

# Pre-Production Planning Document (PODCAST)

## GENERAL INFO

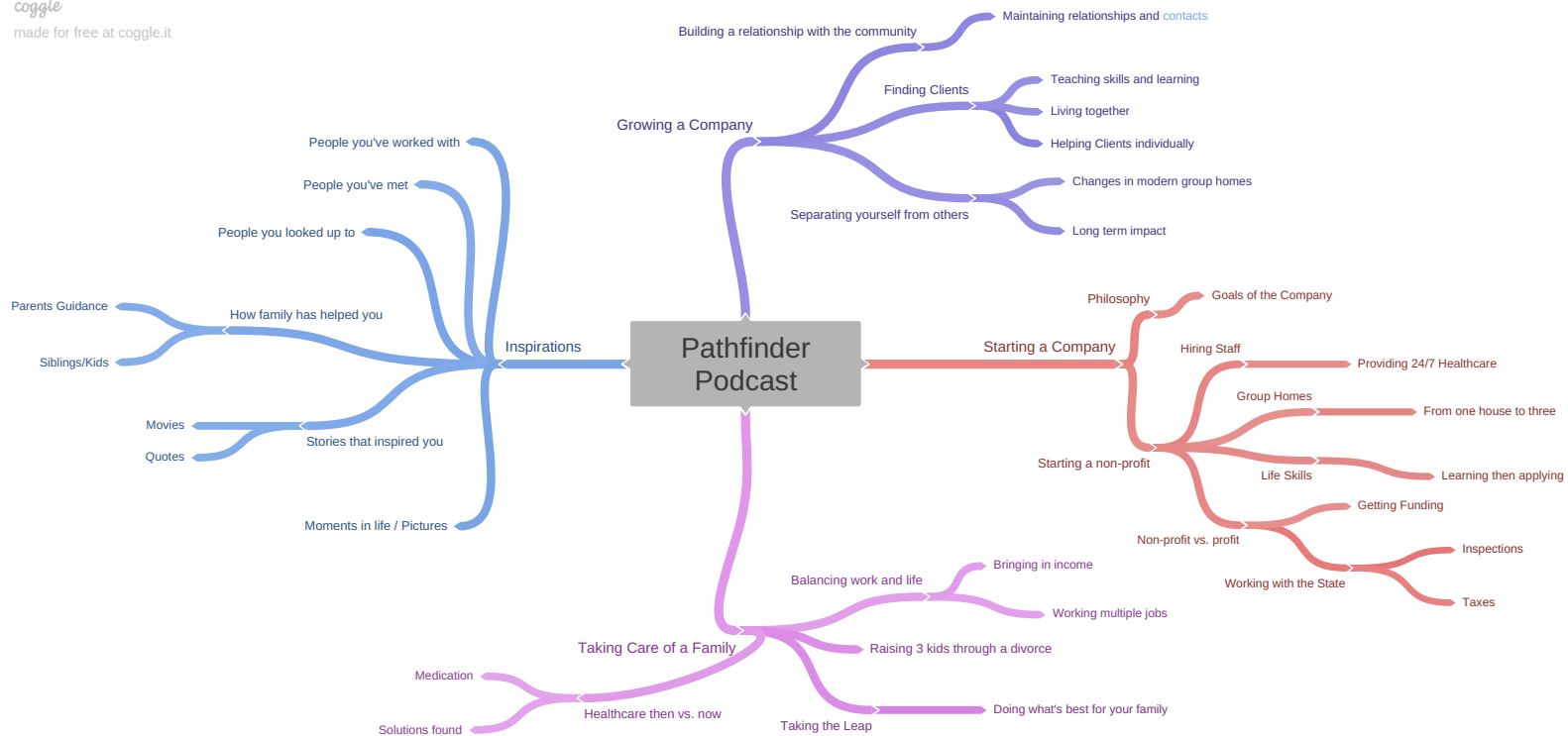
1. **Your Name:** Bret Schneider
2. **PROJECT:** Podcast

## CREATIVE BRIEF

1. **What must it be?**
  - An audio podcast
2. **Who is it for?**
  - Potential group home client families trying to find placement for their child
3. **How long must it be?**
  - Two or three minutes
4. **What is your objective with the piece?**
  - To help show how people living with developmental disabilities can live in a safe and learning environment outside their home
5. **When is it due?**
  - September 19, 2019
6. **What is the overall idea?**
  - To hear stories and examples of the obstacles but also triumphs the company has faced over the years
7. **What is the storyline summary?**
  - To hear the story from the owner of a nonprofit company and how her love for her daughter has helped to company to grow and adapt over the decades
8. **Elevator pitch:**
  - Everyday organizations of a non for-profit group home company
9. **Tagline:**
  - Learning about the ins and outs of running group homes in modern day
10. **Look and feel description:**
  - A heartwarming and eye-opening experience for listeners who will be able to visualize the story in their heads and follow the journey from the past to present day. No overpowering SFX, mainly dialogue and music.

# MIND MAP

coggle  
made for free at coggle.it



# QUESTIONS / NOTES

## HOOK:

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

A statistic relating to people with disabilities within the state of CT and the US

### 2. Hook ideas:

How many aren't given homes, employment opportunities, live at home all their lives

## MESSAGE/STORY:

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

- There are opportunities for people with developmental disabilities to become part of a 2<sup>nd</sup> family and become involved in helping their community while meeting new people

### 2. Clearly describe the following parts of your story:

a. **Beginning:** The origins of the company while raising a family

b. **Middle:** The growth of the company, quotes from employees and family

c. **End:** Where the company is today

## NARRATION/HOST:

### 1. Who will lead us through the piece?

Elaine, the founder and CEO of Pathfinder Associates Inc.

### 2. Narration ideas: Elaine (CEO and founder), Carla (daughter and Board Member), Tommy (employee for 20+ years), Christine (Daughter of Elaine and group home member)

## MUSIC:

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

- The overall mood of this piece should be reflective and inspiring

### 2. Music track ideas:

Low somber piano, strings

## AMBIENT AUDIO:

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

Inside a home. Maybe an office but a closer to home feel

### 2. Ambient audio ideas:

Outside nature (birds, leaves, wind,) Similar to if a window was open

## SOUND EFFECTS:

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

-

### 2. SFX ideas:

- Ambulance siren, room tone of people having conversations

VIDEO	AUDIO
	<p>(Fade in ambient music)</p> <p>VOICE OVER: (Reads statistic about people with developmental disabilities in the U.S.)</p> <p>ELAINE: Growing up I wanted to go to school to become a nurse...</p> <p>ELAINE: I opened my own music store and at that time had three kids...</p> <p>ELAINE: The first time Christine had a seizure... (Ambulance sirens in background) (Fade music up and then back to background level)</p> <p>ELAINE: Once we put ourselves out there, calls came in left and right (Phones ringing, people answering, office ambient background)</p> <p>ELAINE: My family means everything to me. Their support...</p> <p>CARLA: Growing up I always helped my mom to look after Christine, and it wasn't long before I started working in the group homes too...</p> <p>ELAINE: Looking back on it all... What the future holds for me is...</p> <p>(Fade music up) (Fade music and ambient out)</p>

## SCRIPT

**Name:** Bret Schneider

**Title:** Pathfinder