

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Kevin Pointer Sr.
2. **PROJECT:** Music Playlist Podcast

CREATIVE BRIEF

1. **What must it be?** Engaging, fun, educational and somewhat unapologetically “me”. I once took a writing class where one of the central questions debated was should you write for the audience or yourself? I erred on myself. Same here. I plan to mostly play what I like. Never-the-less, I hope that enough of my musical tastes intersect with other’s tastes.
2. **Who is it for?** This may be an oxymoron but it’s for others who have eclectic but narrow tastes in music. I think that I like a wide range of music but only very specific songs within a given genre. This podcast is for folks who can relate to my same tastes and constraints. I’m looking for my tribe!
3. **How long must it be?** Based on things such as my episode frequency, my content, and my research I expect it to be around 1 hour per episode.
4. **What is your objective with the piece?** To start and learn. To see whether or not there may be others that share my musical sensibilities and tastes. Emphasis on songs as opposed to artists.
5. **When is it due?** Realistically? Bimonthly if the research bears out that this medium can survive on that basis. Weekly if I must.
6. **What is the overall idea?** To explore old and new songs, genres, and artists as a way edging my personal musical growth a bit higher and connecting with others.
7. **What is the storyline summary?** Casual conversation about old and new musical artists. Each episode might introduce two or three artists and two or three of their songs that I like and, very importantly why.
8. **Elevator pitch:** *“Ever hated waiting for a radio host or DJ to play “your song” or the surefire one that will get everybody poppin’ on the dance floor? You had to make that request, didn’t you? Could you stand to up your Spotify, Pandora, or Apple play list game but don’t have time to keep up with the latest artists or discover those old 70s, 80s, and 90s hits that you thought were just for Gen Xers or Baby Boomers? Do you like a little Gospel or even a little Country music? If you answered a definite yes to any of these questions, then raise your right hand. Time to get initiated to your new musical tribe. You should give the Way Up Hi, podcast a listen. It is a specially curated, eclectic podcast that offers authentic opinions about the songs and music of musical legends as well as up-and-coming stars. Reviews of selected songs of Earth, Wind, and Fire, Bruno Mars, Adel, Lee Ann Womac, and The Canton Spirituals are anticipated.”*
9. **Tagline:** Songs Eclectic - For Me and For You
10. **Look and feel description:** Old school and progressive. Also echoes spirituality and creativity: First in the sense that the podcast’s name and main graphic is intended to reflect a certain kind of spirituality and creativity. Second, spirituality and creativity in the sense that my conversation as the host and narrator is intended seek those ideals; reflect my belief that all musical and “podcast artist’s” creatively come from “a higher source”.

MIND MAP

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QUESTIONS/NOTES

HOOK:

1. **What will grab the attention of the audience within the first few seconds?** A very upbeat track sample such as Crazy Fiesta by Studio Monkey as a lead in to build ambiance and prime my audience for an exciting, “grand opening”, and future recognizable start!
2. **Hook ideas:** A musical carousel of unquestionably popular songs that I have curated, and like.

MESSAGE/STORY:

1. What message are you trying to deliver to the audience? You do your musical thing. I do my musical thing. But if we can overlap more frequently than not, *it's beautiful*.
2. Clearly describe the following parts of your story:
 - a. **Beginning:** Theme music followed by introduction of the songs/ artists to be reviewed that episode.
 - b. **Middle:** Full clips of the songs for that given episode and some enthusiastic discussion about why I find those songs, and perhaps artists intriguing.
 - c. **End:** Wrap up comments about the songs and the episode at hand while looking ahead with usually some teaser about the upcoming episode's content.

NARRATION/HOST:

1. **Who will lead us through the piece?** As the host and narrator, I will lead the audience through each episode.
2. **Narration ideas:** A. Guide audience through pre-researched facts regarding an artist's musical journey. B. Perhaps eventually have friends and guests to discuss their favorite songs and artists all of which will be diligently pre-screened.

MUSIC:

1. **What is overall “mood” and “feel” of the piece?** Smooth and increasingly “professional”. Yet the energy and passion that I have for the songs that I have selected as narration/host oozes through in *subtle and not so subtle ways*.
2. **Music track ideas:** Eclectic: Play selected songs from Hall and Oats to Billy Joel to Average White Band.

AMBIENT AUDIO:

1. **What is the “location” of the piece? If we close our eyes, where should we imagine that we are?** “Home”. I want the most listeners to move from imagination to the reality that they take can take some time away from life's cares, prop their feet up in a comfortable Lazy Boy chair for about an hour and feel like they are home. Warning: For some songs the listeners will be forced to get out of their chairs move, and dance!
2. **Ambient audio ideas:** “A selected few”, depending on the songs selected for a given episode. Perhaps, for example the sounds of a fireplace, the sounds of a crowd of people talking, the sounds of people chatting at a party, the sounds of the city or the countryside, or the sounds of a club or restaurant (signaling, perhaps we are about to musically “feast”).

SOUND EFFECTS:

1. **What sound effects (SFX) would help tell this story?** Perhaps some celestial, oceanic, and, building on the ambient ideas above some people, city, or farm-related sound effects may be integrated into different episodes. **Why?** My judicious use of sound effects occasionally set the scene and tone for a particular musical podcast. At this point, I don't necessarily see sound effects being used that much for my music podcast because, by nature, I want the music itself to carry the day.
2. **SFX ideas:** (see above)

(OPTIONAL) INTERVIEWS:

1. **Who will you interview?** Eventually perhaps friends and guests.
2. **Why is this person important to the piece?** To educate, broaden, entertain myself and guests in discovering new songs and artists.
3. **What questions will you ask?** How did you discover a given song or artist? What aspects of a song or artist particularly resonate with you?
4. **What follow-up questions might be important?** How does a particular song or artist affect you daily life? Why do you feel that a particular song deserves to be a part of this podcasts or future podcasts?

SCRIPT

Name: Kevin Pointer Sr.

Title: Way Up Hi - Songs Eclectic for Me and for You

VIDEO	AUDIO
(NO VISUALS FOR AUDIO PROJECT)	<p>Sample: [Date of Broadcast]</p> <p>NOTE: [<i>Adjust script and its timings to any anomalies or stumbling blocks heard or discovered during practice runs</i>]</p> <p>[BEGIN = X]</p> <p>(Fade in "audience in theatre or stadium waiting for opening act" ambient audio) (X to X) Fade IN "Bit of Crazy Fiesta by Studio Monkey" (X to X) Fade OUT</p> <p>VOICE OVER:</p> <p>[high energy] What up everybody. Hi. This is your man KP Sr. coming to from my podcast studio in beautiful downtown Fort Washington, MD. Welcome to the very first episode of "Way Up Hi" <i>Songs Eclectic For Me and For You!</i></p> <p>[Try Hands Clapping SFX Here (X to X)] This is a music playlist podcast. It's where, twice a month I will provide and review my hand picked, yes specially <u>curated</u> list of songs from a <u>variety</u> of musical genres. It's where you will hear everything from Earth, Wind and Fire to the Canton Spirituals, to Bruno Mars, to Lee Ann Womac . . . even Bobby Womack. (X to X)</p> <p>[Very brief pause]</p> <p>We have an abbreviated show for you today and in it we'll feature a single, high-flyin' song. It's the fourth song on 24K Magic by Bruno Mars and it took off after Bruno's performance of it at the 2017 Grammy Awards. <u>Marinate</u> on the song's carefree flavor and spirit which is so emblematic of many of Bruno's songs that I like.. <u>Yeah, I'm gonna slip the (PARTYNEXTDOOR Remix) version on ya!</u></p> <p>I dig this song because it nostalgically evokes some of the "bubble gum" high school goose bumps of "boy meets girl". Listen now as Bruno describes and tells the girl the romantic things that he likes in a very confident, almost enviable way!</p> <p>[Play That's What I Like] [3:26] (X to X) Fade OUT</p> <p>[high energy] "Alright! Ok!... I hope that yall enjoyed that tease from Mr. Mars! That's What I Like! That's exactly what I plan to share with you guys on this podcast - Songs that I like and, hopefully you will too! Until next time we'll see you "Way Up Hi"! (X to X)</p> <p>[END = X]</p>