

# Pre-Production Planning Document (PODCAST)

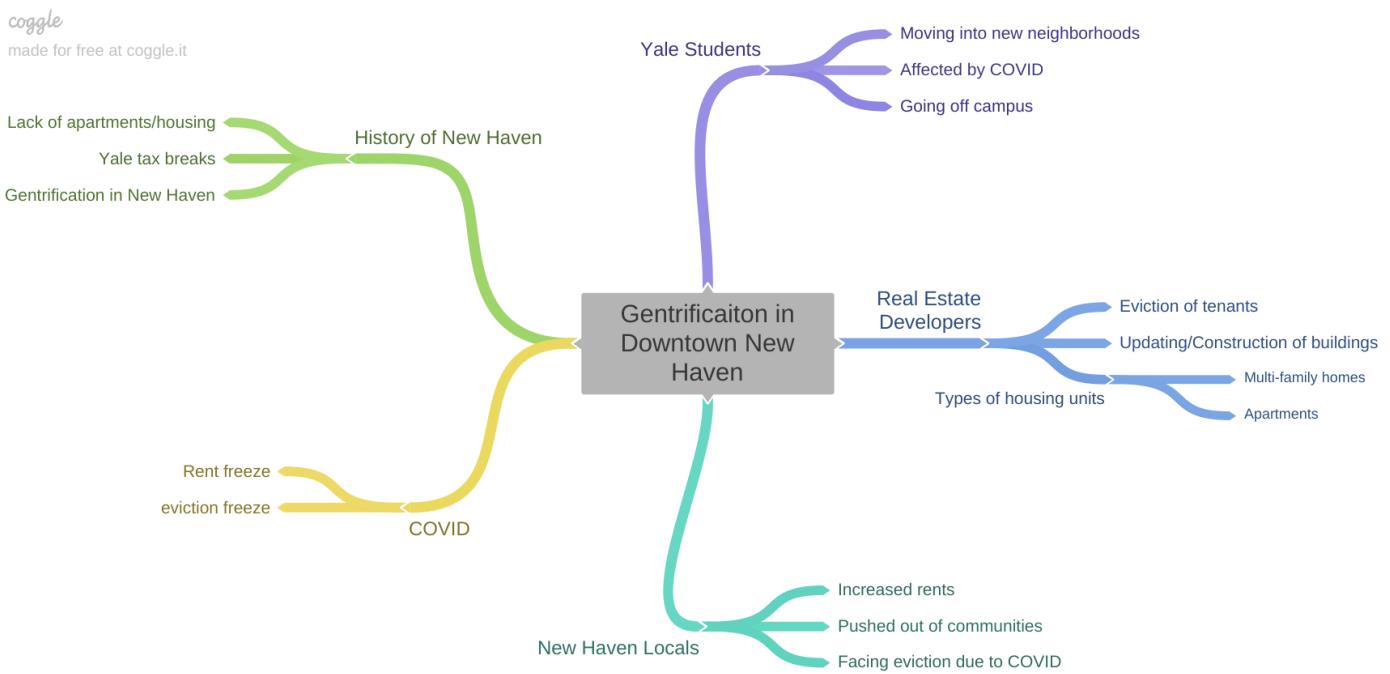
## GENERAL INFO

1. Your Name: Bailey McCey
2. PROJECT: Podcast

## CREATIVE BRIEF

1. What must it be?  
This will be a PSA on the issue of gentrification in downtown New Haven.
2. Who is it for?  
This would be for residents of New Haven that would be interested in the subject matter.
3. How long must it be?  
My plan is to have it be between two to four minutes, depending on if I can get some interviews or not.
4. What is your objective with the piece?  
To highlight the issue of gentrification in downtown New Haven, especially with how they have been expedited by COVID.
5. When is it due?  
Sunday, March 28th.
6. What is the overall idea?  
The overall idea is on how due to COVID, Yale students are looking for off-campus housing and local residents are being pushed out of their communities.
7. What is the storyline summary?  
The overall idea is on how due to COVID, Yale students are looking for off-campus housing downtown. Thus, real estate developers are either increasing rents or forcing tenants out so they can market towards Yale students. Thus, local residents are being pushed out of their communities at a time when COVID has severely affected them.
8. Elevator pitch:  
A look into how COVID has shined a bright light on the issue of gentrification in downtown New Haven.
9. Tagline:  
Cash is King
10. Look and feel description:  
Want it to have a serious feel to it given the problem and the people that are affected by it.

# MIND MAP



# QUESTIONS / NOTES

## HOOK:

1. What will grab the attention of the audience within the first few seconds?  
Using natural environment sounds of construction in downtown. The narration will help set the stage and go from there.
2. Hook ideas:  
Natural sounds of the environment, then the sounds of construction interrupt and overtake it.

## MESSAGE/STORY:

1. What message are you trying to deliver to the audience?  
That people understand how important it is to respect the communities that live downtown and not just push them out for more money.
2. Clearly describe the following parts of your story:
  - a. **Beginning:**  
The increase in construction of new apartments in New Haven to go alongside more Yale students moving off-campus
  - b. **Middle:**  
How COVID highlighted and expedited the problems of gentrification. Interviews with activist groups trying to address the issue.
  - c. **End:**  
Where is the problem at and what will happen in the future if not addressed.

## NARRATION/HOST:

1. Who will lead us through the piece?  
I will lead the narration, followed up with interviews.
2. Narration ideas:  
Setting the scene, would like it to feel natural like we're having a conversation.

## MUSIC:

1. What is overall "mood" and "feel" of the piece?  
I want it to have a serious feel, but not be overly devoid of personality. The music would need to support the narration but not take away from it.
2. Music track ideas:  
I really enjoy the background tracks that Reply All used for their Test Kitchen series, and would like to find music that has that same feel.

## AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?  
Through the use of audio captured downtown at various construction sites, I hope it will help listeners feel like they are walking down the street. Along with that, I would like to get audio from local restaurants and parks.

2. Ambient audio ideas:  
Construction sites, cafes, restaurants, parks.

#### **SOUND EFFECTS:**

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

I don't know what sound effects I want to go with this production, as I want to feel more natural. I worry that sound effects could take away from the story, so I'll need to look more at other options.

2. SFX ideas:  
Still looking for what could work.

#### **(OPTIONAL) INTERVIEWS:**

1. Who will you interview?

A representative from New Haven Rising.

2. Why is this person important to the piece?

New Haven Rising is a collective action group focusing on addressing issues of economic, racial, and social justice issues in New Haven. They have experience tackling issues of housing so I would like to get their insight on the rising gentrification in New Haven.

3. What questions will you ask?

My questions will focus on their work addressing gentrification and helping residents through collective action. I also would like to see how COVID has affected their work.

4. What followup questions might be important?

Where they see the future of this issue going and what needs to be done to help.

#### **SCRIPT**

**Name:** Bailey McCey

**Title:** Gentrification in New Haven (Working Title)

| <u>VIDEO</u> | <u>AUDIO</u> |
|--------------|--------------|
|--------------|--------------|

(NO VISUALS FOR AUDIO PROJECT)

Sample:

(Fade in ambient audio, start with general city sounds then having the construction slowly envelope it)

VOICE OVER:

- Rise in apartment construction in New Haven
- Yale students moving off campus

(Begin music – few seconds)

(Fade music to background level)

- Issues of gentrification in New Haven
- How COVID has expedited them
- Interview with New Haven Rising on the issue

(Fade in sound effects, returning to the street)

- Where do we go from here
- What does this mean for locals

(Fade music up)

(Fade music and ambient out)