

Networked Societies: Amazon Podcast

Your final project will be to work in teams of three to produce an 8-episode podcast about Amazon.com. Each team will write a script, record audio, and create one episode that is at least 10 minutes long about one aspect of Amazon or one topic we cover during the semester. Prof. Marwick will work with the class, the Media Resource Center and the Swain Multimedia Lab to package and release the podcast on Apple Podcasts, Spotify, and other major podcast platforms.

As a class, we will work together to decide upon:

- The podcast's name
- The podcast's description
- Cover art
- Intro music
- Outro music
- A website
- Episode descriptions

Assignment Goals:

- Synthesize the knowledge you've learned about one part of Amazon and convey it to a general audience
- Creatively present class material in an engaging manner
- Gain familiarity with the podcast format and audio recording
- Practice self-learning using internet resources

Steps:

- LISTEN to as many podcasts as you can to learn about the format and get ideas!
- 1/29: Finalize teams
- 1/29 – 2/7:
 - Meet with your team and pick a topic
 - Do the readings from that week and start brainstorming how you might approach it in podcast format
 - Meet with your team and fill out the Podcast Planning Worksheet
 - Sign up for Adobe Creative Cloud (see below)
- 2/7: Attend podcast training as part of class (in Davis library basement)
 - Audio lab, recording equipment, how to use it
 - Basic editing in Adobe Audition and how to create a file, layer in music etc.
- 2/12 – 3/26: Write script, divide up workload, book podcast studio to record voice-over and/or interviews, conduct interviews, collect other pieces of media you think you want to use
- 3/28: Podcast workshop in Media Resource Center
 - Bring any audio/sound/interviews you have recorded
 - The MRC people will be there to help you put them together

- 4/23: Podcasts due
 - Please include a 100-word episode description and title
 - Please include a print out of the script
- 4/23 and 4/25: Play part of your podcast to the class and give a brief presentation on the process

Interviewing

You can interview anyone you want, but you must have them sign a permission form giving you the right to use their audio in a podcast (“release form”). Forms are on Sakai. Print them out and have the person fill them out *in pen*.

Equipment

Adobe Creative Cloud

Before our podcast training session on 2/7, please register with Adobe Creative Cloud.

From the Media Resource Center: We do encourage students to follow along with the instruction during the session and get experience with the program through hands on learning. In order to use the Adobe Audition software installed on our computers in the media lab, **they’ll first need to get registered with the Adobe Creative Cloud through ITS Software Acquisition.** This registration process also gives them the option to download their own copy for their laptops if they’d like to use their own computer. To complete that process they can do the following:

- **Head to adobe.unc.edu**
- **Click on the “Student Order” link and login with Onyen.**
- **Choose “Shop as a student” if this option appears.**
- **Search for “Creative Cloud” in the search bar.**
- **Add Creative Cloud to cart and checkout.**

They’ll get an email from ITS with download instructions when their order is fulfilled. **This can take anywhere from 2 hours to 2 days**, so I’d recommend they complete this process ahead of time.

Adobe Spark

Spark is free with Adobe Creative Cloud and it lets you easily create cover art for the podcast. We will all create cover art and vote as a class on what we think is the best one.

Digital Audio Recorders

You can record on your phone, but the MRC highly recommends using their own digital recorders. To take these out, you have two options:

1. Make your own individual reservations on the MRC equipment booking website, up to 2 weeks in advance: <https://calendar.lib.unc.edu/reserve/equipment/undergraduate-library>
2. Digital audio recorders have been reserved solely for our class from 2/14-2/19 and 4/12-4/17. You can take the recorders out for three days, and two nights. They have four sets. **Do not wait til 4/12-4/17 as you may not be able to get the recorders at that time.**

Podcast Studio

In the Undergraduate library. In the podcast studio, you can record podcasts or any audio files using their studio quality mics and headphones. Just bring your laptop with your favorite recording software, plug in the USB and you are ready to record. If you don't have your own software, the library recommends getting the Adobe Creative Cloud, available at no cost for students. Reservations are required prior to room use. Book at <https://calendar.lib.unc.edu/reserve/media-resources-center-rooms>

- How to use the Podcast Studio: <https://guides.lib.unc.edu/mrc/podcast-studio>
- We will be doing a training session with Winifred Fordham Metz, the Media Librarian and Head of the Media Resources Center

Helpful Links

The Media Resources Center Guides to Podcasting

<https://guides.lib.unc.edu/mrc/podcast>

The Podcast Host: Tons of articles and how-tos

<https://www.thepodcasthost.com>

Rubric and Assignment Policies

- Each podcast will be graded on adherence to assignment guidelines, creativity/effort, ability to present class material in an interesting manner, accuracy, and professionalism.
- Groups will be graded *as teams*. If you have a problem with your team, please try to resolve it by talking to each other before coming to Prof. Marwick. I am happy to mediate problems but want you to try working it out yourself first.
- This is a major assignment! It is the equivalent of both a final exam and a final paper. It should take as much time as preparing for an exam plus researching/writing a final paper would take.
- Students who wish individual extra credit on this assignment can work on the intro/outro music, copy and visuals for the website, editing the episode descriptions, and brainstorming a name and description for the podcast. We will go over each of these in class.