

Podcast Project
Spring 2020
Anthropology of Sustainable Food

Description. For the final project for this class, you will create a podcast on a topic related to class. Working in small groups (3-4), you will develop an idea, conduct interviews, carry out background research, write a script, and record and edit audio at the UTC Library's Studio.

The goals of this project are various. First, you will think critically about genre, and learn a new writing genre: script writing, which differs radically from essays and research papers. Second, you will have to think about audience and communication style: podcasts need to speak directly to an imagined audience, and they need to engage listeners in creative ways. Third, you will develop project management and teamwork skills, managing tasks among a small group of people and planning a project from start to finish. Fourth, you will learn a number of technical skills like writing interview questions, conducting interviews, using recording equipment, using podcast editing software.

Podcasts will need to engage with academic literature on the topic of your choosing, and need to relate to class themes, but beyond that, the specifics of your topic are up to your group to decide. The best podcasts (and research projects in general) start with a good question that you do not actually know the answer to (for this reason, your topic needs to be phrased as a question). A great way to start this project is to figure out something that you're genuinely curious about. Some possible topics include:

- What is "sustainable farming" to farmers at the Chattanooga Market and how do their views vary? What challenges do they face in farming sustainably?
- Which farmers at the farmers market have organic certification and which ones don't and why?
- Why do people go to the farmers market and why don't they go more often?
- What do people think "farm-to-table" means and where do restaurants marketing their food as "farm-to-table" get their produce from?
- Does food insecurity exist on UTC's campus? What's being done to remedy this?
- What is the diet of a UTC freshman?
- Where does food in UTC's dining hall come from?
- Do students know where their food comes from? Do they care?
- How much food waste does UTC produce? Where does UTC's food waste go? How are other university's dealing with food waste?
- What is "local" food?
- Where do Chattanooga's food pantries get their food?
- What do people think Fair Trade means? How do people think it works and how does it actually work?
- What do Chattanooga's supermarkets do with their waste?
- Why do people participate in community gardens and who participates?
- Will lab-grown meat replace meat?
- Why do people buy organic? Why don't other people buy organic? Do consumers know how organic certification works? What are their beliefs about it?

- Why do people participate in community gardens?

Important dates table.

Friday, February 7 , 11:59pm	Prospectus deadline
Friday, February 15 , 11:59pm	Blueprint/Meeting deadline
Monday February 24 , 11:59pm	Annotated Bibliography deadline
Monday, March 2 , 11:59pm	Interview Protocol deadline
Tuesday, March 3 , during class	Studio Instruction Day
Monday, March 23 , 11:59pm	Interviews Recordings and Script Outline deadline
Monday, April 6 , 11:59pm	Script deadline
Tuesday, April 7 , during class	Studio Workday
Monday, April 22 , 11:59pm	Final Podcast deadline
Thursday, April 23 , 1-3 pm	Podcast listening party!

Working in groups. Working in groups can be fun and exciting. It can also be very difficult. It's a reality that no matter what career you go into, you will be doing group work for the rest of your life, so you should get used to it and get good at it now. I will have each of you evaluate group members at each check point and you will lose points if group members indicate that you did not contribute substantially to the group's labor. I will also require groups to meet with me to check in during week 5 or 6.

You group will keep track of your goals and work using either Google Sheets (you will add me to your project so I can monitor progress and collaboration. Because this is a multi-part project with lots of moving parts and files, project management is key to your success and project management is a key skill in just about any career you choose.

While this is a group project, you will receive individual grades. In other words, if you do not contribute to the group, you will get a lower score than the rest of your group.

The Studio. We will be working closely with the [UTC Library Studio](#), a workspace for media creation. The Studio is located on the 3rd floor of the library. We have two class periods at the studio, one is an instruction day ([March 3](#)) and the other is a workday ([April 7](#)). If you have questions about recording equipment and technical aspects of the project, direct them to the Studio team (libstudio@utc.edu / 423.425.2219). If you would like to schedule an appointment with a specialist in Audacity and podcast production, schedule a one-on-one consultation [here](#). Help is also available on a walk-in basis during [open hours](#).

Checkpoints. Creating a podcast is a lot of work: you will develop project management skills as you carry out this work and work with classmates. I've organized the project into a series of checkpoints to keep you on track.

1. **Prospectus.** The prospectus is a basic sketch of the podcast. It describes the topic you will investigate, what you know about it, and how you will go about investigating it. The first sentence needs to be the guiding question of your podcast, in italics. You need to mention what research you will conduct along with who you plan to interview and why. *350 word minimum. 5 points. Due Friday, February 7, 11:59pm*

Rubric

Describes topic and articulates a question	3
Discusses a plan for research and interviews	2
Total	5

2. **Blueprint/Meeting.** The blueprint is a work sheet that will use to brainstorm and create a plan for your podcast. It is intended to help you bounce ideas and generate a general consensus about your group goals. You will have some time to work on it during class, but you will need to complete it outside class. You need to meet with me as a group after completing the Blueprint (so during week 5 or 6). *10 points. Due Friday February 15, 11:59pm.*

Rubric

Blueprint is thoughtfully and thoroughly filled out	4
Work plan is clear and tasks are detailed in GoogleSheets (and is shared with Prof. McDonell before deadline)	2
Group contacts Prof. McDonell in advance to schedule meeting and members meet with Prof. McDonell to discuss project	4
Total	10

3. **Annotated Bibliography.** You will complete a short annotated bibliography with at least five sources. Three sources need to be academic and two can be informational. For each source you discuss the following:
- Description: provide a brief summary of the book, book chapter, or article – only summarizing the part relevant to your research. (2-3 sentences)
 - Argument: What is the argument of this piece? Who is the author arguing against? (2-3 sentences)
 - Evaluation: now, assess and or critique the source. Is the evidence well documented? Is the method fitting for the research question? Is the author qualified in this subject? Are there inconsistencies in the argument? What does the author leave out or ignore? What does their approach help us see and what does it obscure? (2-3 sentences)
 - Utility: finally, consider how the source contributes to your argument and podcast’s scope. How does it fit into your research? Is this a helpful resource? Is it too general or specific? Is there a particular quote that you could use in your podcast? (2-3 sentences)

10 points. Due Monday, February 24, 11:59pm.

Rubric

At least five well-chosen sources that directly relate to project	3
Annotations include all necessary information	5
Formatting is correct (refer to syllabus)	2
Total	10

4. **Interview Protocol.** You need to conduct a minimum of two interviews. Depending on the goals of your project you might want to conduct two longer interviews with experts or stakeholders OR lots of short interviews (just a couple questions) with many folks (e.g. folks dining at a UTC dining hall). You need to turn in your interview questions, a description of who you plan to interview (names or a description of the population), and when you will do the interviews (clarify whether you have contacted interviewees and when you will meet with them). *300 word minimum. 6 points. Due Monday, March 2, 11:59pm.*

Rubric

Interviewees are well chosen and have been contacted	3
Interview questions are thoughtful and relate to research question	3
Total	6

The Studio has [equipment](#), including microphones and digital recorders, available for check-out (under A/V Kits). In addition, an [audio recording suite](#) is available by reservation for recording narration. Please note that the Studio does not have equipment or facilities designed for recording phone interviews. If you plan to interview someone remotely, I recommend using Skype/Google Hangouts/Zoom and having both parties recording the audio. For help with recording remote interviews, set up a consultation with the Studio.

5. **Interview Recordings and Script Outline.** You need to submit a detailed outline of your script, which should include a description of each section and approximate time lengths for each section (so like an essay outline but with time markers). You need to cite your sources and include a references list. You also need to submit your interview files as .WAV files. *8 points. Due Monday, March 23, 11:59pm*

Rubric

Interviews have been completed and are turned in as WAV files	4
Script outline has sufficient detail and shows a clear plan	4
Total	8

6. **Script.** You will turn in a script after you have recorded interviews and before you begin recording narration. You may make small changes to the script as you begin recording and editing, but this should be a polished product. You need to cite your sources and include a references list. You need to have a guiding question and an argument, *both of which need to be highlighted in yellow highlighter*. You need to adhere to standard script writing conventions:

- “Tracks” (narration) and “acts” (words other people are saying) need to be set apart. You will do this by boldfacing the acts.
- Words that need to be emphasized MUST be in boldface.
- Script must include announcer/character names; music beds; description of sound effects.
- For more information on formatting, read [“How to write a script.”](#)

2000 word minimum. 20 points. Due Monday, April 6, 11:59pm.

Rubric

Script meets word requirement and uses script conventions	5
Script includes guiding question and argument, both of which are highlighted in yellow	5
Script shows thoughtful arrangement of data and background information	5
Script is detailed and polished, including narration, interview clips, sound effects, and music	5
Total	20

7. **Final podcast.** The final podcast is due April 22 at midnight and no late podcasts will be accepted. We will have a podcast listening party during the final exam period with snacks and time for Q&A.

Specifications.

Podcasts need to be 18-25 minutes. You need to use narration, clips from interviews, sound effects, and music. There must be a guiding question and an argument. Every group member must speak at some point. You need to refer to academic research at least once. You cannot have over 2 minutes of an interview at a time.

Technical Details.

You must use Audacity software, you must include voice, music, sound effects.

Submission.

You must use Audacity software, you must include voice, music, sound effects. You must submit your podcast as a .WAV file to Canvas. For 2 extra credit points, you can upload to [SoundCloud](#) (you need to create a free Soundcloud account and describe the podcast on the page you create) and submit the URL to Canvas.

45 points. See rubric below.

Final Podcast Rubric		
Category	Description of criteria.	Points
Introduction	Catchy and clever introduction. Provides relevant information and establishes a clear purpose. Engages the listener immediately. Tells who is speaking.	5
Question and argument	The podcast's guiding question is clear, and the podcast makes an argument that is backed up with evidence.	5
Engagement with academic literature	Includes appropriate well-researched and informative sources, directly quoting or	5

	paraphrasing at least two as well-edited quotes from “experts.”	
Content	Creative and original content. Accurate information and succinct concepts are presented. Keeps focused on the topic. Conclusion clearly summarizes key information.	10
Use of original data	Clips from at least two interviewees are used in well-edited quotes that are explained and used to back up argument. Other original data, such as menus or surveys is used well.	5
Delivery	Well-rehearsed, smooth delivery in a Conversational style	5
Specs	All group members speak. Clips used from at least two interviews. 18-25 minutes. Includes music and sound effects. WAV file (not your Audacity project and not an MP3).	5
Project management/collaboration	Work kept track of in a detailed and organized way through Google Sheets. Group members indication that you did an equal share of the work are collaborated throughout the project.	5
TOTAL		45

The UTC Studio’s resources

- [Available equipment](#)
- [Spaces and suites](#)
- [Videos tutorials](#) (about checking out equipment, scheduling a consultation, reserving suites)

More resources about producing podcasts

- NPR. “[Starting Your Podcast: A Guide For Students.](#)” NPR Training, November 15, 2018
- [NPR Training Tutorials](#)
- Day, Leila. 2016. “[Don’t ‘Radiosplain’ and Other Ways to Report on Communities That Aren’t Your Own.](#)” NPR Training. February 1, 2016.
- Rosenthal, Rob. 2012. “[Before The First Question.](#)” Transom. May 15, 2012.