

# Podcasting Project Group

## Syllabus

### **Instructor Information:**

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### **Required Materials:**

- iPad with Anchor Podcasting App and Garage Band downloaded.
- Laptop with Audacity Software downloaded. (optional)
- USB Drive (optional)
- External Microphone (optional)

### **Learning Outcomes:**

- Define what a podcast is and the different mediums they can be found on.
- Become familiar with Audacity/Garage Band for editing audio files.
- Marketing a podcast to obtain recurrent listeners.
- Explain how to find a relevant niche.
- Scripted v. Unscripted Podcasting.
- What is RSS?
- Be able to use Anchor to distribute podcast online.

### **Group Expectations:**

- **Attendance:** Since this is only a seven-week project group, each meeting will be important. If you must miss a meeting please send me an e-mail 24 hours in advance and I will send all relevant material that you have missed. Attendance earns you participation points for the project group.
- **Assignments:** Each week there will be a small assignment for you to complete. Completing these assignments earns you participation points for the project group. Please e-mail your assignment for each week to me before the start of each week's meeting.

### **Final Project:**

For the final project, you will be asked to create a unique podcast that aligns with your interests. You will be asked to script, record, edit, and upload an 7-12 minute episode on Anchor that follows a standard podcasting format

### **Weekly Rundown:**

**Week 1:** Introduction to podcasting, types of recording equipment, why is podcasting unique from radio productions.

- **Review syllabus.**
- **What is a podcast?**
- **Listen to one short example of a podcast.**
- **Compare podcasts to radio productions.**
- **Recording equipment (iPad/Cell Phone, External Microphones, Boom Arms, Pop Filters, Audio Interface, Software)**
- **USB microphones v. XLR microphones.**
- **Popular places to find podcasts (Apple/Google Podcasts, Spotify, Podbean, etc.)**
- **Review assignment 1.**

ASSIGNMENT: Listen to two episodes of two unique podcasts of your choice. Write a short reflection detailing specific such as audio quality, interviews, topics, overall production quality, and if it was enjoyable or not.

**Week 2:** Marketing your podcast, finding a relevant niche, using social media and e-mail lists.

- **Assignment 1 Discussion.**
- **Example of good marketing v. bad marketing.**
- **What is a niche?**
- **Podcast themes.**
- **Using Google Analytics to find good search terms and key search engine terms to describe your podcast.**
- **Engaging podcast art.**
- **Using social media to promote your podcast.**
- **Using e-mailing lists to promote your podcast.**
- **Backlinking.**
- **Review assignment 2.**

ASSIGNMENT: Create a social media advertisement for your podcast. When creating your advertisement, ensure that the following are answered: What is your podcast about (niche)? How will episodes be structured? What makes your podcast unique?

**Week 3:** Introduction to Audacity/Garage Band, editing audio files, bitrate, RSS.

- **Assignment 2 Discussion.**
- **Garage Band introduction**
- **Review features.**
- **Audacity introduction.**
- **Review features.**
- **Audacity vs. Garage Band.**
- **Good sound effects/background music.**

- **Royalty Free.**
- **What is RSS and how does it distribute your podcast?**
- **Bitrate and bitrate requirements for major podcast distribution locations.**
- **Example of editing audio (per each step).**
- **Review Assignment 3 (demo)**

ASSIGNMENT: Use Garage Band or Audacity to edit an audio file provided by me. You will be asked to eliminate long pauses, reduce background noise, and to create a consistent audio volume level.

**Week 4:** Episode planning and production, writing an engaging script, scripted v. unscripted podcasting, interviewing, common podcast formats

- **Assignment 3 Discussion.**
- **Common podcast formats (interview, solo commentary, panel, fictional story telling, top # lists, unique formatting)**
- **Scripted v. Unscripted podcasts (show example of my first unscripted podcast v. my podcast as it sits today and compare them)**
- **How to find people to interview on your podcast.**
- **Using Anchor/Discord/Skype etc. to record your interview.**
- **Steps to creating a script (Idea – Outline – Rough Draft).**
- **Why your script should not be line for line.**
- **Segments.**
- **Proper recording locations/environments.**
- **Introduce final project.**

ASSIGNMENT: Begin to write the script for your final project. Also, if you are interviewing an individual for your final project, submit the name of the person you will be interviewing for your episode (can be somebody in the project group).

**Week 5:** Monetization, introduction to Anchor, ethics and credibility.

- **Assignment 4 Discussion.**
- **Introduction to Anchor.**
- **Sponsored Segments.**
- **Other forms of monetization.**
- **Anchor's built-in editing (for last minute touch ups).**
- **Anchor's interview feature.**
- **How Anchor distributes your podcast.**
- **Credibility and how to obtain concurrent listeners.**
- **Podcasting ethics and plagiarism.**

ASSIGNMENT: Complete the script for your final project. Record your interview you will include in your final project.

**Week 6:** Video Podcasts, Work Session, Possible Visit to Recording Studio\*

- **Including Global Trends in your Podcast.**
- **Vlogging vs. Podcasting.**
- **Peer Review of Scripts**

*\*I will try to reserve one of the audio recording rooms available on campus this week for a work session during the project group meeting time, but if unable i will try to reserve a room later in the week for a work session for your final projects\**

ASSIGNMENT: Record and edit the remaining segments of your podcast. Your episode will be listened to by the class during the final week.

**Week 7:** Listen to podcasts, complete feedback cards.

- **Final Project discussion.**
- **Listen to each person/group's episode.**
- **Why good feedback is important.**
- **Complete feedback cards for podcasts.**
- **Complete feedback cards for project group.**

ASSIGNMENT: Upload your completed podcast to Anchor. Complete course evaluation.

**Bonus Assignment:**

If you miss a meeting or submit an assignment late, you will have the opportunity to make up two lost participation points by completing a creative project in audacity of 2-3 minutes in length. This could include a cold open or monologue, or a unique audio production.