

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Sola Awojoodu
2. **PROJECT:** Podcast

CREATIVE BRIEF

1. What must it be?

Podcast Pilot/Welcome Episode (0)

2. Who is it for?

- People with Sickle Cell Disease or Trait
- People directly connected to an individual diagnosed with Sickle Cell Disease or Trait
- People wanting to learn about the experiences of those diagnosed with Sickle Cell Disease or Trait

3. How long must it be?

2-10 minutes (likely around 6 minutes)

4. What is your objective with the piece?

The objective of Episode 0 is to introduce the podcast to all listeners and give insight into what they can expect from the podcast.

5. When is it due?

April 3, 2022

6. What is the overall idea?

To provide an inside look into the daily experiences of individuals diagnosed with Sickle Cell Disease or Trait.

7. What is the storyline summary?

This episode will give the listeners background information on what Sickle Cell Disease is and who it affects, followed by an introduction of the podcast name and its meaning. Finally, this episode will inform its listeners of what to expect from the podcast.

8. Elevator pitch:

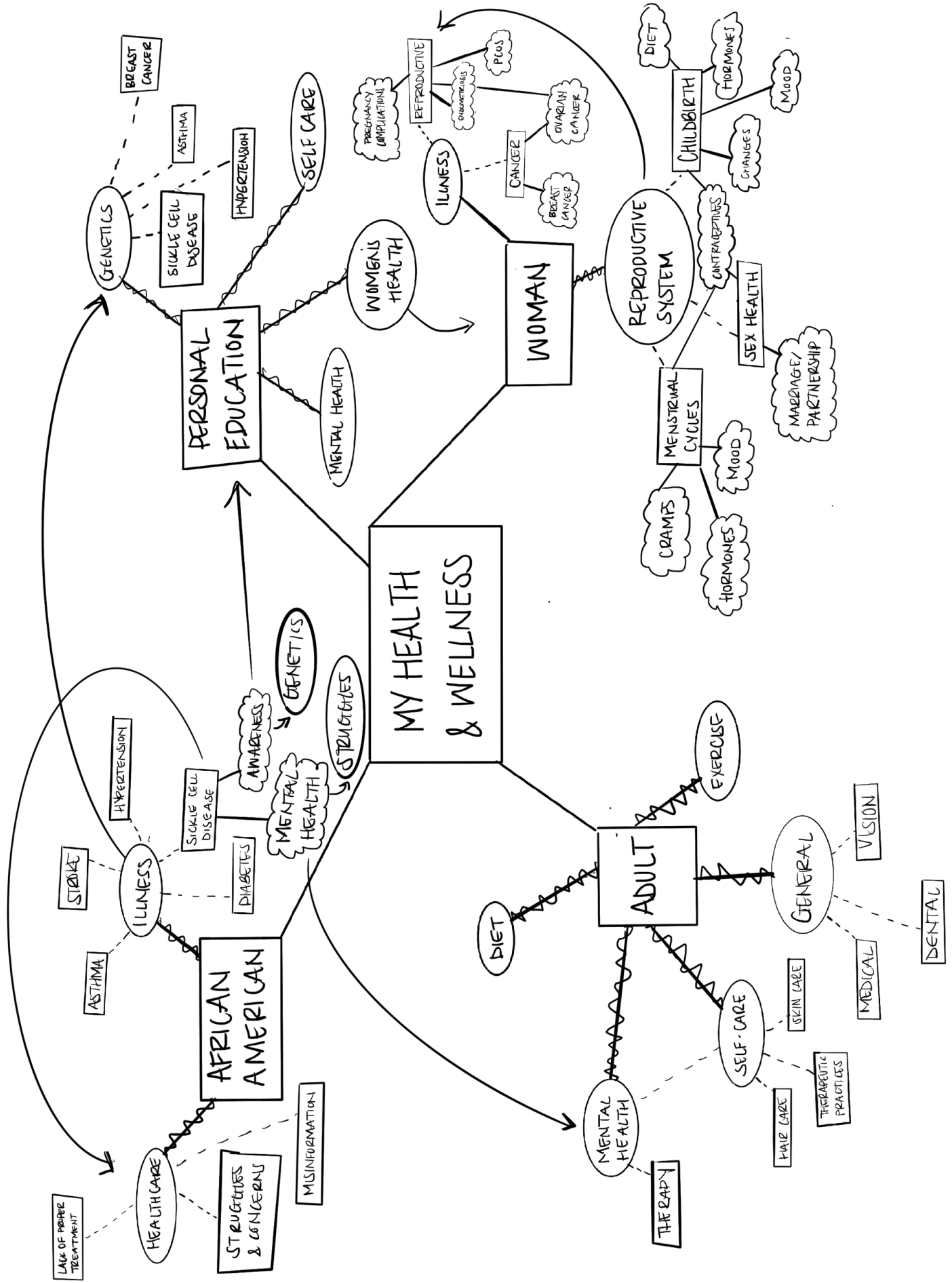
"Feel My Pain," is a podcast that raises awareness by sharing real stories of those impacted by Sickle Cell Disease.

9. Tagline:

Get ready to encounter Sickle Cell like never before.

10. Look and feel description:

Informative, true/factual, authentic, sincere



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?
 - Intro music
 - A quick introduction that includes the podcast's name and elevator pitch
 - Introduce myself as the host
2. Hook ideas:
 - Include bright, uplifting music.
 - Script: "Welcome to 'Feel My Pain,' a podcast that raises awareness by sharing real stories of those impacted by Sickle Cell Disease."

MESSAGE/STORY:

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

Sickle Cell Disease affects millions of people worldwide but is often under recognized in the medical field and generally unheard of. The goal of this specific episode is to inform listeners about Sickle Cell, who it affects and the objective of the podcast.
2. Clearly describe the following parts of your story:
 - a. **Beginning:** Music/Hook/Episode Introduction including elevator pitch and host introduction.
 - b. **Middle:** Basic description of Sickle Cell Disease and who it affects. Explanation of the podcast name and goal.
 - c. **End:** Outro including information on how listeners can follow and connect with the podcast

NARRATION/HOST:

1. Who will lead us through the piece?

Founder and Host, Sola (myself)
2. Narration ideas:

First episode: nonfiction narrative
All other episodes: storytelling, story-driven, interviews, and/or conversational

MUSIC:

1. What is overall "mood" and "feel" of the piece? Bright, uplifting, engaging music
2. Music track ideas: ["Savannah" soundtrack](#)

AMBIENT AUDIO:

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

Sitting with the host, listening to her speak
2. Ambient audio ideas:

As the intro episode will be simple and straight forward, there won't be any ambient audio.

SOUND EFFECTS:

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

The first episode won't require sound effects. However, certain sounds in future episodes may help the stories that are shared feel more imaginable or relatable.

SFX ideas: ambulance sirens, heart rate monitor, hospital sounds, etc. in future episodes

(OPTIONAL) INTERVIEWS:

1. Who will you interview?

In future episodes, I hope to interview some of my loved ones to gain first-hand accounts of their experiences with Sickle Cell Disease.

2. Why is this person important to the piece?

My loved ones have witnessed Sickle Cell's impact on my life. They have been impacted as well. Furthermore, some of my loved ones have been diagnosed with Sickle Cell too and have their own unique experiences to share.

3. What questions will you ask?

Describe how Sickle Cell Disease has impacted your life.

4. What followup questions might be important?

What specific memorable experience(s) would you like to recount? Can you provide details? Please describe your thought processes. Please describe how you felt.

SCRIPT

Name: Sola Awojoodu

Title: Feel My Pain Podcast S1E0 – Welcome!

VIDEO	AUDIO
(NO VISUALS FOR AUDIO PROJECT)	<p><i>(Begin podcast soundtrack – few seconds)</i> <i>(Fade podcast soundtrack to background level)</i> <i>(Begin voice over introduction over podcast soundtrack)</i></p> <p>VOICE OVER INTRO:</p> <p>[high energy] Welcome to “Feel My Pain,” a podcast that raises awareness by sharing real stories of those impacted by Sickle Cell Disease. I’m Sola, your founder and host, and today we are talking about Sickle Cell Disease and the origin of this podcast.</p> <p><i>(Increase podcast soundtrack level – few seconds)</i> <i>(Fade out podcast soundtrack to background level)</i> <i>(Begin voice over)</i></p> <p>VOICE OVER:</p> <p>[relaxed] Alright, so, since this is the intro episode, there are a few things I’d like to get out of the way. Let’s jump right in... **breathe**</p> <p>[high energy] First and foremost, what is Sickle Cell Disease?</p> <p>[relaxed] Sickle Cell Disease is an inherited rare blood disorder, causing red blood cells to change shape and break down. Red blood cells are typically round in shape, like a donut. However, with Sickle Cell, some red blood cells become misshapen, resembling an awkward crescent shape, like a banana. **breathe**</p> <p>Generally, red blood cells carry fresh oxygen throughout the body. Sickled red blood cells are sticky and stiff. They stick together, and can’t move through the blood stream easily, which also makes it difficult for all red blood cells to deliver oxygen. Sickled cells can block blood flow, which causes infections and chronic pain, also known as Sickle Cell crises. **breathe**</p> <p>This pain can range anywhere from manageable to severe and can lead to additional medical complications. Crises are commonly treated with medication and blood transfusions. Although new developments are on the horizon, bone marrow transplants are the most recognized cure for Sickle Cell Disease. **breathe**</p> <p>[high energy] Who does Sickle Cell Disease affect?</p> <p>[relaxed] Sickle Cell Disease affects millions of people worldwide. According to the American Society of Hematology, “approximately 70,000 to 100,000 Americans have sickle cell disease.” Medline Plus states that Sickle Cell Disease “is most common among people whose ancestors come from Africa; Mediterranean countries such as Greece, Turkey, and Italy; the Arabian Peninsula; India; and Spanish-speaking regions in South America, Central America, and parts of the Caribbean” **breathe**</p> <p>In a nutshell, Sickle Cell Disease impacts numerous people. Although this disease affects a wide range of ethnic groups, the most common groups of</p>

people affected are in Africa as well as individuals of Afro-Caribbean and Afro-American descent. ****breathe****

Additionally, for a child to have Sickle Cell Disease, both parents must have either the disease or the Sickle Cell Trait. There are multiple variants of Sickle Cell Disease, which we'll learn about along the way. ****breathe****

[high energy] So why name this podcast "Feel My Pain?"

[relaxed] The short answer: Sickle Cell Disease is marked by severe, intense, chronic, excruciating, unfathomable pain. I'm talking about some of the worst pain everrrrrrr. **[emphasis] **breathe****

Furthermore, the pain caused by this illness is multi-faceted. ****breathe****

The true inspiration for the words "Feel My Pain," come from a song called "You Can Never Feel My Pain" by the late Prodigy of Mobb Deep. Mobb Deep was an American Hip Hop rap duo comprised of Prodigy and Havoc, popular from the mid-90s up until around 2014. ****breathe****

In his song, "You Can Never Feel My Pain," off his debut solo album, H.N.I.C., Prodigy details his experiences with Sickle Cell and how the disease impacted him physically, mentally, spiritually, and emotionally. He raps about the different types of pain he encountered throughout his life and how no one can understand its magnitude. Though the song includes language that may be offensive to some people, if you listen to the lyrics, you'll gain insight into some of the hardships in Prodigy's life that can be attributed to Sickle Cell Disease. ****breathe****

[high energy] Okay, now, let me tell you about this podcast.

"Feel My Pain" is a podcast dedicated to providing an inside look into the daily experiences of individuals diagnosed with Sickle Cell Disease. People with Sickle Cell, as well as those directly connected to individuals with the disease, are invited to share their personal stories through an anonymous submission form. These submissions will be transformed into a storytelling experience in which you, the listener, can assimilate the world of those with Sickle Cell and "feel their pain." With a distinctive approach, "Feel My Pain" will provide insight, increase understanding, and raise awareness for a medical condition affecting millions of people of color worldwide. ****breathe****

By now, some of you may know and some, not so much, but, if you haven't figured it out yet, my name is Sola, and I have Sickle Cell Disease. SS, to be exact. And before you start feeling bad for me, I want you to know that I do my best not to let it define me, okay? So if you're feeling bad, sorry for yourself (lol). ****breathe****

I'll start off this podcast by sharing some of my personal experiences and discussing Sickle Cell alongside my loved ones. Eventually, I'll transition to sharing the stories of others. ****breathe****

[high energy] So, if you have Sickle Cell Disease or Trait, or are directly connected to someone diagnosed with the disease or trait, this space is for you! It's a space to be raw, real, uncensored, and explicit about your first-hand experiences surrounding Sickle Cell. From the worst crisis you've ever had, to the most significant realizations you've come to, or the most genuine interactions you've experienced, you are welcome to share freely and candidly. ****breathe****

[high energy] Alternatively, if you are here to learn and empathize, this space is for you too! Although many individuals experience Sickle Cell personally, each experience is vastly special. Therefore, you are guaranteed to learn something new with each episode. Altogether, "Feel My

Pain" will call attention to every part of living with Sickle Cell Disease.
****breathe****

[high energy] So, get ready to encounter Sickle Cell like never before.

VOICE OVER OUTRO:

(Fade in podcast soundtrack to background level)

[high energy] Thanks for tuning in to the first episode of the "Feel My Pain" Podcast!

To learn more or share your story, visit feelpainpodcast.com. Before I go, show some love for your soon to be favorite podcast by leaving a review. You can also find this podcast on Instagram at [feelpainpodcast](https://www.instagram.com/feelpainpodcast). Be sure to subscribe so that you can receive notifications when a new episode is available. ****breathe****

(Increase podcast soundtrack level)

[high energy] ****catchphrase**** K, thanks, love you, byeeee!

(Play podcast soundtrack – few seconds)

(Slowly fade out podcast soundtrack)