

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. Your Name: Breanna Robinson
2. PROJECT: Podcast

CREATIVE BRIEF

1. What must it be?

This project is going to be a human interest story and will be a story about a mother and her experience as an anti-vax mother and what that meant for her son.

2. Who is it for?

This podcast is meant to reach out to the entire public, but especially those who are anti-vaxxers or those who are considering not vaccinating their children in the future.

3. How long must it be?

I hope to keep this project around two minutes, but I do not want to cut too much from the story to make it fit in that time constraint, so it may be just a little longer.

4. What is your objective with the piece?

The objective of this piece is to get the audience to see the dangers that this growing anti-vax movement is causing to those that do not get vaccinated, and particularly those that are in danger are one's own children, not themselves.

5. When is it due?

The final podcast production will be due at 11:59 pm on Sunday March 30th.

6. What is the overall idea?

The overall idea of this podcast will be to show the hardship and emotions that this mother went through after her son had terrible complications with the measles after she chose not to vaccinate her children. This will also show that how this experience enlightened her to now understand that the risks of vaccinations DO outweigh the risks associated with not vaccinating one's children.

7. What is the storyline summary?

I will be creating and reading a story of a mother who was an anti-vaxxer and didn't vaccinate her children. When her children were exposed to measles, her and her children had to be quarantined. Towards the end of her quarantine, one of her children finally developed measles and suffered many symptoms. The mother felt much guilt as she knew she was the reason her child was sick and feared her son would later have ill feelings toward her initial decisions to not vaccinate him or his siblings.

8. Elevator pitch:

This podcast will provide listeners with an emotional story of a mother watching her son suffer through a terrible, preventable disease, and how this experience filled her with guilt and guided her to make the decision to now vaccinate her children.

9. Tagline:

When choosing our medical care can go awry.

10. Look and feel description:

This podcast will hopefully bring light to listeners the dangers of these preventable diseases and how the risks of these diseases can be far more dangerous than those of vaccinations through a mother's emotional story.

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?
 - a. Talk about the privileges we have as citizens in America, but how those privileges also lead to problems.
2. Hook ideas:
 - a. We live in a country where we are privileged to have access to outstanding medical care. But, in this country, we also have the privilege to choose what care we do and don't receive.

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
 - a. The anti-vax movement is dangerous and puts your children at risk
2. Clearly describe the following parts of your story:
 - a. **Beginning:** Opening statement about anti-vax movement and what the audience will be hearing today
 - b. **Middle:** Story from a prior anti-vax mother
 - c. **End:** Statement from mother about her guilt and regretting her choice and her decision to change her views on vaccinations

NARRATION/HOST:

1. Who will lead us through the piece?
 - a. I will have a friend or classmate read the introduction to this podcast
2. Narration ideas:
 - a. Because I have created this story, I will be the one most likely reading the story I have written so I can try to emphasize the points I want to make and make it as somewhat emotional as I can

MUSIC:

1. What is overall "mood" and "feel" of the piece?
 - a. I want the audience to feel somber and upset. I want them to be moved by the story and understand its message.
2. Music track ideas:
 - a. Nothing specific yet, just some somber, sad sounding acoustic music.

AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?
 - a. I want the audience to close their eyes and see this mother at the bed side of the child watching her son suffering from this disease, tossing in his sleep with a painful look on his face, sweating from his uncontrollable fever. I want the audience to see the pain and guilt the mother feels as she watches over her son.

2. Ambient audio ideas:

- a. In this podcast, I would really like to have some background music to play during the mother's story. I believe that more somber sounding music or sounds in the background may add to the powerfulness of her story of watching her children fight through illness. I would like to have a small intro to the podcast with a pause where the music could slowly fade into the background before the mother tells her story.

SOUND EFFECTS:

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

- a. I think the ambient music mentioned above will really add to the powerfulness of the story. I may add some sound effects to the introduction but don't want to add any distracting sound effects that may take away from the story being told. Maybe for the intro since this is a medical topic, could open up with some fading in of overlapping hospital sounds for a few seconds and then fade out or fade lightly behind the intro audio.

2. SFX ideas:

- a. Heart beat monitor
- b. Ambulance Sirens
- c. Hospital lobby sounds with announcement overhead
- d. Defibrillator
- e. Etc.

(OPTIONAL) INTERVIEWS:

1. Who will you interview?
2. Why is this person important to the piece?
3. What questions will you ask?
4. What follow-up questions might be important?

SCRIPT

Name: Your name here

Title: Your title here

VIDEO

AUDIO

Host: We live in a country where we are privileged to have access to outstanding medical care. But, in this country, we also have the privilege to choose what care we do and don't receive. The anti-vax movement is a movement where parents are choosing not to give their children vaccinations to dangerous, preventable diseases. This can lead to treacherous consequences to those who choose to not be vaccinated, but to many other individuals in the country as well. Please, join me as

we hear a story from a mother who was once an "anti-vaxxer" and hear how this decision affected her family.

Mother: I made the decision when I was pregnant with my first child not to vaccinate my children for several reasons. After what I have gone through now, I realize what a terrible mistake that was.

On a youth group trip to Disneyland, my two children were exposed to measles. After hearing the news, I immediately did research on what symptoms to look for and how likely my children were to get the disease since they had not been immunized.

I contacted our doctor and the local health department who informed me that they recommended my children be quarantined for almost three weeks. This meant my children would have to remain at home, missing school and other activities for three weeks. I could tell it was boring for my children, but five days before the quarantine was over, my youngest son broke out in the most obvious measles rash across his face.

The following week for my son was very difficult. The rash continued to spread across his chest and arms, until it covered his entire body. He complained of the rash being so painful that he couldn't wear a shirt or even a blanket at night because he screamed in agony as he thought his skin was on fire. He barely slept. One night in particular, my son came into my room, eyes red and puffy from crying all night. He began to cry on my lap asking me why this was happening to him. But I knew why.

I held back my own tears as I choked out the words, "It will be over soon, I promise."

To see my son, suffer like this for an entire week was very difficult for me. I felt guilty. I knew that this was my fault. This was because of my decision years ago to not vaccinate my son or older daughter.

Thankfully, my son recovered from this illness and suffered no serious complications, but at what cost to him? Was it right for me to put my child through that amount of pain and suffering in order to fight off his illness, all because I thought that vaccinations were too harmful and dangerous? No. I chose to not vaccinate my children because of beliefs I developed from information on the internet without even taking into account the pain that these diseases could actually cause my children if they got sick.

And now because of this experience, I pray that my son and daughter will have no ill feelings towards me in the future because of the mistake I made. Because of my family's experience, I truly feel that the benefits greatly outweigh any risks that come with vaccinating my children.