

Global Norming

PODCAST PROPOSAL

Brianna Mejia
ICM 528 Content Creation



Proposal

Global Norming is a four part podcast series in which I give tips, information, advice, and opinions on sustainable living as a member of Generation Z. In this proposal, I will outline the pre-production, production, and post production of the series. This podcast will be a laid-back, conversational style in which I talk about Generation Z's newfound power in environmental change as well as give information on how we can live more sustainably. This podcast will also put a focus on Generation Z and the power that our generation holds in making lasting, environmental change. The series will be uploaded on its own website and accompanied by a logo, episode graphics, episode descriptions, and environmental photos of the recording.

Objective

The objective of this podcast to educate Generation Z on the environmental impact of their actions and choices as well as educate them on the power our generation holds in making change. Environmental concerns have been around for years, but recently environmental change has become more important than ever before. The rate of environmental degradation has only increased with our technological advances and our advanced ability to clear land and harvest resources. However, it is not too late to make changes.

One generation has emerged as the leader for environmental change. Generation Z, often on the receiving end of jokes about our heads being buried in cell phones, has emerged as the generation that is devoted to climate change. But why Generation Z? As a generation who is growing up and experiencing some of the worst environmental crises' in our planet's history, these young people have realized that the only people who can save their future is themselves.

Because of this, a lot of Gen Z has changed their lifestyle to live more sustainably. A study done by Finder.com found that 35% of Generation Z wanted to be meat-free by 2021. But is it enough? If we have any chance of a future on this planet, our generation needs to work together to live sustainability and realize our potential.



Audience

- *Anyone ages 16-25*
- *Interest in the environment*
- *Generation Z*

Generation Z can be as young as 9 years old and as old as 24. In addition, according to a study done by Riverside FM, 49% of monthly U.S. podcast listeners are aged between 12-34.

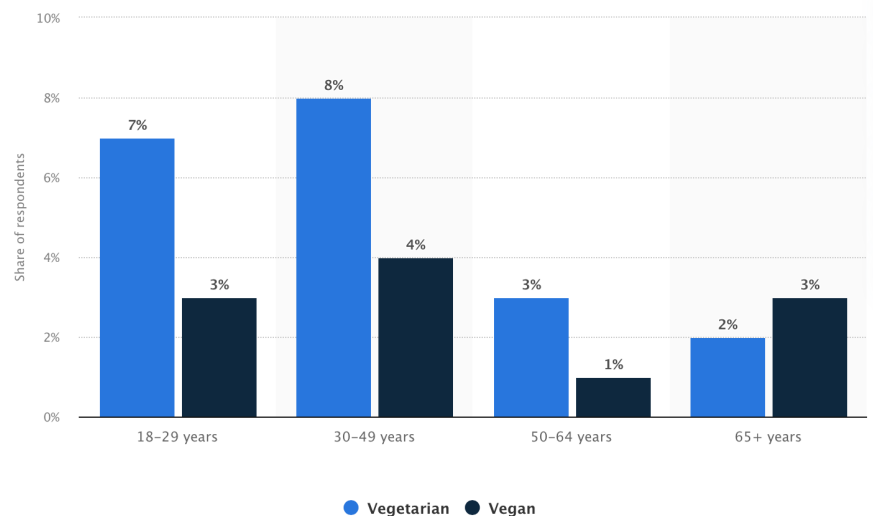
However, most 12-year olds are not in a financial situation to be cooking different food and avoiding fast fashion. This led me to increase my age range to 16, since 16 year olds are often in situations where they can make an independent decision about the way that they eat and shop.

While my podcast will mostly attract people who already have an interest in environmental change, there will certainly be listeners who have not made changes in their lifestyle to live more sustainably. This is why my goal is to produce a podcast that will educate these people on the environmental impact of their actions while also offering tips on where to start. My goal is to inspire a generation who has been told there's no hope left.

This generation gets a lot of their information from social media such as twitter, facebook, and instagram, which is not always the most reliable source. My podcast will offer fact checked information and give sources that they know they can trust.

With that being said this podcast is for both people who live the most sustainable lives to those who have no idea where to start. As long as there is some interest in environmental impact, this podcast will educate and entertain whoever is listening.

Consumers who are vegan or vegetarian in the U.S. 2018, by age group



SOURCE: STATISTA GLOBAL SURVEY



Artifacts and Deliverables

Research

This podcast will require a lot of research. Each episode will include statistics about environmental impact and in some cases, detailed histories of the industries that do the most damage. This gives us a good understanding of where past generations have brought us and educates us on the current state of the industry and its impact. All this information will be collected through preliminary research. Another topic that will be studied in preliminary research is generation z and why they care more about the environment than previous generations. This is crucial when connecting with my audience and their motivations and fears.

During my research, I will also conduct interviews with people who fit my target demographic. I will ask questions such as:

- Do you consider yourself interested in the environment?
- Do you have any environmental concerns? (If they say yes, ask what their concerns may be)
- Do you do anything that benefits the environment? If so, what do you do?
- What is your favorite media of entertainment? (ex. TV, social media, podcasts, readings etc.)
- Do you listen to podcasts? If so, list the names of the podcasts you listen to.
- What keeps you interested when listening to podcast? What bores you while listening to a podcast?
- Where do you get information from?

These questions will give me insights on their actions as well as their podcast preferences so that I can make my podcast appeal to them just as an entertainment podcast would.

My research will also look into other environmental and generation z podcasts on NPR, Spotify, Apple podcasts, and YouTube. Looking at all of these distribution mediums gives me an idea of more professional podcasts compared to more conversational fun podcasts and what each one does well.



Production Plan

After the production plan is approved I will lay out tasks in the app Asana, a project management system that allows me to create different tasks, attach documents, and add comments. This will make sure that I am aware of due dates while also making sure that I am organizing each step of the process. Below is an image of what Asana look like on desktop.

The Production plan breakdown will consist of the following weeks:

Pre Production: Weeks 3 and 4

Production: Week 5

Post-Production: Weeks 6 and 7

Task name	Assignee	Due date	Audience	Tags	Estimated hours	Channel	Effort
Recurrent pieces							
▶ Press release on acquisition 4	Blake Pham	23 Apr	Premium	Low priority	2	Press	Low
▶ Create new infographic	Blake Pham	30 Apr			5	Social	Low
▶ Editorial calendar	Blake Pham	21 May	Premium		4	Social	Medium
▶ Customer spotlight #1 2	Kat Mooney	19 Jun	Business	High Priority	3	Blog	Medium
▶ Customer spotlight #2 interview 1	Nikki Henderson ...	22 May	Premium	Low priority	3	Blog	Medium
▶ New feature roundup	Kat Mooney	24 Apr	Premium	Mad priority	5	Blog	High
▶ Christmas campaign 6	Avery Lomax	28 Aug	Business	High Priority	3	Social	High
▶ Create campaign	Blake Pham	1 Oct	Premium	Low priority		Social	Medium
					SUM	34	
New formats							
▶ Work-life balance newsletter	Avery Lomax	20 Mar	Premium	High Priority	4	Email	Low
▶ Roadmap	Jennifer Lu	25 Mar	Business		3	Web	Medium
▶ Apollo for nonprofits 2	Kat Mooney	19 Mar	Business	Low priority	9	Press	Medium

SOURCE: ASANA.COM

Scripts

Even the more informal and conversation podcasts have a structure. While I will not be writing full scripts in fear of sounding too rehearsed and robotic, I will be creating outlines. Much like research paper outlines, I will start with more general topics to lead me into a conversation, and under the general topic include statistics I need to remember as well as important points that I want to touch on.

In addition to these outlines, I will be including segments on my show where there is no script. This includes guest speakers or taking questions from people that send them in through a google form that I send out. The episodes will include intro and outro music as well as soundbites.

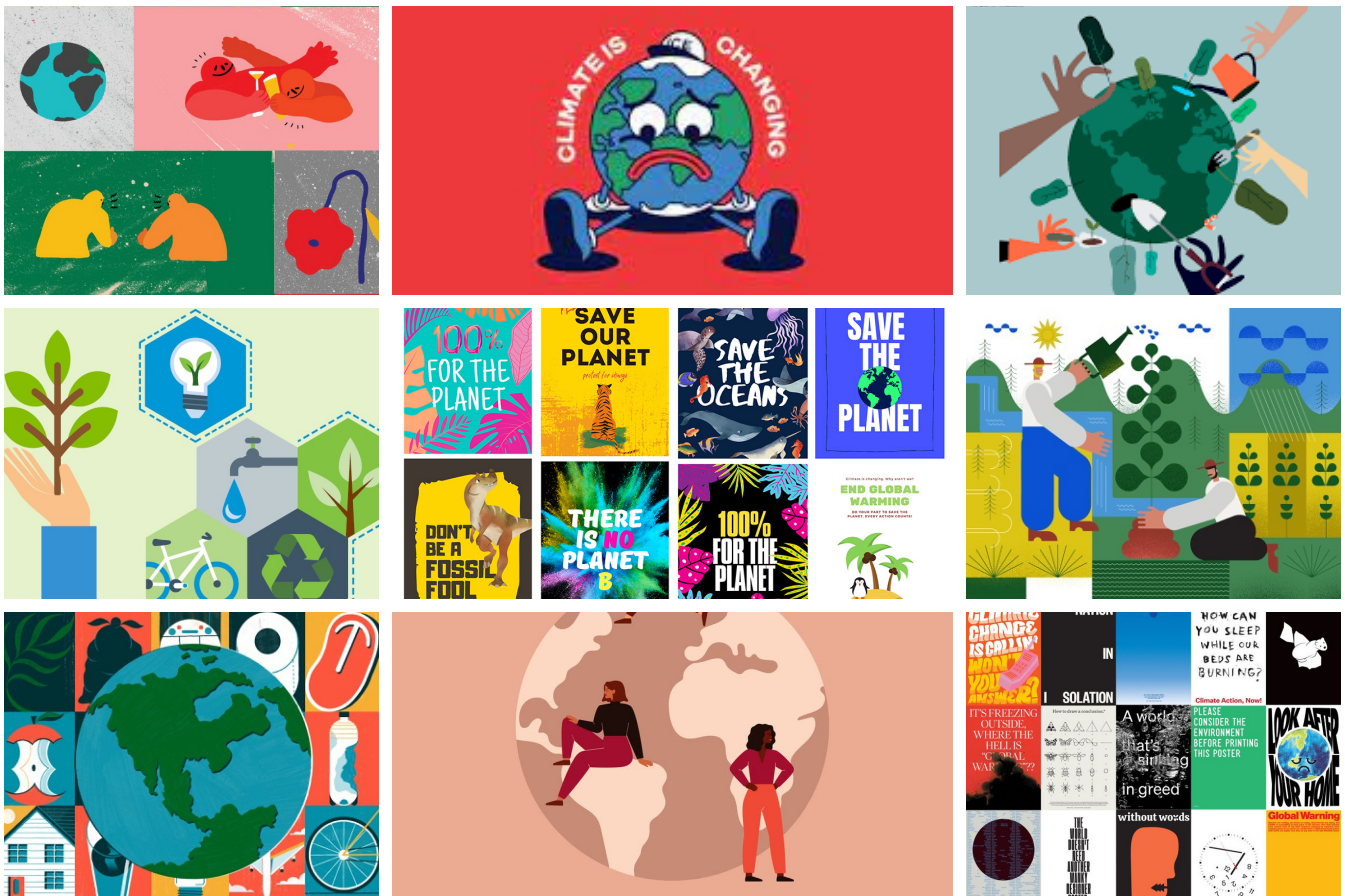


Logos and Graphics

The Logo of the podcast is the name and slogan accompanied by a speaker with sound waves. Instead of incorporating something environmental with the logo, I chose an earth toned color palette to convey that instead.

Even though podcasts offer a listening experience, there is still a focus on pictures, cover art, and logos that enhance the listening experience. Each episode will include a unique graphic that follows the mood board below. I want to include illustrations, cartoons, and art that connect to environmental issues. The cartoons fit the conversational style of the podcast and are also fitting with the young demographic.

While I record episodes, I will have my roommates take behind-the-scenes photos. These will be uploaded to my behind-the-scenes section on my website. Also in that section will be recorded zoom interviews with guests and any other behind-the-scenes content that I get.





Website Creation

The podcast will only be available to be streamed through a website that I create through WordPress. This website will be a stand-alone site that is branded like the podcast and includes the logo as well as an "about" section that includes the objective of the podcast. As mentioned before, the website will include a "behind the scenes" menu item, as well as a tab called "episodes" where the episodes will live.

The about menu item will include information on the podcast as well as information about the host.

About the Host: Brianna Mejia



Brianna Mejia is a graduate student in the Interactive Media program at Quinnipiac University.

She found her passion for the environment in her high school environmental science class where she learned about environmental degradation and the damage we do to the earth. Since then, she has changed her lifestyle to be more sustainable.

Brianna's interest in the environment has led to ongoing research in which she is always trying to live a more sustainable life.

Equipment



The production of the podcast will be done with 3 pieces of equipment and an audio editing program. To produce the podcast I will be using a professional podcasting microphone, my laptop, and headphones. The professional microphone will ensure that I have great sound quality that does not pick up on ambient noise. The microphone will be connected to my computer where I will be collecting the audio for editing. Finally, my headphones will ensure that I can hear my audio loudly and clearly, so I can pick up on any noises that should not be there.

To record and edit my podcast, I will be using Audacity. This is an audio editing program I have used before. It is easy to cut clips and add in music. It also has a plethora of other features to produce the perfect podcast.



Format

The overall structure of the podcast series will consist of 4 episodes. Each episode will start with a prerecorded introduction that will also stand alone as an introduction to the series on the website. This introduction will be separated by royalty-free music that I will find on youtube. The music will be followed by a very short and informal introduction to the topic of the episode. Each episode will have a topic and script.

Episode 1

The first episode will have a longer explanation as to what the objective of the podcast is. It will speak mostly about generation z and what lifestyle changes many people in this age group have already made. It will stress the importance of sustainable living and the power that generation z has in changing the course of our climate change. This episode will not dive into any environmental issues but instead, speak about the power this generation holds.

Episode 2

This episode will go into detail about the environmental impact of eating less meat. Even though veganism has become the new "trend", few people are actually educated on how it can help the environment. I will go through a short history of the radicalization of the poultry industry in the US and how it became so detrimental to the environment. I will also give tips on how to include less meat in your diet that doesn't include eliminating it from your diet altogether.

Episode 3

This episode will go into the environmental impact of fast fashion. It will start with the definition of fast fashion and what qualifies. Many people don't even know that the brands they buy from are fast fashion. I will speak about the new trend of thrifting and how repurposing clothing is a small lifestyle change that can make a huge impact. I will also include brands that have sustainable clothing that listeners can use as an alternative to fast fashion. Again, I will stress that living sustainably does not mean eliminating any piece of fast fashion from their wardrobe.



Episode 4

This final episode will talk about single-use plastics. I will give an in-depth history of why so much single-use plastic is used today. I will also go over what single-use plastic is since it is not a common term that a lot of people use. Included in the episode will be tips on how to reduce this plastic and common items we all use that contain a lot of plastic. I will also go over how to properly get rid of it since some of us do not have the option to get rid of it altogether.

Outro



The outro will be extremely short and include music to end the podcast as well as information on where you can listen (website name). This will also be prerecorded and put in at the end of each episode.

Post Production



After all of the clips are recorded, I will go to Audacity where I can insert the music, soundbites, introduction, and outro. After the episode has been cut to approximately 20 minutes, I will export them and create unique episode graphics to go with them. I will upload it to the WordPress site after the creation of the graphics.