AEC 4036 Advanced Agricultural Communication Production
Podcasting to Increase Science Literacy
Spring 2023 – 3 Credit Hours
Department of Agricultural Leadership, Education, & Communication

Instructor
Jamie Loizzo, Ph.D.
Assistant Professor of Agricultural Communication
Email: jloizzo@ufl.edu
Office Location: 121D Bryant Hall / working remotely
Office Hours: by appointment

Class Times Location
Wednesday: Periods 2-3 (9:35 a.m. – 11:30 a.m.) Bryant 107 & Zoom

This is a flipped class. You are expected to actively participate in face-to-face and online activities. *It is important you attend as many class meetings as possible, unless you have an excused absence.

Teaching Assistant
Gabe Spandau
Email: Gspan96@ufl.edu
Office Hours: by appointment

Course Description
Provides directed experience in the following areas of agricultural communication: video and audio production, graphic design, visual composition, desktop publishing and multimedia development. Prereq: AEC 3070.

Course Emphasis:
It is imperative for agricultural and environmental sciences communicators to understand the concepts and theories of science literacy, national standards for what it means to be a scientifically literate citizen, and how to connect scientists and the public through a variety of communication channels. Podcasting to Increase Science Literacy is an undergraduate/graduate cross-listed college course designed to raise your awareness of science literacy concepts, how to engage in public conversations about controversial issues, how to interview scientists, how to edit scientific audio interviews, and how to ultimately produce a podcast series with the goal of increasing the public’s science literacy.
Essential Questions (EQs) and Learning Objectives (LOs)

EQ1: How can science communicators design a podcast series with the overarching goal to increase public science literacy?

   LO1: Describe science literacy and national science literacy education standards
   LO2: Research controversial scientific concepts
   LO3: Contact and engage with scientists in a variety of research settings

EQ2: What are methods for conducting and facilitating conversational interviews with scientists that public audiences will find engaging?

   LO4: Develop podcast interview outlines and questions
   LO5: Conduct scientific audio interviews

EQ3: How can science communicators leverage a variety of audio hardware and software to produce professional podcasts to share with public audiences?

   LO6: Edit scientific audio interviews
   LO7: Produce online podcast episodes
   LO8: Write brief podcast descriptions
   LO9: Use social media to share the final project

You will practice and demonstrate theories and skills through in-class and online discussions and project-based assignments.

Course Design

This course is structured following a project-based learning (PjBL) design. Our driving question this semester will be: How can we as science communicators and leaders utilize podcasting to educate online audiences about climate change scientists, their research, and potential solutions?

PjBL steps include: (Buck Institute for Education: http://www.bie.org)

- Challenging problem/question
- Sustained inquiry
- Authenticity
- Student voice & choice
- Reflection
- Critique & vision
- Public Product
This class is also designed to follow the ‘Partnering Pedagogy’ philosophy. We are partners in your learning and will work together to develop pathways and solutions to reach course learning goals.

**Required Course Materials**

- Computer with an internet connection
- Turn Up the Volume: A Down and Dirty Guide to Podcasting - Michael O’Connell
- Science for All Americans – Oxford University Press (This is free!!)
- Your smartphone / laptop / iPads / DSLR cameras for check out in the Mac Lab
- Canvas: [https://elearning.ufl.edu/](https://elearning.ufl.edu/)
- GatorCloud: OneDrive, Adobe Audition

**Assignments**

<table>
<thead>
<tr>
<th>Instructional Goal</th>
<th>Assignment/Activity</th>
<th>Possible Points</th>
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</thead>
<tbody>
<tr>
<td>4,5</td>
<td>Practice Interview &amp; Natural Sound</td>
<td>20</td>
</tr>
<tr>
<td>6</td>
<td>LinkedIn Learning: Audition Tutorial</td>
<td>50</td>
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<tr>
<td>2-4</td>
<td>Pre-SME Meeting Notes &amp; Reflection</td>
<td>40</td>
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<tr>
<td>2-5</td>
<td>SME Raw Interviews (x2 @ 25pts ea.)</td>
<td>50</td>
</tr>
<tr>
<td>2-7</td>
<td>Podcast Rough Cuts (x2 @ 50pts ea.)</td>
<td>100</td>
</tr>
<tr>
<td>2-7</td>
<td>Podcast Reviews</td>
<td>50</td>
</tr>
<tr>
<td>2-7</td>
<td>Podcast Source Check</td>
<td>50</td>
</tr>
<tr>
<td>8,9</td>
<td>Podcast Promotion Graphics &amp; Posts Text</td>
<td>50</td>
</tr>
<tr>
<td>2-7</td>
<td>Behind the Scenes IG Reel</td>
<td>50</td>
</tr>
<tr>
<td>2-7</td>
<td>Final Scientist Podcasts (x 2)</td>
<td>200</td>
</tr>
<tr>
<td>1-9</td>
<td>Online Activities (OA) (7 @ 20pts ea.)</td>
<td>140</td>
</tr>
<tr>
<td>1-9</td>
<td>Final Presentation</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Professionalism &amp; Attendance</td>
<td>50</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>900</strong></td>
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**Introduction Audio:**

Create a 1-2 minute audio narrative to introduce yourself to the class. Use a cell phone or other mobile device to record the audio and tell us about yourself, your year in school, your interests in communication, your reasons for taking this course, what you hope to learn in this course, and an interesting fact about yourself. After you record the audio, upload it to Canvas.
**Practice Interview:**
You will conduct a practice podcast with a classmate or peer outside of class. This will include conducting an interview about the person and learning how to use the recording and editing equipment.

**Podcast Planning & Production:**
It takes planning to successfully develop podcast interviews and a podcasting series. This exercise involves a series of assignments that will be explained during class time – including developing a podcast production timeline, holding a pre-meeting with your interviewees, development of interview questions, raw audio recordings, intro/outro scripts, music, and rough cuts.

**Rough Cut Podcast Review:**
You will partner with a classmate to review one another’s rough draft podcasts before the final project is due. Dr. Loizzo and Gabe will also listen to rough cuts and provide feedback. You are expected to address all reviewer feedback in making your final podcast edits.

**Final Scientist Podcasts:**
At the end of the semester, you will submit the two approximately 15-30 minute podcasts you created on your selected agricultural and environmental science topic, which includes two scientist interviews, edited audio, and uploading the files for Streaming Science.

**Behind the Scenes Instagram Reel:**
You will produce a Streaming Science Instagram reel with your classmates about their journey in developing their final scientist podcasts for this class. Further clarification will be given in class.

**Final Web Synopsis, Keywords, and Social Media Graphics:**
You will write a short web synopsis, keywords, and social media wave graphics to post and promote each of your podcasts via the Streaming Science platform.

**Final Presentation:**
There is not a typical final exam for this course. Instead, you will present your completed projects (web story, social media posts, and podcasts) during a presentation to invited students, staff, and faculty within IFAS/CALS.

**Course Grading**
The course grading scale is provided in the following section. Papers and out-of-class assignments must be typed and formatted according to instructions provided by me. You will receive specific information well in advance of deadline dates.
**Grading scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92.99%</td>
</tr>
<tr>
<td>B+</td>
<td>86 – 89.99%</td>
</tr>
<tr>
<td>B</td>
<td>83 – 85.99%</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82.99%</td>
</tr>
<tr>
<td>C+</td>
<td>76 – 79.99%</td>
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<tr>
<td>C</td>
<td>73 – 75.99%</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 72.99%</td>
</tr>
<tr>
<td>D+</td>
<td>66 – 69.99%</td>
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<tr>
<td>D</td>
<td>63 – 65.99%</td>
</tr>
<tr>
<td>D-</td>
<td>60 – 62.99%</td>
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<tr>
<td>F</td>
<td>Below 60%</td>
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</table>

**General Course Expectations**

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

**Attendance**

You are expected to **attend every class and arrive on time**. If you must miss class, please keep up with the assigned readings, recordings of class meetings, and online activities, so you can make meaningful contributions. If you must miss class and are unable to speak with me or Gabe in person, send me an e-mail as soon as possible. I expect all students to attend 80% of class meetings and to receive full professionalism points. However, I understand in current times that life has disruptions that sometimes we cannot avoid. You can miss **THREE** class meetings – as excused, without a deduction in professionalism points. If you miss more than three classes, you will be required to submit a one-page single spaced summary of the recorded synchronous lecture. This will be due by the end of the semester to be considered eligible for full professionalism credit.

**Professionalism**

Penalties will be assessed for unprofessional behaviors such as unexcused absences, tardiness, lack of preparation, or inattentiveness during class lectures or discussions. You are expected to be self-directed in reviewing the weekly module content and assignments as well as to reach out to me with any questions when directions in Canvas may be unclear or information is missing.

**Late Assignments**

The ability to meet deadlines is one of the most basic requirements expected of professionals. Announced deadlines are firm for all graded work, unless you receive prior permission from us. Permissions for late submission are granted only for approved university functions or other unique situations that warrant an excused absence as judged by us. Late assignments will receive a 5% deduction in points per each day the assignment is late. For instance, if the assignment is worth 50 points, and you submit it late – you will lose 2.5 points (5% of the total grade) per each day it is late. Unless otherwise stated, materials are due in class on the deadline date. Computer problems are not a justification for missed deadlines.
Instructor Response and Feedback
You can expect to typically receive a response from me to emails and voice mails within one to two days. I will also strive to grade and provide feedback on assignments within one week of your submission.

Grades and Grade Points
For information on current UF policies for assigning grade points, see https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/.

Zoom Class Recording Privacy Policy
Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

In-Class Recording
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A
student who publishes a recording without written consent may be subject to a civil cause of
action instituted by a person injured by the publication and/or discipline under UF Regulation
4.040 Student Honor Code and Student Conduct Code.

**Online Course Evaluation Process**

Students are expected to provide professional and respectful feedback on the quality of
instruction in this course by completing course evaluations online via GatorEvals. Guidance on
how to give feedback in a professional and respectful manner is available
at [https://gatorevals.aa.ufl.edu/students/](https://gatorevals.aa.ufl.edu/students/). Students will be notified when the evaluation period
opens, and can complete evaluations through the email they receive from GatorEvals, in their
Canvas course menu under GatorEvals, or via [https://ufl.bluera.com/ufl/](https://ufl.bluera.com/ufl/). Summaries of course
evaluation results are available to students at [https://gatorevals.aa.ufl.edu/public-results/](https://gatorevals.aa.ufl.edu/public-results/).

**Academic Honesty**

As a student at the University of Florida, you have committed yourself to uphold the Honor
Code, which includes the following pledge: “We, the members of the University of Florida
community, pledge to hold ourselves and our peers to the highest standards of honesty and
integrity.” You are expected to exhibit behavior consistent with this commitment to the UF
academic community, and on all work submitted for credit at the University of Florida, the
following pledge is either required or implied: "On my honor, I have neither given nor received
unauthorized aid in doing this assignment."

It is assumed that you will complete all work independently in each course unless the instructor
provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers,
quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should
report any condition that facilitates academic misconduct to appropriate personnel. It is your
individual responsibility to know and comply with all university policies and procedures
regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the
University of Florida will not be tolerated. Violations will be reported to the Dean of Students
Office for consideration of disciplinary action. For more information regarding the Student

**Software Use**

All faculty, staff and students of the university are required and expected to obey the laws and
legal agreements governing software use. Failure to do so can lead to monetary damages
and/or criminal penalties for the individual violator. Because such violations are also against
university policies and rules, disciplinary action will be taken as appropriate.

**Services for Students with Disabilities**

The Disability Resource Center coordinates the needed accommodations of students with
disabilities. This includes registering disabilities, recommending academic accommodations
within the classroom, accessing special adaptive computer equipment, providing interpretation
services and mediating faculty-student disability related issues. Students requesting classroom
accommodation must first register with the Dean of Students Office. The Dean of Students Office
will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/

Health and Wellness Resources
Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university’s counseling resources.

- **U Matter, We Care**: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](mailto:umatter@ufl.edu) to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center**: Visit the [Counseling and Wellness Center website](https://www.ufl.edu/dso/drc/) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center**: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](https://www.ufl.edu/dso/drc/).
- **University Police Department**: Visit [UF Police Department website](https://www.ufl.edu/dso/drc/) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room / Trauma Center**: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](https://www.ufl.edu/dso/drc/).

Academic Resources

- **E-learning technical support**: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- **Career Connections Center**: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- **Library Support**: Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center**: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- **Writing Studio**: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- **Student Complaints On-Campus**: Visit the [Student Honor Code and Student Conduct Code webpage for more information](https://www.ufl.edu/dso/drc/).
- **On-Line Students Complaints**: View the [Distance Learning Student Complaint Process](https://www.ufl.edu/dso/drc/).
# AEC 4036/5037/6932 Advanced Agricultural Communication Production

**Podcasting to Increase Science Literacy**

**Spring 2023 Tentative* Course Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Wednesday</th>
<th>Online</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PODCAST &amp; SCILIT BASICS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 1 | Jan 11  | • Introductions  
• Streaming Science  
• Explore AI theme | Podcast: Intro & Ch 1  
OA 1  
Intro Audio  
SS AI theme  
SS Listener avatar | |
| 2 | Jan 18  | • Science podcasts  
• Podcast equipment  
• Recording audio | What is science literacy?  
OA 2  
Science literacy  
Science podcasts  
Recording practice  
Topics sign-up | |
| 3 | Jan 25  | • How to listen  
• Recording audio  
• Research & email SMEs | Podcast: Ch 2 & 3  
BTS IG Reel Part 1  
OA 3  
Topics research  
SMEs contact | |
| 4 | Feb 1   | • Interviewing a scientist  
• Interview questions  
• Hosting tips | Podcast: Ch 4 & 5  
Canvas links  
Pre-SME Meeting  
OA 4  
SME Interview Questions | |
| **PODCAST PRODUCTION** | | | |
| 5 | Feb 8   | • Interview questions  
• Podcast editing basics  
• Adobe Audition | Podcast: 6 & 7  
Pre-SME Meeting  
OA 4  
SME Interview Questions  
*begin podcast recording | |
| 6 | Feb 15  | | Podcast Recording | |
| 7 | Feb 22  | | OA 5  
LinkedIn Learning: Audition | |
| 8 | Mar 1   | • Recording Updates  
• Podcast streaming sites  
• Editing | Project 2061  
*finish podcast recording  
Raw Interviews  
BTS IG Reel Part 2 | |
| 9 | Mar 8   | • Intros/outros  
• Music  
• Editing | SfAA: Ch 1  
OA 6  
Readings  
Intro/Outro Scripts  
Music Vote | |
<p>| 10 | Mar 15  | | <strong>SPRING BREAK</strong> | |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 22</td>
<td>Podcast Editing</td>
<td>Podcast Rough Cuts</td>
</tr>
<tr>
<td>Mar 29</td>
<td>Podcast Review &amp; Feedback</td>
<td>Podcast Source Check</td>
</tr>
<tr>
<td>Mar 29</td>
<td>Podcast Source Check</td>
<td></td>
</tr>
<tr>
<td>Apr 5</td>
<td>Podcast Promotion</td>
<td>Podcast: 8</td>
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<tr>
<td></td>
<td></td>
<td>Podcast Reviews</td>
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<tr>
<td></td>
<td></td>
<td>Podcast Source Check</td>
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<tr>
<td></td>
<td><strong>FINAL EDITS &amp; ONLINE PROMOTION</strong></td>
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<tr>
<td>Apr 12</td>
<td>Final Edits</td>
<td>OA 7</td>
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<tr>
<td></td>
<td>Podcast Promotion</td>
<td>Podcast Promotion</td>
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<tr>
<td>Apr 19</td>
<td>Final Edits</td>
<td></td>
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<tr>
<td></td>
<td>Podcast Promotion</td>
<td></td>
</tr>
<tr>
<td>Apr 26</td>
<td>Final Presentations</td>
<td>Final reflection podcast Promo graphics &amp; text Final podcast files</td>
</tr>
<tr>
<td>May 3</td>
<td><strong>FINAL</strong> May 4 @ 12:30 PM - 2:30 PM</td>
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</tbody>
</table>

*This schedule is tentative and subject to change – contingent upon learning progress, project milestone adjustments, and other unforeseen time circumstances.*