

# MRTS 4165 Podcasting

## Instructor Contact

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## Course Description

**This course provides a survey of audio podcasting with an emphasis on narrative podcast concepts and techniques. We will cover podcast history and genres, audio storytelling, recording and editing, digital delivery techniques, legal issues, audio equipment, and podcast distribution. Your podcasts will be produced utilizing both audio studio and audio location sound equipment, and audio editing.**

## Course Structure

This course is taught Face-to-Face with some online components. We will follow the course schedule unless unforeseen conditions or situations warrant a change. Modules will be opened in Canvas at specific times sequentially and are designed to support the week's topics.

## Course Prerequisites or Other Restrictions

MRTS or CBCM major status, MRTS 3210 and a 2.75 GPA.

## Course Objectives

By the end of this course, students will be able to:

- (CO1) Identify the history and categories used in podcasting
- (CO2) Demonstrate appropriate use of field and studio recording and editing equipment
- (CO3) Prepare pre-production documents, including story construction and subject research
- (CO4) Host and Produce a quality podcast
- (CO5) Devise effective podcast distribution and marketing plans

## Materials

Text- Readings and podcast screenings will be available on Canvas.

Circum-aural headphones

External flash drive

Location and Studio Audio Recording Equipment (provided)

Audio Editing Software and Microphones (provided)

## Projects

### **Scripted Narrative Podcast**

Host and Produce a podcast, one up to 10 minutes

*Note: More details on the projects are provided on Canvas.*

*Late projects will not be accepted.*

### **Genre Podcast**

You will select a particular genre and produce a podcast episode not to exceed eight minutes.

*Late projects will not be accepted.*

## Discussion Leadership

Leaders will be chosen at random each week to lead discussions on the assigned readings and podcasts for each week's class. You will sign up for a podcast you select for the class to listen to and discuss. You must be in class to participate.

## Discussion Participation

Each student is expected to participate in each discussion by providing a unique perspective and insight into the assigned readings and podcasts.

## Marketing Project

Each student will select a podcast host, secure a logo and cover art, and secure a website for their podcasts. In addition, you will create a YouTube trailer and social media for your podcast.

## Reviews

You will review the work of other students and put your work up for review to consider various viewpoints and critiques designed to improve your work and understanding of podcasting.

Don't wait until the last minute to begin working on assignments, and don't wait until the last minute to turn them in. Unless a computer issue is related to the UNT systems or Canvas, personal computer issues are not legitimate reasons to submit late work. Be proactive and start early on your assignments to avoid issues!

## Assessments and Weighting

### Grading

Grades are based on point totals, not percentages. Ignore percentages listed in the gradebook on Canvas.

A = 90-100 points	D = 65-69 points
B = 80-89 points	F = 64 points or below
C = 70-79 points	

<b>Assessment</b>	<b>Points Possible</b>	<b>Percentage of Final Grade</b>
<b>Podcast Episodes</b> <ul style="list-style-type: none"> <li>Genre Podcast (8 min Max)</li> <li>Narrative Podcast (10 min Max)</li> <li>YouTube Clip</li> </ul>	20 points 20 points 10 points	20% 20% 10%
<b>Reviews</b> <ul style="list-style-type: none"> <li>Genre</li> <li>Narrative</li> </ul>	5 points 5 points	5% 5%
<b>Discussion</b> <ul style="list-style-type: none"> <li>Leadership</li> <li>Participation</li> </ul>	10 points 10 points	10% 10%
<b>Podcast Marketing Plan</b> <ul style="list-style-type: none"> <li>Website</li> <li>Social Media</li> <li>Artwork/Logo</li> </ul>	20 points	20%
<b>Total Points Possible</b>	100	100%

#### Attendance Policy

You are expected to attend each class and be on time. If there is an issue that prevents you from coming to class or working in the course (such as an urgent medical situation, death in the family, active military service, etc.) please contact the Dean of Students for a verified absence.

Perfect on-time attendance will be rewarded with extra credit! Conversely, you will be penalized for being late and for unexcused absences.

On-Time Attendance with

no unexcused absences: 2 bonus points

On-Time Attendance with one unexcused absence: 0 bonus point

On-Time Attendance with two unexcused absences: -2 bonus points

On-Time Attendance with three unexcused absences: -4 point subtracted from your final grade

On-Time Attendance with four unexcused absences: -6 points subtracted from your final grade

#### Technical Assistance

UNT has a Student Help Desk that you can contact for help with Canvas or other technology issues.

**UIT Help Desk:** [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

**Email:** [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

**Phone:** 940-565-2324

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

## Course Policies

### Assignment Policy

Assignment due dates are listed in the course schedule of the syllabus. All written assignments must be in a Microsoft Word file unless otherwise stated. Projects are due at the start of lab for initial submissions, and at 11:59pm for reviews and final submissions. For instance, your lab is at 9am, your initial project submission is due at 9am. A project turned in at 9:05 is considered late. In the event of UNT closure, you will receive instructions.

The University is committed to providing a reliable course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

### Use of Artificial Intelligence Technology

MRTS 3210 assumes that all work submitted by students will be generated and performed by the students themselves, working individually. Students should not have another person/entity do the work of any portion of an assignment for them, which includes hiring a person or a company to write and produce assignments and using artificial intelligence tools like ChatGPT.

### Class Participation

You are expected to participate in class and any assignment designed to create participation opportunities.

### Late Work

Late work will not be accepted without a verified absence from the UNT Dean of Students Office within two business days of return to school.

### Syllabus Change Policy

The syllabus will not change through this semester. However, the course schedule may be altered, with prior student notification.

## UNT Policies

### Academic Integrity Standards and Consequences

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

## ADA Accommodations

ADA Accommodation Statement. UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodation at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at [disability.unt.edu](http://disability.unt.edu).

### [Prohibition of Discrimination, Harassment, and Retaliation \(Policy 16.004\)](#)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### [Class Recordings](#)

Students may not record lectures or any other element of the course without permission. Students may not post or otherwise share any recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

## MRTS 4165 Podcasting

### Fall 2023 Course Schedule

#### August

8/24	Intro	Syllabus/Equipment Check-out
8/31	Module 1	History of Podcasting/Genres and Structure/Pitches/Equipment Demo Introduce Genre Podcast Project

Model Discussion Leadership  
Podcast and Reading Discussion

## **September**

9/7	Module 2	Podcast Planning
	Genre	Genre Pitches Due
		Podcast and Reading Discussion
9/14	Modules 3 & 4	Narrative Audio Storytelling/Creating the Soundscape/Audition Demo
		Introduce Narrative Project
		Podcast and Reading Discussion
9/21	Module 3	Writing for Podcasts/Research
	Genre	Genre Pre-Submission Due
		Podcast and Reading Discussion
9/28	Module 5	Distribution and Marketing, SEO Optimization and YouTube Trailer
	Genre	Genre Peer Reviews Due
	Narrative	Narrative Pitches Due
		Podcast and Reading Discussion
10/5	Module 5	Monetization
		Technical Aspects of Podcasting
		Audition Signal Processing
		Genre Project Due
		Podcast and Reading Discussion

## **October**

10/12		TBA
		Podcast and Reading Discussion
10/19		Narrative Pre-Submission Due
10/26	Narrative	Narrative Peer Reviews Due
		(Peer Reviews In-class and outside of class)
		Podcast and Reading Discussion

## **November**

11/2	Narrative	TBA
11/9	Module 6	Legal and Ethical Aspects of Podcasting
	Marketing	Marketing Plan Pre-Submission Due
	YouTube	YouTube Clip Pre-Submission Due
11/16		Marketing Plan and YouTube Clip Reviews Due
		Podcast and Reading Discussion
<b>11/23</b>		<b>Thanksgiving NO CLASS!!!</b>
11/30	Marketing	Marketing Plans Due
	YouTube	YouTube Clip Due
		Podcast and Reading Discussion
<b>December</b>		
12/7	Narrative	Narrative Podcast Due
		Screen Podcasts
12/14	1:30-3:30	Screen Podcasts