

# PODCASTING SPRINT

Syllabus Spring 2020

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## JANUARY PREP

- Read: A brief history of podcasting: <https://www.vulture.com/2019/09/podcasting-history-three-eras.html>
- Complete: Survey of what you listen to
- Identify: Two topics of interest
- Listen: At least two episodes of *season two* of APM's *In The Dark* podcast.

## IN-CLASS SESSION: FRIDAY JANUARY 9

*Aha! Co-Lab on the 3rd Floor of Weimer, between the elevator and the Center for Public Interest Communications. The official room number is 3215.*

### **Session 1 - Sara Ganim**

#### ***Introduction 9a - 9:30a***

#### What to expect.

- Overview of the class schedule/syllabus
- What your podcast episode should look like and how it will be graded
  - Elements: introduction, teasers, q&a interview, edited piece, ending, music transitions

### **Session 2 - Sara Ganim**

#### ***Types of Podcasts 9:30a - 10a***

### **Session 3 - and Parker Yesko, reporter from APM Reports' podcast, *In The Dark*.**

#### ***10:15a to 11:30a***

#### Story pitches

- Student introductions
- Finalizing episode topics

### **Session 4 - Parker Yesko, reporter from APM Reports' podcast, *In The Dark*.**

#### ***11:30a – 12:45p***

#### Planning your tape gathering

- Basic techniques: how to mic, mic yourself, collect ambient sound, good recording environments vs. bad recording environments.

- Field tape (using a Zoom, gathering sound in the field, creating sound rich interviews/scenes)
- Phone tape (iPhone voice memo, TapeACall, tape syncs)
- Studio tape (interviews, phoners)
- What's the tape you absolutely need to tell your story?
- What's the tape you want if you've got everything you need?
- Making a reporting and production plan.
- **Ryan Vasquez:** Studio recording tutorial (INC)

**LUNCH provided by Sara**

**1p - 2p**

**Session 4 Parker Yesko**

**2:25p – 3:25p**

Executing your tape gathering

- Recording your process: stand-ups and debriefs.
- Framing your questions so you can use them in the podcast (ie. don't ramble).
- Getting talking heads to talk like normal humans.
- Getting bad talkers to say things in different ways (you need options! Listen to [this](#).).
- Eliciting emotional moments. Letting tape breathe. Silence can be great!
- Factual arc (what did you do?) vs. emotional arc (how did you feel?) < you usually need both kinds of tape.
- Strategies for high stakes interviews.

Scriptwriting I

- Identifying moments. Fav cuts? Essential cuts? Emotional moments?
- Ordering your cuts. Creating a structure with a couple different scenes. (What are the stakes/payoffs/findings?)
- Structuring your podcast

**Session 5 Sara Ganim**

**3:25p – 3:30p**

Look ahead - January coursework

JANUARY COURSEWORK

- Gathering sound
- Logging your cuts. (ie. transcribing)
- Selecting favorite cuts
- Identifying an opening
- READ: <https://www.wired.com/story/podcast-three-watershed-moments/>

## IN-CLASS SESSION: FRIDAY FEBRUARY 7

*Aha! Co-Lab on the 3rd Floor of Weimer, between the elevator and the Center for Public Interest Communications. The official room number is 3215.*

### **Session 1 – James Di Virgilio**

**10:15a**

#### Building a podcast business model

- How to find free/cheap cover art, and music
- Uploading to apple iTunes, and other platforms
- Financing/promoting your own podcast

### **Session 2**

**11:30a - 1p**

#### Scriptwriting II

- What have you gathered? Group discussion.
- Writing an opening/anchor lede.
- Writing transitions into and out of tape (teasing tape and signposting).
- Finding and writing an ending.
- Tracking your narration.

### **LUNCH session – *Sharing stories with the class***

**1p - 2p**

#### **Editing**

**CLASSROOM: 3324 – Lab on the third floor**

**Ryan Vasquez**

**2 – 4p**

#### Editing

- A tutorial on light editing of interviews (utilizing the sound gathered)
- Finding public sourced music
- Creating transitions
- Studio recording tutorial

## POST-CLASS INSTRUCTION

ONLINE LIVE Q&A:

**(date tbd)**

- The big business of podcasting
- READ: <https://www.strategy-business.com/article/The-Podcasting-Revenue-Boom-Has-Started?gko=d3034>

## GRADE

Your grade in this class will be based on the completion of one 10-minute episode edited and completed, and due by April 22.

These are the elements that will make up your final grade:

- An introduction monologue, introducing yourself, your topic and a tease, previewing who you will interview. (20 pts)
- At least one Q&A with a source related to your topic. (30 pts)
- At least one edited segment that includes nat sound, interviews, and a debrief by you at the end. (30 pts)
- Use of public-sourced music for transitions, intro, outro or to emphasize a point/moment. (10 pts)
- An ending. (10 pts)