MMC6936: Podcasting Production

Spring 2023

College of Journalism and Communications

University of Florida

Course objectives

We will use this course to learn about what makes a successful podcast and good audio storytelling. The goal of the course is for students to create their own podcasting project on a subject of their interest. This podcast, the final project, will be worth the bulk of the student's grade. Students will also complete two podcast case studies a semester and weekly check-in discussions. Classwork is assigned during lab days to assess a student's progress in audio skills and there will be one quiz this semester. This course is designed for newcomers and no prior experience in radio or podcasts is necessary. Those with experience in audio storytelling will be able to pursue more complicated projects if they choose to do so.

Course information

We meet in **Weimer 3028.**

Mondays (5:10 p.m. to 6 p.m.) are lecture days where we will learn about audio storytelling and podcasting.

Wednesdays (5:10 – 7:05 p.m.) are lab days where we will learn practical skills and have individual work time.

Your instructor

Melissa Feito

M.A.M.C., University of Florida College of Journalism and Communications

FPREN Multimedia Producer

Email: mfeito2@ufl.edu

Twitter: @meli_feito

Office: Weimer 2210

Office Hours: By appointment only. I work on campus Monday – Friday roughly 9 a.m. to 5 p.m. Please email me or message me on Canvas to set up a time to meet.

What we'll do this semester

- Final Project (30%)

- Case Studies (20%)
- Classwork (20%)
- Final Project Presentation (10%)
- Pitch (10%)
- Check-Ins (10%)

All assignments will be submitted through Canvas. Audio must be submitted as an MP3 or WAV file.

How you will be graded

A	100 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
D+	< 70.0 %	to 67.0%
D	< 67.0 %	to 64.0%
D-	< 64.0 %	to 61.0%
F	< 61.0 %	to 0.0%

All grading follows UF's grading policy: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Required Materials

- There is **no required textbook**. Readings or videos may be assigned week to week.
- **(Recommended) LinkedIn Learning** (free for UF students/staff) course on Adobe Audition Essentials: https://www.linkedin.com/learning-login/share?account=41282748&forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Faudition-essential-training%3Ftrk%3Dshare_ent_url%26shareId%3DUC3qCv%252FeTgm1zp3TX8WRPw%253D%253D
- **(Recommended)** NPR Training Resource. FREE! https://training.npr.org/
- Students can use the audio editing software **Adobe Audition** for free in the classroom lab during or outside of class time. If you wish to have Adobe Audition on your personal device, students can purchase a license and the rest of the Creative Cloud from UF which offers a **six-month subscription for**

$77: https://software.ufl.edu/software-listings/adobe-discounted-for-students.html

- Hardware:
    - None of the following things have to be expensive purchases. Best Buy, Walmart and Target all sell the following for $10-20.
    - **WIRED** headphones or earbuds to use in class. Wireless earbuds (like AirPods) will <u>NOT</u> work with the classroom computers.
    - A **USB flash drive** to store your work on (or external hard drive if you have one.) I also recommend purchasing an **SD card** if you plan to borrow field recording equipment as the CJC doesn't provide one.

Attendance

This class is held in-person due to its hands-on nature. Students cannot make up class remotely. If you miss class, it is your responsibility to catch up on anything you may have missed. Please make it a priority to come to class and be present while you are here.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies.

UF Attendance Policies: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Missing or Late Work

I will deduct 10 points for every 24 hours an assignment is late.

If a late or missing assignment is due to an acceptable reason for absence as detailed in the university's policy above, an extension will be granted.

All other extensions are given at the instructor's discretion.

Communication is part of professional behavior and will be key in this course. If you fear something will prevent you from turning in an assignment on time or you are otherwise struggling, please come speak with me.

Academic integrity

The College of Journalism and Communications is committed to upholding the university's academic honor code. Academic dishonesty of any kind shall not be tolerated in this course. The university's guidelines provide additional details, which each student is expected to understand. To be certain, academic dishonesty includes, but is not limited to using any work done by another person and submitting it for a class assignment; submitting work done for another class; copying and pasting text written by another person without quotation marks and or without complete attribution, which usually includes a link to the original work; using images produced by someone else without explicit permission by the creator. Attribution is not the same as permission. Most images **and music** found online are not free to use.

UF Student Honor Code: https://sccr.dso.ufl.edu/process/student-conduct-code/ (Links to an external site.)

Students with disabilities

Reasonable accommodations will be made for students with disabilities and who have registered with the UF Dean of Students Office. This office will provide relative documentation to the student, who must then provide this documentation to the instructor when requesting accommodations.

UF Disability Resource Center: https://disability.ufl.edu/Links to an external site.

Counseling Center

Personal or health issues such as depression, anxiety, stress, career uncertainty and or relationships can interfere with your ability to function as a student. UF's Counseling and Wellness Center (CWC) offers support for students in need. CWC is located at 3190 Radio Road and open each weekday from 8 to 5.

UF Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc (Links to an external site.)Links to an external site.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Course Schedule

WEEK 1

M: January 9

- Welcome and syllabus overview

W: January 11

- What is audio storytelling? (And why we love it)

WEEK 2

M: January 16 – NO CLASS

W: January 18

- Adobe Audition Introduction

WEEK 3

M: January 23

- Types of Podcasts (and deciding what to pitch)

W: January 25

- **CASE STUDY #1 due on Canvas at 5 p.m. (before class)**
- CASE STUDY #1 Presentations

WEEK 4

M: January 30

- Sounds of a podcast: Sourcing/Guests
- Read: https://training.npr.org/2015/06/01/butt-cut-what-a-glossary-of-production-terms/

W: February 1

- Classwork #1: Editing a Waveform
- **DUE on Canvas at 11:59 P.M.**

WEEK 5

M: February 6

- Sounds of a podcast: Hosting

W: February 8

- Classwork #2: Voice-tracking and Multitrack Editing
- **DUE on Canvas at 11:59 p.m.**
- **PODCAST PITCH due on Canvas on SUNDAY, FEBRUARY 12 at 11:59 p.m.**

WEEK 6

M: February 13

- Sounds of a podcast: Music

W: February 15

- Classwork #3: Choosing Music and Incorporation
- **DUE on Canvas at 11:59 p.m.**

WEEK 7

M: February 20

- Sounds of a Podcast: Montages and Non-narrated pieces

W: February 22

- Classwork #4: Montage Practice
- **DUE at 11:59 p.m.**
- **Check-In #1 due at 11:59 p.m.**

WEEK 8

M: February 27

- Sounds of a Podcast: On the Scene

W: March 1

- Studio and Equipment Training
- **Check-In #2 due at 11:59 p.m.**

WEEK 9

M: March 6

- Art of the Interview

W: March 8

- Individual work time
- **Check-In #3 due at 11:59 p.m.**

WEEK 10

Happy Spring Break!

M: March 13 – NO CLASS

W: March 15 – NO CLASS

WEEK 11

M: March 20

- Common mistakes and how to avoid them (or fix them!)

W: March 22

- **CASE STUDY #2 due on Canvas at 5 p.m. (before class)**
- CASE STUDY #2 Presentations
- **Check-In #4 due at 11:59 p.m.**

WEEK 12

M: March 27

- Writing for the ear
- Read: https://training.npr.org/2015/03/09/what-does-a-radio-script-look-like/

W: March 29

- Individual work time
- **Check-In #5 due at 11:59 p.m.**

WEEK 13

M: April 3

- The business and trends of podcasting

W: April 5

- Individual work time
- **Check-In #5 due at 11:59 p.m.**

WEEK 14

M: April 10

- Careers in radio and podcasting

W: April 12

- Individual work time
- **Check-In #6 (last one) due at 11:59 p.m.**

WEEK 15

M: April 17

- Final Project Presentations Pt. 1

W: April 19

- Final Project Presentations Pt. 2
- **FINAL PROJECT DUE: SUNDAY, APRIL 26 on Canvas at 11:59 p.m.**

WEEK 16

M: April 24

- Reflections and goodbye