

# **The Art of Podcasting**

Instructor: Taylor Williams

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

Special Topics - MMC 6936

Class # 15486

Class section 05AD

Summer A - May 10 to June 23rd (6 weeks) *Please note that Monday, May 25th is Memorial Day, so that week our live section will meet Tuesday, May 26th.*

Mondays Periods 3 & 4 (9:35-11:30) - live meetings over Zoom  
and

Tuesdays Periods 2 - 4 (8:30-11:30) lab/production

Schedule: (subject to change)

May 11 first live Zoom class

May 12 lab/production

May 18 live Zoom class: Garrett Hall, UF Health, creator of “Resilience Community”

May 19 lab/production

May 25 Memorial Day - no class

May 26 live Zoom class: Brandon Nappy, creator of “Stages” podcast

June 1 live Zoom class: Collin Austin, NSFL, Repaint the Wall, and “WHOA GNV”

June 2 lab/production

June 8 live Zoom class: podcast

June 8 lab/production

June 15 live Zoom class

June 16 lab/production

June 23rd final projects due.

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
- Production and editing w/ guest speaker Taylor Shrum of Podcast Cntrl
- Technical elements of podcast production

- Exploring tough issues and working with tough issues and ‘being comfortable with being uncomfortable’
- 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. 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 videos. And, we have the unique opportunity to make this really special and experiential - both during and outside of class. ***Mondays will include a live discussion/lecture/guest, and check in, with more content to learn from independently. Tuesdays will be considered a lab day for you to complete assignments and get your listening and production done.***

I’ll also conduct an interview with each one of you - individually - that will take place during one of the classes, that we’ll schedule together. It will be recorded via Zoom, as if a podcast episode. Also, each class will include a report on weekly Listening Breaks - where you’ll tell us about the past week’s “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 and share what we learned, leading each other to the next discovery.

### **Grades and requirements:**

**Due May 18 (live class #2)** a list of 3 developed podcast ideas. (6 pts)

- 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 every Monday via email** (total of 30 points) Weekly podcast listening reports - we'll discuss them every Monday on our live meeting call

**Due by end of semester, but at any time you arrange during class meeting hours** Individual Zoom call/podcast interview with Taylor (10 points)

**Due June 23rd (last class)** (30 points) Final project

**Final project description:**

3 podcast episodes INCLUDING 1 polished, well-crafted, start-to-finish episode, based on an interview (vs narrative style, etc.). It can be on any topic - a continuation of the first round of podcasts you did, or an exploration of a different style or topic - but I would like for it to be interview-based to make sure you are getting practice in that craft. This should also include a full transcription of the episode so that you can learn from that perspective as well.

I also want you each to either 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 (TBD) 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:

- 3 podcast interview episodes, including 1 (out of the 3) fully polished podcast episode (edited for quality, music, intro/outro), in interview style format 9 pts
- ~20 minutes minimum (can be longer, but not shorter) 3 pts Fully transcribed version of this same episode (if your taping goes longer than 20 minutes, you do not need to transcribe beyond that) 9 pts
- The above self-evaluation, either written or recorded. 9 pts

***\*\*Please note there is no final during finals week. The project due on 6/16 is your final.***

Attendance (12 points - 2 each Monday in person class)

Participation (12 points - 2 each Monday in person class)

## **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 classes 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.