

## **Comm 373: Digital Storytelling in Puerto Rico**

**Spring 2019**

**Instructor: Patty Lamberti**

**Class meeting times: Every other Thursday at 7p.m. beginning 1/17/19 and March 3-9 in Puerto Rico**

**Class locations: Room 015 in SOC, online via the Zoom tool on Sakai, and Puerto Rico**

**Instructor office hours: Thursdays 11-1 or by appointment (in person, by phone or videoconference)**

**Instructor phone: 312-915-6860**

### **Overview:**

We will produce multimedia content about Puerto Rico's rebirth after Hurricane Maria for [Discover Puerto Rico](#), the official tourism department of Puerto Rico.

If you are interested, you may also develop videos or other digital content for these organizations:

[Marvel Architects](#) – a New York based architecture firm building solar panels on the island

[Retazo](#) – a non-profit working to establish sustainable fashion industries in Puerto Rico

[Fondo Resiliencia Puerto Rico](#) – an organization that is building sustainable agriculture across the region

We will meet every other week, sometimes online, before and after our trip to Puerto Rico.

### **Learning goals:**

- Understanding the differences between journalism, advertising and content marketing
- Learning how to pitch ideas and produce high quality content
- Mastering the arts of researching, interviewing, writing, designing, revising and/or shooting and editing photos/video
- Developing cross-cultural skills and gaining a deeper global understanding

### **Course Materials:**

- All readings are free for this class and linked to on the syllabus. If you hit a pay wall for any readings, Google the headline (however, all Loyola students are entitled to a [free New York Times digital subscription](#)). If the hyperlink on Sakai doesn't work, copy and paste the URL.

- You must also set up a Google News Alert for the phrase “Puerto Rico.” You will summarize news you read about Puerto Rico online and in our meetings.

### **Course Policies – IMPORTANT! READ THIS!**

#### **Absences and Tardiness:**

In order for our trip to be successful, it will be imperative that you attend our class meetings and arrive/sign in on time.

In Puerto Rico, you **MUST** be ready to leave the apartment by 9 a.m. Breakfast will be set up for you every day, but you must work out a schedule so that you can share the bathrooms.

Missing class will result in lower scores in the areas of participation/professionalism, and pre-production, production and post-production work.

#### **Deadlines:**

I will be treating you like professionals, which means deadlines **MUST** be met.

Unfortunately, because of numerous problems in the past dealing with the issue of late assignments, this class has a very rigid late policy with harsh penalties. **NO ASSIGNMENTS WILL BE ACCEPTED BEYOND THE DUE DATE AT THE BEGINNING OF CLASS.**

If you are ill or have another emergency, you must have documented proof (doctor’s note, obituary, police report, etc.) that explains the situation. It is up to my discretion to accept this documentation or not.

#### **Academic Dishonesty Policy:**

Plagiarism of any form, of any kind and of any length will be reported to the Dean of Students. As you know, plagiarism constitutes using another’s words or ideas without acknowledgment.

If you are caught plagiarizing, you will fail the class.

Academic dishonesty includes all forms of fabrication.

All projects you turn in for this class or present to the class must be original. You cannot submit materials used in another class.

Cheating on any other work associated with this class will receive a similar punishment.

#### **SSWD Policy:**

Loyola University provides reasonable accommodations for students with disabilities. Any student requesting accommodations related to a disability or other condition is required to register with Services for Students with Disabilities (SSWD), located in Sullivan Center, Suite 117. Students will provide professors with an accommodation notification from SSWD, preferably within the first two weeks of class.

If attendance will be an issue, you must meet with me to complete a form that outlines how we will handle such absences within the first two weeks of classes.

Students are encouraged to meet with their professor individually in order to discuss their accommodations. All information will remain confidential. For more information or further assistance, please call 773-508-3700.

**Email policy:**

I will respond to all emails within 24 hours.

Keep in mind that I may not check email right before an assignment is due. Ask questions early and re-read the assignment sheet. Often, the answer is there.

**Laptop and cell phone policy:**

Although technology is an integral part of communication, it doesn't always help you learn. The more you multitask, the less you learn. Multitasking is also disruptive to instructors and the students around you.

Studies have shown the following:

1. According to Winona State University researchers, 68% of students who use laptops in the classroom aren't using them just to take notes – they're also surfing the web, checking Facebook and email, etc.
2. Former Stanford researcher Clifford Nass has found that multitaskers perform worse than non-multitaskers in nearly every category, including critical thinking skills and memory tests.
3. Researchers at Princeton and the University of California, Los Angeles had students in a lecture take notes on either laptops or pen and paper. Understanding of the lecture, measured by a standardized test at the end of the class, was worse for those who had taken notes on their laptops.

You are old enough to vote. You are old enough to join the military. You are old enough to be sent to an adult prison. You are old enough to fall in love, adopt a pet and in some cases, drink a beer. So out of respect for your age, I won't treat you like a child and *demand* that you *not* use your laptop or phone during class. Just know this – if you are checking social media, shopping, emailing and so on, you're only hurting yourself. Why would you want to hurt yourself?

**Grading:**

In five years, you won't remember what grade you earned in this class.

At best, grades motivate you to learn as much as you can.

In the worst-case scenario, grades make you feel bad about yourself, question your life goals and hate school.

When thinking about grades, keep a few things in mind.

Grades don't always indicate how much you're getting out of a class, or school overall.

When you were in elementary school and high school, teachers and parents used grades to help keep you on task and unearth your talents.

But you are now an adult. It is your responsibility to learn as much as you can, keep yourself on task and uncover your passions. Grades may help you do this, but grades aren't your only guide on this road.

As an adult, you need to push yourself to learn – without the reward or punishment of a grade.

Getting As on assignments shouldn't be a reason to tell yourself, "I am a master at this. I have nothing else to learn." You're not a master yet. An A means you're exceptional for a student in college. You can always improve.

Likewise, getting Cs shouldn't be a reason to give up. In fact, a C makes sense. That's an average grade, and you just started doing this.

I take a lot of time to make my grading policy transparent. You will receive a rubric for each assignment.

Please remember that I do not grade based on effort alone. I will not give you an A on one of the assignments simply because you tried your best.

For group assignments, part of your grade will be based on a peer evaluation.

**Individual Assignment Grade Scale:**

A: 100-94

A-: 93-90

B+: 89-88

B: 87-83

B-: 82-80

C+ 79-78

C: 77-73

C-: 72-70

D+: 69-68

D: 67-63

D-: 62-60

F: 59-0

**Total Semester Grade Point Scale:**

*Grades are absolutely not rounded up at semester's end*

A: 1000-940

A-: 939-900

B+: 899-880

B: 879-830

B-: 829-800

C+ 799-780

C: 779-730

C-: 729-700

D+: 699-680

D: 679-630

D-: 629-600

F: 599-0

**Final Grade Breakdown:**

Participation and Professionalism: 100 points

Cultural Competency Exam: 100 points

Social Director Performance: 50 points

News synopses: 100 points

Pre-production work: 200 points

Production work in Puerto Rico: 200 points

Final projects: 250 points

## **Explanation of Final Grade Components:**

### *Participation and Professionalism: 100 points*

I will take attendance, and monitor your participation and professionalism in every class.

Participation means more than just talking a lot. It means contributing to the conversation thoughtfully.

Professionalism includes arriving punctually and behaving appropriately. Talking on cell phones, interrupting, texting, interfering with classmates, e-mailing, arriving late/leaving early, sleeping, closing your eyes and hoping we don't notice will result in a lower score for participation/professionalism.

Your behavior in Puerto Rico will be a HUGE part of your participation and professionalism grade. In addition to what I observe about your behavior, I will ask everyone to fill out a "roommate evaluation" form. What I learn from these confidential forms will factor into your participation/professionalism grade.

### **Cultural Competency Exam: 100 points**

On February 5<sup>th</sup>, I will open a cultural competency exam on Sakai in the Tests/Quizzes tool.

You will have until February 28<sup>th</sup> to complete the exam.

The exam will include T/F and multiple choice questions testing your knowledge of Puerto Rican customs, laws, transportation system, geography, economic sectors, government and more. You can find the answers to these questions in our readings, and through simple Google searches.

You do not have to take this exam in one sitting. You will have to answer around 50 questions. You cannot come on the trip unless you take this exam.

### **Social Director Performance: 50 points**

We will be in Puerto Rico for five nights.

On our first night, I will act as your guide.

For the remaining four nights, 2-3 of you will act as "social directors" and plan the group's evening.

These 3-4 people will find a place for the group to eat and another cultural activity for everyone to enjoy in Old San Juan, even if it's as simple as eating at a renowned food truck and getting sweets at a top-rated dessert shop like [Senor Paleta](#).

Attendance at the nightly events isn't mandatory (your daytime activities are mandatory, however) unless you are one of the evening's social directors.

The social director schedule is as follows:

Monday, March 4

Adrienne Gossett

Madison Freeman

Nao Mitsutomi

Tuesday, March 5

Daniel Collazo

Tiffany Goldstein

Kerry Snider

Wednesday, March 6 (Your “tour” may occur in the morning)

Faiza Islam

Jacob Pieczynski

Mariel Temesi

Thursday, March 7

Eva Mick

Kristen Pascual

Serena Stauffer

Alyssa Ritterhoff

You will need to have your itinerary planned by noon on the day your group acts as guides. As a group, work to come up with a preliminary plan before we leave. Use Yelp, TripAdvisor and other online resources. All food and activities should be in Old San Juan.

You can always change your plan in Puerto Rico if you stumble across something better. Have backup plans in case another group picks a spot you had your eye on.

You will share the itinerary with everyone via Prava, our group travel planning app. The itinerary should include times, addresses and any important details (like if the place accepts only

cash, dress code, price range, etc.) Your nightly group activities can start between 6 p.m. and 7 p.m.

### **News summaries: 100 points**

On our first night together, we will set up Google News Alerts for stories about Puerto Rico.

You are responsible for perusing the headlines daily, and reading at least one article that piques your interest.

During our group meetings, I'll ask you to summarize the most interesting story you came across. I expect you to be able to tell us the name of the media outlet that published the story, and what it was about.

**On the weeks we don't meet as a group, you will provide a summary of the most interesting story you came across, and a link to it, via Sakai.**

### **Pre-production work: 200 points**

### **Production work in Puerto Rico: 200 points**

### **Post-production/Final projects: 250 points**

Before, during and after our trip, we will have a series of assignments.

The pre-production work will include researching ideas, pitching them to Discover Puerto Rico, researching how to produce the story, making appropriate contacts, developing detailed daytime itineraries, gathering sources, gathering media and more.

In Puerto Rico, we will interview people, capture photos/videos/audio, gather facts and more.

After the trip, you will put everything together so that you leave this class with 1-2 innovative, informative and engaging pieces of content that you can show to potential employers, and deliver to Discover Puerto Rico for their web site and social media platforms.

Some of the projects will be text heavy. Others will be more visual in nature. Some may be videos or podcasts. Some of you will have one piece. Others may have two shorter pieces. The quantity and types of work you produce will be something we decide together in class and in private meetings with me.

### **Class schedule**

**(Subject to change – always check Sakai)**

*January 17*

Meet in 015 – Discuss class

*January 24*

No class, but submit a summary of one reading via Sakai

*January 31*

**Story Pitches Due**

**Cultural Competency exam open on Sakai**

Meet online, via Zoom on Sakai

Readings due:

1. What is content marketing?

<https://instapage.com/what-is-content-marketing-chapter-1>

2. 13 things to know about Puerto Rico

<https://www.oyster.com/articles/60163-13-things-you-should-know-before-visiting-puerto-rico/>

3. Trump Tried to Withhold Disaster Relief Money from Puerto Rico

<https://www.vox.com/2019/1/17/18186818/trump-puerto-rico-hurricane-funds>

4. Your favorite article/story about Puerto Rico from the last two weeks. Be prepared to discuss with link.

*February 7*

No class, but submit a summary of one reading via Sakai



*February 14*

**Pre-Production Document 1 Due**

Class location TBD – online or in person

Readings due:

1. What Hamilton in San Juan Means to Puerto Rico  
<https://www.google.com/amp/s/www.newyorker.com/culture/culture-desk/what-hamilton-in-san-juan-means-to-puerto-rico/amp>
2. Months after Hurricane Maria, Puerto Rico is Still Struggling  
<https://www.nationalgeographic.com/magazine/2018/03/puerto-rico-after-hurricane-maria-dispatches/>
3. Your favorite article/story about Puerto Rico from the last two weeks. Be prepared to discuss with link.

*February 21*

No class, but submit a summary of one reading via Sakai

*February 28*

**Cultural Competency exam closed on Sakai – must be completed by this day**

**Second pre-production document due**

**MANDATORY IN PERSON CLASS IN 015**

Readings:

1. 10 Phrases You Should Learn How to Say in Spanish Before Leaving for Puerto Rico  
<https://www.laconcharesort.com/10-spanish-phrases-to-learn-before-you-go-to-puerto-rico/>
2. A reading/link from the week that you found interesting.

*March 3*

Be at apartment in Old San Juan. Check in after 4 p.m. Dinner at 7 pm. I will pick you up at the apartment at 7.

*March 4*

Meet at apartment – departure at 9 am

*March 5*

Meet at apartment – departure at 9am

*March 6*

Meet at apartment – departure at 9am or later, depending on **bioluminescent bay schedule**

*March 7*

Meet at apartment – departure at 9am

*March 8*

Tidy up apartment and depart by 11am.

*March 14*

No class

Summary of reading due on Sakai

*March 28*

### **Production Work in Puerto Rico Due**

In person class

Readings due:

1. Summary of your favorite reading of the week with link
2. Post Production Workflow for Videos  
<https://www.untamedscience.com/filmmaking/post-production/post-production-workflow/>
3. The editing process

<https://www.poynter.org/educators-students/2016/fundamentals-of-editing-the-editing-process/>

*April 4*

No class

Summary of reading of your choice due via Sakai

*April 11*

**Post production work phase 1 due**

In person class

*April 18*

No class – Loyola Holiday

*April 25*

**Final projects due**

In person class

Viewing/reading party with Puerto Rican food and fun