

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** __Mak Webber
2. **PROJECT:** Podcast: 'Mak on What's Wak'

CREATIVE BRIEF

1. What must it be (i.e. format, like audio-only podcast, video, etc.)

This is an audio-only podcast.

2. Who is it for? (**Note:** this should **not** simply be “for the professor” or “my classmates”. What real-world audience would find this piece appealing? Think about age, location, education level, life position, interests, etc. For example, a piece on retro video games might appeal to those who grew up in the 1980s in the US. A piece on a local library might appeal to seniors living nearby, etc.)

Mak on What's Wak targets 18-30 year olds who live largely online, navigate fandoms, and understand internet irony on a molecular level. This audience thrives on commentary content, identifies with “chronically online” humor, and appreciates both satire and sincerity in social analysis. Think podcast listeners who rotate between *The Comment Section with Drew Afualo*, *So True with Caleb Hearon*, and *Hard Launch with Dan and Phil*.

3. How long must it be?

Between two and ten minutes. Anticipated runtime: around ten minutes.

4. What is your objective with the piece?

To introduce the show's concept and personality by exploring things that *I, Mak, find wak*: weird, frustrating, or hilarious phenomena online or in the world. The goal is to make listeners laugh while seeing the world through my lens.

5. When is it due?

Sunday, November 2nd.

6. What is the overall idea?

***Mak on What's Wak* highlights the absurdities in digital culture, media, and everyday life through Mak's perspective. Each episode examines one topic or trend that Mak personally finds whack, from bizarre social media trends to overhyped fandom phenomena, mixing humor with curiosity and critique.**

7. What is the storyline summary?

The debut episode will introduce the show and its tone, starting with a personal observation from Mak about something wak, then expanding into a comedic, analytical exploration of why it's absurd. The episode ends with a grounded reflection or "Mak's Take," connecting the humor to a broader commentary on online life and culture.

8. Elevator pitch: **A short podcast where I point out the weirdest, dumbest, or most chaotic stuff online and IRL, roast it, and make you laugh while questioning why we do the stuff we do.**

9. Tagline: **"Mak finds it wak so you don't have to."**

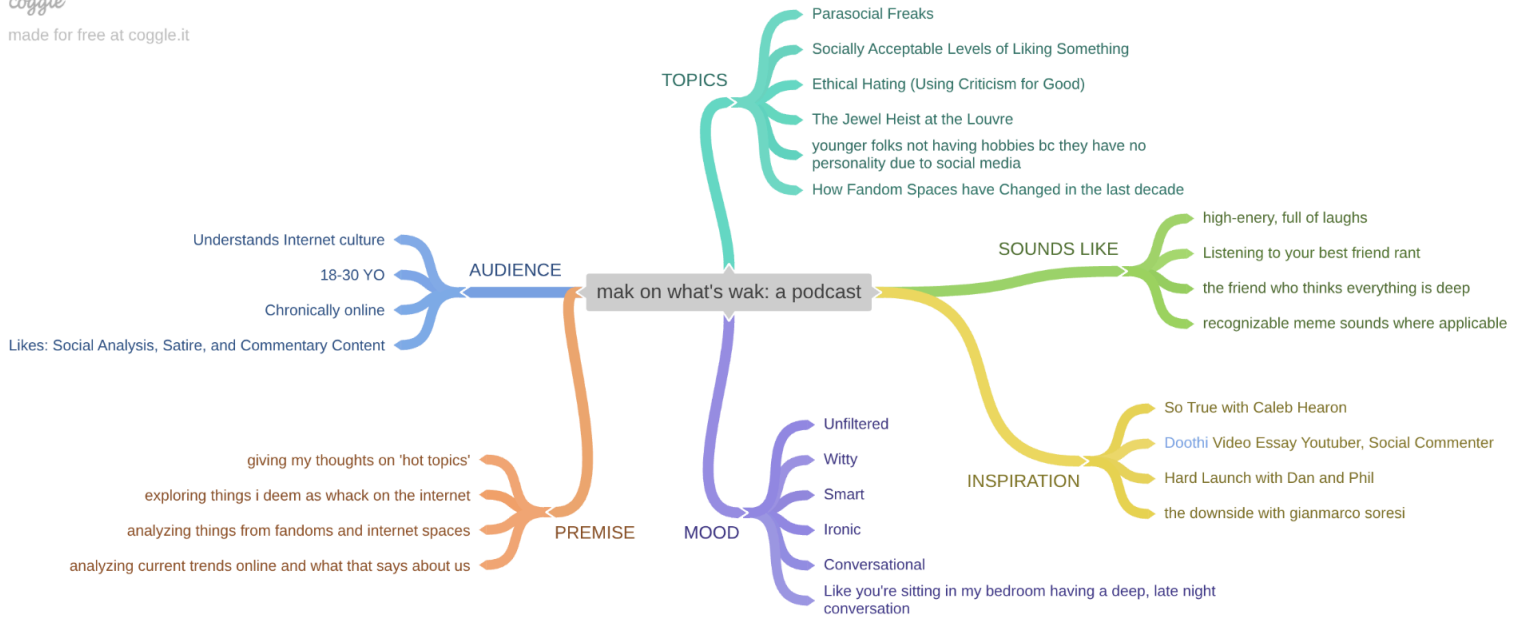
10. Look and feel description:

Feels like scrolling my FYP but in audio form: chaotic, messy, funny, and slightly relatable. Conversational, a little irreverent, with soft lo-fi beats, meme references, and pauses for jokes. Basically, like your friend during a late-night sleepover.

MIND MAP

coggle

made for free at coggle.it



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?
A super specific, funny, slightly chaotic observation that instantly explains what this podcast is all about. Ragebait works every time.
2. Hook ideas:
I might be cringe, but you're boring. And that's terminal.
Girls are perfect, and men exist too.

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
2. Clearly describe the following parts of your story:
 - a. **Beginning:** Start with a cold open, a quick joke, or a random whack thing I just saw online. For example, someone openly admitting that their favorite hobby is texting....
 - b. **Middle:** Dive into comedic commentary: why it's ridiculous, what it says about online culture, fandoms, or Gen Z life. Sprinkle in examples, memes, or ironic observations.
 - c. **End:** Close with *Mak's Take*: my personal reflection or punchline connecting the chaos to something a little insightful about humans, internet culture, or just life being weird.

NARRATION/HOST:

1. Who will lead us through the piece?
It will be me, myself, and I leading the piece.
2. Narration ideas:
 - **High-energy, witty, slightly chaotic.**
 - **Conversational and casual, like you're eavesdropping on me ranting to a friend.**

- Use pauses, comedic timing, and occasional sarcasm to land jokes.
- Can lean into “chronically online” tone: referencing trends, creators, and memes without overexplaining.

MUSIC:

1. What is overall “mood” and “feel” of the piece?
The overall mood and feel will match the energy of whatever I’m talking about. When I’m being loud and animated, I’ll layer in a light, upbeat track to keep things moving (and cover any background noise I miss in editing). When I shift into more reflective or sarcastic moments, I’ll use chill lo-fi beats to make it feel like a cozy, late-night rant. The goal is for the music to feel seamless, to set a vibe, not distract.
2. Music track ideas:
 - [Chill, lofi background music](#)
 - [Upbeat, hip hop beats](#)
 - [Short transition stingers](#) or audio bumpers between sections (like a 2-second beat drop to reset the tone)

AMBIENT AUDIO:

1. What is the “location” of the piece? If we close our eyes, where should we imagine that we are?
The location is like sitting in your room with your best friend during a sleepover, it’s casual, friendly, and conversational.
2. Ambient audio ideas:
 - **Light keyboard typing or mouse clicks when referencing online posts or discourse**
 - **Soft background hum, like white noise or faint reverb, to create a cozy “in your head” feel**
 - **Occasional notification or scroll sounds to remind listeners that this is about living online**

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
Sound effects will emphasize comedic or sarcastic beats, used sparingly, but for punchlines or transitions. They'll add texture and help mimic the feeling of bouncing between tabs or apps.
2. SFX ideas:
 - **Mouse click or typing sounds when quoting posts or tweets**
 - **"Error" or "pop-up" sounds to highlight awkward or absurd moments**
 - **Whoosh or scroll effects for transitions between topics**
 - **Subtle reverb or "echo" when making dramatic or sarcastic points**
 - **Short meme-style audio cues (like a record scratch or sigh) for comedic timing**

(OPTIONAL) INTERVIEWS:

1. ~~Who will you interview?~~
2. ~~Why is this person important to the piece?~~
3. ~~What questions will you ask?~~
4. ~~What follow-up questions might be important?~~

SCRIPT

Name: Mak Webber

Title: Mak On What's Wak

<u>VIDEO</u>	<u>AUDIO</u>
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(NO VISUALS FOR
AUDIO PROJECT)

Title: *Mak on What's Wak – "The Death of Hobbies"*

Runtime: ~8–10 minutes

Tone: *Casual, witty, a little unhinged, very "chronically online."*

(Intro music fades in lo-fi beat, chill but silly)

(layered with keyboard clicking, notification PING before I start speaking)

MAK (high energy, sarcastic):

Yeah, I might be cringe, but you're boring. And that's terminal.

(music fades down)

So I saw this TikTok the other day, of course, because where else would I be getting my cultural insight from and this girl was like, "Everyone's coming out as having no hobbies or interests and I love it. I've been waiting for this moment my whole life. My whole life I've always been like, what do people *do* in their free time if they don't need something from Target? That's the only thing I know as my culture and my activity. I'm so happy that's becoming a mainstream, acceptable thing."

And I just sat there like—girl. That's so crazy. And so *brave* of you to say out loud. Like... are you hearing yourself right now?

Then, I made the terrible mistake of opening the comments. And they were worse.

(mock reading voice)

"Getting coffee and going to HomeGoods is my hobby."

"My hobby is watching TikTok."

"I always get stumped when someone asks what my hobby is. I clean for fun."

I am *genuinely concerned* for these people. Like, sincerely. If your main personality trait is "I like to buy things and scroll," I need you to go outside immediately. Touch grass. Paint something ugly. Learn to juggle. I don't care.

Because here's the thing—if you don't have a hobby or an interest, you are WHACK. You are boring. And I will never relate.

(pause for comedic beat)

But this isn't just about people not having hobbies. it's about what *we've* done to ourselves online. Like, we as Gen Z have created this culture where the worst possible thing you can be is “cringe.” And so now everyone's like, “Oh, I don't care about anything actually,” or “I'm too chill to have interests.” And it's like... congratulations, you've become a personality void.

We've made it socially unacceptable to be passionate about something unless it's trendy or monetizable. You can't just like things anymore. You have to like them *ironically* or only to the “socially acceptable” level. You can say you like *Twilight*, but if you've memorized the Cullen family tree, suddenly you're a psycho.

There's this whole performance of chill that's happening online. Like everyone's trying to prove they're *above* caring. Which is funny, because the people who claim to not care about anything are the same ones posting ten TikToks a day about how they don't care about anything.

(beat)

It's this weird ouroboros of nonchalance where being detached has become the ultimate flex. Like, having no hobbies or passions used to be sad. Now it's *aesthetic*.

(mock influencer voice)

“POV: you're a mysterious girl with no hobbies. You drink matcha, you scroll TikTok for 4 hours, and your favorite color is beige.”

Like—be so for real. That's not mysterious. That's a cry for help.

(small laugh, tone softens)

But seriously, I think people are just scared of being perceived. Scared of trying things and being bad at them. Scared of looking cringe. Because the internet is ruthless—and somewhere along the way, we decided that “cringe” is worse than “boring.”

So instead of being passionate or curious, we all started playing it safe. Staying in our lanes. Consuming instead of creating. Because it's easier to say, "Oh, I just don't have hobbies," than to risk being laughed at for having one.

(pause)

Here's my take: being cringe is literally the most human thing ever. The moment you start caring about something—even a little—you're risking cringe. You're putting yourself out there. That's how you find joy, connection, and creativity.

So yeah, I'll take being cringe over being boring any day.

(music fades back in, upbeat lo-fi)

Because at least being cringe means I'm alive. And at least I have hobbies.

(beat)

Anyway. That's what's wak this week.

(music fades out)