Example Podcast Assignment

Dorothy Ibes (post-doc, ENSP) asked students in ENSP 249, Science Communication, to create 3-5 minute radio podcasts that effectively communicated their science stories.

Pedagogical goals/benefits to students: This assignment sharpens students’ media production, collaborative, and science communication skills, allowing them to explore means of translating complex scientific research into compelling stories, digestible to the lay public (i.e., anyone who is a non-expert in a particular field, including other scientists).

Note: Have students listen to and critique example podcasts (e.g., by RadioLab, This American Life, and NPR’s Science Friday) to inform and use as models for their own projects.

Assignment: Create a 3-5 minute radio podcast. Must include an interview with the researcher, in the field/lab. Additional interviews are optional.

Grading Criteria:

- Engaging story, makes you want to know more
- Effective use of SciComm techniques
- Cohesive structure
- Clear take home message
- Collaborative effort/Group critiques
- Two additional criteria (what makes an effective science communication piece?) brainstormed by the class, and chosen by each group for their own projects.