Travel Writing 2015
Syllabus

Course:  JOUR 5990 Introduction to Travel Journalism
Instructor:  Dodie Cantrell-Bickley
Email:  dodieb@uga.edu

Congratulations! You have enrolled in a course that offers you the opportunity to solidify your foundation as a serious journalist. Whether you are passionate about travel, politics, health, business, the environment, history, or culture, you have chosen a study abroad experience that will enable you to put into practice your journalist’s credentials through one of the most valued experiences—a living classroom in an unfamiliar environment. This environment will challenge you to call upon all of your skills and talent to gather information, to vet that information for truth, authenticity and credibility and to disseminate that information to the public in a compelling and engaging manner on multiple platforms. I encourage you, as Professor John F. Greenman states in his Introduction to the textbook we will use in this course, to “…take seriously this large, fast-growing industry (travel.) Doing so now is especially important, as spending on foreign news coverage is in sharp decline. Indeed, it makes sense to think of travel journalists as a type of independent foreign correspondent.” Whether you dream of a future where you write and sell the stories of you travels, or one where you work in hostile countries as a war correspondent, this singular course, offered in the unique city of Prague can provide you with many of the tools you will rely on in that future, and the knowledge to use them with confidence to make your mark.

COURSE GOALS:

1. To learn and practice the essential skills and knowledge required of the travel journalist
2. To produce two complete multimedia stories; one that is essentially a travel guide topic and a second that allows the student to dive deeper in his or her particular area of interest, whether historical cultural, political, etc.
3. To learn about the diverse audiences with an interest in travel journalism and how to reach them
4. How to sell and fund your work
Readings for the course

Course outline

**Monday, May 11**
- Arrive, check in
- 6:30 p.m. — Welcome dinner, Purple Basil, Marriott Courtyard Prague Flora.
- Distribute cell phones

**Tuesday, May 12**
- Class: 9-10:15 a.m. – Introduction to the course, review of the syllabus. What is travel journalism? Who is the travel journalist? Read Greenman, Chapter 1 and its Case Study
- Reporting exercise: Begin preliminary reporting on both stories. Learn to use the subway, trams and buses. Ride the length of Tram #22, the “tourist” tram
- Class: 4:45-6:00 p.m. – Debrief reporting exercise

**Wednesday, May 13**
- Class: 9-10:15 a.m. – Who is the audience for travel journalism? Read Greenman, Chapter 2
- Reporting exercise: Continue preliminary reporting on both stories
- Class: 4:45-6:00 p.m.– Debrief reporting exercise

**Thursday, May 14**
- Class: 9-10:15 a.m. – How do you reach the audience for travel journalism? Read Greenman, Chapter 3
- Reporting exercise: Finish preliminary reporting on both stories
- Class: 4:45-6:00 p.m.
- Due: Draft story idea memos for both stories for coaching sessions

**Friday, May 15**
- Class: 10:30 One-on-one coaching sessions with Prague experts – Ky Krauthamer, Brian Kenety, Rob Cameron, Jeremy Druker, Jacy Meyer and Nada Strakova. Each student will have three coaching sessions, spaced between 10:30 and 4:30 p.m.
- Class: 4:45-6:00 p.m.– Debrief coaching sessions
- Due: Revised story idea memos for both stories based on coaching sessions
Saturday, May 16
- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague

Sunday, May 17
- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague

Monday, May 18
- Class: 9-10:15 a.m. – Story approaches and sourcing. Read Greenman, Chapter 4 and its Case Study
- Continue reporting on both stories
- Class: 4:45-6:00 p.m. – Debrief reporting
- (Note: By end of the day, students will receive feedback from Cantrell-Bickley and Crist on their revised story idea memos.)

Tuesday, May 19
- Class: 9-10:15 a.m. – Approaches and sourcing … (continued)
- Continue reporting on both stories
- Class: 4:45-6:00 p.m.– Debrief reporting

Wednesday, May 20
- Class: 9-10:15 a.m. – Story elements including video elements
- Continue reporting on both stories
- Class: 4:45-6:00 p.m.– Debrief reporting and video story highlights

Thursday, May 21
- Class: 9-10:15 a.m. – Story structure-video package structure
- Continue reporting on both stories
- Class: 4:45-6:00 p.m. – Debrief reporting
- Due: Book review

Friday, May 22
- Class: 9-10:15 a.m. – Drafting and revising text and video package script
- Depart for Berlin, those taking the optional reporting trip

Saturday, May 23
- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague

Sunday, May 24
- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague
Monday, May 25

- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague

Tuesday, May 26

- Class: 9 a.m.-12:00 Noon – Publishing no longer about query letters: finding opportunities online. Read Greenman, Chapter 5 and 6 and its Case Studies; Lecture: Annette Betz, German anchor reporter from Munich’s Bayerischer Rundfunk TV Network
- Noon-4:45 p.m.: Writing day on story or 36-hours project; feedback and coaching from faculty and Annette Betz
- Class: 4:45-6:00 p.m. – Debrief draft and package scripts

Wednesday, May 27

- Class: 9-10:15 a.m. — Funding at the center of the debate about travel journalism: finding opportunities. Read Greenman, Chapter 7 and its Case Study
- Writing day on story or 36-hours project; feedback and coaching as requested
- Class: 4:45-6:00 p.m. – Debrief drafting

Thursday, May 28

- Class: 9-10:15 a.m. – Debrief draft and first video package
- Writing day on story or 36-hours project; feedback and coaching as requested
- Class: 4:45-6:00 p.m. – Debrief drafting and revisions on video package
- Due: Story and video package or 36-hours project

Friday, May 29

- Class: 9-10:15 a.m. – Debrief revising; documentary producing
- Writing and editing day on story or 36-hours project; feedback and coaching as requested
- Class: 4:45-6:00 p.m. – Debrief revising
- Due: Story or 36-hours project

Saturday, May 30

- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague

Sunday, May 31

- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague

Monday, June 1

- Scheduled, one-on-one evaluations from Greenman and Crist on story and 36 hours project. Farewell dinner.
**Tuesday, June 2**

- Class: 9-10:15 a.m. Evaluation
- Check out, depart for the U.S. or elsewhere