

Special Topics: Podcasting in Journalism

JOUR 4801-01

Spring 2019

TR 1-2:25 p.m.

Meeman 212

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COURSE REQUIREMENTS**CATALOG DESCRIPTION:**

The course offers instruction, training, practice and analysis in journalistic podcasting, including research, organization, branding, and content presentation skills. The course will also focus on effective interviewing with emphasis on developing and delivering interesting and compelling content audio storytelling.

PREREQUISITE:

JRSM 2121 and JOUR 3526

CLASS INSTRUCTION:

This course is designed to give students advanced experience with audio journalism through journalistic podcasting, an increasingly popular medium for journalistic storytelling. Students will conceptualize, pitch, and produce journalistic podcast during the semester, culminating in the release of a pilot episode that will be made available to the public via a podcast application like iTunes or Stitcher.

TEXTBOOKS:***Required:***

Abel, Jessica (2015). *Out on the Wire: The Storytelling Secrets of the New Masters of Radio*. Broadway Books. ISBN-10: 0385348436

Suggested Reading:

Dumas, John Lee (2015). *Podcast Launch: A complete guide to launching your Podcast with 15 Video Tutorials!: How to create, launch, grow & monetize a Podcast*.

CreateSpace Independent Publishing Platform. ISBN-10: 1508418594

Kern, Jonathan (2008). *Sound Reporting: The NPR Guide to Audio Journalism and Production*. University of Chicago Press. ISBN-10: 0226431789

REQUIRED SOFTWARE:

Adobe Photoshop CC

Adobe Premiere Pro

Audacity

Note: You can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.

OTHER REQUIREMENTS:

One Flash Drive (At least 2GB capacity)

GRADING:

A = 92%-100%

A- = 90%-91%

B+ = 87%-89%

B = 82%-86%

B- = 80%-81%

C+ = 77%-79%

C = 72%-76%

C- = 70%-71%

D = 65%-69%

F = 0%-64%

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement. NOTE: Plusses and minuses may be given.

Grade Distribution:

Assignment	Number	Points
Podcast Analyses	5	75 (15 each)
Podcast Pitch & Promo	1	225
Podcast Site	1	300
Final Podcast Pilot	1	500
Participation grade	1	50
Total Points		1,150

COMPUTER USAGE:

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Cloud, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

WRITING STYLE:

Although this is not specifically a writing course, students will be required to adhere to the Associated Press style guide and other journalistic writing standards. Additionally, students will short journalistic stories for each podcast episode, which will be featured on the final podcast site.

ASSIGNMENT FORMAT:

- Podcast analyses will be assigned five times during the semester. Students will be required to listen to multiple episodes of one podcast and report on their findings. These assignments are meant to increase student consumption of podcasts and their awareness of various podcasting styles and formats.
- Podcast Pitch & Promo: Each student will be required to pitch a podcast and create a short promo for their pitch. Students will then vote on the top pitches to decide which podcasts will be produced. After the pitch and promo process, students will work in groups of two to produce the podcasts.
- Final Podcast Pilot: Students will produce one polished podcast episode, build a website to house and promote the podcast, and stream their podcast through one of the major podcasting apps.

Portfolio:

All Department of Journalism and Strategic Media undergraduate students are required to develop and maintain an active online portfolio of their work. More information about the final review of portfolios is in the Assessment section later in the syllabus. You will need to incorporate work from this course in your online portfolio. We will take time in class for you to update your site.

COURSE SCHEDULE**Week 1: Introduction to course; What is Podcasting?****Week 2: Developing a new podcast**

- Discuss Pitch and Promo Information
- Guest speaker

Week 3: Learning the Podcast Studio

- Discuss studio positions/jobs
- Learn equipment
- Practice recording and editing

Week 4: Working in the Field

- Interviewing techniques
- Recording natural sound in the field
- Creating a network of sources

Week 5: Pitches & Promos

- Present Pitches and Promos to the class
- Peer critiques, scoring

Week 6: Form Production Teams

- Rank pilots, divide into teams
- Outlining podcasts

Week 7: Branding, Promoting, Finding Your Audience

- Guest speaker
- Using social media to find a following
- Getting your content to your followers
- Hosting and distribution

Week 8: Spring Break**Week 9: Developing Websites for Podcasts**

- Work in studio

Week 10: Field Work

- Work out in field collecting interviews and sound for pilot episode

Week 11: Audio Editing Workshop

- Work in studio

Week 12: Finding music for your Podcast

- Work with the students in the Music Industry program to score original music for podcast pilots.

Week 13: Present First Run of Pilot

- Each group will present, in class, the first run of their pilot episode.
- Feedback from class and professor for revisions.

Week 14: Revision Week

- Work in studio

Week 15: Final Presentations

- Discuss the successes, failures, lessons learned

STUDENT SUPPORT SERVICES:

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, please visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. If you are comfortable doing so, please also let the instructor know you are experiencing challenges as they may be able to assist you in connecting with campus or community supports.

JOURNALISM AND STRATEGIC MEDIA POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

EMAIL:

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

COURSE REPETITION:

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

ACADEMIC INTEGRITY:

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

DEADLINES:

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

DISABILITY:

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

STUDENT SUPPORT:

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.