

[Intro music]

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>> TARA: Hi, we're here at the Ethnic Studies Podcast Studio here at the University of California, Berkeley. Why don't we start off with a few brief introductions and maybe a general overview of the podcast studio.

>> DR. GONZALEZ: I'm Dr. Pablo Gonzalez, I direct the Ethnic Studies Changemaker project, which is now been open since August of 2021, but we've been working on the project for the last year and a half.

>> CECILIA: Hi everyone, I'm Cecilia, I'm a work studies student and a sound engineer, and I've been working on the project since, uh, about two years ago. I started my sophomore year, so during the pandemic is when we started working on Zoom and podcasting.

>> ANGELICA: Hi everyone, my name is Angelica Garcia. I'm a second year here at Berkeley and I work here at the Podcast Studio.

>> KAREENA: Great, I'll briefly introduce myself as well. I'm Kareena Wu, I'm one of the interns in Bill Allison's CTO office.

>> TARA: And I'm Tara Kumar, I'm also one of interns at Bill's CTO Office. I guess one of our first questions to you is: what does the Podcast Studio mean to you, Dr. Gonzalez, but also on the ends of the students as well.

>> DR. GONZALEZ: Uh, you know, I think the studio represents, um, several years of trying to fulfill a vision, something I never saw myself doing about two years ago when I received the Changemaker grant by the CTO by the University. It's something I didn't see, I have to admit, didn't being completed over the past year, especially 'cause of the pandemic.

I kept on having dreams about it precisely the way you look at it, with the ability to offer opportunities for people to produce high quality podcasts and recordings that they could then pass out to different community partners and networks that they have. If I have any kind of memory, a first memory, is actually doing podcasts out of my office with many of my students in my classes where I was offering podcasts as an assignment. And now that we have a studio and being able to be here with you all, and being able to use all the equipment and having Cecilia and Angelica trained to produce and be sound engineers is something that I never would've imagined.

What do you think Ceci?

03:19

>> CECILIA: It's definitely been a lot different since when I started and when we were recording on Zoom. It's been amazing to be in this space with other students, I can definitely say that like the Podcast Studio is a safe space for me and for a lot of my peers. It's just a really incredible experience even like just being the sound engineer behind the scenes, you get to like experience each podcast with the students. It's been great like working with all the different Ethnic Studies classes this semester and hearing about the incredible projects that they're working on.

>> ANGELICA: For me, just like how Cece said, it's definitely a safe space for me. I not only find myself doing podcasts in here, but also homework, and spending time with like friends and with Dr. Gonzalez in here. I genuinely love this space and I also get to listen to other podcasts with other students so it's a learning experience. I learn about topics that have never crossed my mind and I definitely, I never thought I'd be recording podcasts in the first place, so I've seen myself grow in this space as well, like learning new skills with technologies that I thought I would never use.

04:37

>> KAREENA: Yeah, it's really great to hear about the growth of the studio, especially with navigating in the pandemic though, what do you guys feel you are most proud about in regards to the studio over the past year?

>> DR. GONZALEZ: Yeah, you know, when we first started this project with the help of Bill Allison and everyone in the CTO Changemaker grant, it became such a difficult process and project to undergo. We had to first train, well I had to train the original six work studies that I had online over Zoom. And each one of them were in different places in California, and then be able to train them and have them facilitate workshops online, with classrooms that were conducting podcast projects and also trainings. And at the same time, envision at some point, we felt, a podcast studio, a physical podcast studio not yet realized because of not being able to be on campus the first year. And so the podcast training that first year really gave us a sense of how to do things both remotely, but also how to troubleshoot, how to be able to not take things for granted, learn the very basics, teach folks and teach ourselves, skills that we really have very little knowledge on. I mean YouTube was our friend, amazing trainings, we participated in some trainings right before we started the project, and so, a lot of that work helped us do that.

But then we also had this other aspect of the project, which was implementing Augmented Reality which again, we couldn't necessarily do during the pandemic but that we could start developing trainings for as well, and some of that actually ended being a part of several classes that I was funded by the Art and Design Center here on campus that I was able to create an online journal that had Augmented Reality. And all of that the students who trained and then gave workshops on that did unbelievable work, but almost impossible work thinking about the circumstances over the last year and a half. But then when we got back

in person, everything shifted our focus to the studio and making sure we had that physical space. In part that was the transition, and it was a I think a seamless transition, except for this desk that you see here, which in itself was one of the most difficult things to assemble by ourselves as well, I think that no one will ever, I mean we literally, the people in this room and some others—every screw, every nail, everything was assembled by us. And I think that shows the very nature of this place, that it was student-initiated and student-created.

>> TARA: Awesome, that's great to hear. I think one of the things you touched upon was the augmented reality aspect. So I guess one of the questions we have are what are your thoughts surrounding the affordability of technology on campus, and how it ranges for things like Augmented Reality in relation to the podcast studio?

08:05

>> DR. GONZALEZ: Well I'll answer and then I know that Ceci and Angelica probably have something to say I think a lot of this technology so I think podcasting anyone can do we train people to do it with their phone between people to do with anything that they can they can they can record the writing even their computers and you can still get really good quality that you know just even we can train them to to make sure in in some of the processing that we do. That's because the University had, at that time, at least for the purposes of student allocated money that the students paid in into tuition right, to have such things as the Adobe Creative Suite and other applications that they could learn from and use for such things as an audio production and video production. I know that when it that went up in the air, last year, that really put us in a bind but it only put us in a bind insofar as we had to pivot just in case we would not have it and you know once we start an in-person. Having done already a year of teaching podcasting without a lot of the resources, we knew we could we could find a way, even if we didn't have the Adobe suite. There are plenty of free editing softwares that what you know we could have just learned how to use and so forth but I think I still feel that this University doesn't necessarily have the resources at other universities have invested it I've talked to so many other university of teachers and and not only faculty but also administrators haven't been apart of summer, summer programs for Adobe and other places where they are getting all of this and more for the students to create the most amazing multimedia projects. This University's behind tremendously on there. And I think having a space to think about such technologies that I think are not only the future has a present like augmented reality for ethnic studies in particular it's about telling our stories I mean the whole point of this was to as, as we saying it as scaffolding our stories how, how to be able to make sure that our stories are present but also how to be able to use the technology to tell those stories and I think augmented reality is is it's starting to appear as one of those places where we can use it to tell stories but also to make particular statements about what's happening in the world today. If we don't have access to the resources to to create the applications for that or to have students engage in those type of technologies then we're missing so much across-the-board not only in computer science or

some of the other fields where you would see that but even in the humanities and social sciences so I think for me we're still far behind and we're hoping that this place you know this particular first years is the first stage is to solidify ourselves as a campus podcasting location for people that want to do community work that want to that want to amplify their voices to so many different communities that oftentimes don't get those voices for the next stage is to start incorporating those other technologies that we've been using but I think we've been using them in such a way that we you know I envisioned something much greater than that and I'm really looking forward to building the kind of connections with some of my more Innovative units here on campus like computer science cause we know we have so many amazing students that are already producing their own applications and programs that can then help in that, especially around educational software which I think is something that is necessary in this conference. But, go ahead Cece.

11:52

>> CECILIA: Yeah I think that before working at the podcast Studio I was definitely not acquainted with podcasting. Even in high school like I I went to a private Catholic school where like they took great pride in like the innovative technology that they use but still there I was never introduced to podcasting, never had access to resources like this. And I think that working with different communities that have like access to like different resources has definitely like showed me like the power of podcasting and like Pablo said we started like teaching on zoom in like teaching students how to like film a podcast like on their phone and I think that was one of my first experiences was like recording this summer and even like last spring on my phone. In terms of like AR I definitely agree that we need more support and more resources because like we use Artivive which is great but we're still limited because for Artivive you're only able to create five augmented realities which is like really limited and so if we had like an app or like a different platform like that It would definitely be really great so that we could have unlimited access to its like creating those projects.

13:12

>> DR. GONZALEZ: Hold up, hold up, Cece why don't you tell them a little bit about the the augmented reality curriculum that you created for for other campuses

13:12

>> CECILIA: Yes so last year in collaboration with a bunch of different universities and professors across universities I worked on a project part of Digital Library that I was introduced by by Lorena Garcia who works at USLDH and alongside Sam Gutierrez and Syda two past work studies here at the podcast Studio we worked on creating a curriculum for high school students and college students to implement ethnic studies and augmented reality into the classrooms and two projects we worked on where the decolonize your diet cookbook and we also worked on another project on mapping out areas on campus and telling like the story behind like starting monuments and like the history behind that

14:27

>>ANGELICA: So just as Cece had said previously about not having access to like this type of technology in high school I never thought of like anything like this I feel like the closest thing that I ever heard to a live podcast it was probably the radio and like even just that like I said I thought like it's pretty unobtainable but then when I got here I was able to see the technology and like how to use it and I know I'm actually able to you know work with high schools near here in the Bay Area and helping them also create their own podcast so I definitely think that like the access to this type of technology is needed because it is it is a platform it's it's a new it's a storytelling mechanism that is needed and we need to get our stories out there in terms of augmented reality I personally haven't worked with that a lot but I have seen like Cece and other of the work-study students here show me how it works and I feel like if we were able to show this to not only students here on campus but in high school and then out in the community it would definitely open like an opportunity to to tell her stories and show what we know and what we want to say out there

15:38

>> KAREENA:I know you guys kind of mention not having access to these Technologies prior to the podcast Studio could you guys maybe talk about some of the larger issues like large-scale issues on campus in terms of access to the technologies that we've seen that we have on campus

15:54

>> DR. GONZALEZ: I think it I think it has to do with first of all that students are already paying a tremendous amount on in tuition and other services and much of this I think the university has to offer for free. If it wants to compete as the number one University in the world not just in the uc's but in the world then it has to think about how these the services are precisely that services that students here can utilize to create the next set of applications that will serve you know the greater good of the world. That's that's the question that should always be the deciding factor when allocating budget especially on campus that we know how much many other campuses of strapped for money and I think the larger issue of this is about access to the other thing is that increasingly is the student population that is coming to University of California Berkeley are coming from communities that don't have any of these access. They don't have access to a computer that you have access to laptops that can even hold some of these applications and Angelica will tell you but we have high school students are using Google Chromebooks and Google Chromebooks are good for high schools but are not good for universities especially if you're having to for instance have such important applications both ends in STEM but also in particular like Adobe Creative Cloud which takes so much memory, takes so much of the juice of the computer, and so all of these things I think are important because students are coming wanting to learn these tools wanting to access them faculty at least the ones that are are really trying to think Innovatively of the of their curriculum and their learning

outcomes are wanting to implement them but they can't because of so many different things so there's much yes larger societal issues and and issues on campus the other thing is this Studio's for the students at University California, Berkeley not only for ethnic studies students, but for the staff, student communities, and and faculty to use there's very few places like this and usually you would have to pay to use them this is not a place for you to do I mean this is a place for you to come and be able to record your podcast and be able to engage people and so forth and we want this location here in the fifth floor of the social science building to be a place of encounter where you can share your stories respectfully and also to to amplify those stories not only across the university but across the state and the country if not the world and so in order for you to do that it's not only about knowing that this space is here but to have other spaces like that because we can't take the burden of all that. I mean think about it at the end of last semester we had coming to the end of the semester we probably had every day five or six different groups coming in here recording for like two or three straight weeks. I mean we're talking about 20 30 40 podcasts coming out of here and that needs first of all a lot of resources a lot of people power and the tremendous Collective here of of work studies and we're able to accomplish that in and facilitate in that but how many spaces on campus exist like that and and and and so that means all kinds of different resources and he's funding and he needs to know to be able to prioritize it because this is for students. So I think those are some of the larger issues that I see it but I also see that places of I can't say enough about the fact that the CTO believed in this project knowing that there's a few projects that were funded for that one year and we try to make many of our constituents proud and I'm hoping that the CTO and and other stakeholders have seen what we can do and we want want to be able to do if we had more resources

19:43

>> CECILIA: I think that one of the issues on campus is the lack of awareness of resources that we have like when I talk to students like not even half of them know that we have access to the Adobe Creative Cloud and that just goes to show you that this University doesn't do a really good job at sharing those resources like when I think about my own experiences at this University I wouldn't be where I am today without all of the accountability and I've had to take for like seeking these resources and that's something that we like try to work on a lot in this project is like letting students know that this space is for them and it's for their communities and that they have access to the space no matter what and we try to like do that through our Instagram like we've been like posting a lot about all of our projects recently and so I'd say like one of those like the issues at the university is that like there's a lot of amazing resources but we don't know about any of them

20:46

>> ANGELICA: I think personally in my experience as well like I struggle to find resources on campus even like when I tell people that like I work at the studio there like there's a

studio on campus and I'm like yes and 5th floor like definitely go check it out and then it kind of trips them out when you tell them that it's open for everybody and I feel like that's also something else because when does University does share resources in very specific to specific populations like it's not for everyone and I feel like these resources need to be open for everyone just like how the studio is open for everyone to come regardless of your major or like field of study so I do think that this University needs to prioritize like sharing this information and not just assuming that students know automatically just because they're on this campus

21:36

>> TARA: Definitely yeah that's something I think Kareena and I definitely have seen as students here as well. I guess kind of one of the things you guys have mentioned is this idea of being able to engage and amplify an audience through the podcast studio and so I guess one of the questions we have is what kind of impact has the studio had and how do you guys quantify or like measure that impact

21:58

>> DR. GONZALEZ: That's a great question so I'm an anthropologist by training so that I never even think about quantifying anything has more Quality quality than about numbers but you know when we, it's a it's a reflection more than anything, when we first were able to kind of Forge and put together that's the studio, the physical Studio, we we sent out invitations for faculty in particular to incorporate it into their curriculum and we even helped them we would say we we could address any concerns especially around not knowing how to do podcasts we said that we would be able to help them with any training and any office hours even with curriculum building so they can incorporate into their curriculum. The thing is is that at the University unlike probably in the k-12, change is really slow when it comes to curriculum, and so a lot of Faculty, understandably, I think are weary about changing what they know best especially coming back from a pandemic and so we had I think only several professors that took on the task in particular and Asian American studies Harvey Dong and a couple others Harvey who's working, Doctor Dong, runs also Eastwind bookstore here in Berkeley was working on a tremendous project of oral histories in Chinatown and in other places around the Bay Area especially round Asian Asian diaspora narratives and oral histories and while he had already implemented video oral histories the podcast one he thought he felt could you add a different element and he I think he definitely bought into it and where we were able to facilitate and help him with that I already been working with podcast and all my classroom classrooms for the last 3 or 4 years so it was something for me a little bit more natural. Where we seen I think the most amount of use and application and even interest is in our campus and Community Partners, the underground Scholars for instance, we help train over the last year while we were in shelter in place and they've taken off and in doing their own podcast and they are right now completing the series of different podcast around solitary confinement that I think is getting much attention. They're now they can easily than themselves record and edit their own podcast if we're if you would have

seen where we started I mean we started with learning literally how to turn on the mic you know use the software step-by-step and so you can measure that I think in the way of saying what needed to be learned and then how to feel comfortable hearing your voice right. So I think we've had for instance other groups that have used it in particular we offered grant's last year to help ethnic studies students in particular start their own podcast and we see some of them take off in particular we seen a couple of students that started for instance Latinas in STEM a couple other ones that are still continuing even after leaving Berkeley and so we've been trying to in a sense plant seeds first and then start developing a sense of what kind of impact. We hold a SoundCloud where most of the podcast that have been produced not only in my classroom has been another class rooms in other places and they are continuing to pick up in terms of listenership all of these things I think are important so that we can see you know but don't do the usage of the place in terms of the kind of work that or the kind of possibility of of producing podcast can have on this campus. I feel though that again our next steps are to solidify its place in the curriculum especially here now and ethnic studies but in ethnic studies based courses throughout the campus to get more of faculty investment in that because that they're doing tremendous research and podcasts would be a tremendous way for them to amplify the research to to the communities that their intended to reach. I think there's a lot of that we're still working on especially because again that involves you know having these conversations that in a place like this University we have to come back to we've gone two years basically not engaging each other . Podcasting could easily be a way for us to engage each other and to have conversations the way that the university should be which is about building conversation so I think that's one of the ways that we could do that. Other than that you know besides having now well over 100 podcasts to our name we haven't necessarily measured but I think you leave us with something as a task and I appreciate that because I think it's necessary to make sure that to tell people the effectiveness of that and sometimes you need those numbers I guess

27:00

>> KAREENA: Definitely um you guys also mentioned previously zoom workshops the ar curriculum are there any other ways or what is the best ways you guys recommend that students can help get involved in the podcast studio and kind of just plant more of the seeds that you were talking about.

27:16

>> CECILIA: i think it depends on what students want to be involved in for me personally like i'm more passionate about the augmented reality portion of it. So if students wanted to get involved it would be incredible to have more students work with us in terms of like creating that curriculum to share with the community. We also accept volunteers if like some students would like to learn how to do sound engineering like we're always open towards that as well.



27:43

>> ANGELICA: So if students want to come here into the studio they could actually go to our website which is the [ssbc.berkeley.edu](http://ssbc.berkeley.edu) and so that website has not only access to our calendly where they can actually book appointments for the studio but also there's all the tutorials are there the the video the youtube videos for them if they want to do the podcast from home um they're all there so that is definitely where they can see they can also see the progress of the studio itself even seeing how like th this room looked before like the way it looks now and even like right now um and also with like the big give coming up like tomorrow like there's definitely all the information is there on that website and also they can access our instagram uh which is the [es change maker](#) and uh on any other platform as well.

27:43

>> DR.GONZALEZ: yeah i would definitely direct them to the to the website because we we're very i think we show intention with the website to uh offer them the classes that we've helped and the product that they've done we also have some community projects that we completed over the last year in particular the black lives matter mural project that we that this um that the changemaker project helped with and that was uh gathering uh pictures of all the different murals in downtown oakland during the george floyd protests and then adding to many of them augmented reality and this was part of the future histories uh mellon funded a program that susan moffett works out of here at berkeley and we were able to do tremendous amount of work with them to to accomplish this through a course that we taught in the summer so there's a lot of different collaborations and work that's being done between ethnic studies change maker and different units on campus in order to again amplify some of the work that uh that other places are doing so the website i think is an important place especially if people are wanting to use the space and then set up appointments or even gain some kind of uh consultant, like a consultation about a podcast that they might be interested in we're always here like um to be able to help them to be able to to do that at some point in the near future to even uh to even rent out uh uh equipment like uh microphones recorders and things that nature right now we can't just because of the logistics but even something like that because we know people want to go on to the community record events or do things like that so we're wanting to do that as well

30:14

>> TARA: Awesome yeah i think you kind of touched upon my next question but um what does the podcast studio have planned for the future any goals in mind or anythings that are going to be happening in the next year or so.

30:28

>> DR.GONZALEZ: you know one of the things is that uh my job is to try to make sure that we stay afloat with trying to have uh the amazing uh work studies and collective that have been uh working now for close to a year uh so one of the things is to make sure make sure

that we're sustainable uh the ethnic studies department has helped especially when it comes to housing it here and private donors have helped keep us in a sense make sure that we still have amazing uh work studies and we also work with other units on campus that have now provided us funding for work studies so one of the things is about trying to make sure that we get people uh to help out and we have a lot of allies on campus which i consider the cto one of them and and just continue to build that way we want to make sure that we have for instance a a field study course where students can gain credit by learning how to uh or train in podcasting and then help uh produce their own podcasts so we want to be able to again now enter into the curriculum of the ethnic studies department uh we want to as i mentioned uh start working more on the augmented reality we purchased uh a hololens uh two here uh last year and we want to use it in all its capabilities to when it comes to building curriculum around ethnic studies and so we're looking to try to find uh people that can uh build applications for it um so that we can use it and and be able to create projects with it so there's a lot of different things especially when it comes to the next step which is augmented reality that we want to do and i think the next year is about that about building and and learning and still training we i i think just this is a whole different understanding of the kind of training that students um learning and training that students are doing on this campus something that is valuable when it comes to uh the kind of work that they might be doing whether it be in academia or outside podcasts are now a part of i think any workplace especially that cal students are going to and so i think just learning those skills can make you i think a valuable team member for any place that you go work so i think that's also what we want to do is continue to make sure that students know the kind of work that they can do but more importantly this place is a location to tell your stories and there are plenty of stories on this campus that have not been told so we want to make sure that they know that they have a space to tell those stories.

33:02

>> Kareena: Definitely um that concludes about all the questions we have do you guys have anything else you would want to add if not it was really great to hear about the podcast studio and the impact that it's had on the campus and all the students here um and thank you for you guys time today.

33:19

>> DR.GONZALEZ: thank you no thank you

33:24

[Music]