

# Pre-Production Planning Document (PODCAST)

## GENERAL INFO

1. **Your Name:** Melanie Topchik
2. **PROJECT:** Podcast

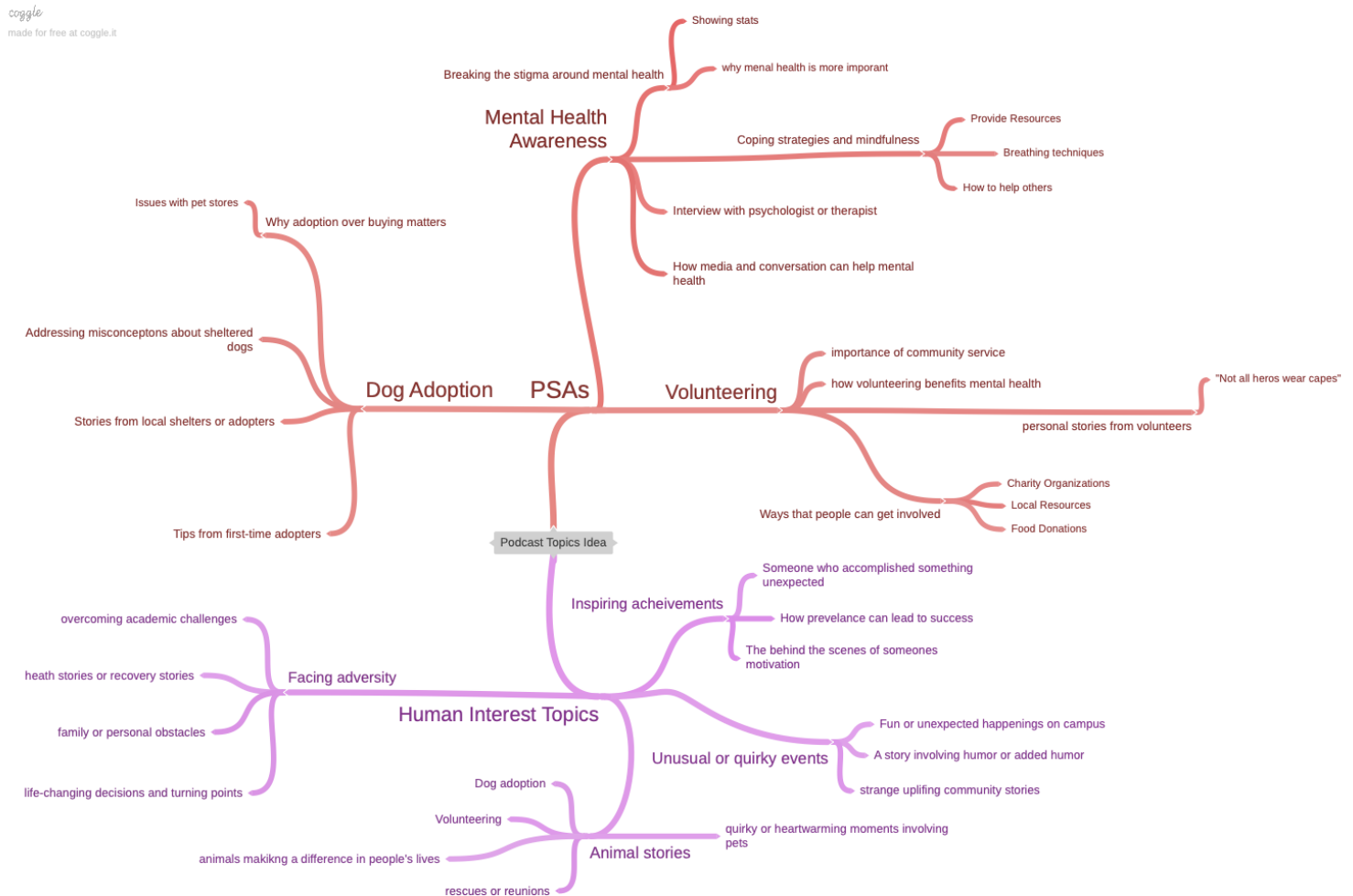
## CREATIVE BRIEF

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 aimed at young adults, specifically college students and young professionals, who can relate to the awkward, stressful, and unexpected challenges of daily life.
3. How long must it be?  
2:00 minute to 10:00 minute piece
4. What is your objective with the piece?  
To entertain and connect with listeners by sharing relatable, funny stories about everyday challenges, while also highlighting that everyone goes through awkward or difficult moments and survives. I want the audience to laugh, feel seen, and walk away with a sense of shared human experience.
5. When is it due?  
11/2/2025
6. What is the overall idea?  
The podcast takes a humorous look at life’s small and big challenges, showing how awkward, frustrating, or ridiculous moments can become memorable stories. It emphasizes resilience through comedy and relatability
7. What is the storyline summary?  
The episode opens with a funny hook about common struggles everyone faces. It then transitions into personal stories. The episode highlights lessons from these moments, keeping the tone lighthearted and comedic, and closes with a playful reflection on surviving life’s awkward challenges.
8. Elevator pitch:  
Life is full of awkward, frustrating, and ridiculous moments. This podcast takes a deep dive into those moments with humor and honesty. *The Struggle is Real* is a short, funny episode that turns everyday challenges into relatable comedy while showing that we all get through them, sometimes barely, and can laugh about it afterward.
9. Tagline: “Because life is awkward and so am I”

## 10. Look and feel description:

The episode will feel light, fun, and playful, with quirky music, funny sound effects, and a relaxed, conversational tone. It's easy to listen to and relatable, meant to make people laugh while connecting over the everyday challenges we all go through.

## MIND MAP



# QUESTIONS / NOTES

## HOOK:

1. What will grab the attention of the audience within the first few seconds?  
Starting with a relatable, humorous scenario that instantly connects with listeners, like a funny disaster moment in everyday life
2. Hook ideas:
  - a. A short, funny personal story about a recent awkward moment.
  - b. A comedic exaggeration of a universal struggle (think burnt toast).
  - c. Quick one-liners that tease the funny stories to come.

## MESSAGE/STORY:

1. What message are you trying to deliver to the audience?  
Life is messy and full of challenges, but it's also hilarious. Laughing at our struggles can help us connect and feel less alone.
2. Clearly describe the following parts of your story:
  - a. **Beginning:** Open with a funny, relatable moment that immediately sets the comedic tone. Introduce the theme of facing everyday challenges.
  - b. **Middle:** A personal funny story or an exaggerated challenge. Highlighting the awkwardness and humor while showing how to face the struggles.
  - c. **End:** Wrap up with a funny reflection on what can be learned from these moments, encouraging listeners to laugh at life's awkwardness and appreciate their own ability to survive mishaps.

## NARRATION/HOST:

1. Who will lead us through the piece?  
Myself, as the podcast host
2. Narration ideas:
  - a. Use a conversational, storytelling style as if talking to a friend.
  - b. Include brief jokes, witty commentary, or side remarks to keep energy high.
  - c. Vary pacing and tone to emphasize punchlines and funny moments.

## MUSIC:

1. What is overall "mood" and "feel" of the piece?  
Light, upbeat, and playful. The music should make the listener feel amused and engaged.
2. Music track ideas:
  - a. Quirky, upbeat instrumental tracks
  - b. Light jazz or ukulele riffs

## AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?  
Listeners should feel like they're in a casual, everyday environment
2. Ambient audio ideas:
  - a. Light background chatter or typing sounds
  - b. Coffee shop ambiance or soft street noise
  - c. Optional subtle household sounds (like a blender or kettle) just to be dramatic

## **SOUND EFFECTS:**

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

SFX can emphasize punchlines, awkward moments, or exaggerate funny mishaps. They make the story more immersive and add comedic timing.

2. SFX ideas:
  - a. “Womp womp” trombone for fails
  - b. Boing or slip sound for physical mishaps
  - c. Ding or pop for punchlines or “aha” moments

# SCRIPT

Name: Melanie Topchik

Title: The Struggle is Real

VIDEO	AUDIO
(NO VISUALS FOR AUDIO PROJECT)	<p>(Fade in ambient audio)</p> <p>HOOK:</p> <p>Start with a relatable, humorous scenario that instantly connects with listeners, like a funny disaster moment in everyday life: "Ever send a text to the wrong person and instantly regret it? Yeah... let's talk about how life loves to mess with us."</p> <p>(Begin music - upbeat, quirky, 5 seconds)</p> <p>(Fade music to background level)</p> <p>VOICE OVER (Host, high energy):</p> <p>Hey everyone! Welcome to <i>The Struggle is Real</i>. I'm Melanie and today we're diving headfirst into life's awkward, frustrating, and downright ridiculous moments.</p> <p>Ever send a text to the wrong person and instantly regret it? Or try bringing a boyfriend to your house for the first time just to find puke in your bed? Yeah... life loves messing with us, and today we're talking about why it's okay to laugh at the chaos.</p> <p>(SFX: Record scratch on "puke in your bed")</p> <p>VOICE OVER (Host, slightly amused):</p> <p>Let me start with one of my own disasters...</p> <p>[Continue story about finding dog vomit in bed]</p> <p>(SFX: womp-womp sound effect)</p>

At the time, I was panicking, thinking I'd ruined my chances of him ever wanting to step foot in my house again. But, honestly- I think the situation really just added more character and whimsy to my life.

VOICE OVER (Host, reflective with humor):

So, what can we learn? Life is messy and unpredictable, and that's okay. You'll probably survive even if it feels like a disaster at the time. And laughing at yourself? The best thing you can possibly do.

(SFX: Boing or pop sound on "do")

VOICE OVER (Host, upbeat):

So, if you're listening and thinking, "Yep, my life is one big pile of flaming shit," welcome to the club. Just breathe, laugh, and maybe take a picture for future entertainment.

Thanks for tuning in to *The Struggle is Real*. Remember, life may mess with you, but there's always room for a comeback. Or at the very least, you can come back here and listen to me try to make sense of it all.

(Fade music up for outro, 5 seconds)

(Fade music and ambient out)