

# **The Art of Podcasting**

Instructor: Taylor Williams  
tkw22@ufl.edu  
gustandglorygnv@gmail.com  
352-318-3158

Course code: MMC 6936  
Section 75AD  
Class #16076

Meeting Rm: INC 3324

Summer C - Tuesdays, 9:35 - 1:45  
*Summer C is May 13 until August 9; Summer break is June 24-28, between Summer A and Summer B sessions*

**May 14** Introductions and overview of course; envisioning what a podcast can be(come)

**May 21** The craft of conversation and connection; why interviewing is so important

**May 28** The social media and branding of podcasting - guest speaker Collin Austin of NSFL and Repaint the Wall

**June 4** Podcasting as storytelling

**June 11** Guest speaker Tina Dietz of Start Something Creative Solutions  
First projects due - first group

**June 18** First project due - second group

**SUMMER BREAK JUNE 24-28 take it easy.**

**July 2** Final project planning and groundwork; exploring tough issues and working with tough issues and 'being comfortable with being uncomfortable'

**July 9** Production and editing w/ guest speaker Taylor Shrum of Podcast Cntrl

**(Thursday) July 13th** Guts & Glory GNV show

**July 16** Studio recording work time

**July 23** Final project presentations, first group

**July 30** Final project presentations and final feedback session

**August 6** No class

**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. Both projects will build towards either/or the production of the next season of the WUFT podcast “Unvarnished” or a podcast project that we’ll all contribute to. 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 research. And, we have the unique opportunity to make this really special and experiential - both during and outside of class. So, each class, starting after class #1, an interview with each one of you - individually - will take place during class. It will be recorded, as if a podcast episode. Also, each class will include a Listening Break - our 35 minute break for air, coffee, breathing, food, whatever you need - that is accompanied by a “fresh listen.” You’ll choose a different podcast to indulge in each time...maybe an old favorite or a new choice, so that you increase your exposure to podcasts each and every week. We’ll then come back together after the break and share what we learned, leading each other to the next discovery. So by the end of the course, you could potentially be exposed to ~100 different listens.

**First project:** in the first 6 weeks of class (Summer A) you’ll record and transcribe 3 podcasts, with one being edited for consideration for our class podcast. These will require finding 3 subjects to interview and spend time with.

**Final project:** by the end of the second 6 weeks (Summer B session,) you’ll have decided on a theme and you will get the opportunity to create more of your own podcast creation. You’ll record and transcribe 3 more episodes, editing and finishing one for consideration for a podcast.

### **Grades and requirements:**

**Due May 21** - 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.

**Due June 11th** - Three recorded and transcribed interviews (10-20 minutes in length, each) AND 1 recorded and edited episode that you will share with the class for discussion and feedback

**Due July 23rd** - Three recorded and transcribed interviews (10-20 minutes in length, each) AND 1 recorded and edited episode that you will share with the class for discussion and feedback

### **Suggested reading:**

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 1 class 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 - <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

**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. The code of ethics is attached.