



“IS THIS THING ON?”

AN INNOVATIVE APPROACH TO TEACHING MICROPHONE ETIQUETTE AND VOCAL TECHNIQUE

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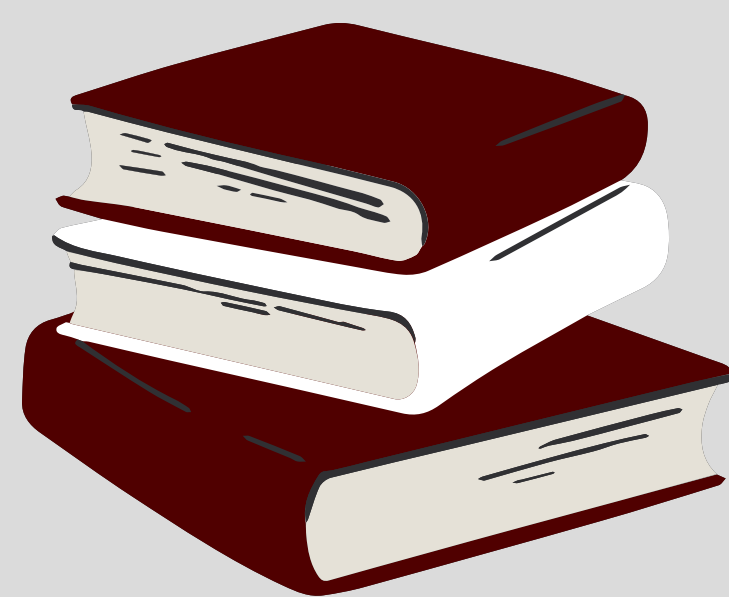


SCAN QR FOR ABSTRACT

INTRODUCTION

- ✓ Spoken word's portion of total audio consumption has risen by 55% in the last nine years (NPR & Edison Research, 2023).
- ✓ Aenlle et al. (2022) recommended podcasters seek out more training opportunities.
- ✓ A pressing need to teach students in the agricultural communications discipline microphone etiquette, vocal technique, and the technology used in the spoken-word audio space.

THEORETICAL FRAMEWORK



Bandura's Social Learning Theory (1977): people can learn by watching others and our thoughts and feelings matter when we learn.

Four steps to teach how to properly handle a mic, vocal technique, and about the equipment used in spoken-word audio:

- 1 Attention
- 2 Retention
- 3 Reproduction
- 4 Motivation

HOW IT WORKS

Workshop Overview: Two-day vocal workshop with two 50-minute sessions, covering microphone etiquette and vocal technique

Day 1: Introduction to Microphone Etiquette:

- **Goal:** Help students speak confidently with a microphone.
- **Setup:** Three microphone, speaker, and mic stand combinations
- **Instruction:** Mic etiquette for stand and handheld use, understanding mic mechanics, types, and sound outputs.
- **Activity:** In groups of three, students introduce themselves and speak on a topic of choice (15 seconds), practicing mic use and receiving peer feedback on performance and mic handling.

Day 2: Podcast Advertisement Challenge:

- **Team Activity:** Students form teams of 4-5 and assign roles (i.e., advertisement voice, scriptwriter, creative director, etc.).
- **Task:** Create a 30- to 45-second podcast ad with an agricultural focus, including hook, pitch, and call to action.
- **Materials:** Teams draw mystery agricultural products (e.g., ear of corn, beef jerky stick) from a bag to use in their ads.
- **Presentation:** Allow 25 minutes to develop ad and present live, demonstrating creativity, marketing skills, and mic etiquette.

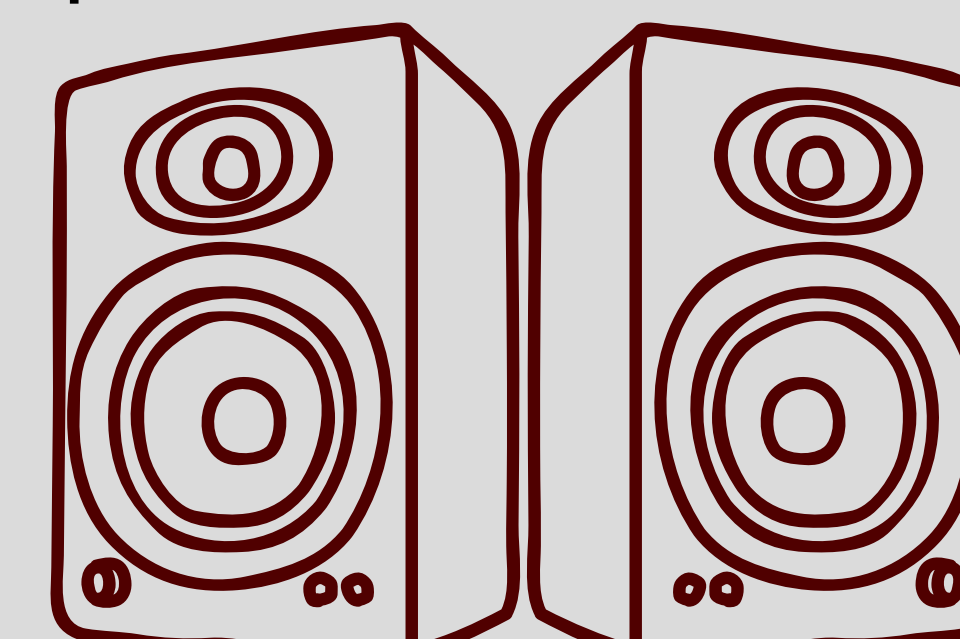
Can be modified to fit in a one-day session for a longer-format course.

RESOURCES NEEDED

Access to a minimum of one mic/speaker setup.

Best setup:

- one unidirectional mic with a stand
- one omnidirectional mic with a stand
- one handheld unidirectional mic.



Cost per item varies as does pre-existing availability of equipment. Electricity is required.

RESULTS TO DATE

Used in two agricultural podcast production courses in Spring 2023 and Fall 2023. Fifty-four (N = 54) students participated.

Workshop was highly favored by students, with many citing it as their favorite assignment due to its interactive and engaging nature.

BENEFITS: Helped students break out of their shells; Fostered social connections; Encouraged teamwork. Students found the experience creative and inspiring, with some even contemplating starting their own podcasts. **Observations from peers highlighted personal growth and increased confidence in classmates. The positive feedback, including verbal thanks to the instructor, demonstrated the workshop's success in creating a motivating learning environment.** Additionally, the workshop's flexibility was shown by its successful adaptation to different course formats.



**It made me get out of my shell and I had a blast with my group
I thought it gave us all a chance to meet new people in the class**

It brought us together and it was fun coming up with ideas for the ad."

The podcast ad challenge was so much fun. We really got to use creativity in our topics

This was a lot of fun. It has me contemplating starting my own [podcast] because of how much I enjoyed it.

The absolute best thing was seeing [student name] come out of his shell! When he started auctioneering, my mouth dropped. It was awesome when the class cheered for him!



FUTURE PLANS

In the future, we plan to incorporate more challenges using the two-day vocal workshop as a model. Additionally, we plan to make this an extra credit competition where the students vote on the winners. If this course were to be taught in an online space, we would modify it to be a solo assignment where each student listens to each other's advertisements and then vote on a winner, with the winner being awarded extra credit.