

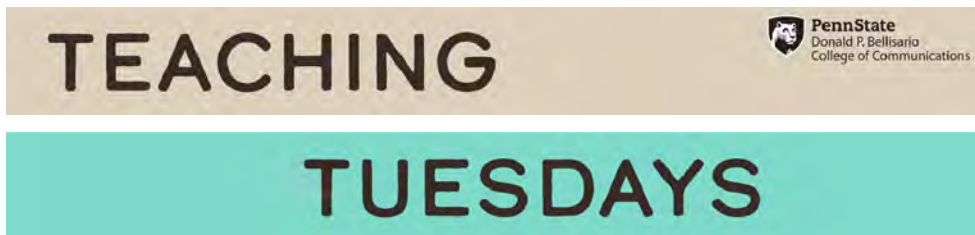
Bortree, Denise Sevick

From: Bortree, Denise Sevick
Sent: Tuesday, December 15, 2020 3:53 PM
To: L-COMM-FACULTY@LISTS.PSU.EDU
Subject: Teaching Tuesdays - Ditch slides, change locations

Welcome to the last Teaching Tuesdays for 2020. Thanks to everyone for your support and participation with Teaching Tuesdays this semester. The column this week comes from Bill Zimmerman, who talks about moving beyond PowerPoint and changing locations to engage students. He offers helpful advice as we wrap up this semester and start thinking about remote learning in the spring. I hope you enjoyed the columns this semester and were able to take away something from one (or more) of them. A huge thank you to the authors who wrote for us, sharing your good ideas and best practices. We're gearing up for next semester, so please consider signing up as a contributor in the spring. Let's keep this amazing process going. Happy holidays to you all. Denise

Instructor Guide for Spring 2021

When grading is a distant memory, and you're preparing your spring syllabi, consider the new material in the [Instructor Guide for Spring 2021](#). It includes a [checklist of items](#) you may want to consider before the semester begins: <https://rise.articulate.com/share/kpHCfNuCYapVOKCBcyI5XX2leCM91sua#/>. You will find more spring 2021 planning materials here: <https://kepteaching.psu.edu/spring-2021-planning/>.



Teaching Tuesdays - Fight Zoom fatigue by ditching the slides, changing locations

By Bill Zimmerman, Lecturer, Advertising-Public Relations

"Ditch #PowerPoint!"

That was the message from Chad Littlefield, an alumnus and professional facilitator, in a [LinkedIn post urging the inclusion of "analog" objects in virtual presentations](#). Immediately I started thinking of ways to ditch PowerPoint, ditch the safety net and ditch the usual routine on Zoom -- at least once.

The outcome: Students appreciated the change, and I felt energized after some serious Zoom fatigue.

In the last class before Thanksgiving break, I presented COMM 372: Digital PR from different locations on campus with no slides. The week before I took a poll asking students where they'd like to see me teach. Beaver Stadium took the top spot in both sections.

I structured it in three parts working off a paper outline:

- **The We Are sculpture** -- For a discussion about the [story of Wally Triplett and his teammates' stand against racism](#), and how Penn State has embraced this as a piece of brand storytelling.

- **Beaver Stadium** -- To highlight the traditions that make up Penn State football and how various elements work in concert to strengthen a brand.
- **Interviews with a guest speaker** -- For Section 1: research writer/adjunct/grad student Matt Swayne talking about how the Paid/Earned/Shared/Owned (PESO) model for media assists in his sideline of writing books about the paranormal. (This took place on one of the spookiest spots on campus: President Atherton's gravesite off Pollock Road.) For Section 2: University photographer Patrick Mansell discussing visual best practices and doing creative work within the boundaries of brand guidelines from the Old Main Lawn.



Penn State photographer Patrick Mansell speaks virtually to COMM 372 from the oft-photographed Old Main lawn.

Much of the instruction focused on skills the students would need as they complete their Digital Enterprise Project, the final assignment that involves creating a strategy and making content like podcasts, vlogs and blogs. Students were given words throughout the class. Those who messaged me with the entire phrase (“Don’t stop creating stuff.”) received five bonus points.

To broadcast, I used the Zoom mobile app, the [Osmo Mobile 3](#) for stable, on-the-go recording and a tripod for the guest interviews. I also brought a back-up power source for my phone. Rather than trying to walk and talk from the stadium to my guest interviews, I gave the students a quick break and hopped on my bike.

It all made me extra appreciative that I could still access the energy and beauty of campus -- something I’ve taken for granted. One comment from a senior readying for an all-virtual spring made this especially clear: “It’s a bit of a bittersweet end to be a senior this year. But seeing all the places around campus today during your class that I really don’t get to see much anymore really made myself -- and I’m sure many of us seniors -- smile at the campus that we all love and miss.”

Hope you enjoyed this issue. Keep an eye out for Teaching Tuesdays every Tuesday this semester. Want to read an earlier issue? You can find it in the Faculty/Staff Resources: <https://www.bellisario.psu.edu/faculty-staff-resources/teaching-tuesdays>

TEACHING TUESDAYS – Issue #15

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