

MRTS 4165 Podcasting

Instructor Contact

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Office Hours: Tuesdays 9am-11:30am; Thursdays 9am-10:30am and by appt.

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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 podcast 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
- (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 (provided)

Microphones and Recording Media (provided)

Projects

Scripted Narrative Podcasts

Host and Produce two podcasts, one up to 20 minutes and one 7 minutes

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

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.

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

Each student will select a podcast host, secure a logo and cover art, and secure a website for their podcasts.

Teaching Philosophy

This semester we will be working together to learn about audio, including the principles of audio, production of for podcasts, including recording and editing. I look forward to sharing my knowledge with you as well as learning from you, since I know that you will bring experience and insight into our discussions and activities.

I would describe my teaching style as constructivist with connectivist aspects. Constructivism is a learning theory that has been around for some time with the basic premise that learners “construct” knowledge through experiences and interaction with a community of learners. Connectivism is a somewhat newer learning theory that has followed the emergence of the Internet as a prominent feature of our lives. George Siemens is considered to be the foremost explorer of this concept and with the basic theory that we learn through feeding information into networks as well as getting new information from networks in a cyclical fashion. The main needs for the learner in this theory are being connected to a network and being able to filter information in a manner that makes it valuable. Both of these theories are very learner-centered, and you will see that much of this course is structured around what you the learners can bring to the table. So, this semester I hope that we will be doing a lot of “networking” and sharing of information, ideas, insights, experiences, and creating new knowledge as a learning community.

You should come into this class with a creative spirit, an open mind to new perspectives, be communicative and ready to put the effort in to learn! I expect to learn from you as well, and I am truly happy that you are in this class!\

Course Technology & Skills

Minimum Technology Requirements

Here is a list of the minimum technology requirements:

- Computer Speakers
- Circum-aural headphones
- Flash drive
- Computer Microphone
- Computer Webcam
- Microsoft Office Suite
- [Canvas Technical Requirements \(https://clear.unt.edu/supported-technologies/canvas/requirements\)](https://clear.unt.edu/supported-technologies/canvas/requirements)

Computer Skills & Digital Literacy

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using Microsoft Word

Technical Assistance

Part of working in an online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. 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

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

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

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis 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 will not be tolerated.
- Treat your instructor and classmates with respect in email or any other communication, online or face-to-face, even when their opinion differs from your own.
- Always use your professors' proper title: Dr. or Prof., unless specifically invited, don't refer to your instructor by first name.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual's experiences.
- Use your critical thinking skills to challenge other people's ideas, instead of attacking individuals.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar (this includes discussion boards).
- Proofread and fact-check your sources.
- Avoid slang terms and "text-talk" including abbreviations such as "u" instead of "you."
- Use standard fonts such as Ariel, Calibri or Times new Roman and use a size 10- or 12-point font
- Avoid using all caps while communicating digitally. This may be interpreted AS YELLING.
- Limit and possibly avoid the use of emoticons like :) or ☺.
- Be cautious when using humor or sarcasm as tone is difficult to interpret digitally.
- Be careful with personal information (both yours and other's).
- Do not send confidential information via e-mail.
- Keep in mind that online posts can be permanent, so think before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

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!

| Assessment | Points Possible | Percentage of Final Grade |
|--|-------------------------------------|----------------------------------|
| Narrative Podcasts <ul style="list-style-type: none"> • Long Form (20 min. Max) • Short Form (8 min Max) • YouTube Clip | 20 points 20 points 10 points | 20% 20% 10% |
| Reviews <ul style="list-style-type: none"> • Long Form • Short Form | 5 points 5 points | 5% 5% |
| Discussion <ul style="list-style-type: none"> • Leadership • Participation | 10 points 10 points | 10% 10% |
| Podcast Marketing Plan | 20 points | 20% |
| Total Points Possible | 100 | 100% |

Assessments and Weighting

Grading

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

A = 90-100 points

B = 80-89 points

C = 70-79 points

D = 65-69 points

F = 64 and below

Please note that late work will not be accepted. There is one Respondus + Webcam quiz for extra credit.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course.

Course Policies

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 to lab and participation in each peer review and discussion will result in two extra points added to your final grade!

Assignment Policy

Assignment due dates are listed in the course schedule of the syllabus. All written assignments must be 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 online 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 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.

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.

Instructor Responsibilities and Feedback

As the instructor in this course, I am responsible for

- providing course materials that will assist and enhance your achievement of the stated course goals, guidance,
- providing timely and helpful feedback within the stated guidelines,
- assisting in maintaining a positive learning environment for everyone.

As a student in this course, you are responsible for

- reading, listening, viewing, and completing all requirements of the course in a timely manner,
- participating in labs and discussions
- working to remain attentive and engaged in the course and interact with your fellow students,
- assisting in maintaining a positive learning environment for everyone.

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 accommodations 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.

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.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct \(Links to an external site.\)](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu ([Links to an external site.](https://my.unt.edu)). All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect \(Links to an external site.\)](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related

to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

[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.

[Academic Support & Student Services](#)

[Student Support Services](#)

[Mental Health](#)

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center \(Links to an external site.\)](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Counseling and Testing Services \(Links to an external site.\)](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Care Team \(Links to an external site.\)](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)
- [UNT Psychiatric Services \(Links to an external site.\)](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- [Individual Counseling \(Links to an external site.\)](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

[Chosen Names](#)

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let me know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records \(Links to an external site.\)](#)
- [UNT ID Card \(Links to an external site.\)](#)
- [UNT Email Address \(Links to an external site.\)](#)
- [Legal Name \(Links to an external site.\)](#)

**UNT eulDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

Additional Student Support Services

- Registrar (<https://registrar.unt.edu/registration>)
- [Financial Aid \(Links to an external site.\)](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services \(Links to an external site.\)](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center \(Links to an external site.\)](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center \(Links to an external site.\)](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services \(Links to an external site.\)](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [Pride Alliance \(Links to an external site.\)](https://edo.unt.edu/pridealliance) (<https://edo.unt.edu/pridealliance>)
- [UNT Food Pantry \(Links to an external site.\)](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

Academic Support Services

- [Academic Resource Center \(Links to an external site.\)](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center \(Links to an external site.\)](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries \(Links to an external site.\)](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab \(Links to an external site.\)](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/> ([Links to an external site.](#)))

MRTS 4165 Podcasting

Fall 2022 Course Schedule

September

| | | |
|------|----------|--|
| 9/1 | Module 1 | Syllabus/Equipment Check-out and Demo/Module 1 History of Podcasting |
| 9/8 | Module 1 | Genres and Structure/Model Discussion Leadership Podcast and Reading Discussion |
| 9/15 | Module 2 | Podcast Planning/Pitches Podcast and Reading Discussion |
| 9/22 | Module 3 | Narrative Audio Storytelling/Writing for Podcasts Project 1 Pitches Due Podcast and Reading Discussion |
| 9/29 | Module 4 | Creating the Soundscape/Audition Demo/Interviewing Podcast and Reading Discussion |

October

| | | |
|-------|----------|---|
| 10/6 | Module 4 | Creating the Soundscape/Audition Demo Podcast and Reading Discussion |
| 10/13 | | Audition Signal Processing Podcast and Reading Discussion |
| 10/20 | | Project 1 Long Form Rough Draft Due Peer Reviews (In Class and Outside of Class) Podcast and Reading Discussion |
| 10/27 | Module 5 | Distribution, Marketing, Analytics, and Monetizing Your Podcast Podcast and Reading Discussion |

November

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|-------|----------|--|
| 11/3 | Module 6 | Legal and Ethical Aspects of Podcasting |
| | | Long Form Podcast Due |
| | | Marketing Plan Draft Due |
| | | YouTube Channel and Podcast Host Due |
| 11/10 | | TBA |
| 11/17 | | Short Form Podcast Rough Draft Due |
| | | YouTube Clip Rough Draft Due |
| | | Peer Reviews (In Class and Outside of Class) |
| | | Podcast and Reading Discussion |
| 11/24 | | Thanksgiving NO CLASS |

December

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|-------|-------------|--|
| 12/1 | | Podcast Topics and Short Form Podcast Review |
| | | YouTube Clip Due |
| 12/8 | | Final Short Form Podcast Due |
| | | Marketing Plan Due |
| | | Screen Podcasts |
| 12/13 | 10:30-12:30 | Screen Podcasts |

(Note: This is a Tuesday)