

# PODCAST PROPOSAL

PROPOSED  
BY SOLA  
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# INTRODUCTION

The following is a proposal for a podcast series that immerses the world of individuals impacted by Sickle Cell Trait and Disease. This storytelling podcast will merge personal accounts and experiences of those affected by Sickle Cell, including myself, with research elements and findings surrounding topics relating to the disease. All supporting content for this series will be accessed and retrieved through the podcast's website.

This proposal lays out the objective, audience, and production plan for the podcast, detailing all major deliverables that will be produced throughout the process.



# OBJECTIVE

The objective of Feel My Pain (FMP) is to provide an inside look into the daily experiences of individuals diagnosed with a rare blood disorder called Sickle Cell Disease (SCD). As an individual with Sickle Cell and the host of this podcast, the first season of this podcast will consist of my significant Sickle Cell-related life experiences and personal stories. Podcast guests will include family and close friends that have been impacted by the disease and have shared in my experiences.

Feel My Pain is a space to be raw, real, uncensored, and explicit about first-hand experiences surrounding Sickle Cell. Although many individuals experience Sickle Cell personally, each experience is vastly unique. In future seasons, I will invite others affected by Sickle Cell Disease to submit their stories anonymously, permitting me to narrate each account to the FMP podcast listeners. Altogether, Feel My Pain will call attention to every facet of living with Sickle Cell Disease.



## FOUNDER, HOST

Born and raised in the state of Maryland, Sola is a full-time graphic designer and a graduate student studying Interactive Media and Communications. As a first-generation American born to Nigerian parents, Sola has lived her entire life with Sickle Cell Disease. She is the only individual in her immediate family diagnosed with Sickle Cell and refuses to allow her diagnosis to limit her.

Sola spent much of her life keeping personal matters concealed. However, with time she has found that many individuals are unaware of the effects of Sickle Cell Disease on millions of people worldwide. She's no expert, yet she is eager to share, learn, and raise awareness, so get ready to encounter Sickle Cell like never before!

# AUDIENCE

Feel My Pain is for:

- Individuals who have Sickle Cell Disease or Trait, or are directly connected to someone diagnosed "with the disease or trait"
- Individuals desiring to grow their knowledge and empathize

Sensitive and mature topics may be discussed on this podcast, therefore 15 years of age is the suggested minimum age for all podcast listeners.

# OUTLINE

## **S1E0 Topic: Welcome!**

An introductory episode that answers the following: What is Sickle Cell Disease? Whom Does Sickle Cell Disease affect? Why name this podcast "Feel My Pain?" What is the objective of Feel My Pain?

## **S1E1 Topic: We Almost Broke Up**

An episode where my husband and I discuss the challenges we faced while dating relating to SCD that almost ended our relationship.

## **S1E2 Topic: Crisis Away from Home**

A story about a time in which I checked myself into a hospital in another state by myself and struggled with hospital employees to receive treatment.

## **S1E3 Topic: Crazy Car Accident**

A story recounting a time I was involved in a car accident that took a great toll on my health.

## **S1E4: Sickle Cell and Older Siblings**

An episode in which my older siblings share their experiences and perspectives surrounding SCD.

## **S1E5 Topic: A Mother's Love**

A discussion with my mother covering her perspective of parenthood and Sickle Cell.

## **S1E6 Topic: In Sickness and in Health**

An episode featuring my husband in which we talk about his perspective of and exposure to SCD before and after marrying me.

**\*Episodes in bold will be produced as part of ICM 528.**



# FORMAT

Podcast Episodes will range from 20-35 minutes and contain the following:

- Podcast Intro
- Host/Guest Introduction(s)
- Background/Supporting Information
- Story
- Lessons Learned/Takeaways
- Call to Action
- Podcast Outro

# COMPONENTS

- Soundtracks (to indicate podcast segments)
- Sound effects (for dramatic effect)
- Facts, tips, and supporting information related to podcast topics
- Vocabulary words and term definitions
- Takeaways (overarching thoughts and ideas anyone can learn and benefit from)



# DELIVERABLES

## RESEARCH

This podcast will be comprised of and supported with extensive research. From general podcasting information to best scripting and editing practices to vocabulary words and definitions to medical research and discoveries concerning Sickle Cell Disease, numerous mediums will be accessed and included in an annotated bibliography.

## PRODUCTION PLAN

Using Basecamp or Trello, I will develop a detailed plan for production. This plan will identify all tasks surrounding the podcast. Each task will have assigned deadlines to keep me organized and accountable.

## SCRIPTS

All episodes of *Feel My Pain* will follow a script including each element listed within the format section of Page 6.

## GRAPHICS

Keeping social media and the podcast website in mind, graphics will be created to support each episode of the podcast. These pieces will reference the topics discussed, incorporating the logo, branding, stock imagery, direct quotes, and images of myself and/or my guests.

## WEBSITE

A squarespace website will be created for listeners to learn about the podcast, access episodes, contact me, and submit personal stories in preparation for subsequent seasons.

## PODCAST EPISODES

As part of this course, three podcast episodes will be recorded, edited, and published to start season one. The entire first season will be completed by January 9, 2022. To be released to the public on January 14, 2022.



