

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Elyse Duffy
2. **PROJECT:** Podcast: FRAMED: The Hidden Cost of Art Heists

CREATIVE BRIEF

1. What must it be (i.e. format, like audio-only podcast, video, etc.)
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 1980’s in the US. A piece on a local library might appeal to seniors living nearby, etc.)
This podcast is for anyone interested in art, current events and true crime fans. If they are interested in taking an in depth look at art theft and how it affects the larger economy, they will enjoy this podcast.
3. How long must it be?
2-10 minutes long.
4. What is your objective with the piece?
My goal is to bring awareness (a PSA) of how art heists affect all of us, not just people in the art world. It’s a real problem, with real world consequences, not just something we see in the movies.
5. When is it due?
The full project is due November 2, 2025.
6. What is the overall idea?
I want to talk about the recent art heists at the Louve and then discuss what the cultural and economic impact could be. I then would like to end the podcast with ways to prevent this from happening to museums.
7. What is the storyline summary?
In this episode of FRAMED we dive into the most recent art heist grabbing national headlines - The Louve’s French crown jewels. But crimes like this aren’t just a problem for top museums, it has global consequences. Listeners will learn how this affects museum workers, tourist patterns, the value of other artwork and what it means for organized crime. But that’s not all, we also will talk about prevention, and what museums can do to better prevent these crimes from happening.

8. Elevator pitch:

What happens when famous artwork goes missing? FRAMED investigates and reveals the real word consequences of art heists. We'll explain how these crimes affect all parts of the world and how your local museum may heighten security.

9. Tagline:

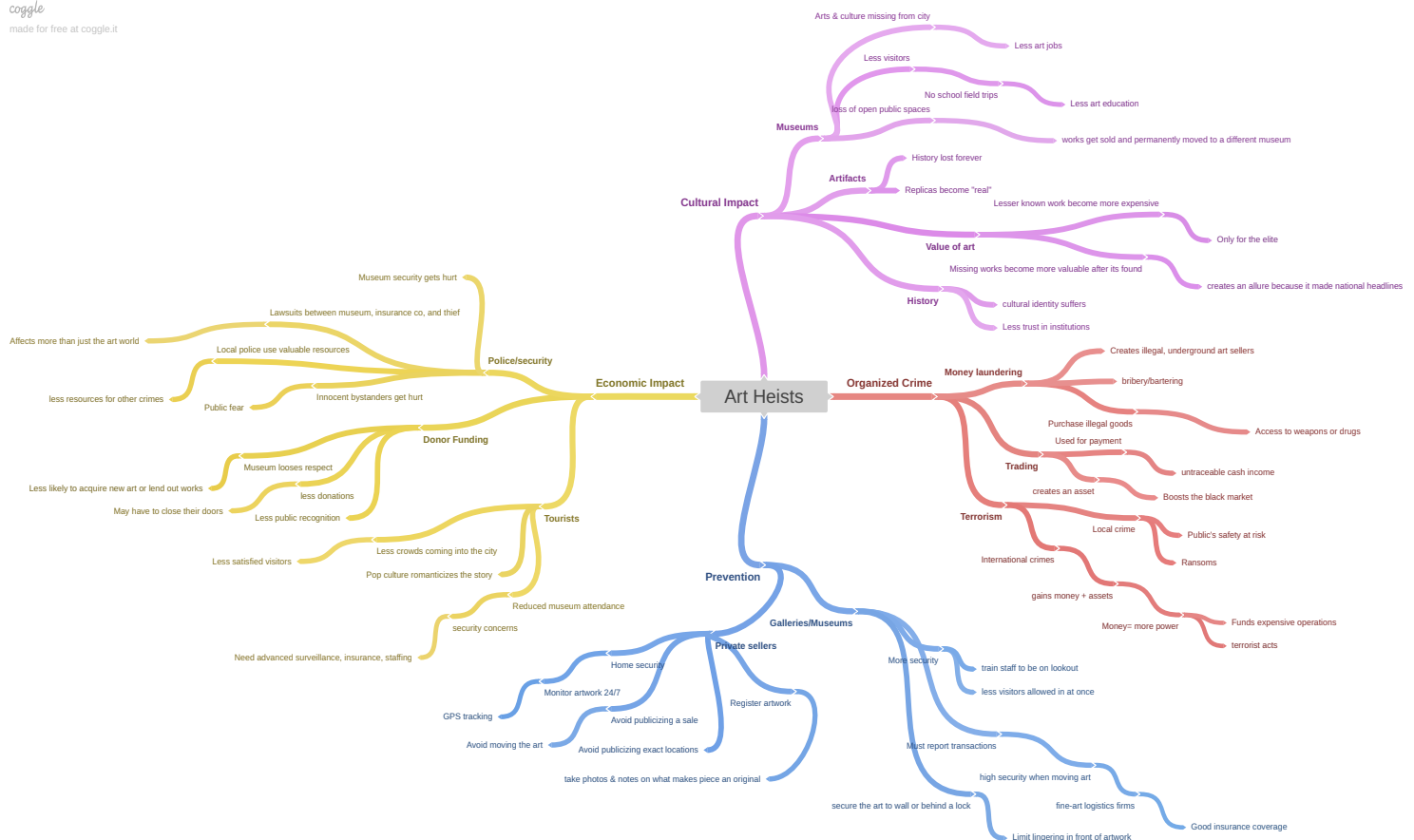
Uncovering the crimes that steal more than just art.

10. Look and feel description:

The feel will be mostly serious and investigative with newscast style reporting, but I also want to lean into the style of a suspenseful true crime documentary. Overall, I want to be a serious news source for the art world. The opening will start with a breaking news sound effect but then turn into a moodier piece where the narration will be serious, so the listeners can trust the source. They should feel curious about the heist and leave feeling informed and better prepared the next time they visit a museum.

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?
I plan to start the episode with a "breaking news" segment, updating listeners about the latest Louve heist, which was only a couple days ago!
2. Hook ideas:
*-A nationwide manhunt is underway as 102 million dollars in jewels went missing from the Louve on Oct 19th.
-It's being called the biggest heist since the Mona Lisa... but some investigators are claiming this could affect more than just Paris.*

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
A lot of times the art world seems very distant to the average person, especially when it comes to high priced, famous works of art. But I want to share how crimes like this can have a ripple affect all over the country, in unexpected ways. It's usually not talked about, so I'd like to bring it to light.
2. Clearly describe the following parts of your story:
 - a. **Beginning:** *Start with the most recent Louve heist. When and what they stole, how much it was worth, and any update on the investigation (at the time of recording). After this, an introduction of myself and the podcast.*
 - b. **Middle:** *Explain the economic impact: on museums, and tourists. Museums loose donor funding, have less tourists coming to visit, and the institution loses reputation. Then explain the cultural impact on other works of art – like how the value of the stolen item increases when its missing and other works of art increase in price. Organized crime groups also use these stolen works for payment on the black market, to purchase illegal goods. (Possibly list some real-world examples if I have time).*
 - c. **End:** *Talk about prevention methods to avoid future heists, for museums and visitors.*

NARRATION/HOST:

1. Who will lead us through the piece?
I (Elyse) will be narrating the entire piece.
 - a. Narration ideas:
My narration will be informative and helpful. It will start as an urgent news story, then turn into a PSA about how these crimes affect all of us and what we can do about it. I will play the role as the reporter but also be teaching the listener how to take part in preventing these crimes.

MUSIC:

1. What is overall “mood” and “feel” of the piece?
The overall mood starts out feeling urgent and tense and then transforms into an informative news story. I envision the middle part of the story to resemble an NPR news story almost.
2. Music track ideas:
Beginning of the podcast will have a high energy “breaking news” sound like:
<https://freesound.org/people/humanoide9000/sounds/760770/>
but then turn into darker, moody music as I talk about the lasting effects.
<https://freesound.org/people/BuytheField/sounds/410628/>

AMBIENT AUDIO:

1. What is the “location” of the piece? If we close our eyes, where should we imagine that we are?
I would like to convey that I’m reporting from a museum or professional news center, depending on what ambient audio I can find.
2. Ambient audio ideas:
Ambience audio of echoing voices in a long hallway. To resemble a museum hallway, similar to this: <https://freesound.org/people/ERH/sounds/56361/>

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
2. SFX ideas:
 - Soft footsteps on marble floor as I talk about effects on museums. To set the scene and place the listeners in a location- the museum. <https://freesound.org/people/tweeterdj/sounds/29636/>
 - Woosh sound effect as if someone is turning their head. To show surprise.
<https://freesound.org/people/Andromadax24/sounds/170721/>
 - Cash register sound when talking about higher priced works of art. To represent shockingly high prices.
<https://freesound.org/people/Spleencast/sounds/87288/>
 - soft beeps ,buzzes, clanking of keys when talking about security and prevention. To help envision the art being stored away. https://freesound.org/people/Stefanos_Spontis/sounds/546952/*Also will use the end of this clip:* <https://freesound.org/people/Tomlija/sounds/109710/>

(OPTIONAL) INTERVIEWS:

1. Who will you interview? *No interviews will take place.*
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: Elyse

Title: FRAMED: The Hidden Cost of Art Heists

VIDEO	AUDIO
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<p>(NO VISUALS FOR AUDIO PROJECT)</p>	<p>Sample:</p> <p><u>Beginning section:</u></p> <p><i>(fade in urgent, fast paced music track)</i></p> <p>Hook (read in high energy, urgent voice)</p> <p>A nationwide manhunt is underway as 102 million dollars in jewels were stolen from the Louve on Oct 19th. While the authorities have been investigating how the criminals pulled this off, the rest of the world is wondering what it means for future security in museums and its impact beyond the art world.</p> <p><i>(music fades out)</i></p> <p>PAUSE</p> <p>(read in an urgent, reporter-like voice)</p> <p>Hi, I'm your host Elyse and you're listening to FRAMED: The Hidden Cost of Art Heists. I'm here uncovering the crimes that steal more than just art. On this episode we will dive into the effects of this high-stakes heist and discuss what we can all do to help protect famous works of art from being stolen.</p> <p><u>Middle section:</u></p> <p><i>(museum ambience audio plays and fades into background) (read in steady voice)</i></p> <p>Art heists have been around for centuries. Most of us have heard of the big ones like the Mona Lisa being stolen in 1911, and the many paintings from Boston's Isabella Stewart Gardner Museum in 1990, which... to this day... are still missing. <i>(SFX: "woosh" sound effect).</i></p> <p>PAUSE</p> <p><i>(museum ambience audio fades out)</i></p> <p><i>(SFX: footsteps on marble floor)</i></p> <p>But what you often don't hear about is the economic impact these crimes have. When a museum loses a famous piece of art more often than not, they lose their donor funding as well. Which means future exhibitions and museum upkeep are harder to</p>
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complete. But this even trickles down to us, the visitors. Many of us may postpone our trips to place the like the Louve, or we may not be able to get in, thanks to heighten security and less visitors allowed in at one time. When it comes to art theft, we think of the movies and glamorize it, without realizing it impacts our cities safety and access to art education.

The cultural impact on all of us has also been evident in past incidents. When artwork goes missing, the value of it usually increases. *(SFX: cash register dings)*

For example, when the Mona Lisa was finally recovered, she became a global icon, creating a media frenzy and bringing crowds from all over the world.

We civilians don't always see how these stolen pieces are used in negative ways. We only see the headlines. But the truth is that underground organized crime groups use this stolen art to buy things on the black market. Often times to purchase illegal drugs, weapons and even fund terrorist groups.

End section:

(slight upbeat music plays than fades into the background)

Luckily, we all can do our part to help save a piece of history and prevent these masterpieces from entering the black market. One way is to be aware of your surrounds the next time you're in a museum. Know who you can report suspicious activity to and of course, respect the museum rules.

As for the museums themselves, they need to train all staff on what to look out for, while also limiting their visitor numbers. They should star implementing stronger physical barriers to protect the artwork itself. Keeping a reasonable distance between the art and the viewer. Of course, documenting and tracking any transportation of artwork is also necessary to prevent theft.

Protecting art and its history isn't just the job of curators or security guards — it's everyone's

	<p>responsibility. The next time you step into a museum, stay alert. Report suspicious behavior and respect the barriers that protect our world's greatest treasures.</p> <p><i>(SFX: clanking of keys, beeping and then door shutting)</i></p> <p><i>PAUSE</i></p> <p>Until next time, stay alert, and help us guard the art!</p> <p><i>(classic museum or elevator style music fades up and out)</i></p>
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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).

To do this on a Mac, click File>Print and then click the option for PDF in the lower left, followed by "Save to PDF". Contact me if you need help on a PC.