

# Pre-Production Planning Document (PODCAST)

## GENERAL INFO

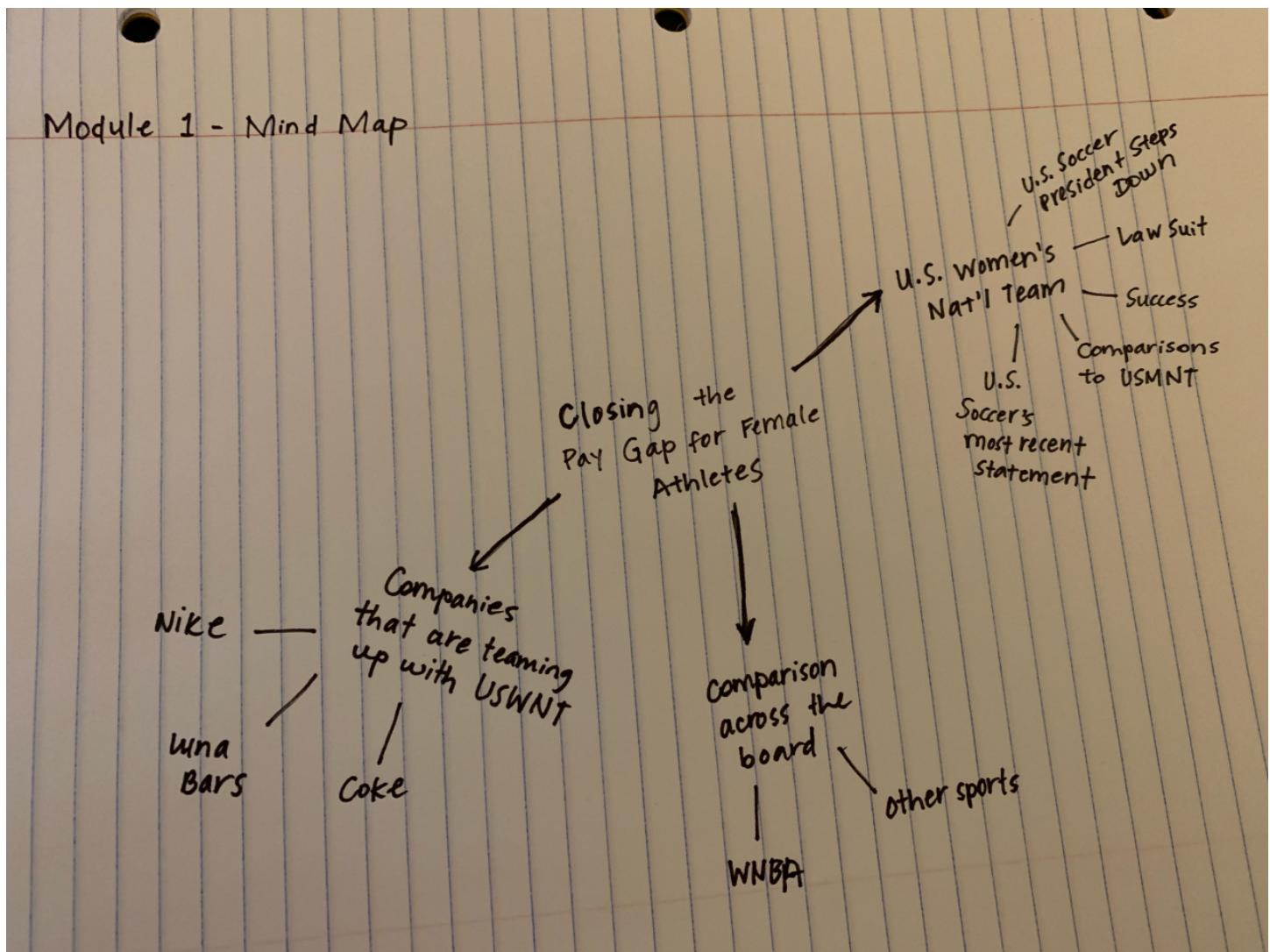
1. **Your Name:** Maggie Pruitt
2. **PROJECT:** Podcast

## CREATIVE BRIEF

1. What must it be?  
This is an audio-only project that tells the story of a human-interest piece or a PSA.
2. Who is it for?  
This podcast is for people who are interested in sports and who, hopefully, support female professional athletes receiving the same opportunities as male professional athletes.
3. How long must it be?  
2-3 minutes
4. What is your objective with the piece?  
To inform, spark discussion
5. When is it due?  
The planning part of this project is due on Sunday, March 22 at 11:59 p.m. The second part of the project is due on Sunday, March 29.
6. What is the overall idea?  
The idea of this podcast is to talk a little bit about the law suit the U.S. Women's National Soccer Team filed with U.S. Soccer about pay discrimination.
7. What is the storyline summary?  
The storyline is a brief overview of the difference in pay and success on the field between the men's and women's national teams. The ending will encompass a positive outlook on how things are getting better for female professional sports, but we have a long way to go.
8. Elevator pitch:  
My name is Maggie Pruitt. I have played soccer almost my whole life. I have watched heroes like Abby Wambach, Mia Hamm and Megan Rampinoe grace the field almost my whole life. I have watched these athletes fight to earn the same wages for the same work almost my whole life. The fight has not just begun, and it is far from over, but these athletes are close to a breaking point.
9. Tagline:  
I'm Maggie Pruitt. Let's talk sports.

10. Look and feel description:

## MIND MAP



# QUESTIONS / NOTES

## HOOK:

1. What will grab the attention of the audience within the first few seconds?  
Talking about the pay gap between the U.S. women and men.
2. Hook ideas: Statistics!

## MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
  - a. I am trying to enlighten the audience on the pay gap between male and female professional athletes, specifically through the story of the USWNT and the class action law suit filed against U.S. Soccer.
2. Clearly describe the following parts of your story:
  - a. **Beginning:** The beginning of the story will be about the success of the women's national team.
  - b. **Middle:** The middle will be about the law suit and the pay gap between the two teams.
  - c. **End:** The end will provide a broad picture into the overall gap between male and female professional athletes and how there is change happening. (positive ending)

## NARRATION/HOST:

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

## MUSIC:

1. What is overall "mood" and "feel" of the piece?
  - a. The overall mood of the piece is to inform and spark discussion.
2. Music track ideas: The music from the opening of the World Cup in 2019.

## AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are? It would be cool for the listener to image that they are on a soccer field or on a basketball court, but without fans.
2. Ambient audio ideas: Dribbling of a basketball, kicking/juggling a soccer ball. The wind outside on a nice day, a whistle, a buzzer, cheering

## SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
2. SFX ideas: The sound effects that would help to tell this story would be a crowd cheering, if that is possible? It will be difficult to replicate that sound.

**(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:** Maggie Pruitt

**Title:** Closing the Gap: A Short Narrative on the Pay Gap in Professional Sports

**VIDEO**

**AUDIO**

(NO VISUALS FOR AUDIO PROJECT)

**Sample:**

(Fade in ambient audio)

**VOICE OVER:**

This is where the audio copy or general bullet points for the project go.

The writer should add script cues such as (SFX here) within the script. Generally, the script would be read by voice-over talent so be sure it's legible and clear.

The writer may also include directions for the feel of the read, such as "high energy", "slow and relaxed", or "with a British accent"

(Begin music – few seconds)  
(Fade music to background level)

Be sure to time the read with an out-loud, projected sample read, and always give yourself a few extra seconds for pad – try to complete the read with a few seconds to spare from your total time. You can always slow down or add SFX or music.

It's always a good idea to let the script "breathe". In other words, give the script time to sink into the audience at certain points, such as the end of a sentence or an emotional point.

Create the environment for the audience with background ambient audio and SFX. Add emotion with music.

Remember, it's only 120 seconds. Tell the story, but be efficient with the message.

(Fade music up)  
(Fade music and ambient 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.