

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Maggie Smith
2. **PROJECT:** Podcast

CREATIVE BRIEF

1. What must it be?

A 2-10-minute podcast featuring voice (narration and/or interviews), music, ambient audio, and sound effects.

2. Who is it for?

College students aged 18-25

3. How long must it be?

2-10 minutes

4. What is your objective with the piece?

My objective is to spread awareness about mental health in a casual setting that invites conversation and feedback. I want to end the stereotypes that surrounds the topic and make it something that people can openly talk about.

5. When is it due?

By Class 4 (September 16, 2020)

6. What is the overall idea?

The overall idea is to have a podcast about mental health and wellness. This specific episode will focus on college students dealing with different kinds of anxiety.

7. What is the storyline summary?

I will have a few people discuss what their anxiety feels like, how they deal with it, things they wish were different about mental health in general, etc.

8. Elevator pitch:

Listen to "The Weekly Check-In with Maggie Smith" to hear about college students with anxiety and how they try to manage it.

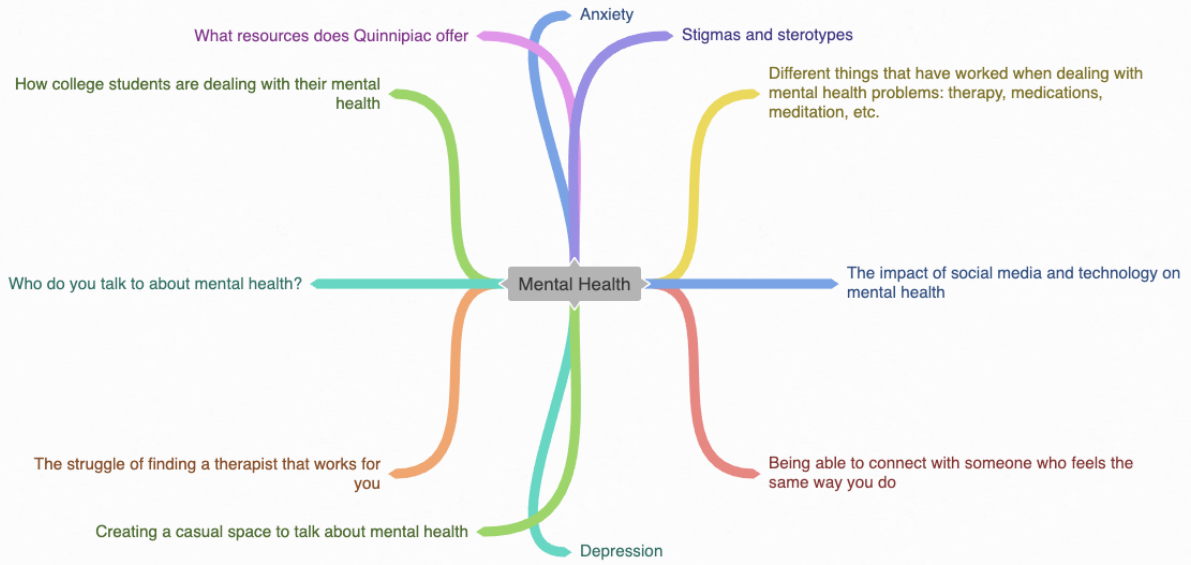
9. Tagline:

5 college students have a conversation about anxiety and the stigmas that come with it.

10. Look and feel description:

The episode will be a casual conversation between myself and 4 other people. I want listeners to feel like they're there with us. The goal is to inform them while also entertaining them.

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?

Anything from interesting statistics to a relatable first line

2. Hook ideas:

Anxiety is actually more common than one might think. "National prevalence data indicate that nearly 40 million people in the United States (18%) experience an anxiety disorder in any given year," (Anxiety and Depression Association of America).

If it's so common, why isn't it talked about as much?

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?

I want to make it clear that anxiety is something felt by a lot of people and that nobody should ever feel alone while trying to deal with it.

2. Clearly describe the following parts of your story:

- a. **Beginning:**

Today we will be hearing from a few college students who struggle with anxiety.

- b. **Middle:**

Through the different students' perspectives, we will see how everyone feels anxiety in a different way. We'll discuss different ways to help manage anxiety and how stereotypes and stigmas only make it worse.

- c. **End:**

I want to end the podcast on an uplifting note: no feeling is ever final and things can always get better. There are a lot of resources people can access, including the National Helpline – [1-800-662-HELP \(4357\)](tel:1-800-662-HELP)

NARRATION/HOST:

1. Who will lead us through the piece?

I (Maggie) will lead listeners through the podcast.

2. Narration ideas:

I'm going to be open and honest and invite others to join in the conversation.

MUSIC:

1. What is overall "mood" and "feel" of the piece?

The overall mood and feel will hopefully be casual but serious mixed with moments of comedy.

2. Music track ideas:

I'll have music playing in the beginning and end, something about the topic. Some ideas include:

"Overwhelmed" by Royal & the Serpent

https://youtu.be/_e7UYTY96Xs

"Anxiety" by Julia Michaels

<https://youtu.be/Q33DvcjXA7M>

I'm also going to make an intro.

AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?

Maybe the conversation could take place in a coffee shop. But, since we will be talking about some personal information, it could also just be in a quiet room.

2. Ambient audio ideas:

Sounds to make it seem like a coffee shop could include light chatter, clinking glasses, orders being called in the distance, etc.

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?

When talking about what anxiety feels like, I could add in the sound of a heart beating and some other sounds that relate to the topic.

2. SFX ideas:

An increased heart rate

(OPTIONAL) INTERVIEWS:

1. Who will you interview?

I will be having a conversation with 4 others. They will be at the college level and will have some form of anxiety to talk about.

2. Why is this person important to the piece?

The additional people are important because they will make the podcast feel conversational.

3. What questions will you ask?

I'm going to ask questions like:

- How long have you had anxiety?
 - What does it feel like?
 - What are some things that have helped? What hasn't helped?
 - What stereotypes and stigmas are misleading about anxiety?
 - What advice do you have for people struggling?
4. What follow-up questions might be important?

Depending on how everyone answers the above questions, I may need to ask them to clarify on certain points. I may also think of something different based on an answer someone gives.

SCRIPT

Name: Maggie Smith

Title: The Weekly Check-In

VIDEO	AUDIO
(NO VISUALS FOR AUDIO PROJECT)	<p data-bbox="802 331 932 365">(INTRO)</p> <p data-bbox="802 403 1511 642">VOICE OVER: (High Energy) Welcome to this week's episode of "The Weekly Check-In." I'm your host, Maggie Smith, and today we're going to be talking about a mental health disorder that's affecting millions, including myself.</p> <p data-bbox="802 680 1511 919">Anxiety is actually more common than one might think. "National prevalence data indicate that nearly 40 million people in the United States (18%) experience an anxiety disorder in any given year," (Anxiety and Depression Association of America).</p> <p data-bbox="802 957 1490 1024">If it's so common, then why isn't it talked about that much?</p> <p data-bbox="802 1062 1511 1201">I'd like to welcome four guests today: *insert names* (I may use fake names depending on how the guests feel about privacy.)</p> <p data-bbox="802 1239 1179 1272">(SFX HERE: applause)</p> <p data-bbox="802 1310 1511 1549">Thanks for being on the podcast, guys! So, all of us have dealt with or are currently dealing with anxiety... there are a lot of different kinds. What are your guys' experiences with it? When did it start?</p> <p data-bbox="802 1587 1084 1621">(Guests Answer)</p> <p data-bbox="802 1659 1490 1726">At its worst, what does your anxiety feel like?</p> <p data-bbox="802 1764 1084 1797">(Guests Answer)</p> <p data-bbox="802 1835 1455 1902">What are some things you have done that have helped your anxiety?</p> <p data-bbox="802 1940 1084 1974">(Guests Answer)</p>

What hasn't worked?

(Guests Answer)

When it comes to mental health, there are definitely some stereotypes and stigmas surrounding it. Have you ever experienced this?

(Guests Answer)

What are some stigmas that you feel are misleading when it comes to anxiety?

(Guests Answer)

There are people out there who may feel alone when it comes to their mental health. It can be something that they don't feel comfortable talking about, making it even harder to deal with. What advice do you have for them?

(Guests Answer)

Thank you so much for joining me today!

Anxiety is no joke and can truly turn one's life upside down if not treated. The most important thing to know that you're never alone and that there are resources out there that can help, including the National Helpline – 1-800-662-HELP (4357)

As always, I'm Maggie Smith. Thanks for listening, and make sure to come back next week for another episode of "The Weekly Check-In."

(Fade outro music up)

(Fade music and ambient out)