

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Maddie Vale
2. **PROJECT:** Podcast

CREATIVE BRIEF

1. What must it be?

This must be a podcast about the recent aurora borealis occurrences in the U.S. and the science the makes this natural phenomenon possible both in places you would typically see them, and in places you wouldn't.

2. Who is it for?

This podcast is for anyone interested in weather, science, nature. These could be professionals, students, or anyone with a special interest.

3. How long must it be?

This podcast must be around 5 minutes in order to accurately present the information.

4. What is your objective with the piece?

The objective with this piece is to share science behind what people think is cool and to drum up excitement over the cool things that happen in the world.

5. When is it due?

This final podcast episode is due on Sunday November 3, 2024.

6. What is the overall idea?

The overall idea is that not many people understand why things happen, they just see that they happen. This podcast will introduce listeners to easy-to-understand science behind the aurora borealis.

7. What is the storyline summary?

The episode will address what the aurora borealis is, what causes it to happen, where you can see it, and why we were able to see it so clearly multiple times in 2024 in the U.S.

8. Elevator pitch:

Ever wondered what makes the Northern Lights dance across the sky? In this podcast, we dive into the science and wonder behind the aurora borealis, explaining how these lights form, where you can see them, and why 2024 brought an unusually stunning display to parts of the U.S.

9. Tagline:

Chasing the Northern Lights: The Magic of the Aurora Borealis

10. Look and feel description:

This podcast will be fun and educational. Using the excitement for the beauty of the northern lights to get audiences enthusiastic about seeing them in the future.

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?
2. Hook ideas:
 - "What if the sky suddenly lit up with brilliant colors right over your backyard?"
 - "Imagine standing under a sky of green, purple, and red lights—no filter needed."
 - "Did you know that solar storms can light up our skies with colors we rarely see?"

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
There is more to the northern lights just showing up and looking cool, the science behind it is what makes it!
2. Clearly describe the following parts of your story:
 - a. **Beginning:** Introduce the northern lights (aka aurora borealis) and what it is
 - b. **Middle:** Explain the science, where you can see them, and why these U.S. saw so much in 2024
 - c. **End:** Wrap up with what to expect in the future.

NARRATION/HOST:

1. Who will lead us through the piece?
I will be leading the listeners through the episode
2. Narration ideas:
Share my knowledge and passion for weather/nature in an engaging way.

MUSIC:

1. What is overall "mood" and "feel" of the piece?
Upbeat, educational, relaxed
2. Music track ideas:
Instrumental, chill

AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?
Outside at night, viewing the northern lights in the sky
2. Ambient audio ideas:
Possible nature sounds when talking about nighttime outside – crickets, owls, wind, etc.

SOUND EFFECTS:

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

Sound effects won't help tell this story, as the northern lights don't make any noise and aren't something that needs sound effects when presenting about.

2. SFX ideas:

N/A

SCRIPT

Name: Maddie Vale
Title: Your title here

VIDEO	AUDIO
(NO VISUALS FOR AUDIO PROJECT)	<p>Sample: (Fade in ambient audio)</p> <p>VOICE OVER:</p> <p>HOOK:</p> <ul style="list-style-type: none">• Final hook <p>INTRO:</p> <ul style="list-style-type: none">• Welcome listeners• Introduce myself• Give overview of the episode <p>WHAT IS THE AURORA BOREALIS?</p> <ul style="list-style-type: none">• Aka The Northern Lights• Description of what they look like <p>WHAT MAKES THEM HAPPEN?</p> <ul style="list-style-type: none">• Scientific background on what cause them• Perfect conditions• Colors/patterns <p>WHERE CAN YOU SEE THEM?</p> <ul style="list-style-type: none">• Typical locations• Why they appear there <p>WHY SUDDENLY IN THE US?</p> <ul style="list-style-type: none">• Where they were seen in the US in 2024• Why that happened <p>WHAT NOW?</p> <ul style="list-style-type: none">• What you can expect for the future <p>CONCLUSION</p> <ul style="list-style-type: none">• Recap/wrap it all up

