

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. Your Name: Xiomara Saavedra
2. PROJECT: Podcast

CREATIVE BRIEF

1. What must it be (i.e. format, like audio-only podcast, video, etc.)

Audio only podcast

2. Who is it for? (Note: this should not simply be “for the professor” or “my classmates”. What real world audience would find this piece appealing? Think about age, location, education level, life position, interests, etc. For example, a piece on retro video games might appeal to those who grew up in the 1980’s in the US. A piece on a local library might appeal to seniors living nearby, etc.)

This podcast is directed towards college students who love listening to music. Whether its music they grew up on from the 2000s or their current song rotation, college students and adults from ages 18-25 will be able to recognize the music discussed in this podcast even if they don’t specifically listen to the genre or artist.

3. How long must it be?

I plan for this podcast to last around 10 minutes.

4. What is your objective with the piece?

My objective with this piece is to explore the deeper meanings behind some of my all-time favorite songs and share insights that other music listeners may find interesting or valuable. I want to break down the lyrics, themes, and messages behind each song while discussing how they relate to real-world experiences and situations.

5. When is it due?

Next module.

1. What is the overall idea?

My overall idea is to explore one of my all-time favorite songs, “Run to the Sun” by N.E.R.D., a band featuring Pharrell Williams. I plan to break down the interpreted meanings and messages behind the song while also discussing what the artists themselves have shared about their music. Additionally, I want to provide some background on the band's history, their rise in the music industry, and how the song's themes can connect to real-world experiences.

2. What is the storyline summary?

This podcast will take listeners through the history of N.E.R.D. and the story behind “Run to the Sun,” exploring how the band's unique sound contributed to their musical identity. From there, I'll take a closer look at the song's lyrics and themes of love, longing, and regret, discussing different interpretations and how these

emotions can relate to our own experiences. Ultimately, I want listeners to walk away with a better understanding of the song and a new perspective the next time they hear it.

3. Elevator Pitch

We all have songs that we listen to over and over again without really thinking about the meaning behind them. Through one of my all-time favorite songs, “Run to the Sun” by N.E.R.D., I want to explore the messages behind the lyrics, learn more about the artists who created it, and discuss why its meaning might resonate with more people than we realize.

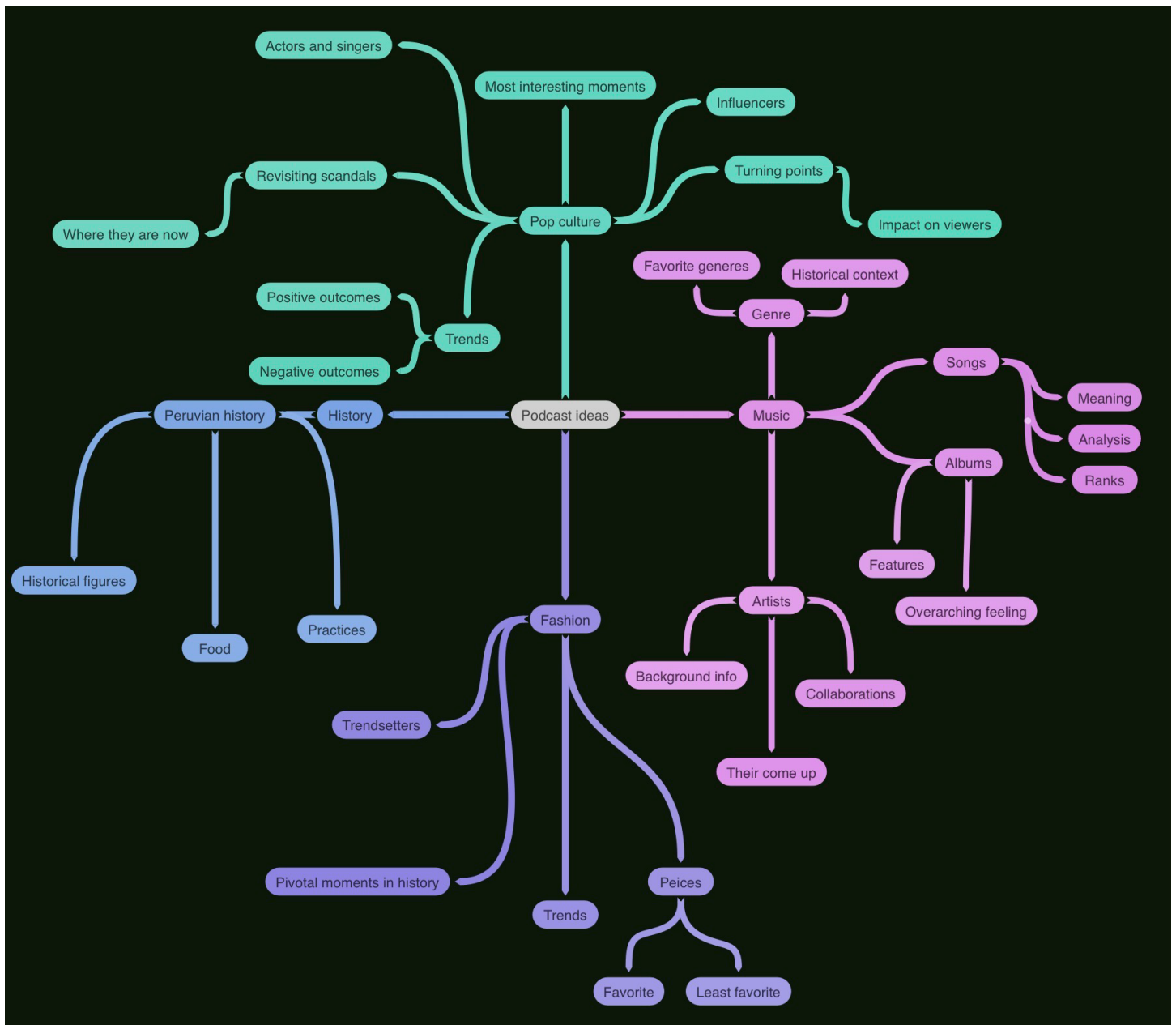
4. Tagline

Beyond the Beat

5. Look and Feel Description

I want this podcast to feel creative, nostalgic, and engaging, reflecting the atmosphere of the song itself. Since N.E.R.D. has such a unique sound that combines different musical genres, I want to incorporate elements of their music into the podcast through short audio clips and smooth transitions. I also want the overall presentation to feel conversational and personal rather than overly formal, almost like sharing interesting music discoveries with a friend. My goal is to encourage listeners to think more deeply about the music they enjoy while keeping the experience entertaining and easy to follow.

MIND MAP



QUESTIONS / NOTES

HOOK

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

I want to grab listeners' attention by opening with a question and a short clip of "Run to the Sun." This would help establish the topic while making listeners curious about the story behind the music.

2. Hook ideas:

"Have you ever loved a song so much that you've listened to it hundreds of times, but never actually stopped to think about what it's saying? That's something I've definitely experienced, and today I want to take a closer look at one of my all-time favorites."

MESSAGE/STORY

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

I want to show listeners that music can have a much deeper meaning than what we initially hear. By exploring the different musical elements of "Run to the Sun," and the band's history, I hope to encourage people to not only listen to this song but pay closer attention to the music they enjoy and recognize how songs can reflect emotions and experiences we might relate to ourselves.

2. Clearly describe the following parts of your story:

a. Beginning:

I'll introduce "Run to the Sun" and explain why I chose it for this podcast. From there, I'll give listeners some background on N.E.R.D., the members of the group, and their rise in the music industry. I also want to briefly discuss the band's unique sound and how it helped distinguish them from other artists.

b. Middle:

The middle will focus on breaking down the song itself. I'll discuss its lyrics, possible interpretations, and themes of love, longing, and regret. I also want to explore how the production contributes to the song's overall feeling and incorporate any relevant statements from the artists that I can find through my research.

c. End:

I'll connect the song's message to real-life experiences, particularly how people deal with relationships and feelings they might struggle to express. Then, I'll conclude by sharing why the song continues to be one of my favorites and encourage listeners to revisit a song they love with a different perspective.

NARRATION/HOST

1. Who will lead us through the piece?

I will be the sole host and narrator of the podcast.

2. Narration ideas:

I want my narration to feel casual and conversational rather than sounding like I'm reading an essay. I'll share my own thoughts and interpretations while introducing research and background information about the band. I also want to ask questions throughout the episode that encourage listeners to think about their own experiences with music.

MUSIC

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

I want the podcast to have the same warm and nostalgic atmosphere the song has. Since N.E.R.D. combines elements of hip-hop, rock, funk, and R&B, I want the music throughout the episode to reflect those influences without distracting from the narration.

2. Music track ideas:

- Short excerpts from “Run to the Sun” to introduce the song and support specific parts of my analysis.
- Instrumental music inspired by early 2000s alternative hip-hop and R&B for transitions, intro, and outro.
- A softer instrumental during the discussion of the song's emotional themes.

AMBIENT AUDIO

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

I want listeners to feel like they're sitting in a comfortable space having a conversation about music with a friend. However, when it comes to capturing the feeling that the song gives off, I imagine walking through a forest on a crisp fall day, with the sun shining through the leaves while reminiscing about the summer. There's something nostalgic and comforting about the song that reminds me of that feeling, and I want to reflect that atmosphere throughout the podcast.

2. Ambient audio ideas:

I could incorporate subtle sounds associated with listening to music, such as a record player starting or someone putting on headphones. I also want to include ambient sounds that help capture the feeling of the song, like leaves rustling in the wind or birds chirping in the distance, to create that nostalgic fall atmosphere I associate with it.

SOUND EFFECTS

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

I think subtle sound effects could help create transitions and make the podcast feel more engaging.

2. SFX ideas:

- A record scratch or vinyl crackle to introduce the episode.
- A brief rewind effect before revisiting a particular part of the song.
- Smooth audio fades between narration and music clips.
- Short musical transitions to separate the band's history from the lyrical analysis.

(OPTIONAL) INTERVIEWS

1. Who will you interview?

I don't necessarily plan on including interviews, but I could speak with a friend who also enjoys N.E.R.D. or is familiar with the song.

2. Why is this person important to the piece?

Including another listener's perspective could help demonstrate how people interpret the same song differently depending on their experiences.

3. What questions will you ask?

- What was your first impression of “Run to the Sun”?
- Have you ever paid attention to the lyrics? What do you think the song is about?
- Do you think knowing the meaning behind a song changes how you listen to it?
- Is there a particular lyric or part of the song that stands out to you?

4. What follow-up questions might be important?

- What makes you interpret the song that way?
- Has your interpretation changed over time?
- Do you think your own experiences influence how you understand the lyrics?

Name: Xiomara Saavedra

Title: Beyond the Beat: Exploring “Run to the Sun” by N.E.R.D.

<u>VIDEO</u>	<u>AUDIO</u>
(NO VISUALS FOR AUDIO PROJECT)	(Fade in intro music) HOOK: • Question about the last time you really resonated with lyrics and associated a song with a feeling. INTRO: • Details about the podcast and what we are going to get into. (Begin music – few seconds) VOICE OVER: (Fade music to background level) N.E.R.D.'s Background • Who is N.E.R.D., and how did they rise to fame? • What makes their music unique? • N.E.R.D interview clips The Song's Story • Introduce “Run to the Sun” and its background. • Explore its sound and nostalgic atmosphere. Lyrics and Meaning • What story is the song telling? • Break down the key lyrics and themes of love and regret. • Explore the artists' intentions and possible interpretations. Making Connections • How do the song's themes relate to real-life experiences? • Why does the song resonate with listeners? • What do I think about the song/why is it my all time favorite? Conclusion • Reflect on the song's meaning and what I learned. • Encourage listeners to discover the stories behind their favorite songs. (Fade music up) (Fade music 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.