

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Austin Gao
2. **PROJECT:** Podcast

CREATIVE BRIEF

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

2. Who is it for?

This podcast episode is for those looking to purchase an engagement ring soon for their special someone but aren't exactly sure where to start.

3. How long must it be?
2 Minutes

4. What is your objective with the piece?

The objective of this piece is to educate those who are thinking about getting engaged about the different processes and intricacies involved. Right from the planning, the different kinds of stones, and the budgeting. There is a lot to unpack in 10 minutes. It is impossible to go through all of it in the 10 mins allotted so I'm going to focus on a specific element which is gold and different metals, specifically 24 karat vs 20 karat.

5. When is it due?
10/26/25

6. What is the overall idea?

The idea is to develop a platform where individuals can feel confident and sound about their purchase

7. What is the storyline summary?

Intro music comes in -> I will introduce the episode's topic -> discuss the importance of today's topic -> develop action steps for the listener -> sneak peak next episode's topic

8. Elevator pitch:

Purchasing an engagement ring is not easy, which is why I started this podcast in order to educate and inform those who are going through the process for the first time about what to expect and help you find that perfect ring.

9. Tagline:

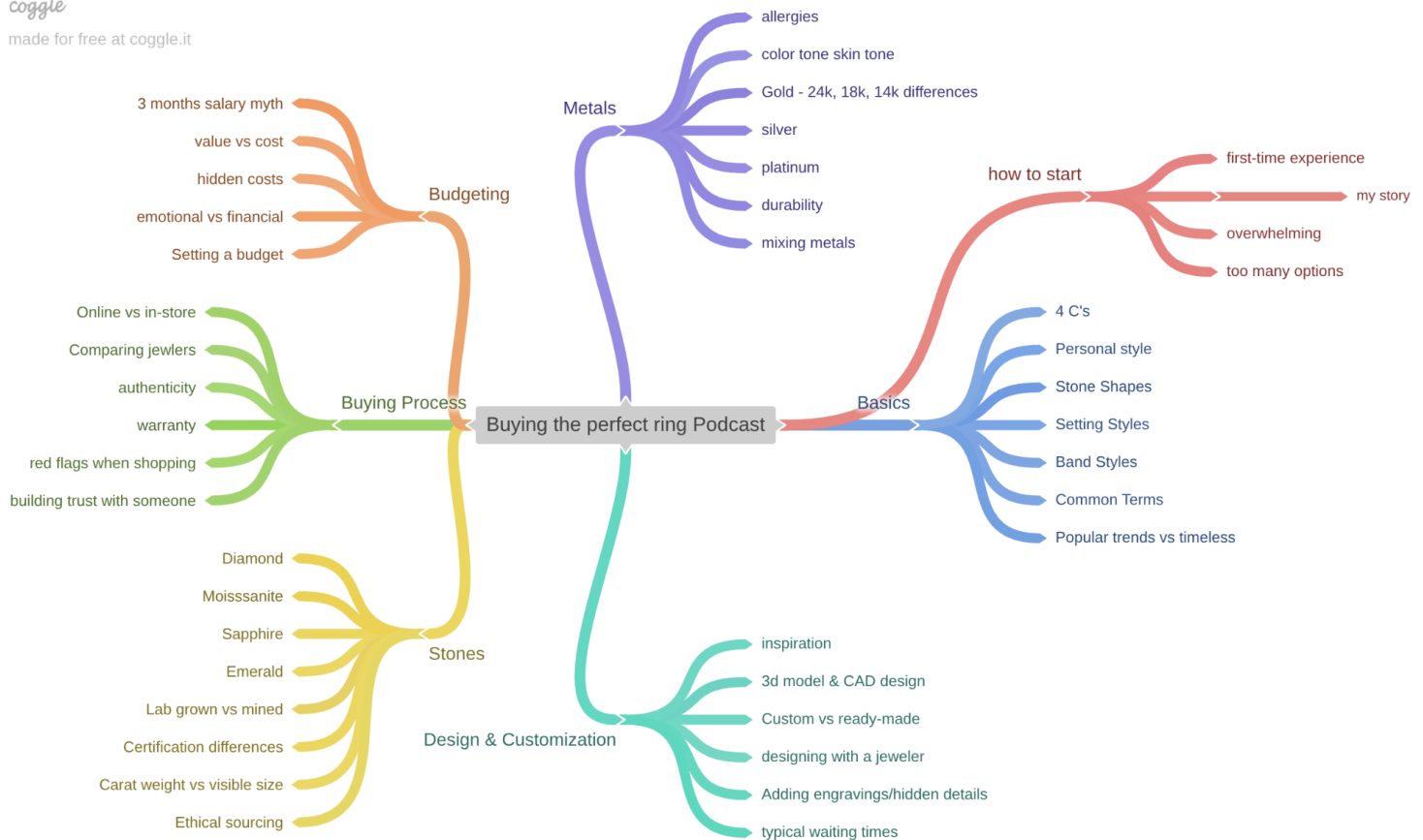
Learn how to buy perfect ring for your partner

10. Look and feel description: This podcast should feel elegant but also authentic. I want the tone to feel comforting and supportive, as if a brother or close family member were giving this advice to the user.

MIND MAP

coggle

made for free at coggle.it



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?
 - a. The topic and title are crucial elements to grabbing the attention of an audience before they even press play. Within the first few seconds, listeners should know what they will gain from this episode and perhaps a funny/horror reddit story might capture their attention as well.
2. Hook ideas:
 - a. Want to find that perfect ring?
 - b. This man proposed and was rejected all because of one single element...
 - c. Reddit story-

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
 - a. In this episode, I want to tell the listeners the key differences between 18k gold vs 14k gold. Whichever they choose, it's important to know key differences such as purity, cost, and overall look.

2. Clearly describe the following parts of your story:
 - a. **Beginning:** Start with a personal quote/story about my experience choosing the gold for a ring
 - b. **Middle:** Break down the main info: difference between 10k, 14k, 18k, and 24k.
 - c. **End:** Finish with reflection and suggestions/tips and advice

NARRATION/HOST:

1. Who will lead us through the piece?
 - a. I will lead the audience through this piece.
2. Narration ideas:
 - a. Narrate in a warm and welcoming tone and friendly towards the audience.

MUSIC:

1. What is overall “mood” and “feel” of the piece?
 - a. The overall mood is elegant and friendly. Something classical, jazzy and polished. Another option is something more romantic or emotional.
2. Music track ideas:
 - a. Golden Hour Love
 - b. Diamond Shine
 - c. Timeless Beauty

AMBIENT AUDIO:

1. What is the “location” of the piece? If we close our eyes, where should we imagine that we are?
 - a. We imagine that we are in a jewelry store
2. Ambient audio ideas:
 - a. Background hum
 - b. Light background of people talking

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
 - a. A
2. SFX ideas:
 - a. Bling bling (shiny diamond)
 - b. Door chime (entering a store)

(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: Austin Gao

Title: Buying the Perfect Ring - Episode 1: Understanding Gold Karats

<u>VIDEO</u>	<u>AUDIO</u>
(NO VISUALS FOR AUDIO PROJECT)	<p>Sample: (Fade in ambient audio)</p> <p>HOOK: 24-karat," "18-karat," "14-karat" – what do those numbers <i>actually</i> mean?</p> <p>VOICE OVER:</p> <ul style="list-style-type: none">• Welcome to <i>Buying the Perfect Ring</i>, the podcast that helps you make smart, confident decisions when it comes to choosing that one piece of jewelry that means everything.• 24K Gold - Pure but Soft<ul style="list-style-type: none">◦ 99% pure -◦ Soft which means it can scratch or bend easily◦ Pros: very close to pure gold without the drawbacks of pure gold, a bright yellow color◦ Cons: not suitable for setting gemstones• 18K Gold - The Sweet Spot<ul style="list-style-type: none">◦ Pros: highest purity for all practical jewelry use; has amazing depth of golden color◦ Cons: higher purity makes it a more expensive karat weight; still easily scratched◦ 75% pure - 25% mixed metals• 14K Gold - Everyday Toughness<ul style="list-style-type: none">◦ Pros: very durable while still retaining a large amount of pure gold; a very good value◦ Cons: more likely to cause instances of skin irritation◦ 58.3% gold a good balance for beauty and practicality• Bonus: White & Rose Gold<ul style="list-style-type: none">◦ The cooler tone comes from metals like nickel. Rose

	<p>gold is a mix of copper which gives it its pinkish tone.</p> <p>Outro:</p> <ul style="list-style-type: none">- Remember: choose what fits you- Next episode we will discuss how different diamond cuts ca <p>(Fade music up) (Fade music and ambient out)</p> <p>INfo from: https://shop.kenanddanadesign.com/pages/gold-10k-14k-18k-22k-24k</p>
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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.