

Shoot the Curl is a new class at Annenberg that sends students to the beach to report on local surf communities.

The class combines old-school reporting with cutting-edge technology.

Whether filming surfers with GoPro cameras, posting short interviews on Snapchat or writing longform articles, students will learn to choose the best medium for each story.

No prior surfing experience is required, although successful projects might include photos or videos from the water.

Students will spend class time watching Youtube videos of professional surfers shredding amazing waves. (Of course.)

But they will also read selections from William Finnegan's Pulitzer Prize-winning surf memoir.

They will learn about surfing's effects on coastal towns around the world.

They will look at gender bias in surf coverage, as well as the surf media's reciprocal relationship with advertisers.

They will cover Southern California's beach communities in new, thoughtful ways.

The course is taught by Keith Plocek, who has written about surfing for a variety of general-interest publications, including *LA Weekly*, where his 2016 cover story on the 50th anniversary of *The Endless Summer* looked at the seminal film's impact on surf tourism and the consequences of that travel on coastal communities. He has contributed to various surf publications, and he scored the first aerial footage of Kelly Slater's artificial wave pool in Central California by attaching a GoPro camera to a kite. He's the former director of web content for Voice Media Group, a chain of 17 publications that included *LA Weekly*, *OC Weekly* and *The Village Voice*.

SHOOT THE CURL

**JOUR 499:
DIGITAL STORYTELLING
AND SURF JOURNALISM**

**GOPROS · DRONES
BEACH REPORTING**

**SPRING 2017 · 4 UNITS
TUES 9AM-12:20PM**

TAUGHT BY KEITH PLOCEK