

Pre-Production Planning Document (PODCAST)

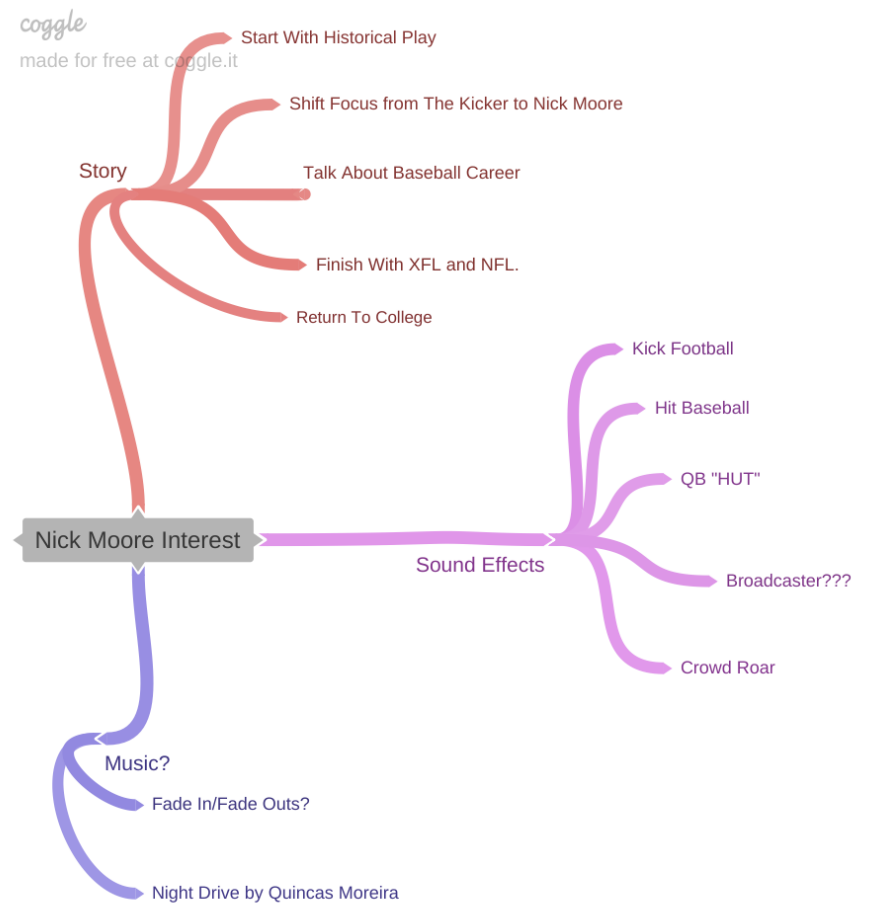
GENERAL INFO

1. **Your Name:** Ryan Hughes
2. **PROJECT:** The 405 Sessions: Moore To The Story

CREATIVE BRIEF

1. What must it be? – Must Be informative, relevant, and entertaining, will pertain to the story of Nick Moore, one of the most entertaining stories in NFL history. A man who went from baseball to football
2. Who is it for? – I'd say my age range, maybe late teens to early 20s, maybe even early teens, just showing how addictive social media can be.
3. How long must it be? – I want to say under three minutes, just need something to tell the story briefly.
4. What is your objective with the piece? – Create an enjoyable telling of the story of Nick Moore,.
5. When is it due? – Next week?
6. What is the overall idea? – Look at one of the NFL's most unbreakable records from the perspective of the man who didn't actually kick the field goal.
7. What is the storyline summary? – Basically, it goes through Nick Moore's journey from being drafted by the Red Sox, going up and down the minor leagues, before walking away to return to school and football, the struggles of trying to make it to the NFL, and finally making it.
8. Elevator pitch: Tell this story not many people actually know.
9. Tagline: Unknown
10. Look and feel description: Something you could listen to while washing dishes.

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds? – I think going right in with the story is the best opportunity.
2. Hook ideas: “Moore To The Story”

MESSAGE/STORY:

1. What message are you trying to deliver to the audience? – Keep working, don’t let things get in your way.
2. Clearly describe the following parts of your story:
 - a. **Beginning:** Mention how Moore helped set the record for Longest Field Goal in NFL History.
 - b. **Middle:** As the story progresses, we go back in time to follow the journey from MiLB to College, to the NFL, to the XFL, and back to the NFL.
 - c. **End:** We return to point A, with Moore having proved himself

NARRATION/HOST:

1. Who will lead us through the piece? – Maybe me? Maybe I’ll get someone else?
2. Narration ideas: I don’t really have an idea necessarily for narration, I want the story to tell itself.

MUSIC:

1. What is overall “mood” and “feel” of the piece? I want to try and create this mood of finishing a big task, making it to the big time.
2. Music track ideas: None at the moment

AMBIENT AUDIO:

1. What is the “location” of the piece? I strangely think of it like it’s taking place in a dark closet, it takes place in my dorm room, but trying to also create the scene of the field, etc
2. Ambient audio ideas: Not entirely sure

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why? Crowd Noises, Foley sound of sports events—baseball and football, etc.
2. SFX ideas: See Above

(OPTIONAL) INTERVIEWS: N/A

1. Who will you interview? None
2. Why is this person important to the piece?
3. What questions will you ask?
4. What followup questions might be important?

SCRIPT

Name: Ryan Hughes

Title: 405 Sessions: Moore To The Story

<u>VIDEO</u>	<u>AUDIO</u>
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<p>(NO VISUALS FOR AUDIO PROJECT)</p>	<p>Sample:</p> <p>We've all seen this play before. Justin Tucker lines up and proceeds to set the NFL Record for the longest field goal in NFL History. It was one of the most iconic plays of the 2021-22 season. But, what if I told you, this is not the most impressive story from that day. That would go to the guy who snapped the ball. His name is Nick Moore, to any viewer of the NFL, Nick Moore is just another nameless face on Special Teams. However, Nick Moore has a story of stops and goes, dreams ending, and relentless determination.</p> <p>(Fade music up)</p> <p>Welcome to the 405 Sessions, the show that talks about sports from my college dorm room, room 405. I'm Ryan Hughes</p> <p>Today's story begins in 2011. Nick Moore was drafted...by the Boston Red Sox. You heard me right. The Long Snapper who helped break one of the NFL's most thought-of unbreakable records was drafted in the 30th round of the MLB Draft. Later that summer, Moore suited up for the Red Sox of the Gulf Coast league.</p> <p>(Baseball Foley??)</p> <p>This would begin a series of up and downs for Moore, who would be promoted to Short-Season Lowell, then Low-A Greenville, before getting demoted back to Lowell, and then getting promoted in 2014 to High-A Salem. But sensing he was going nowhere; Moore retired from Baseball</p> <p>(Umpire Yer Out)</p> <p>and went to Georgia to pursue his education AND a career in Football.</p> <p>A Math education major, Moore walked on and became the Bulldogs long snapper. After only appearing in some games in 2015, 16, and 17, Moore was named the starting Long Snapper for Georgia in 2018. Moore would play in all 14 Games for the Bulldogs that season, before going Undrafted in 2018.</p>
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Still, Moore kept working, and earned a shot with the New Orleans Saints in April, by August he was gone. Fortunately for our guy, there was more than just the NFL For him. Moore joined the XFL for it's return season in 2020. The Tampa Bay Vipers were good to him, but once again, disaster struck. COVID.

With the XFL season suspended, Moore was once again without a job. Not for long though, as the Ravens called Moore and signed him. After hovering on the practice squad and signing a future's contract. Moore was named the team's Long Snapper of the future and made the Ravens' 53 Man roster. Leading all to this moment in week 3.

He was a baseball player, he was a student at Georgia, he earned and unfairly lost his spot in the XFL, but Nick Moore is now an NFL Long Snapper, and can hold his own claim as the man who helped set the NFL Record for the longest Field Goal in NFL History.

(Fade music and ambient out)

CREATE A PDF

When you are done creating this document, you should create a universal PDF document that can be easily posted to your blog or emailed (it's not safe to assume everyone has Microsoft Word, and the files can be very large).

