

Podcasting

JOUR 4540-001

Fall 2023

Class Meeting: Monday & Wednesday, 9:10 a.m. to 10:35 a.m.

Class Location: MJ 208

Instructor: Prof. Terris “TK” King

Office: 324 Meeman Journalism Building

Office Hours: MW 11:00 a.m. to 1:30 p.m. and TR 11:30 a.m. to 1:30 p.m. or by appointment

Mobile number: 901-337-0151

Email: taking@memphis.edu

COURSE REQUIREMENTS

Catalog description

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.

Prerequisites

JRSM 2121 and JOUR 3526

Textbooks, Software and Required Materials

Suggested Reading:

Nuzum, Eric (2019). *Make Noise: A Creator’s Guide to Podcasting and Great Audio Storytelling*. Workman Publishing. ISBN 978-1-5235-0455-8

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 or Canva (Podcast Cover Art)

Adobe Audition

Note: All University of Memphis audio lab desktops will provide students with access to Adobe Creative Cloud.

OTHER REQUIREMENTS:

One Flash Drive (At least 2GB capacity)

Classroom format

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 a journalistic podcast during the semester, culminating in the release of a pilot episode that will be made available to the public via the new U of M online radio station, The Roar. Graduate students are expected to produce two podcast episodes to be aired on The Roar.

AI/ChatGPT

You are permitted to use AI tools to assist you in producing your audio projects in this course. However, you are expected to include a disclosure statement when uploading assignments describing which AI tool you used and how you used it. For example, "Descript was used to transcribe and edit about 50% of this assignment and to provide post-production assistance." Be prepared to explain which effects were used and how they improved the quality of your show. For example, "Studio Sound was used for background noise removal, echo cancellation and audio enhancement."

Due to generative AI hallucinations that may represent false or bias information you should not use these tools to gather content for your shows.

Accessing the course website

You can access course materials at <https://memphis.instructure.com/>

Course Requirements**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. Extensive instruction about how to use Adobe Audition 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.

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.
- Audio practice assignments: Students will be assigned five audio practice assignments during the semester. This is to help hone skills in voicing, audio recording, audio editing, script writing, and overall podcast structure.
- Final Podcast Pilot: Students will produce one 15 minute polished podcast episode with cover art that will air on the University's online radio station, The Roar.

- Final Podcast Pilot: **Graduate students** will have an option of producing two 15 minute polished podcast episodes or one 30 minute podcast episode with cover art that will air on the University’s online radio station, The Roar.

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.

Grading

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	125 (25 each)
Audio Practice	5	125 (25 each)
Cover Art	1	200
Final Podcast Pilot	1	500
Participation grade	1	50
Total Points		1,000

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
 B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
 C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
 D+ = 66.5-69.4%; D = 59.5-66.4%
 F 0-59.4%

COURSE SCHEDULE

Week 1: Intro to Podcasting

What is podcasting?

Suggested Readings: Nuzman Chapter 5 How to Tell a Story, aka Don’t Be Boring. Article links in Canvas.

Assignments: Practice podcast review in Canvas.

Week 2: Developing Your Podcast

Discuss how to develop podcast ideas and finding your inspiration. We’ll listen to snippets from a few popular podcasts together. We will also discuss elements and techniques of effective storytelling.

Assignments: Podcast Review 1

Week 3: Finding Your Voice

We will talk about voicing your podcast this week, which includes some vocal exercises, practice reading a script, recording and editing your voiceover.

Suggested Readings: Nuzman: Chapter 2 Story, Character, Voice. Watch “Aerobics for Your Voice” before class.

Assignments: Audio Practice 1 & Podcast Review 2

Week 4: Editing Your Audio

An introduction to Adobe Audition for those interested in using the application.

Readings: Watch the tutorial videos before class to be familiar with some of the concepts before class.

Assignments: Audio Practice 2 & Podcast Review 3

Week 5: Let's Hear Your Ideas

This week you will discuss your podcast ideas with the class. The class and instructor will give feedback.

The presentation order will be determined in class and posted to Canvas.

Readings: No readings this week.

Assignments: Podcast Review 4

(Graduate Students) Week 5: Let's Hear Your Ideas

Graduate students will discuss 2 podcast ideas with the class if they have elected to do the two 15 minute podcast episodes. Otherwise, graduate students can present their idea for their 30 minute episode. The class and instructor will give feedback. The presentation order will be determined in class and posted to Canvas.

Readings: No readings this week.

Assignments: Podcast Review 4

Week 6: Structuring Your Podcast

We will talk about how to begin conceptualizing your podcast from a structural and formatting standpoint.

Suggested Readings: Nuzman: Chapter 3 Function and Form. NPR training links provided on Canvas as well

Assignments: Audio Practice 3 & Podcast Review 5

Week 7: Planning Your Cover Art and Naming Your Podcast

This week you'll work on your cover art, planning the concept features and functionality as well as giving your podcast a final name.

Readings: Video tutorial will be posted in Canvas.

Assignments: No assignments

Week 8: Description, Intro, Signposting, and Outro

We will talk about how to describe your podcast in a way that makes people want to hear more. We will also discuss your attention grabbing intro, directing your audience and 3 things you must cover in your closing.

Assignments: Audio Practice 4

Week 8: Recording Your Sound

We will discuss planning, recording and editing your sounds—music, sound effects, NAT sound etc . . .
Readings: NPR training articles and video link in Canvas.

Assignments: Audio Practice 5

Week 9: Planning Your Cover Art and Naming Your Podcast

This week you'll work on your cover art, planning the concept features and functionality as well as giving your podcast a final name.

Readings: Video tutorial will be posted in Canvas.

Assignments: No assignments

Week 10: Working on Your Podcast

This is field work week. You should be recording pieces of your pilot. Remember this is just the beginning, but it still needs to be solid. We will also do individual meetings with the instructor.

Suggested Readings: Nuzman Chapter 4 Asking Questions

Assignments: No assignments

Week 11: Edits for Your Podcast

We're going to talk about fine tuning your podcast this week—cutting the fat.

Assignments: Pilot Script

Week 12: Critiquing Your Work

You will play your pilot roughs for classmates and give each other edit notes.

Readings: No readings.

Assignments: Rough Cut

Week 13: Presenting Your Podcast

Each student will give their final presentations to the class, receive last-minute feedback.

Readings: No readings

Assignments: Final presentation & Final pilot

Week 14: Presenting Your Podcast

Each student will give their final presentations to the class, receive last-minute feedback.

Readings: No readings

Assignments: Final presentation & Final pilot

(Graduate Students) Week 14: Presenting Your Podcasts

Each student or group will give their final two presentations to the class and receive last-minute feedback. Graduate students **must** present both episodes unless they have opted to do the **30 minute** podcast episode.

Readings: No readings

Assignments: Final presentations & Final pilots

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JOUR 4530

- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Learn intermediate to advance techniques with digital cameras and/or audio recording equipment.
- Apply sound news judgement in a multi-platform environment and communicate using the most effective platform for each project.
- Execute in-depth, meaningful interviews with subjects on topics relating to students' projects.
- To produce professional grade content that can be distributed to the public via appropriate media channels.
- To work within the digital computer framework and process images, video and audio to its maximum potential while taking care not to alter fact or otherwise create unethical representations.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Complete a large-scale project that relies heavily on the skills presented in the class.
- Demonstrate an advanced ability to capture and edit content with the appropriate, industry-standard equipment to make it suitable for presentation.
- Demonstrate advanced knowledge of the software required for the course (image, video and audio editing software).

How assessment of student learning will be met

Awareness

- Become aware of storytelling trends in the media industry, including the ethical issues that accompany such trends.

Understanding

- Develop an understanding of advanced multimedia storytelling process from

development to editing to final presentation in multiple media outlets.

Application

- Creation of large-scale multimedia projects addressing different platforms, photography, video, audio, audio-visual and data visualization, which are edited using a combination of Adobe Photoshop and Premiere Pro, Audacity, and data visualizations applications.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

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

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in

others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is

appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

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

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.