

# J463 Top Audio Storytelling

School of Journalism and Communication, University of Oregon  
Spring 2017

andy end of term recap of everything we did:

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## In class:

### Week One

1. [Orson Welles — War Of The Worlds — Radio Broadcast 1938](#)
2. [The London Blitz described by Edward R. Murrow](#)
3. [President Kennedy assassination](#) (ABC report)
4. Radio Drama: [Sherlock Holmes: A Study in Scarlet](#) (1989)
5. [The Ricky Gervais Show - Monkey News - Space Monkey](#)
6. [Lolita Wolf: The Kinky Lover](#) (from The New York Times' series "[One in 8 Million](#)" of audio slideshows)
7. Marc Maron WTF President Obama Interview (Catch the full podcast, from June 2015, [here](#).)
8. [StoryCorps](#) (the experience of [Tracy Johnson and Sandra Johnson](#).)
9. [A James O'Brien masterclass in how to deal with people demanding that Muslims apologise for #Charliehebd](#)

### Week Two

*Content produced by Kira Hoffelmeyer (prior to Skype conversation):*

10. [Follow up on Cold Stone cyberbullying](#)
11. [JayMac's producer Kira Hoffelmeyer and Justine Elwood talk about her bullying experience](#)
12. [Parenting in the Modern World: Drug abuse, addiction and overdoses](#)

### Audio Storytelling formats

13. AP One Minute news headlines: <http://www.stitcher.com/podcast/associated-press/ap-radio-updated-hourly>
  14. Criminal. Including "dog attack" video: <http://thisiscriminal.com/episode-29-officer-talon-10-30-2015/>
  15. BBC Witness, The Jane Fonda Workout: <http://www.bbc.co.uk/programmes/p04y3yz3>
  16. BBC From Our Own Correspondent, Ebola Ambulance Driver: <http://www.bbc.co.uk/programmes/p0327s3p>
  17. The radio call-in show: Such A Heartbreaking Call: The Man Too Poor To Eat <https://audioboom.com/posts/2713731-such-a-heartbreaking-call-the-man-too-poor-to-eat>
  18. Oxygen FM documentary promo (90" version with intro/outro) <https://soundcloud.com/rob-quick/promo-oxfords-rad-revolution-the-rise-and-fall-of-oxford-student-radio>
  19. Oxygen FM documentary, 2 min trailer w/o narrator. <https://soundcloud.com/rob-quick/the-story-of-oxygen-documentary-teaser>
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### Week Three

#### Editing:

20. The Hideous Intimacy of Death - encounter in the Vietnam War <https://soundcloud.com/radiodocreview/the-hideous-ir-death>
21. Whatever Happened To Hope: Egyptian Youth Post-Revolution: <https://soundcloud.com/shazawalid/whatever-happene-egyptian-youth-post-revolution?in=ohradiogirl/sets/jrmc-award-winning-audio> (included over/inappropriate use of Christianity in *A Thousand Years*: <https://www.youtube.com/watch?v=rtOvBOTyX00>)

#### We also listened to some elements of:

22. <http://bsideradio.org/learn/recording-audio-in-the-public-radio-style/>
23. <http://training.npr.org/audio/put-your-audio-to-the-test-know-when-to-use-it-or-lose-it/>
24. <http://training.npr.org/audio/quiz-do-you-have-the-ears-of-an-audio-producer/>
25. Rob Quicke interview with [Jennifer Bishop Jenkins](#).

#### Material listened to prior to our conversation with Rob Quicke:

26. Howard Stern & Robin Quivers win Bravery In Radio Award 2011: <https://soundcloud.com/rob-quipke/howard-stern-robin-quipke-win>
27. Interview with Coldplay's Chris Martin and Jonny Buckland (2011): <https://soundcloud.com/rob-quipke/interview-with-coldplay-chris-martin-and-jonny-buckland-2011>
28. "We Stand With France: Student Radio Around The World Unites" (Dec 2015): <https://soundcloud.com/rob-quipke/we-stand-with-france-student-radio-around-the-world-unites-dec-2015>

### Week Four

#### Storytelling building blocks:

29. Clip from the movie [Everest](#). The [first version](#) has no SFX. The [second](#) does.
30. Ira Glass on Storytelling: <https://www.youtube.com/watch?v=loxJ3FtCJJA> > See also: [Part Two](#), [Three](#) and [Four](#)
31. Tig Notaro - This American Life (Taylor Dayne Story): <https://www.youtube.com/watch?v=iSwzYB545hY>
32. Robert Krulwich co-host of *RadioLab* describes [pitching a story in a newsroom](#)
33. KLCC: [Snap, Crackle, Boom: The Sound Of Frozen Trees Bursting In The Night](#)
34. The Mason Minute: <http://www.stitcher.com/podcast/the-mason-minute-a-60-second-podcast/the-mason-minute-a-60-second-podcast/e/where-you-are-from-mm-2140-48969687?autoplay=true>
35. Mark Kermode: [Entourage Review, BBC Radio 5 Live](#)

### Week Ten + throughout term

Student showcase and in-class produced work.

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**Homework:**

1. Origins of Podcasting – the first ten years. Part One: <http://www.bbc.co.uk/programmes/b03zdkk5> and
2. Part Two: <http://www.bbc.co.uk/programmes/b0400l5q>
3. [Criminal Show - Episode 59: In Plain Sight](#)
4. Radiolab: The Girl Who Doesn't Exist <http://www.radiolab.org/story/invisible-girl/>
5. Think Out Loud (American Patriot' Documentary | Rural Medicine | Portland Mayor, Rent Control or Oregon Budget | D County Homelessness | Lidia Yuknavitch)
6. Many Things Considered (Episode 12: Big Oil and American Politics, Episode 11: A Short History of Leaks, or Episode 10: The Takeaway (ahead of conversation with John Hockenberry)
7. The Takeaway (ahead of conversation with John Hockenberry)

**Other in-class listening (Quizzes):**

1. Why are traditional media companies moving into audio WaPo, Economist, Monocle et al)
2. How non-media companies are moving into podcasts (Red Bull, Slack, Cambridge Uni et al)
3. Documentary: [The Day That Changed Grantham](#) (ABC Australia)

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**In class content creation:**

1. Exercise: Introducing yourselves
2. Exercise: First memory
3. Exercise: Describing a place
4. Exercise: Passion piece
5. Exercise: "Blind Taste test"

**Assignments**

1. Historical report (+ remake, where applicable)
2. Day In A Life
3. Museum field report

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1. This is Top Audio Storytelling (*end of term essay*)

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1. Pitch for Historical News piece (*two ideas*)
  2. Pitch for *A Day in the Life* (*two ideas*)
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3. Pitch for Group Podcast project (*in-class presentation, Week 10*)

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1. Writing for the Ear
  2. Why are traditional media companies moving into audio (including report back to class)
  3. How non-media companies are moving into podcasts
  4. Documentary: [The Day That Changed Grantham](#)
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1. Visit to KLCC led by Rachael McDonald, Morning Edition HOst / Reporter
  2. Kira Hoffelmeyer, Producer, KSL
  3. Professor Rob Quicke, Founder College Radio Day, William Paterson University
  4. Allison Forst, executive producer of OPB's Think Out Loud.
  5. Marc Johnson, Founder and Presenter, "Many Things Considered" podcast.
  6. John Hockenberry, Presenter "The Takeaway" on WNYC.
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1. **Read:** Tow Center report (Dec 2015): Guide to Podcasting, Vanessa Quirk: <http://towcenter.org/research/guide-to-pod>
  2. **Read:** Transom articles on [Podcasting Basics, Part 1: Voice Recording Gear](#), [Part 2: Software](#), [Part 3: Audio Levels and Pr](#)
  3. **Read:** "Pitching Story Ideas" - <http://transom.org/2015/pitching-story-ideas/> - also **listen** to the three NPR pieces featur article.
  4. **Online learning:** Writing for the Ear, Poynter University <http://www.newsu.org/courses/writing-ear>
  5. **Reading:** "How To Start A Great Podcast: Top Tips" <http://www.wannabehacks.co.uk/2014/02/12/how-to-start-a-great-top-tips/>
  6. **Class discussion on data related to audio markets/habits:** <https://medium.com/audio-storytelling-winter-2017/audio-r-overview-2017-2963157b4166>
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7. **Class discussion on data related to audio markets/habits:** <https://www.slideshare.net/mrdamian/audio-market-overview-2017>
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Damian Radcliffe 30<sup>th</sup> Ma