

Pre-Production Planning Document (PODCAST)

GENERAL INFO

- 1. Your Name:** Lindsey Komson
- 2. PROJECT:** Podcast

CREATIVE BRIEF

1. What must it be?

This project will be a podcast discussing the hype around the 2024 World Series.

2. Who is it for?

The podcast should be understandable to anyone, but it is aimed at Major League Baseball fans.

3. How long must it be?

The podcast should be between 2 and 10 minutes.

4. What is your objective with the piece?

My objective with this piece is to share with the audience why this World Series matchup is so important in the context of MLB history and today's game, and to hype up the audience for what should shake out to be a great series.

5. When is it due?

This podcast is due on Sunday, November 3rd at 11:59 p.m.

6. What is the overall idea?

The overall idea I'm hoping to convey is that this Dodgers-Yankees World Series matchup is very important to MLB from a historical, financial, and emotional standpoint.

7. What is the storyline summary?

The host will introduce the 2024 World Series matchup as one of, if not the, most historic matchups in MLB history. She will discuss the history of the Yankees/Dodgers World Series matchups, the star-studded 2024 World Series teams, and how this is impactful to MLB and fans alike.

8. Elevator pitch:

The 2024 World Series features one of the most historic matchups in MLB history. The Los Angeles Dodgers and the New York Yankees feature some of MLB's most star-studded lineups, and both frontrunners for National and American League MVPs. But what makes this matchup so exciting? Let's take a look at the historical, financial, and emotional context behind the 2024 World Series.

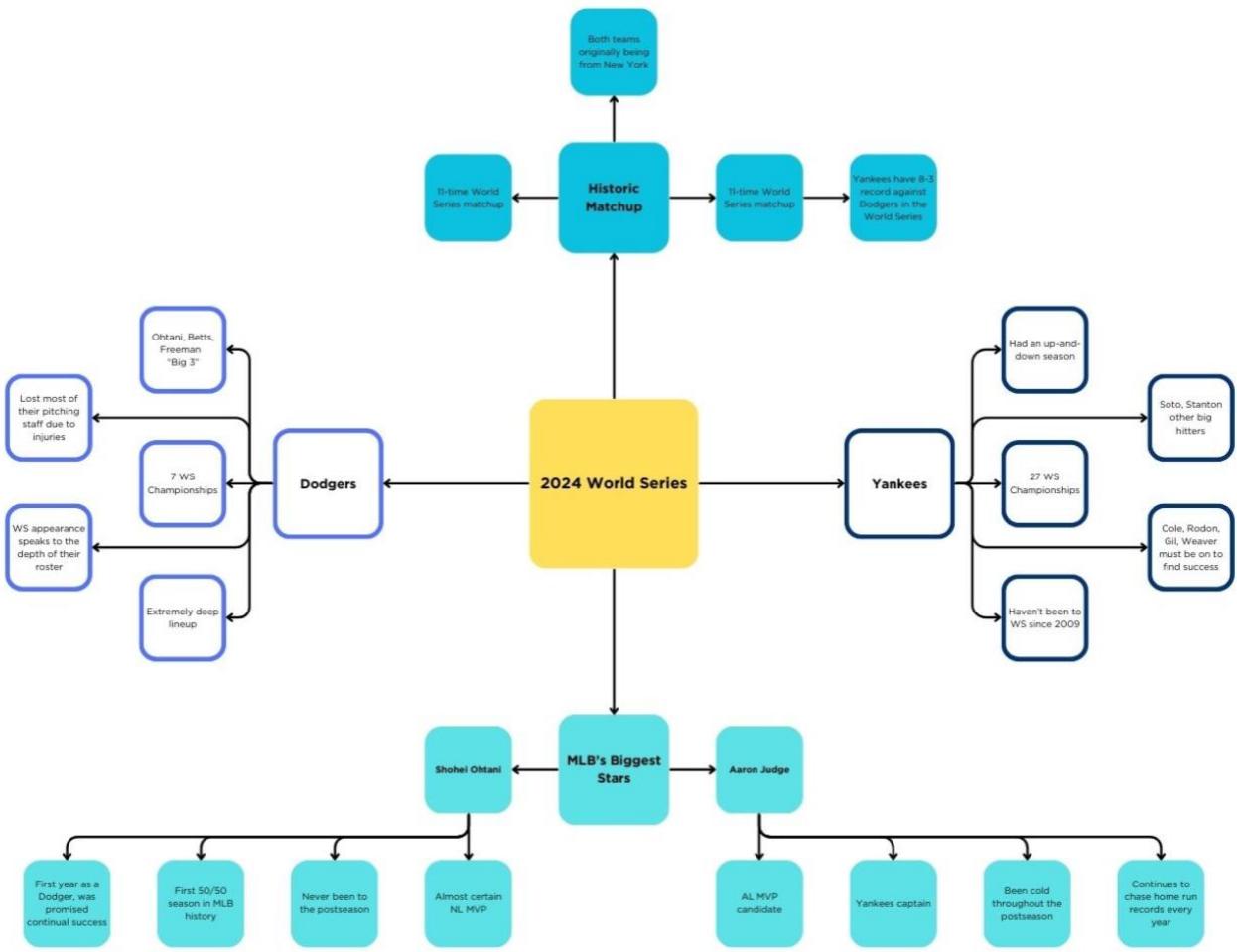
9. Tagline:

Diving deep into the 2024 Fall Classic

10. Look and feel description:

Serious but engaging and exciting tone, hyping the audience up for the World Series. Bringing a fan's excitement to MLB fans everywhere.

MIND MAP



QUESTIONS / NOTES

HOOK:

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

Listing out the biggest stars/attractions to the 2024 World Series so the audience will be intrigued from the start

2. Hook ideas:

- Aaron Judge, Shohei Ohtani, Mookie Betts, Juan Soto, Freddie Freeman, Giancarlo Stanton – all on baseball's biggest stage
- Mention the historic nature of the Yankees/Dodgers World Series matchup and how it's all led to today
- Start with how both teams originated from New York and now both are fighting for the Commissioner's Trophy

MESSAGE/STORY:

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

The 2024 World Series is significant for many reasons – especially historically, economically, and emotionally.

2. Clearly describe the following parts of your story:

- a. **Beginning:** Introduce the World Series and the teams involved in 2024 (Los Angeles Dodgers and New York Yankees), discuss how both teams fared during the regular season and how they got to this point
- b. **Middle:** Discuss the historic (most common postseason matchup), economic (global markets = global viewership, top-selling jerseys in the league both represented), and emotional (Yankees haven't been to the World Series since 2009, Shohei Ohtani's first postseason, huge expectations for both teams this year) context of this World Series
- c. **End:** Hype up this year's World Series, discuss potential pitching matchups and predictions, mention that no matter the outcome, this will be a World Series to remember

NARRATION/HOST:

1. Who will lead us through the piece?

I will lead the podcast, and there are no guests featured on the episode.

2. Narration ideas:

Upbeat, engaging tone to build excitement about the 2024 World Series.

MUSIC:

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

The mood and feel will be exciting. It will encourage people to tune into the World Series and to do their research beforehand to learn more about this historic matchup.

2. Music track ideas:

Upbeat, fast-paced music, most likely from the electronic genre.

AMBIENT AUDIO:

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

There is no real location for the piece as it doesn’t really take place at a baseball stadium. The listener can imagine themselves there, though, or sitting in front of the TV waiting for a game to start.

2. Ambient audio ideas:

The roar of a stadium crowd

SOUND EFFECTS:

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

Sounds from a baseball stadium would help tell the story because it would take the listener into the place where all the magic happens. Including broadcasting calls would help the listener understand how the team arrived at this point and how they have achieved success thus far into the season.

2. SFX ideas:

If I can include legendary broadcasting calls, I may do that. I am also considering using the crack of a baseball bat making contact.

(OPTIONAL) INTERVIEWS:

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

SCRIPT

Name: Lindsey Komson

Title: Baseball's Biggest Stars on the Biggest Stage

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">• List out the biggest names from this year's World Series, all on baseball's biggest stage <p>Introduction:</p> <ul style="list-style-type: none">• Introduce the 2024 World Series• Discuss the two teams involved: Los Angeles Dodgers and New York Yankees• This World Series is significant for many reasons whether you're a fan, employee, or anyone in the world• Let's take a look at the reasons why <p>Historical Context:</p> <ul style="list-style-type: none">• Dodgers and Yankees were both New York teams• The two teams have met 11 prior times in the World Series• Yankees have won 8 of 11• Discuss signature moment(s) from past matchups <p>Financial Context:</p> <ul style="list-style-type: none">• Major League Baseball is a diverse league with players coming from all over the globe• Baseball particularly has a heavy Latin American/Hispanic presence so that's always a market that's tuning in• This year with Shohei Ohtani in the postseason, the World Series is gaining viewership in Japan and all over the world

- Shohei Ohtani and Aaron Judge have the two highest-selling jerseys in the league – this World Series will significantly drive jersey sales and other merchandise as well
- Dodgers and Yankees have 2 of the highest payrolls in MLB – speaks to how money can lead to success if the team is built correctly

Emotional Context

- Yankees haven't been to the World Series since 2009, fans have been disappointed for years due to high expectations
- Shohei Ohtani's first postseason, already making headlines during and after every game
- Both projected league MVPs are featured in this year's World Series, will spark lots of chatter and debate
- Both teams have extremely high expectations for this season

Conclusion:

- The 2024 World Series is going to be one for the ages
- Will the Dodgers' star power take them to the top?
- Or will the Yankees end their 15-year World Series title drought?
- Only time will tell

(Fade music up)

(Fade music and ambient 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.