Proposal for

“Things You Wish You Knew in Middle School” Audio Podcast

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# Things You Wish You Knew in Middle School

# Project description

## Purpose Statement

Through the creation of this podcast, I hope to address different issues and topics associated with growing older and discuss common things that most people go through. By doing this, I plan to use it as a way for others to relate to, provide comic relief, and even allow my guests and I to reflect on lessons that we have learned up to this point in our lives.

## Needs Analysis

I feel like there is a need for this podcast because it can be a way for others to understand more in depth about certain issues that others have dealt with while also giving listeners a way to relate to things or reminisce on a time in peoples’ lives that can be stressful. I also want to implement a less serious tone to the podcast to draw people in and provide discussion that has meaning yet also emits multiple emotions. Throughout every episode, I want listeners to leave feeling more empathetic towards different topics, assessing their own experiences and life lessons that they have learned, and even learn something new to help them better understand experiences that have made them who they are or understand what someone else could be going through.

## Audience Analysis

I feel as if this podcast can be directed towards any gender, as I would like to have guests on who cover different sides of the spectrum in order to more listeners to relate. In terms of age, I am mainly directing this towards those primarily college-aged because that is what my guests will fall into and we will be discussing experiences that are specific to the exact years that we were in middle school. With this being said, I believe that there are some issues that remain prevalent to those in middle and high school today, so listeners in these age brackets could potentially find interest in the podcast, but I am intending it for those college-aged.

## Objectives

After listening to this podcast, the audience will be able to get a glimpse into experiences that others have had in their middle-early high school years of growing up and hear the lessons that these individuals have learned in their lives thus far.

# Strategies

## Creative Approach

The information that I am wanting to communicate to the audience will be done so through an approach that is more nonchalant and easy-going. The setup of each episode will have an introduction of the guest(s) present, a short overview of who they are right now, and who they were in middle school along with some sort of life lesson to go along with each new episode.

## Content Outline

The following information includes a rough outline of what each episode of this podcast will consist of:

Episode 1: Sam and Chloe (release date: Oct. 10)

* Introduction of the podcast and myself along with topics that will be discussed and the point of the entire project
* Introduction of guests
* Talking about specifically the pressures of growing up as a female
* Discuss who we have grown into today
* Outro

Episode 2: Cameron (release date: Oct. 17)

* Short welcome back and possible recap of last episode
* Introduction of guest
* Discussion of growing up dealing with internal struggles for those discovering their sexualities
* Who Cameron is now
* Outro

Episode 3: Katie (release date: Oct. 24)

* Welcome and recap of past episode
* Intro of guest
* Touch on mental health and struggles growing up dealing with those issues
* Who Katie is now
* Outro

## Media Selection

I plan to get my message across to listeners through my website and social media. Since the content that I will be producing does have some serious points to them, I do not want listeners to get distracted by visuals, so it is remaining strictly audio.

# Scope

## Budget

In order to make this project happen, I must be able to rent podcasting equipment (i.e. microphones, a way to record it, editing software). I must also be able to have access to a soundproof area along with refreshments for my guests and a way for transportation to and from the area that it will be recorded. Along with this, the testing, design, and delivery will take research and time in order to implement the podcast correctly.

Project Management $ 150.00

Analysis $ 100.00

Design $ 50.00

Production $ 250.00

Testing $ 50.00

Delivery / Implementation $ 300.00

**TOTAL $ 900.00**

## Schedule

I propose a project schedule of about 4 weeks. The exact speed of design & development will be affected by the project deadline.

Project Initiation Week 0

Analysis Week 1

Design Week 1

Production Week 2-3

Delivery / Implementation Week 2-4

**FINISH DATE OCT. 24**