

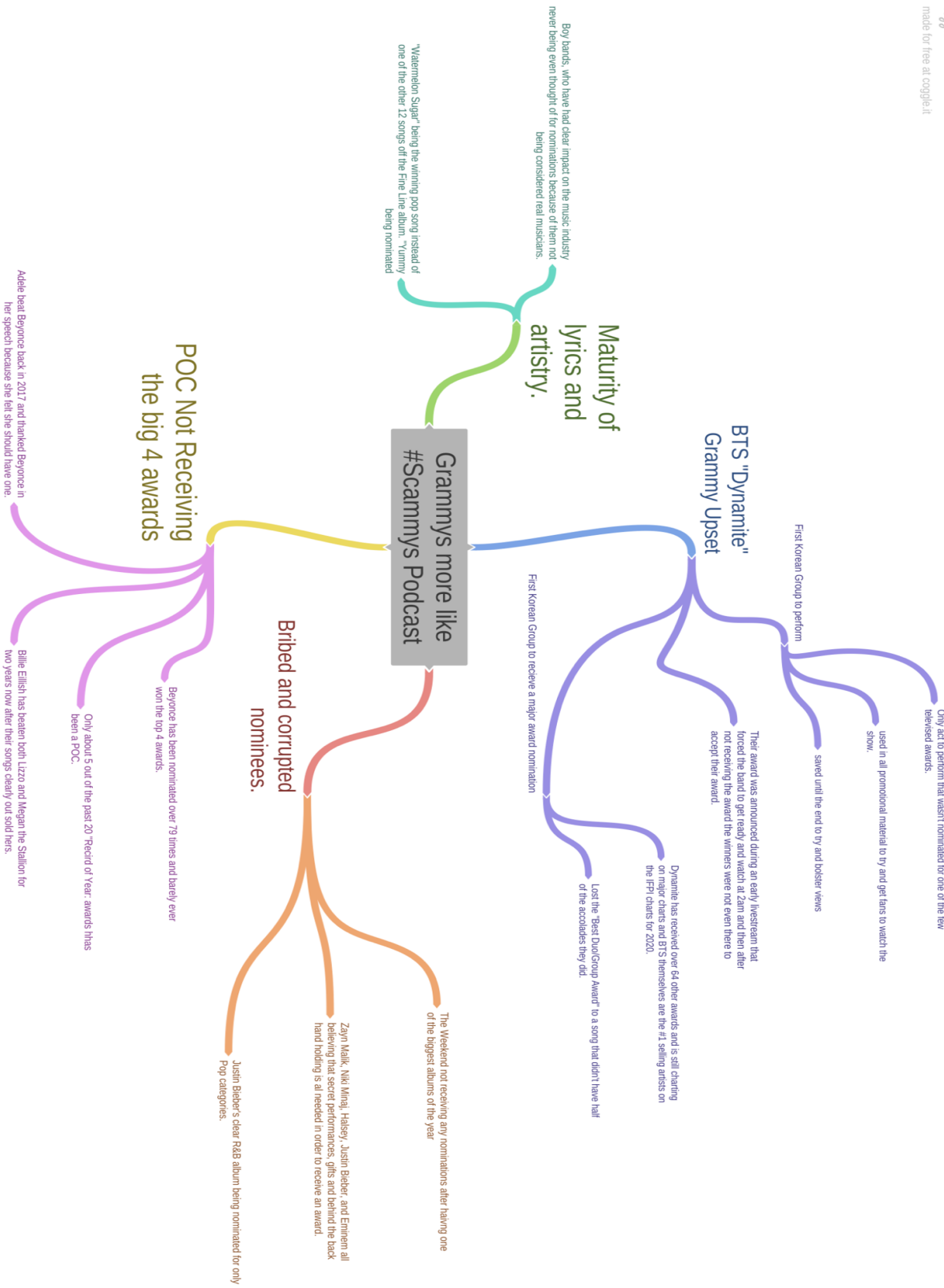
# Taylor Sniffen Pre-Production Planning Document (PODCAST)

## GENERAL INFO

1. **Your Name:** Taylor Sniffen
2. **PROJECT:** Podcast

## CREATIVE BRIEF

1. What must it be?
  - A Podcast that runs between 2 to 10 minutes and features music, sound effects and sounds bites, plus narration.
2. Who is it for?
  - My ICM 508 class, but also the general public and music lovers.
3. How long must it be?
  - Anywhere from 2min to 10min
4. What is your objective with the piece?
  - To tell people about the issues that arise every year with the Grammys and to create a podcast with clear and well edited audio.
5. When is it due?
  - March 21<sup>st</sup> at midnight
6. What is the overall idea?
  - To talk about the Grammys and the corrupt ways it nominates and awards musicians.
7. What is the storyline summary?
  - Talk about the big controversies that occurred at the 2021 Grammy awards and the continual issues that won't get solved.
8. Elevator pitch:
  - The Grammys have had issues for years, but this year hit a boiling point.
9. Tagline:
  - Even the Grammys can't escape the issue of using POC to get views, but not awarding them correctly.
10. Look and feel description:
  - It will be a fast passed podcast covering the facts but also giving personal opinions on the hosts behalf and one or two interviewees.



# QUESTIONS / NOTES

## HOOK:

1. What will grab the attention of the audience within the first few seconds?
  - I believe popular music will grab the attention of the audience right off the top.
2. Hook ideas:
  - Play a few seconds of the top 3 most popular songs this year and ask audience how many of those songs won a Grammy to show them that in the end only 1 of them did. "Savage Remix", "Dynamite", and "Blinding Lights".

## MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
  - The Grammy's are not a fair award show and their grading rubric is nonexistence.
2. Clearly describe the following parts of your story:
  - a. **Beginning:** Recap the biggest issue of the night the BTS snub
  - b. **Middle:** move into how POC are usually looked over not only at the Grammys
  - c. **End:** Other artists that no longer care for the award show due to its corrupt nominations and dumb judging.

## NARRATION/HOST:

1. Who will lead us through the piece?
  - Myself and my partner Kelly, it will be both a semi scripted conversation and us asking each other our opinions, while referencing facts and other celebrity interviews.
2. Narration ideas:
  - While it will be scripted and on a more factual side, I will make it sound conversational and influence it slightly with my own opinions.

## MUSIC:

1. What is overall "mood" and "feel" of the piece?
  - Shinning a spotlight on the large issues that come with large upscale award ceremonies that still mainly cater to white artist.
2. Music track ideas:
  - I want to use

## AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?
  - At the award show yourself.
2. Ambient audio ideas:
  - Songs from the award ceremony, cheering, and presenters presenting the award. Echoing chants.

## SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
  - Cheering, laughing, clapping, live music presenters talking.

# SCRIPT

**Name:** Taylor Sniffen

**Title:** 2021 Grammys more like 2021 #Scammys

<u>VIEO</u>	<u>AUDIO</u>
(NO VISUALS FOR AUDIO PROJECT)	<p>Sample: (Fade in audio "And the Grammy goes to... then cheering and clapping)</p> <p>VOICE OVER:</p> <p>(Taylor) This year at the 2021 Grammy Awards hosted on CBS a lot of exciting performances and interesting winners graced the screen, but as usual the majority of viewers couldn't help but notice the lack of diverse winners when it came to the big 4 awards of the night and the use of certain musicians of color as marketing bait rather than actually valuing them as talented performers.</p> <p>(play a sound bite of, "Blinding Lights", "Dynamite", and "Savage")</p> <p>(Taylor) These are 3 of the top songs of 2020. Do you know how many actually took a Grammy home... only 1.</p> <p>Blinding Lights was the #1 song of 2020 on the Billboard charts, Dynamite was the #1 selling song of the year and has won over 68 other awards and is still charting over 6 months later. As well as the "Savage Remix" being rated the #3 best song of 2020 by Billboard's and being the song that cemented Megan and Beyonce as the first females to ever win Best Rap Performance at the Grammy's.</p> <p>(Kelly) And that's just a few reasons that people were angry over the night's biggest upsets.</p> <p>The first mistake the Grammy's made was that the "The Weekend" wasn't even nominated to being with.</p>

The Weekend quickly took to Twitter to comment on the situation saying "The Grammys remain corrupt. You owe me, my fans and the industry transparency...".

He also elaborated further on the continual issue with the Grammy's which is its constant lack of diversity.

He told Billboard, "I think the only real answer is that in the last 61 years of the Grammys, only 10 Black artists have won Album of the Year," he told the outlet. "I don't want to make this about me. That's just a fact."

So what do you think Taylor?

(Taylor)

I completely agree with him, his fans and the rest of the world that continuously begs award shows in entertainment to be more inclusive of women, people of color and the disabled.

(Add a little opinion here)  
(round of applause SFX)

But he wasn't the only victim of racist award show outcomes. For the second year in a row Billie Eilish won Record of the Year beating out other black artists. In 2020 she won beating Lizzo and Arianna Grande and this year she beat Megan the Stallion and proceeded to make her whole speech about how Megan should have won.

(sound bite of Billie thanking Megan)  
The whole situation becomes uncomfortable because it's basically the artist on stage acknowledging themselves that the Grammy's are messed up and that they should not be up there. In years past Adele apologized to Beyonce in 2017 saying

she I deserved to be up there far more than her.

(add that sound bite from that speech.)

And Macklemore even admitted to texting Kendrick Lamar an apology after rebating him in 2014 for best Rap album.

So Kelly what do you think about the whole situation, do you think Billie should have won again or should it have been Megan or Beyonce?

(Kelly)

(Kelly gives her opinion)

- Beyonce becoming the most winning female artist with 28 wins with over 72 nominations.
- Never winning album or record of the year.
- Beyonce's album had a massive

But one of the biggest upsets of the night that was tweeted about so much it actually eclipsed the award show itself, came earlier in the day during the Grammy livestream at 3pm EST which announced the bulk of the awards given out by the recording academy. This was the winner of Best Pop Duo/ Group which ended up going to Arianna Grande and Lady Gaga's song "Rain On Me".

(sound clip of Rain On Me")

(Taylor)

Yes, Immediately after the award was announced twitter lit up as everyone thought the winner was clearly the song "Dynamite" by world famous Korean pop group BTS. The song has won countless other awards is still in the top 20 on most world charts. It's certified double platinum and BTS the group was named the 2020 entertainer of the year and were the number 1 selling artist of the Year on the IFPI charts.

But in the end it wasn't the actual loss that angered fans and other viewers it was the way the group was used by the Grammy's as a massive marketing gag in order to get BTS's massive fanbase the "ARMY" to tune in and give the Recording Academy more views. 2020's Grammy awards recorded having around 11.8 million viewers in recent weeks leading up to the 2021 Grammy awards 1 of the group's members, their youngest Jungkook's solo livestream had more than 20 million viewers alone, so the Grammy's knew that having them on the show would mean better ratings.

In the end using the band in all of the award shows marketing and holding the groups incredible performance for the tail end of the show backfired and by the end the Grammy's only recorded about having 4.3 million viewers or so for the ceremony and on twitter the hashtag #Grammys was used about 1.3 million times while the hashtag #lightitupBTS was used over 4.4 million times.

Kelly I know you have some strong feelings on this one, what do you think?

(Kelly)

- The livestream at 3pm going from over 12 million to less than 400,000 the second the group lost
- Them having to wake up and attend at 2am because of the time difference
- Unsure what the actual grading rubric is for the Grammys.

(Taylor)

- Grammy's taking credit for that 12 million people tuning in on the livestream.
- Media covering it as a failure vs western artist. Being nominated and losing more and not getting the same treatment.

- Topps #Scammys sticker collection being released a mere few days after the award ceremony showing BTS as whack-a-mole's being beaten up by a Grammy gramophone, in poor taste during this time of elevated Asian hate crime.

(Taylor)

While this year did prove once again that the Grammy's need to do better when awarding artists of color. On a positive note, this year did yield the most female winners and nominees and the country category for the first time ever was dominated by all female nominees. The Oscar nominations were also released the day after the Grammy's premiered and it's the first time in years that the hashtag #Oscarssowhite wasn't used because the motion picture academy actually nominated and spotlighted an array of talented black, Spanish, and Asian males and females. So, we can only hope that the Grammy's can catch up next year.

I'd like to thank my co-host Kelly for being here with me and diving into the corrupt minefield that is entertainment and the Grammy's.

(Kelly)

Thank you, it was my pleasure. I had a lot of fun getting into it.

(Taylor)

Thank you to all the listeners we hope you enjoyed this show and if there was something else that we missed about the 2021 Grammy's that made you angry leave a comment below. And we'll see you next time.