

# Next Wave<sup>®</sup>

## PROJECT PITCH



# IDEA OUTLINE

## (Coffee Bar Test)



Start off talking about lifestyle and current events going on like lockdown - A topic everyone can relate to.

Discuss different activities people are occupying themselves with.

(jingle to show transition between topic)

To make it seem smooth, our next topic will link to the previous topic so there is not a sudden change.

We are going to talk about what people do to stay active at home and then transition this topic into sport which is where we are going to introduce our first guest.

After this, we will have a general chat which will lead into our third main topic of gaming.

We want our podcast to be educational, but in an informal and entertaining way.



# MINDMAP OF INITIAL IDEAS

- Food
- Sports
- Current Affairs
- Relatable covid stuff

Talk about interviewee's subject of choice

Time fillers:

- Music (?)
- TV shows / films (?)



# INSPIRATION MOODBOARD

- Peter Crouch podcast
- Joe Rogan podcast
- Misfits podcast
- Happy hour podcast
- True geordie podcast



# AIM/PURPOSE

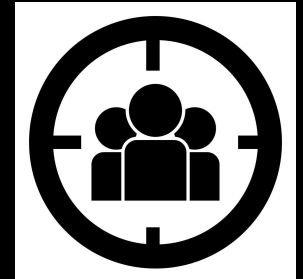
The aim is to entertain/educate people about ongoing events in everyday life, sports, gaming, whatever our interviewee does and other topics that just come up.

We want to make it seem as though the listeners are part of a conversation so we do not want it to be formal. Listeners are more likely to stay if there is a laid back feel.



# TARGET AUDIENCE

The target audience of our podcast will be around 16-25 year olds. We believe that having a young target audience makes it easier for them to relate to the topics we're talking about as it's coming from our point of view. This doesn't necessarily narrow down who can and can't listen to our podcast as the topics we plan on talking about are quite general, so older listeners may have a different opinion.



# PRESENTATION STYLE

We're presenting it with a certain structure but we will have random topics that we talk about in between. The podcast will be informal as its more just chatting than scripted.

All three of us will also be involved, so listeners will feel as though they are part of a conversation.

We want our podcast to be educational, but in a way listeners don't lose interest quickly. As we're going to speak about our personal experiences, the stories will be unique to keep people interested.



# CONTENT



Intro (jingle)  
Audio sting in between topics  
Start with lifestyle/current affairs topic.  
Transition into sports/media.  
Then gaming.  
Events in our life

Special guest joins 30 minutes in (or halfway)  
...To Be Continued





# AUDIENCE PARTICIPATION



The first podcast won't include audience participation due to the fact that we don't have an audience. However, audience participation can be included after we get feedback from the first episode.

For future episodes, social media platforms can be used to gather our audiences opinions.



# CONTINGENCIES



We have decided to invite our guest onto the podcast via zoom. This will allow us to be more flexible with who we can invite on as they can talk to us remotely.

If any of us are unable to come in and record, a zoom call could also be used so everyone can still be a part of the production.



# PROPOSED BROADCAST TIME



Our proposed broadcast time will be around 1 hour long. If when we edit our audio and it's any less than an hour, we will make sure to keep it above 45 minutes. We are planning to record as much audio as we can so we can pick out the best parts and also ourselves to cut out any silences that may occur. This will solely be a podcast, so no video editing is required.



# FURTHER DEVELOPMENT



If this podcast was to be continued in the future, our audience participation would play a greater part in the production of our podcast. If we carried on and built a social media platform, it would be much easier to interact with listeners to include their opinions on future episodes. This allows listeners to feel as though they are a part of something.



# Guest Questions: Ian-Reed Downs

- > How long have you worked as a presenter? In radio and pitch side
- > What is it like to be a patron for It's in the bag?
- > How has this whole situation affected your commentaries for games?
- > What kind of work do you get to do as an ambassador for Children's Hospice South West?
- > What's it like going from having thousands of fans in the stadium to none at all?
- > Being a radio presenter, how has working at home changed your show and has it been easy?
- > What has been your favourite moment of your career?
- > Who has been your favourite person you have interviewed?
- > Out of all the people you have interviewed, who has inspired you the most?
- > What motivated/got you through the covid situation (both lockdowns)?



Ask about Ian Wright  
interview, link to im a celeb



# RECORDING TIMES



- Interview with Ian Reed-Downs recorded on Wednesday morning
- Record intro after podcast has been recorded
- 2 segments on Tuesday and the rest on Thursday