

Dan Bennett  
Dr. Mary Pettice  
DCOM-282: Storytelling for Digital Media I  
22 October 2017

## Content Strategy

What is your brand (“personality”)?

*My brand is a gritty, realistic, yet slightly humorous, post-apocalypse set fictional story delivered in the format of a radio broadcast.*

What is your voice and tone?

*The tone of series will change depending on the part of the podcast. The tone of the general narration as well as the two latter parts of the broadcast will be relatively humorous and informal. I’m deciding to keep it this way in order to “keep things lighthearted” given the setting of the story. However, in the first part of the broadcast which is set in the past (relative to the story), the tone will be much more formal as it is meant to be a news broadcast informing the world, or at the very least the country, of the disaster that led to the world being the way it is in the story.*

What is the message helping your content achieve?

*For my podcast, there isn’t really a message that is even remotely useful for people within the real world; therefore, any message the podcast relays are only useful for those living within the fictional world set by the story. Relative to the story, however, the message allows the broadcast to help those living within the world survive and better protect themselves for the many dangers they must face every day.*

What is your primary message? (true throughout each episode)

*Relative to the narrative, the primary message of the broadcast is the relay of useful information that they can use to survive the rough, gritty world in which they live.*

What is your secondary message? (true throughout each episode)

*The second message, relative to the story, is to teach the people living within this narrative what had happened to the world to make it the way it is. To inform them of the chain of events that led to the world crumbling and becoming as apocalyptic as it is.*

What are the details (facts, data, anecdotes, and philosophies) that prove your message?

*Seeing as this is a work of fiction and the “message” isn’t any sort of moral dilemma, I’m not entirely sure that this question applies.*

What do you want users to do after they “get” your messages?

*Relative to the narrative, once the users receive the message that this broadcast is attempting to convey, the hope is that they use the information presented to better survive in the harsh world in which they live.*

What sources are you going to use?

*I’m going to need access to an audio editor, I plan on trying to use Audacity for this project. As for sound bites, I plan on searching primarily on creative commons; from there I’m going to need a handful of free songs as well as a few sound effects. I plan on having one interview on the podcast, therefore I need to enlist the help of a friend of mine to record some audio for me.*

What research will you have to conduct?

*Seeing as this is a fictional podcast, much of the minor details in the narrative can be simply made up. However, I’d like to listen to actual emergency radio broadcasts as well as look at televised emergency broadcasts to learn the various types of information they each relay so that my own can be more accurate. I’d also like to do some very basic research into the topic of mutation, as it plays heavily into the topic I’m discussing.*

What do you need to teach yourself?

*To properly record this series, I definitely need to teach myself how to edit audio and splice together multiple recordings of dialogue as well as music and sound effects.*

How is this content suitable for audio?

*The audio-only format of a podcast makes it the perfect media for my content.*

Will you have a webpage?

*For this project, I don't believe that a webpage dedicated to the podcast is necessary. I believe that simply having a few dedicated social media accounts (Facebook, Twitter, etc.) as well as a Soundcloud profile will be sufficient enough to be able to properly maintain the podcast and continue to expand our audience.*

What keywords will that content contain so users can find you?

*Post-apocalypse, role-play, emergency, radio, broadcast, retro-futurism, fiction, zombies*

If you use a platform, how will you categorize your podcast series?

*I'd categorize this podcast as Fiction, Literature, Role-Play, Post-Apocalypse, Zombies*

How will you describe the series in 50 words or less?

*"Welcome to FM 111.1 'A Taste of the Waste,' your only go to source for news, advice, and of course entertainment. Hosted by yours truly the ever-enigmatic Mercury Wonder. Here at 'A Taste of the Waste' we're dedicated to making this apocalypse a bit less apocalyptic."*

How will you describe the episode in 50 words or less?

*"On today's broadcast we have quite the surprise ladies and gents, oh yes; an **actual** recording from the day of reckoning itself! We've also got the tragic story of a kid and his pet Giant Relsquir, and some helpful advice on how to ward off them nasty New Colebrook Marauders."*

List five proposed episodes in detail

*I'm going to split each section of this part into the three major components of the broadcast: the old broadcast, the daily story, and the public service announcement.*

1.

- a. The first old broadcast. It begins with the initial emergency alarm, detailing that a state-wide state of emergency has been declared for Pennsylvania after what is initially described as a "viral outbreak" had been reported within the South-Central region of the state. The radio news anchor tries his best to

- detail the situation by reading off the rather confusing reports he's receiving from other journalists in the field. It ends on static due to a corrupted tape.
- b. The story of the week describes the rather morbid tale of a young child living within one of the many Wasteland settlements within the region. The story details the loving relationship between a boy named Benjamin and his pet Giant Relsquir, a mutated version of the common ground squirrel. The boy, after having a spat with his parents, trains his pet to kill his parents for him. The commentary for this will be rather lighthearted, adding a bit of dark humor to the podcast.
  - c. This week's PSA gives some general advice on how to scare away one of the common marauder gangs, the New Colebrook Marauders. The advice ranges from hanging dead animal carcasses around the perimeter of the settlement to creating a minefield.
- 2.
- a. This old broadcast picks up a few hours after the previous one let off. Now the broadcaster has managed to contact Senator Gary Youtz, who gives some very brief, cryptic remarks regarding the current state of affairs and how the government is trying to handle it. After Youtz goes off the air, the yet unnamed reporter can be heard fumbling around his office trying to contact more of the field journalists who have been keeping him updated, all while trying to keep the broadcast running. Near the end, a man can be heard bursting into the broadcast room and calls the reporter out to see something. The tape goes dead.
  - b. This week's story begins the tale of a woman who had recently made her way to the radio station. She detailed how she had gotten separated from the group of people had been travelling with. They were a group of travelling scavengers and salesmen who had begun their journey from a small settlement called Oakdale (a town west of Pittsburgh), who had hoped to build up a decent sum of cash by selling to settlements across the state. However, they were quickly attacked by an unnamed group of assailants and she woke up in an area she wasn't familiar with and managed to make her way to the radio station. Wonder Mercury puts out a message to her group hoping to locate them.
  - c. This week's PSA discusses the different areas that should be avoided at all costs; these include areas such as New Colebrook and other marauder hideouts, areas of high contamination, and common nests for dangerous mutated animals.
- 3.
- a. Picking up relatively quickly following the end of the previous tape, the reporter returns and welcomes everyone back to the broadcast; there's a sense of urgency and nervousness in his tone now. He begins to talk hastily about a government report that was just released about the state of

- emergency affecting the region; he reports that the government has placed a quarantine on the area and was therefore restricting access in and out of the state. He also reports that many of the field reporters have been silent since the original reports they had made. Another member of the radio station bursts into the room and the tape goes dead.
- b. This week's story is one about a group of marauders that had overtaken a school just outside the Radiation Zone. The group didn't know about the radiation in the area and they quickly mutated. The mutations they received turned the marauders into a group of super-powered zombie-human hybrids. Luckily for the citizens of the area, the group quickly moved west to pursue the larger settlements further away from the Radiation Zone.
  - c. This week's PSA gives out some very important information regarding the purification process for drinking water within the area, as well as listing out some of the better areas to search for clean, safe water.
- 4.
- a. This old broadcast picks up in the middle of a conversation that the reporter is having with the man who had previously burst into the room. While it's a bit difficult to make out entirely what they're saying, a good chunk of the conversation can be heard. "What the hell do you mean zombies? This isn't Night of the Living Dead, Chuck, that shit doesn't happen in real life," "I'm telling you what they're telling us, Nick." The banter goes on like this for a few minutes until the reporter, who we now know as Nick, remembers he was still broadcasting and goes to turn the tape off.
  - b. Building off of the story from week 2, another member of the group made his way to the studio and shared his side of the story. He gives a brief list of details regarding the assailants. He claims that they weren't typical marauders, but seemed like a much more well put together group of people. They were significantly better equipped than marauders and attacked the group in a much more organized style than the very savage marauder style. Once again, Wonder puts out a message to all asking for more information.
  - c. This week's PSA gives advice on treating wounds and healing yourself from the poison you can receive from Copperbear attacks, a mutated hybrid of Copperhead snakes and black bears who became venomous during their mutation.
- 5.
- a. A few hours later, Nick comes back on air seemingly a bit more composed, but still nervous. He reads off a list of compiled notes that had been given to him from the few field reporters who had managed to get back to him while the broadcast was dead. He reads off some of them rather professionally before breaking down and getting rather angry over the absurdity of the situation. He begins ranting and raving over how this is all just some sick practical joke, cursing the names of the reporters in the field and all of the

- people working at the station. It stops when Chuck re-enters the room and grabs Nick, telling him that it's not a joke, because some of the zombies have made their way to the studio. The tape goes dead.
- b. This week's story picks up from the story introduced in the first broadcast, the child who had trained his pet Giant Relsquir went on to training and raising an army of the creatures. His army moved up north into the Old York ruins and overthrew the powerful marauder gang that had held power over the citizens of the region for a long time.
  - c. This week's PSA discusses some of the various places that people can go to scavenge canned foods to eat. It also gives advice on how to go about sneaking into these different locations given that the majority of them are heavily guarded by the various marauder gangs in the region.