

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Evangeline Crossley
2. **PROJECT:** Podcast

CREATIVE BRIEF

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

Audio only 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.)

I think this podcast would be of interest to journalists, aspiring journalists and scholars. I personally, as a journalist/aspiring journalist I have a huge interest in reflecting on, analyzing and studying journalism as an institution and practice. So, I’d hope other journalists would also have that interest. The podcast could help journalists to understand current issues in the industry from different perspectives so they can apply it to their own reporting/journalistic habits.

3. How long must it be?

2-10 minutes

4. What is your objective with the piece?

To provide fellow journalists a perspective on how the current political climate is impacting our ability to do our jobs and maybe provide solutions to the problem. It might also be good for the public to see what journalists go through.

5. When is it due?

November 1st

6. What is the overall idea?

My idea is to research how today’s political climate is impacting journalists, in terms of their jobs and even personally. I would guide the podcast episode with my voiceover, inserting interview clips, music and sound effects throughout.

7. What is the storyline summary?

Looking at research on journalist mental health, pressures and politics. I may tie in the recent controversy with QU Alum Cat Murphy getting yelled at by a political candidate.

8. Elevator pitch:

A podcast analyzing journalism to help journalists to feel less alone and audiences to understand our perspective.

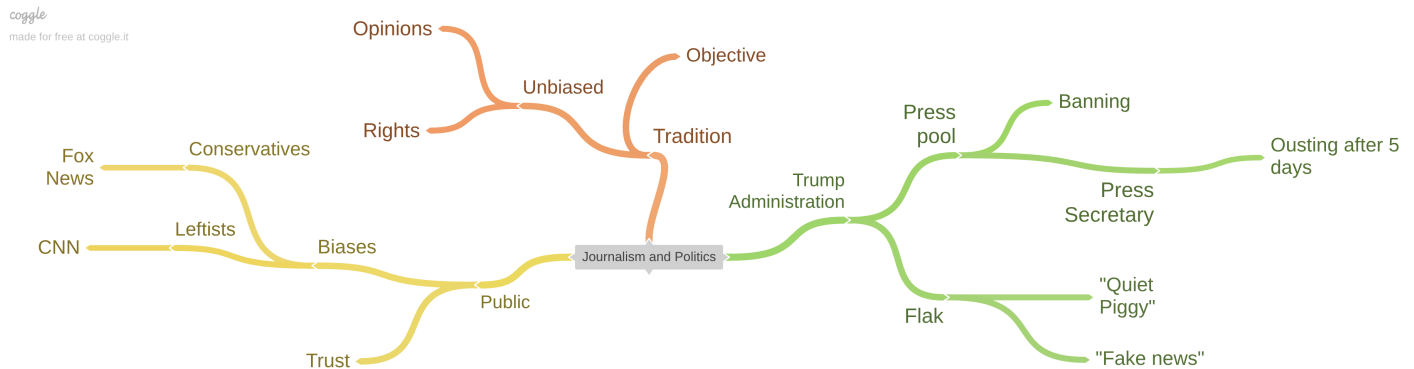
9. Tagline:

Considering Journalism in the Current Climate

10. Look and feel description:

I want this to feel professional and educational, still conversational but pretty serious.

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds? **Something gripping about the state of politics and the media.**
2. Hook ideas: **Some kind of statistic about the news industry/politics?**

A story about flak from this administration.

MESSAGE/STORY:

1. What message are you trying to deliver to the audience? **The state of news and politics and how it impacts journalists.**
2. Clearly describe the following parts of your story:
 - a. **Beginning: Open with specific instance or statistic**
 - b. **Middle: Talk more generally about how politics are impacting the journalism industry as a whole.**
 - c. **End: Maybe go back to that first story, talk about what that journalist is up to now.**

NARRATION/HOST:

1. Who will lead us through the piece? **I will**
2. Narration ideas: **I'll speak in the first person and consider myself as a journalist to be more personable. If I decide to go with interviews, I'll likely do some background and then lead through the quotes from interviews**

MUSIC:

1. What is overall "mood" and "feel" of the piece? **Serious but still conversational and friendly.**
2. Music track ideas: **Maybe something news sounding?**

AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are? **We'd feel like we're in a newsroom.**
2. Ambient audio ideas: **Maybe some talking from a newsroom or something, phones ringing, like nat sound.**

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why? **Probably clips of him talking to reporters to show examples.**
2. SFX ideas:

(OPTIONAL) INTERVIEWS:

1. Who will you interview? **Maybe journalism professors?**
2. Why is this person important to the piece? **They're often academics who have done research/know a lot about the industry, and they might have even worked in the industry and had their own experiences.**
3. What questions will you ask? **What has changed about journalism under this administration? What role does/has politics played in journalism? Do you have any experiences of politics impacting reporting?**
4. What followup questions might be important?

SCRIPT

Name: Evangeline Crossley

Title: Past the Byline: Ep 1, Politics and Journalism

<u>VIDEO</u>	<u>AUDIO</u>
(NO VISUALS FOR AUDIO PROJECT)	*Music intro* THIS PAST SEPTEMBER, THE TRUMP ADMINISTRATION BARRED THREE NEWS OUTLETS FROM ENTERING THE WHITE HOUSE PRESSROOM. IT'S ONE OF THE MANY TIMES THIS ADMINISTRATION HAS RESTRICTED JOURNALISTS' ACCESS TO THE PRESIDENT. THIS TREND OF POLARIZATION IN THE NEWS AND FLAK FROM THIS ADMINISTRATION HAS ONLY BEEN GROWING IN THE PAST FEW YEARS. SINCE 20-16... WHEN TRUMP WAS ELECTED INTO HIS FIRST TERM... TRUST IN NATIONAL NEWS OUTLETS HAS DROPPED FROM 76-PERCENT TO 56-PERCENT IN 20-25. *Work in quotes from interviews* SIX DAYS AFTER PRESIDENT TRUMP HAD BARRED THOSE THREE NEWS OUTLETS FROM THE PRESS ROOM, THEIR ACCESS WAS REINSTATED BY A JUDGE. THE OUTLETS ARE STILL SUING OVER THE REVOCATION OF THEIR ACCESS, AS THE REINSTATEMENT WAS ONLY TEMPORARY. *WORK ON CONCLUSION*