

The Art of Podcasting for CJC Pro Master's

Instructor: Taylor Williams

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352-318-3158 *I respond to texts most quickly!*

Special Topics – MMC 6936 - 05AD

Class # 15078

Summer A - May 10 to June 18 (6 weeks)

Tuesdays Periods 5-7 (2-6:15) – Lab/Independent work and production

Thursdays Periods 6-7 (3:30-6:15) – Zoom class meeting

Schedule: (subject to change)

Topics will include:

- Introductions and overview of course; envisioning what a podcast can be(come)
- The craft of conversation and connection; why interviewing is so important
- The social media and branding of podcasting - guest speaker Collin Austin of NSFL and Repaint the Wall
- Podcasting production for business with Brandon Nappy
- Technical elements of podcast production
- Exploring tough issues and working with tough issues and 'being comfortable with being uncomfortable' with Garrett Hall
- Building a brand through creative ideation with Tracy Bachmann
- Podcasting as storytelling
- Producing creative/narrative podcasts
- Podcasts about science and STEM
- Working with high-intensity issues on air - special guest, Garrett Hall
- Final project presentations and final feedback session

Course description: This class is about what builds to make a podcast what it can be - the class will have two major grade portions - the first project and the final project. We will engage in discussions with guest speakers, listen to new podcasts weekly, discover our own talents and areas for growth, and conduct interviews to gain perspective on what it's like to create and host a podcast. We will focus on the *art and craft* of podcasting - with a focus on finding subjects and generating ideas (“following the fun,”) crafting an interview, harnessing the gems of your community, the gift of authentic conversation, and creating a podcast that utilizes your best skills and style and employs a strong theme. You'll learn how to use your own voice and critical listening skills to find ideas that matter and that feel fulfilling to you and impact the community. This class capitalizes on the CJC's goal, to “Invest in Communication Research, Curriculum, and

Practice Focused on Advancing Human Values, Improving Quality of Life, and Sharing Knowledge for a Diverse Society.”

Course structure: This course will take on traditional learning methods like lecture, discussion, and videos. And, we have the unique opportunity to make this really special and experiential - both during and outside of class.

Tuesdays will be considered a lab/independent learning day for you to complete assignments and get your listening and production done.

Thursdays will include a live (via Zoom) discussion/lecture/guest, and check in.

Grades and requirements:

Attendance 12 points (1 per class)

Attendance in this class is critical because it's a sprint. You will receive one point for each class – either by attending the Zoom meeting on Thursday or turning in the required assignment on Tuesdays.

Participation 12 points (1 per class)

Participation means participating in Zoom lectures, engaging with guest speakers, and posting in the chat.

3 Brainstorm Ideas 6 points

Due May 20 a list of 3 developed podcast ideas

- What would you name it?
- What is the crux of your idea? Is there a theme?
- Who is the likely audience?
- What is your hope for how the podcast would make an impact? What is the intent behind it?
- What would your intro sound like? What kind of music might you choose? Write what you'd say to introduce the podcast each time, with you as the host.

Weekly Podcast Listens 6 points (1 each week)

Due every Tuesday via discussion post

Podcast Logo Design 10 points

Due May 27

Using Canva or a similar program, design a logo for your podcast that displays the theme and style of your podcast's brand.

Intro & Outro 10 points

Due June 3

Production of the first draft of your introduction and outro for your podcast episode.

This should include your music, an introduction of you, the podcast, and your guest, and a summary of what the episode will feature.

Production/show Notes 10 points

Due June 10

Show notes allow your potential listener to learn about what the episode will entail and include. This should be a short, concise paragraph with details about the podcast, the episode, and your guest, and can include any resources that may be referred to in the episode.

Final Podcast Project 34 points

Due June 17th (last class)

Final project description:

PART 1: 1 podcast episode that is a polished, well-crafted, start-to-finish episode, based on an interview (vs narrative style, etc.). It can be on any topic – but it must be an interview style episode. This should also include a full transcription of the episode so that you can learn from that perspective as well.

PART 2: Write or record a reflection on the course overall. There's no length requirement because you're graduate school students and have high self standards to begin with, but spend some meaningful time on it and really take a moment to see where you landed. I'd like for you to focus on:

- what the most challenging and/or surprising aspect of the course was for you
- what the most rewarding aspect was
- who your preferred/most enjoyed guest lecturer was and why
- how you'll use what you learned in the course, moving forward
- anything you'd like to give me as feedback that will help this course the next time around (positive or negative - and I mean that...my feelings are not easily hurt)

In summary, the final project includes:

- 1 podcast interview episode, fully “polished” (edited for quality, music, intro/outro), in interview style format 10 pts
- 15 minute minimum (can be longer, but not shorter) 4 pts
- Full transcription of the episode (if your taping goes longer than 15 minutes, you do not need to transcribe beyond that) 10 pts
- The above self-evaluation, either written or recorded 10 pts

*****Please note there is no final during finals week. The project due on 6/17 is your final.***

Suggested apps and software: Canva, Buzzsprout or Anchor, Adobe Suite

Required reading:

Nuzum, Eric. *Make Noise: A Creator's Guide to Podcasting and Great Audio*

Storytelling Workman Publishing Company, 2019, New York, NY.

Suggested reading and listening:

Abel, Jessica. *Out on the wire: The Storytelling Secrets of the New Masters of Radio*, Broadway Books, 2015, New York, NY.

Kern, Jonathan. *Sound Reporting: the NPR Guide to Audio Journalism and Reporting*, The University of Chicago Press, 2008, Chicago, IL.

Kramer, Mark and Call, Wendy, *Telling True Stories: a nonfiction writer's guide from the Neiman Foundation at Harvard University*, Penguin Books, 2007, London, UK.

<https://training.npr.org/topics/> is a great place to find numerous resources about ideation, interviewing, and production, etc.

Attendance: Being physically present for this class is important. We will be learning from the process and from each other experientially. We all have real life events happening where things don't go as planned, but attendance will be the bulk of your grade. It's the point of what we're doing! Missing more than 2 of our Zoom classes on Thursdays will be an automatic C.

Honor code: Violations of the honor code include plagiarizing material from other sources or fabricating material, as well as other forms of cheating. Violations WILL result in a failing grade. You will be dismissed from your program and reported to the Honor Court. Who wants that, right? You're smart. You're original. You work hard. So don't ruin that. Here's the whole code for UF students - <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

You experience is your own best teacher. This class is meant to be both professional and exploratory. Treat yourself with respect and really indulge in the work (and the fun!) of this class.

Journalistic integrity still applies to storytelling! Seek truth, minimize harm, serve the public, be accountable and transparent. Even though these are rules of journalism, they're wise rules for life.

Diversity: The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion.

We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

Students with disabilities: Students requesting accommodations can register with the Disability Resource Center - www.dso.ufl.edu/drc or by calling 352-392-8565

About Taylor: Taylor Williams is the creative director of Guts & Glory GNV and the lead facilitator of Guts & Glory Creative Consulting. She has been studying and performing improv comedy and storytelling for over 11 years, and a motivational speaker for 15. She got her start in New York City where she trained with Upright Citizens Brigade and worked as a commercial actress. She offers trainings and keynotes around communication, storytelling, public speaking, and company culture. She holds an advanced certificate in Design Thinking and Communicating for Impact. She recently gave a TEDxUF talk about public speaking, and is now working on a book on the same topic. She also teaches Live Storytelling and The Art of Podcasting in the CJC and teaches Design Thinking with the Innovation Academy. She gave a TEDxUF talk about public speaking in 2020 and will publish a book on the same topic in August of 2021. She serves as a consultant with UF MBA programs. Taylor is a graduate of UF, with a BA in business and an M.Ed., Ed.S. in mental health.
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