

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Katie Coen
2. **PROJECT:** Podcast

CREATIVE BRIEF

1. What must it be?

A podcast

2. Who is it for?

Podcast listeners, journalists, educators, people looking to learn about the journalism field

3. How long must it be?

2 to 10 minutes

4. What is your objective with the piece?

To outline the importance of journalism and the impact it has on communities across the world

5. When is it due?

Planning due October 29

Produced podcast due November 5

6. What is the overall idea?

This will be a podcast about the importance of journalism. It will feature working journalists and professors who share their opinions on why storytelling and sharing news is necessary.

7. What is the storyline summary?

Journalism, whether done through print or broadcast, is important to people's lives. Correct, ethical reporting keeps people safe and informs them of what is happening in the world around them. It also gives the public insight into what the government and lawmakers are working on, creating more transparency and helping people understand what goes on. These officials know they are being watched, which keeps them in check. Journalism also shares powerful stories that make people feel and connect audiences based on those emotions.

8. Elevator pitch:

Journalism is important. It keeps people safe by sharing information about concerning incidents, but also can be a powerful form of storytelling. This podcast will tell you why it's necessary in society and give a glimpse into what a world would look like without reporters.

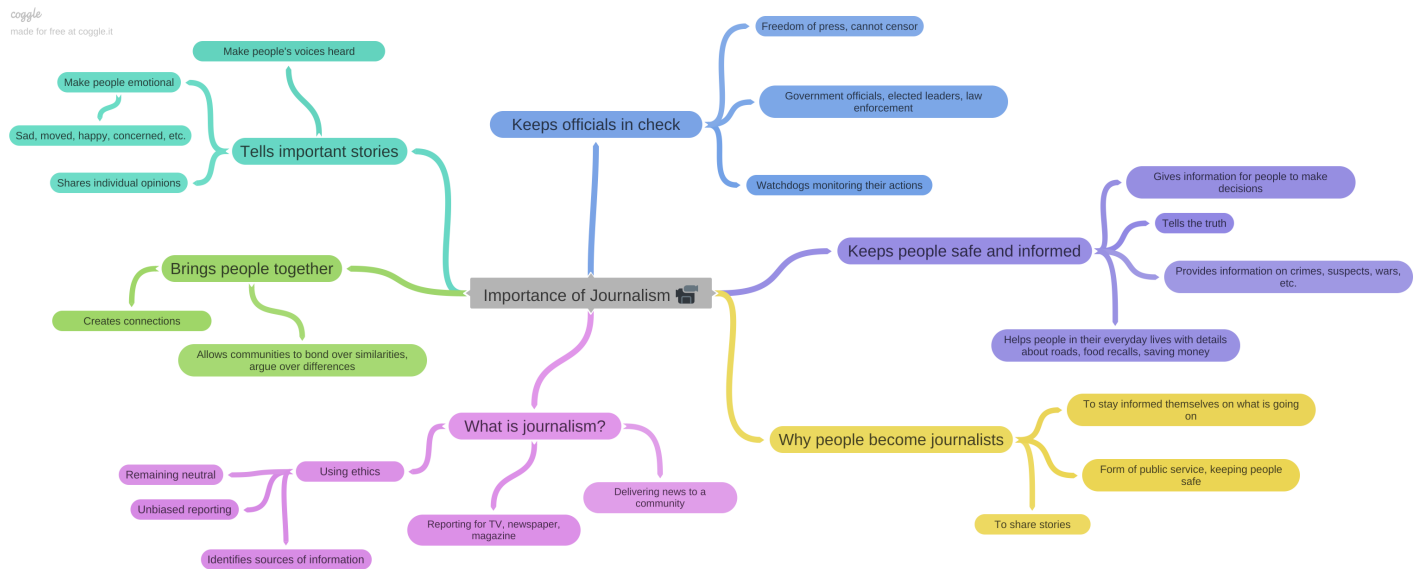
9. Tagline:

"The power of journalism"

10. Look and feel description:

This is an informative podcast. The listener should feel like they know more about journalism and why it has been used by societies for hundreds of years in different forms.

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?
2. Hook ideas:

Nat sound of a news broadcast or reporter talking

Engaging voice from host and fast-paced, urgent music

MESSAGE/STORY:

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

After listening to the podcast, the audience should understand how journalism can impact people and places.

2. Clearly describe the following parts of your story:

a. Beginning

- i. Explain what journalism is, how it works
- ii. The

b. Middle

- i. Key points about why it is important
- ii. Keeps people safe and informed
- iii. Keeps government and leaders in check
- iv. Tells important stories
- v. Brings people together

c. End

- i. The effects it can have on people's lives
- ii. Hearing from journalists about why they think the work they do is important
- iii. What a world would be like without journalism

NARRATION/HOST:

1. Who will lead us through the piece?
2. Narration ideas:

I will be the host. As someone who works in journalism, I see the effects it has on people's lives and have the person experience that is needed to support a compelling argument.

MUSIC:

1. What is overall "mood" and "feel" of the piece?
2. Music track ideas:

Urgent music with an upbeat pace to match the energy and urgency of journalism

Free Music Archive: Grand Fell by Blue Dot Sessions

AMBIENT AUDIO:

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

In a busy newsroom, buzzing with people working to produce and engage viewers

Out in the field as a journalist reporting on a story

SOUND EFFECTS:

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

2. SFX ideas:

News broadcast or reporters talking

Cameras flashing

Countdown cue (5,4,3,2,1)

Typing

(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?

I am interviewing a journalism professor about their experience working and teaching about reporting.

Professor Ben Bogardus will give insight into why he chose the career path and why he thinks journalism is important to a community.

I am also interviewing a working journalist. Kelly Ledwith is a news producer who graduated from QU and works in a news environment every day. She will also share why she chose to be a journalist and the impact she sees.

A journalism student at Quinnipiac, Keith Savage, will also talk about why he wants to go into the field.

Questions:

- What is your experience in journalism?
- Why did you choose to go into this field?
- Why do you think journalism is important?
- (For Bogardus) As a professor, what do you teach your students to make sure they are successful in journalism? If you could highlight the most important lessons...
- What would a world be like without journalism?

SCRIPT

Name: Katie Coen

Title: The Importance of Journalism

VIDEO	AUDIO
(NO VISUALS FOR AUDIO PROJECT)	<p>(Fade in music for 10 seconds) (Fade music to background level) (SFX of news show)</p> <p>VOICE OVER:</p> <p>YOU HEAR NEWS EVERYDAY. WHETHER YOU WATCH ON TV, READ A PAPER, LISTEN TO A PODCAST, SCROLL THROUGH SOCIAL MEDIA – THE WORLD WE LIVE IN IS CONSUMED. TRAGEDY, HEARTBREAK, HAPPY TIMES, CLEARING UP CONFUSION. JOURNALISTS HAVE SEEN IT ALL. AND WITHOUT THEM – YOU MIGHT NOT BE AS INFORMED AS YOU THINK. THANKS FOR JOINING ME ON TODAY’S EPISODE. I’M KATIE COEN – BRINGING YOU THE POWER OF JOURNALISM. TODAY WE ARE GOING TO TALK ABOUT JOURNALISM – MORE IMPORTANTLY – WHY IT’S SO IMPORTANT.</p> <p>(Fade music up, then back down to background level)</p> <p>LET’S START BY TALKING A LITTLE BIT ABOUT WHAT JOURNALISM IS.</p> <ul style="list-style-type: none">• There’s print and broadcast• Bringing news to a community• Telling stories• Using ethics <p>(SOT with Ben Bogardus)</p> <p>NOW IMAGINE A WORLD WITHOUT ANY OF THAT. NO CREDIBLE SOURCES BLASTING INFORMATION. YOU’D HAVE NO IDEA WHAT’S HAPPENING IN THE WORLD. BUT THAT’S NOT THE ONLY IMPORTANT THING ABOUT JOURNALISM.</p> <ul style="list-style-type: none">• Keeps people safe and informed<ul style="list-style-type: none">◦ Gives people the information they need to make good decisions◦ Reporting on crime and dangerous people allows people to keep themselves safe (not going to a certain place, keeping an eye out for someone)◦ Helps them with their everyday lives with things like road closures, food recalls, ways to save money• Keeps government and leaders in check<ul style="list-style-type: none">◦ Journalists serve as watchdogs◦ Share information about what they are doing, how it could impact someone’s life◦ In politics, helps people know who they should vote for/support◦ Freedom of press means journalists cannot be censored

- Tells important and powerful stories
 - Shares unique stories people have, good things they do
 - Makes people feel some emotion, whether it is happiness, sadness, anger, etc.
 - Gives a variety of opinions on a topic
 - Engages a community
- Brings people together
 - Creates connections between people with things in common or differing views
 - Makes a community feel like a whole

(There will be SOTS with Ben Bogardus and SFX throughout this)

THESE ARE THE REASONS WHY PEOPLE CHOSE TO BE JOURNALISTS. ITS NOT JUST WORK FOR THEM, OR MYSELF, IT'S A FORM OF PUBLIC SERVICE. DOING WHAT WE CAN TO KEEP PEOPLE SAFE, INFORMED, AND READY TO TAKE ON THE WORLD. DON'T BELIEVE ME? KELLY LEDWITH IS A WORKING NEWS PRODUCER IN CONNECTICUT. WE TALKED ABOUT WHY SHE CHOSE JOURNALISM.

(SOT with Kelly Ledwith)

BEFORE THEY EVEN GET OUT INTO THE WORKING WORLD — JOURNALISTS ARE STUDENTS LEARNING THE INS AND OUTS OF ETHICAL REPORTING AND HOW TO HANDLE THESE TOUGH SITUATIONS. KEITH SAVAGE GOES TO QUINNIPIAC UNIVERSITY. HE'S A SENIOR GRADUATING WITH A DEGREE IN JOURNALISM THIS YEAR.

(SOT with Keith Savage)

IT'S A WILD WORLD OUT THERE — BUT JOURNALISTS HAVE YOU COVERED. WHETHER IT'S A CRIME SCENE IN YOUR NEIGHBORHOOD OR TELLING YOU THE THREATS OF EXTREME WEATHER COMING YOUR WAY — PEOPLE NEED INFORMATION DELIVERED TO THEM. AND NOW IT'S EASIER THAN EVER. YOU CAN OPEN UP YOUR PHONE AND SEE A WORLD OF NEWS AT YOUR FINGERTIPS.

(Fade music up, then back down to background level)

THAT'S ALL THE TIME WE HAVE TODAY. A SPECIAL THANK YOU TO FREE MUSIC ARCHIVE AND FREE SOUND DOT ORG FOR THE SOUND YOU HEARD IN THIS EPISODE. AND THANK YOU FOR LISTENING! UNTIL NEXT TIME, I'M KATIE COEN. NOW GO OUT THERE AND REST ASSURE — WE JOURNALISTS GOT YOU COVERED.