



CHAIN REACTION

VIDEO/PODCAST SERIES & SOCIAL MEDIA CAMPAIGN

PROPOSAL BY: MELINDA GARZA

INTRODUCTION

The following is a proposal for a joint video/podcast series and social media campaign about the dangers cyclists face when cities and communities do not support cycling lanes. I will outline the pre-production, production and post-production process and detail why this topic is crucial for the future of communities where cyclists and motorists can peacefully and safely coexist. The project will begin with an informational podcast episode that will explore current laws, a breakdown of injury statistics and dive into the successes cyclist-safe countries have as a result of their positive bike culture and infrastructure.

The project will then dive into the video portion of this series that will capture footage of different cities in Texas and their bike lanes, as well as highlight cyclists through onsite interviews. Among the interviews will be a cyclist who was hit by a drunk driver a few years back and is now an activist who fights for better infrastructure and bike safety laws.

The series will end with a final podcast episode that will focus on steps moving forward and what cities and communities in the United States need to do to catch up to ensure safety on the roads for both cyclists and motorists.

Tying the video and audio elements of this project together will be a social media campaign that will take advantage of the different communities on platforms such as Twitter, Facebook and Instagram to cross-share the content and bring in graphic elements as well.

The series will be rooted in research and facts, but also use cyclists' stories and experiences to make it more relatable for the audience. The content will be uploaded on Soundcloud, Youtube and several social media platforms.



SERIES TITLE

The project will be called Chain Reaction, which is both a nod to the chain used on bicycle wheels and also the common phrase, in which an instance causes series of events, each caused by the previous one. The chain of events I'm hoping to create with this project is education and taking action.

THEME

The podcast and video series will explore current trends in the world of bike safety and inspire viewers and listeners to take action, making the theme of this project motivation.



TECHINICAL STYLE

The genres of the video and podcast series will be educational and inspirational. It will be serious in tone, but remain interesting through the use of upbeat music to keep the audience engaged. As the story unfolds through interviews, it will also help create an emotional experience for viewers and listeners.

The footage will be in constant movement to give viewers an act of urgency and also place them in the shoes of what it feels like for cyclists on the road with the help of a GoPro.

The overall style will support and reinforce the project's overall theme and objective. The goal is to inform the audience of a serious issue through statistics and legal information while tying it together through several cyclists' actual experiences.

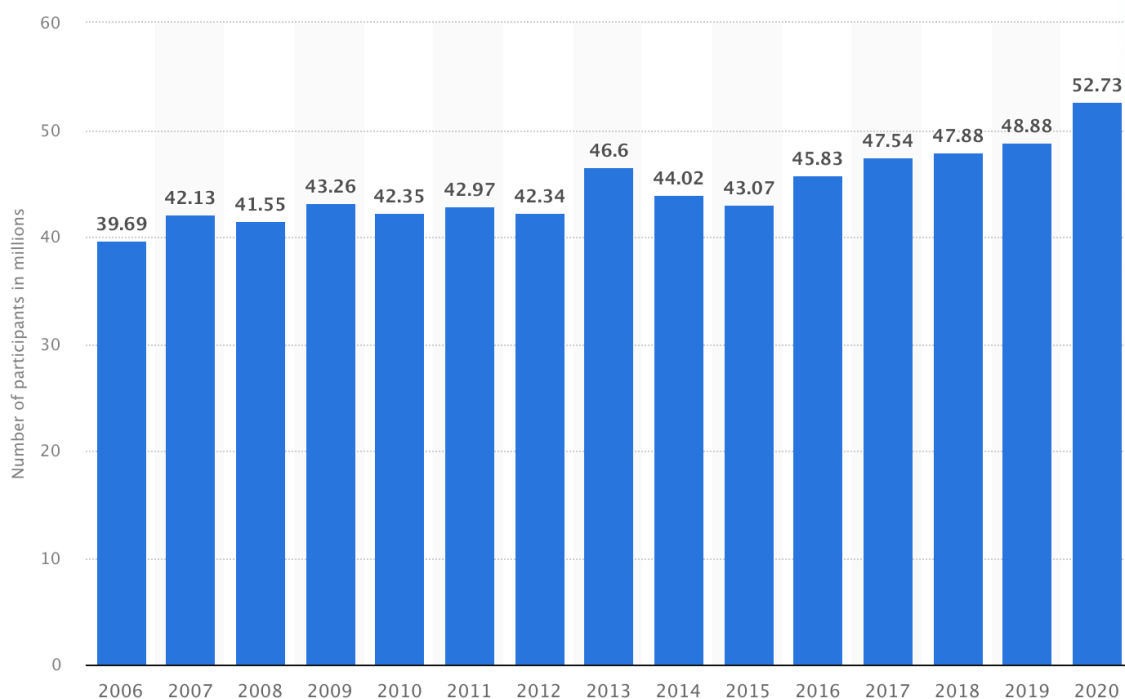
PODCAST/VIDEO LENGTH

The series will consist of two podcasts episodes, two videos and several social media posts. Each video and podcast episode will vary in time, but will be as long as is need to convey all the information required to tell a story.

TARGET AUDIENCE

This series will be relatable to a wide demographic and will have viewers and listeners thinking critically about the safety of everyone on the road. The audience for this project is not just cyclists, but motorists, pedestrians, lawmakers and anyone who has a loved one out on the road on a daily basis.

According to [statistica.com](https://www.statista.com), the number of cyclists in the U.S. has increased over the past three years from around 43 million to 47.5 million in 2017. In 2020, the number of cyclists (aged six and older) grew to about 52.73 million.



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[Additional Information](#)

[Show source](#)

My goal is to produce an entertaining video series and podcast for both cyclists and motorists. With the help of the social media campaign, I am hoping to reach additional audiences in an effort to begin the educational outreach to younger social media users.

This series and social media campaign will work to make the information I share relevant to as many people as possible.



PROJECT ARTIFACTS

RESEARCH

Because this project relies on informing its audience through facts, the research element is imperative prior to creating the physical content. Preliminary research will be thoroughly conducted to comprehend the laws currently in place, the cost of a social and physical infrastructure, learning who this will affect and why the number of motorist-cyclist crashes continue to rise. Every publication I will use as a source or reference will be properly accounted for and noted on my final annotated bibliography.

The mediums in which the podcasts, videos and social media platforms each element will be published on will also be researched to ensure I get the most engagement from the final products.

PRODUCTION PLAN

Upon the approval of this proposal, I will break down all the tasks needed to complete this project on a project management platform such as Trello. Through this platform, I will organize my tasks through checklists and keep on track of my progress by incorporating weekly due dates.

PRE-PRODUCTION

Laying the groundwork is vital to the success of this project and essential to a smoother process from beginning to end.

In addition to creating storyboards, outlining what will be scripted and what will be ad libbed and collecting any video, photo and graphic assets, I will also reach out to cycling groups to set up days and times I can stop by to record my footage and interviews.



PROJECT ARTIFACTS

PRODUCTION

In the production process of my project, I will record my video, interviews and audio podcast. It is also in this stage that I will take photos and create any additional graphics to be shared across various social media platforms.

POST-PRODUCTION

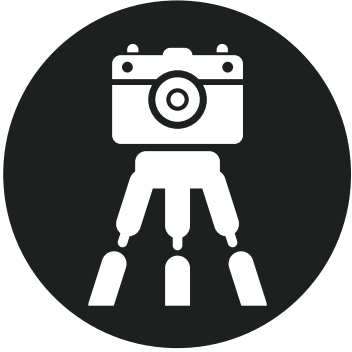
During the post-production process, I will edit all video, audio and graphics in preparation for their launch. It is also in this step that I will address any needed color-correction, clean up audio, incorporate music and sound effects and add any final touches that are needed for the content to look like what I pictured in the pre-production process.

PROJECT LAUNCH

By this point, I will have created a playlist on YouTube and Soundcloud and shared my content with classmates for feedback as an audience test. After considering and applying any changes from their critique, I will officially launch all content across several mediums and platforms.



EQUIPMENT



To record video for my series, I will use a Canon EOS 6D Mark II and a tripod to ensure I capture steady shots. In order to get moving shots by the cyclists, I will use a GoPro and attach it to a harness so that they can wear it during a ride.



To record audio for my podcast, I will use a Blue Yeti Microphone to ensure the best possible quality when I record in my home office. Additionally, I will use a Sony omni-directional lavalier microphone when recording interviews to reduce the amount of external noise when recording on location.



I will use my MacBook Pro to edit my footage on Adobe Premiere and audio on Adobe Audition. I will also use this laptop to schedule and post all of my social media content.



FORMAT & EPISODES

FORMAT

The series will consist of two podcasts episodes, two videos and several social media posts. Each will vary in time, but will be as long as they need to convey all the information required to tell a story.

EPISODES

PODCAST EPISODE 1

Episode one will cover the following:

- What is bike safety?
- What does sharing the road mean?
- How does the US rank in bike safety compared to other countries like Europe?
- What are the current laws? Is there punishment for breaking them?

VIDEO EPISODE 1

The first video in the series will introduce cycling groups and will answer who they are and why they do it. In this episode I will try to introduce a cyclist and ask how she/he got into cycling, whether they feel safe on the road and if the size of the city matters in relation to safety.

VIDEO EPISODE 2

In the second video, I will highlight Manny, a cyclist from the Rio Grande Valley who was hit by a drunk driver a few years back and is now a huge proponent for bike safe communities.

PODCAST EPISODE 2

Podcast episode two will wrap up the entire project and answer the following:

- Where do we go from here?
- What do cities and communities need to do to catch up to other countries to be safe?
- How does infrastructure fit in?
- What is doable in the next 5-10 years?



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