SCHOOL OF CINEMATIC ARTS
CTPR 404 - Practicum in Podcast Production

SYLLABUS

Semester: Fall, 2021
Location: Robert Zemeckis Center for Digital Arts
Instructor: Gabe Goodwin
Instructor email: ggoodwin@usc.edu
Office Hours: Zoom by request via email
Meeting times: Wednesdays 4:00PM-6:20PM
SA: Kelsey McGee
SA Email: mcgeek@usc.edu
Units: 2

Course Description
This course introduces students to video podcast production and the essential skills required to develop and produce an original podcast episode.

Each semester the course focuses on a specific podcast format, i.e., nonfiction narrative, scripted fiction, interview/conversational or hybrid podcasts. After an overview of popular podcasts in the selected format, teams of students break down samples and develop ideas that work well in the selected format.

Once the idea is approved, the teams research, write outlines, recruit guests and present their work for feedback in class. Following instruction on equipment in the Trojan Vision studio facilities, they shoot and record their team podcasts and serve as crew members for other teams. A final phase of post-production, distribution and promotion follows.

The finished podcast episodes are promoted and archived as a production of Trojan Vision, the USC campus television station, and released by distributors like Apple Podcasts and YouTube. Through the semester, guest speakers offer students a window into professional podcast production, trending shows, marketing, sponsorship and the future of the industry.

Learning Objectives
Students learn to:
- Develop content for a specific podcast format
- Assist in operating studio cameras, mics and editing equipment.
- Collaborate with team members, crew and production staff to write, book, record and edit
- Produce, distribute and promote podcast episode.

Prerequisites
This class is open to students from any school or division of the university. Students are not required to have any podcast, audio or video experience. A laptop or mobile device with a Wi-Fi/Internet connection is required. Access to recording and editing software needed for assignments will be provided.

Weekly Course Schedule
Week 1: August 25

- DIscuss Syllabus and Expectations
- Lecture: Types of Podcasts and Content we consume
- Tour of Trojan Vision Facility
- **Assignment due next week:**
    1. Listen to 1-3 podcast eps (your choice) and ID which "Format" they fit into based on today's talk
    2. Listen to this episode and ID 3 Wins, 3 Learns and 3 Changes you'd make
    https://open.spotify.com/episode/7LNX00ChRZWkhPxDIN99r6

Week 2: September 1

- Discuss chosen podcast episodes
- Lecture: Phases of Podcast Production, Our Podcasting Format, and our Roles & Responsibilities
- **Assignment due next week:**
    1. Rank preferred roles and come with questions about the production process
    2. Identify a show or two we can borrow from in our format (describe what we'd borrow)
    3. Identify a show or two we could borrow from in our video presentation (screengrabs)

Week 3: September 8

- Break students into their teams and roles
- Introduction to Studio Equipment
- Lecture: Production Calendar & Podcast Pitch Process
- Guest 1
- **Assignment due next week:**
    1. 1-sheet for show pitch (teams)
    2. v1 booking grid (research only)

Week 4: September 15

- Present and Review Pitches
- Discuss Booking Process and Guests
- Lecture: Pre-Production
- **Assignment (10% of grade due next week:**
    1. Draft production calendar
    2. Draft show outline / script based on approved topic
    3. Conduct guest pre-interview and prep notes for "moderator"

Week 5: September 22

- Lecture
- Recording Sessions (15 mins each)
- **Assignment due next week:**
    1. Do a post-mortem on what worked and didn't work, refine outline/script/prep/etc
    2. Finalize outline integrating talking points with timing and moderator directions (15% of grade)

Week 6: September 29
- Discuss and present finished outlines
- Lecture: Turning an Outline into a recording & Overview On Debate Moderating
- **Assignment:**
    1. Final Prep for Next Week's Recording

Week 7: October 6
- **IN CLASS ASSIGNMENT**
    - Shoot Team 1 and 2 Podcast **(20% of grade, Teams 1 and 2)**
    - Teams 3 and 4 crew (IF NEEDED)
- **Assignment due in Google Drive next week**:
    1. Preparation to Record Team 3 and 4 Podcast
    2. Teams 1 and 2 write (or record) a Reflection (3 wins, 3 learns, 3 changes) due in Google Drive next week
    3. Begin Editing Podcasts

Week 8: October 13
- **IN CLASS ASSIGNMENT**
    - Shoot Team 3 and 4 Podcast. **(20% of grade, Teams 3 and 4)**
    - Teams 1 and 2 crew (IF NEEDED)
- **Assignment due next week**
    1. Teams 3 and 4 write (or record) a Reflection on experience due in Google Drive next week
    2. Begin editing Podcasts
    3. Bring in Qs for Guest Speaker

Week 9: October 20
- Lecture: Overview of Podcast Editing & Working with a Composer
- Guest Q and A Roundtable
- **Assignment due next week:**
    1. Teams 1-2 bring in rough draft and outline scripted voice overs for next class (post on Google Drive)
    2. All Teams listen to promotional trailers (we can link some) and make outlines for their own.

Week 10: October 27
- IN CLASS ASSIGNMENT: Teams 1 and 2 record Scripted VOs for Podcast **(20% of grade, Teams 1 and 2)**
  - Teams 3 and 4 crew (IF NEEDED)
- **Assignment due next week**:
  1. Teams 3 – 4 bring in rough draft and outline scripted VOs (post on Google Drive).
  2. Team 1-2 begin official promotional trailer.

Week 11: November 3

- IN CLASS ASSIGNMENT: Teams 3 and 4 record Scripted VOs for Podcast **(20% of grade, Teams 1 and 2)**
  - Teams 1 and 2 crew (IF NEEDED)
- **Assignment due next week:**
  1. Upload final podcasts to the Google Drive.
  2. Finish up promo materials and trailer.
  3. Begin listening and preparing "reviews."

Week 12: November 10
- Lecture: Promoting Your Podcast, Overview of Podcast Distribution
- **Assignment due next week:**
  1. Finalize promotional materials and upload to the Google Drive.
  2. Finalize Podcast trailers.
  3. Listen to the first and last episode of your favorite podcast. Be prepared to talk in class about the differences. Are there any recurring themes we've found in our favorite podcasts?
  4. Bring Questions for the Guest Speaker.

Week 13: November 17
- Guest Speaker: How to get your podcast published
- Lecture: What platforms do we use to listen to podcasts? Tracking Audience Analytics
- **Assignment:** Work on Final Summation Essay

Week 14: November 24
- **Class Activity**: Present Trailers & Pitch Podcast
- **Assignment due next week:** Submit Final Summation Evaluation due in Google Drive Next Week

Week 15: December 1
- Podcast Show Week. Completed podcasts published. **(30% of grade)**
- **Assignment**: Due December 8. (video, podcast, powerpoint or written) **(10% of Grade)**

Reading, Listening and Viewing Assignments

Students read chapters from books, articles, watch videos and listen to podcasts that provide context, samples and background for in-class instruction and practice.

Books
- *Listening In: Radio and the American Imagination*, by Susan Douglas
- *Podcast Solutions: The Complete Guide to Audio and Video Podcasting*, by Michael Geoghegan and Dan Klass

Articles
- Inside the Podcast Brain: Why Do Audio Stories Captivate? The Atlantic, April, 2015
- 'Serial,', Podcasting's First Breakout Hit, Sets Stage for More, New York Times, Nov. 23, 2014
- Podcasting is the New Personal Essay, Columbia Journalism Review, December 12, 2017

Newsletter
- Follow *Hot Pod,* provides analysis, insight and commentary on the growing podcast industry.

Video Podcasts

Podcast Listening, self-directed. Here are a few aggregators:
- NPR Podcast Directory
- PRX

Summation Essay
The students assess where they started in August (expectations) how they progressed through the semester. (where they are now). What shifted their knowledge, skills, perceptions along the way. We suggest students deliver this assignment in their chosen media - podcast, video, powerpoint.

Grades
Grades are based on the timely submission and quality of assignments, preparation for class, engagement in class discussions, individual initiative, professional behavior and team collaboration.

Grading Criteria

2nd draft of outline, pre-interviews	10%
Final complete outline	15%
Podcast live recording (by team)	20%
Final podcast & promotion	30%
Final summation essay	10%
Participation and collaboration	15%

Attendance
Students are expected to be on time and prepared for each class. This course is performance oriented and attendance is extremely important. Two absences will result in a grade being lowered by one full letter (example: A becomes B). A third absence will result in a grade being lowered by one additional, full letter grade (B becomes C). A student's grade will be lowered by one full letter for each additional absence. Two late class arrivals equate to one full absence. Students must contact the instructor in advance if they are going to be absent.

Cell Phone and Online Class Policies

Cell phones, laptops, tablets and other personal devices may not be used during class unless they are necessary for class exercises. Out of respect to students, SAs and instructors, please bring a courteous and professional attitude to all classes.

Statement on Academic Conduct and Support Systems

Academic Conduct:
Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:
Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

Student Health Leave Coordinator – 213-821-4710
Located in the USC Support and Advocacy office, the Health Leave Coordinator processes requests for health leaves of absence and advocates for students taking such leaves when needed.
https://policy.usc.edu/student-health-leave-absence/

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support & Intervention - (213) 821-4710
campussupport.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)
ombuds.usc.edu
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.