Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Ryan Lopano
2. **PROJECT:** Podcast

CREATIVE BRIEF

1. What must it be (i.e. format, like audio-only podcast, video, etc.)
    a. Audio Podcast

2. Who is it for? (**Note:** this should **not** simply be "for the professor" or "my classmates". What real world audience would find this piece appealing? Think about age, location, education level, life position, interests, etc. For example, a piece on retro video games might appeal to those who grew up in the 1980's in the US. A piece on a local library might appeal to seniors living nearby, etc.)
    a. The ideal audience for this podcast would be high school and college students living in the United States

3. How long must it be?
    a. 2-10 minutes long

4. What is your objective with the piece?
    a. The objective of the podcast is to talk about the social aspect of college and how to navigate around the adversity behind it. Being able to look at the highs and the lows and be able to lift yourself personally through everything

5. When is it due?
    a. November 1st at 11:59pm

6. What is the overall idea?
    a. The idea is to take personal experience my friends and I have experienced and being able to translate it for other to learn from

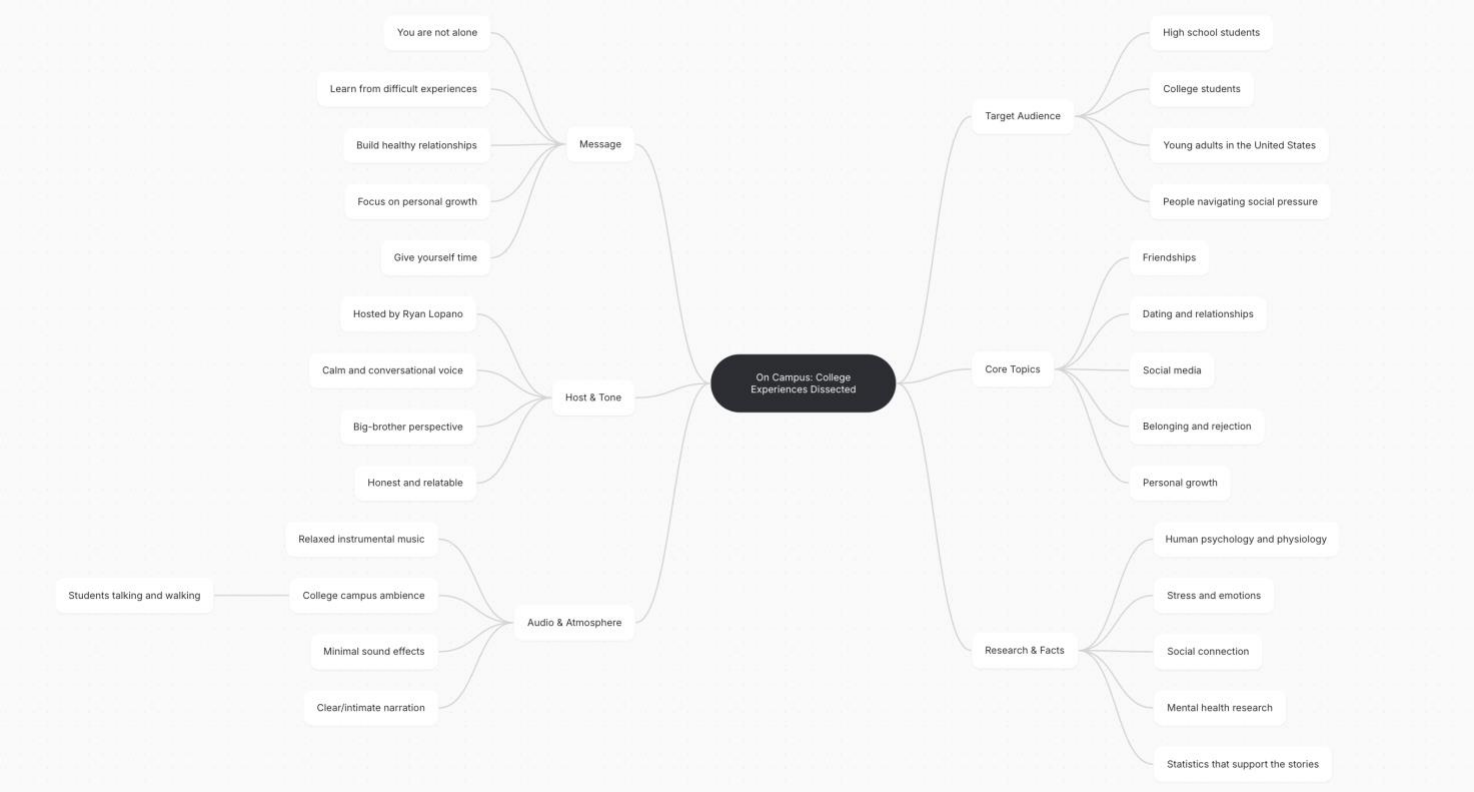
7. What is the storyline summary?
    a. Taking factual information about human physiology and mixing it with personal experiences

8. Elevator pitch:
    a. It might be the hardest time to be a teenager or early adult now then every before. With social media taking over our everyday lives and mental health issues on rise, many are struggling. Being able to listen to others who have gone through similar issues or experiences seem to be very beneficial and that's exactly what I intend on doing with this podcast: taking personal experience I have gone through and translating them in a way that is helpful to others.

9. Tagline:
    a. College Experiences Dissected

10. Look and feel description:
    a. The look and feel of this podcast is meant to be very relaxed. This is meant to seem like a real heart to heart between the host and the listeners, where the experiences he brings up is natural and relatable. There will be some statistics thrown in occasionally, but the whole atmosphere of the project is meant to be easygoing

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?
    a. Exciting or informative information
2. Hook ideas:
    a. An interesting story that relates to the viewer
    b. A statistic that gets the viewer to stop and think

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
    a. The message is meant to be informative in a way that is relatable. Giving advice from a big brother in a way for social experiences
2. Clearly describe the following parts of your story:
    a. Beginning: An exciting fact or hard-hitting quote or statistic that leads to the topic of social college experience, including friendship and relationships
    b. Middle: Real life examples that relate
    c. End: Taking the examples and translating them to real studies/statistics

NARRATION/HOST:

1. Who will lead us through the piece?
    a. Ryan Lopano
2. Narration ideas:
    a. Calm voice giving quality advice
    b. “Big brother” angle

MUSIC:

1. What is overall “mood” and “feel” of the piece?
    a. The feel of the music you be calm but still mainstream
2. Music track ideas:
    a. Potentially instrumental versions of popular songs

AMBIENT AUDIO:

1. What is the “location” of the piece? If we close our eyes, where should we imagine that we are?
    a. The location of the piece would make sense to be on a college campus
2. Ambient audio ideas:
    a. Students talking, wind blowing, people walking

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
    a. For this idea, minimal sound effects would seem to make the most sense. This podcast is supposed to be more laid back and too many sound effect could distract
2. SFX ideas:
    a. Buzzes, dings, whooshes (Simple sound effects)

(OPTIONAL) INTERVIEWS:

1. Who will you interview?
2. Why is this person important to the piece?
3. What questions will you ask?
4. What followup questions might be important?

SCRIPT

Name: RYAN LOPANO
Title: ON CAMPUS: COLLEGE EXPERIENCES DISSECTED

VIDEO	**AUDIO**

(NO VISUALS FOR AUDIO PROJECT)	ROUGHT SCRIPT *Instrumental music fades in* INTRODUCTION - Bring up a story that would be relatable to the listeners - Talk about how college isn't always perfect and has its ups and downs - Introduce the podcast *Music continues during intro, then fades lower under the voice.* SECTION 1: THE SOCIAL SIDE OF COLLEGE - Talk about the importance and pressure to make friends, find relationships, and have a fulfilling college experience - Discuss how friendships change and relationships don't always work out - Explain how it can feel like everyone else has everything figured out, especially due to social media SECTION 2: SOCIAL MEDIA - Talk about how it could seem that you're missing out based on what people are posting online - Explain that social media usually shows the highlights and not the hard moments of people's lives - Explain the potential dangers of social media but twist it in a way that can be positive rather than a demining way SECTION 3: THE IMPORTANCE OF MENTAL HEALTH - Discuss how social interactions and connections affect wellbeing both physically and mentally - Talk about loneliness and social isolation and the health risks involved, like depression and anxiety

	SECTION 4: LEARNING FROM THESE EXPERIENCES - Explain that every friendship isn’t going to last forever and that people have different path’s - Encourage listeners to reach out to people, try new things, and build meaningful connections - Remind them that even if it doesn’t feel like it, it's going to be okay ENDING - Talk about how college is all about change and learning - Encourage listeners to not compare their own lives to what they see online - Hammer home the point of: You don't need to have everything figured out, and you're not alone - Thank the audience for listening *The instrumental gets turned up and plays by itself for 5 seconds before fading out*

CREATE A PDF

When you are done creating this document, you should create a universal PDF document that can be easily posted to your blog or emailed (it’s not safe to assume everyone has Microsoft Word, and the files can be very large).

To do this on a Mac, click File>Print and then click the option for PDF in the lower left, followed by “Save to PDF”. Contact me if you need help on a PC.