**

April 6 – Whitewater Day Trip. Learn the basics of inflatable kayaking or rafting and experience one of these great local rivers. Cheat Narrows or the Dry Fork are class III rivers. Medium physical difficulty; beginner skill level Cost \$50. **Your Price \$25**

April 12/13 – Backpack Dolly Sods. This Wilderness area includes sweeping high mountain views, waterfalls and majestic forests. Medium physical difficulty. Beginner skill level. Cost \$45. **Your Price \$22.50**

Florida Spring Break Trip- Get ready to experience the beautiful islands and beaches of southern Florida. We will kayak, snorkel, swim, and camp in the Florida Everglades, the Florida Keys and Blue Springs State Park. Medium physical difficulty: beginner skill level. **Florida-** Get ready to experience the beautiful islands and beaches of southern Florida. We will kayak, snorkel, swim, and camp in the Florida Everglades, the Florida Keys and Blue Springs State Park. Medium physical difficulty: beginner skill level. **Cost: \$500**

WVU Canopy Tour: Two free tours are available on a first-come-first-served basis. Anyone interested must email Greg Corio. More information is at:
<http://adventurechallenge.wvu.edu/canopy-tour>

Other WVU Options: WVU Outdoor Clubs:

- Climbing Club
- Grotto Club
- WVU Outdoor Adventure Club

Go to the following link to get to their websites:

http://studentrecenter.wvu.edu/outdoor_rec_center/wvu-adventure-recreation-clubs

Free Rental: If you want to plan a backpacking or canoe trip in WV. The WVU Outdoor Recreation Center will give you free rentals for the weekend. You must schedule this ahead of time with Greg Corio. Please make sure that you or anyone you are traveling with have the rights skills for the activity.

Other Options in WV:

- **Via Ferrata at Nelson Rocks Outdoor Center:** www.nelsonrocks.org
- **Adventures on the Gorge:** Rafting, zip lining, and bridge walk.
www.adventurewestvirginia.com
- **Please get all other activities in WV approved by either Emily or Greg Corio.**