**The PreReq Podcast: An inside look at being a student in 2018**

Podcasting and audio storytelling are more popular than ever. As people try to cram more information into less time, listening to news and information while driving to work and hitting the gym is taking off.

According to a report by Edison Research, 67 million Americans listened to at least one podcast a month in 2017, an increase of 14 percent from 2016. The same report indicates podcast audience growth is increasing at a rate of 10-20 percent per year while other mediums are seeing declines.

Despite the growing popularity of radio and podcast storytelling it is not a core strength of the UA School of Journalism. This grant seeks to introduce podcasting to students, purchase the equipment to make podcasting a feasible part of the curriculum and work with a leader of audio and video storytelling at Arizona Public Media.

Professor Michael McKisson will partner with AZPM Producer Andrew Brown who has won dozens of awards for his storytelling work at AZPM. Together the pair will recruit interested students to report, host, produce and distribute a podcast about the realities of being a college student in 2018 called the The PreReq Podcast (working title). College costs more than ever, students are leaving college with more debt and less certainty about their future than ever before. The way students interact with each other, meet and date is radically different than it was even 10 years ago. In short, to be a college student today is unlike any other college experiences. The podcast will explore what it means to be a university student in 2018 while teaching journalism students the ins and outs of podcasting.

Rather than being a class, which can prevent students from participating because of various credit and class restrictions, the podcast will be more of a club open to all students in the journalism program. The goal will be to publish the podcast in the iTunes store through either AZPM or the Arizona Daily Wildcat.

Producing one podcast and obtaining the equipment through the grant will allow us to produce more podcasts and make audio storytelling a more central part of the program for future students.

**Budget:**

- Stipend for AZPM producer Andrew Brown: $1,000
- Podcasting Equipment: Podcast studio package: $870
- One Rode Shotgun Mic: $400
  ([https://www.amazon.com/dp/B00TV90BF0?tag=paidinsi-20](https://www.amazon.com/dp/B00TV90BF0?tag=paidinsi-20))
• One Sennhesier MD 46 Interview Mic: $200

• Two Tascam Dr-40 portable recorders: $400 https://www.amazon.com/DR-40-4-Track-Portable-Digital-Recorder/dp/B005NACC6M/ref=sr_1_3?ie=UTF8&qid=1516036822&sr=1-3&keywords=Tascam

Total: $2870