

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Hana Lataille
2. **PROJECT:** Podcast

CREATIVE BRIEF

1. What must it be?

My project is a 2-to-10-minute podcast episode that discusses my experience tackling my very first endurance event (29029) and the lessons I learned throughout the process.

2. Who is it for?

This episode is meant for anyone who's into endurance events, regardless of the sport or level of involvement, and for anyone who's had a hard time embracing the discomfort in difficult situations.

3. How long must it be?

The episode should be between 2 and 10 minutes long but will most likely be closer to the 7-to-9-minute range.

4. What is your objective with the piece?

My goal for this episode is to speak to those who struggle with the same mental and physical blocks that I experienced during 29029 and to give a first-hand perspective of the lessons you can take away from a challenge even if you didn't achieve the outcome you wanted.

5. When is it due?

This is due Sunday, November 3rd at midnight.

6. What is the overall idea?

The overall idea is to introduce myself and my entrance into the endurance event world as someone who has always conflicted with my limits. These limits were tested at 29029 and instead of getting down on myself, I'm sharing all the good I took away and how this will better prepare me in the future.

7. What is the storyline summary?

The storyline begins with me introducing myself as someone who's always wanted to be an endurance athlete and how I found inspiration in my dad to sign up for 29029. The story then progresses into the inner challenges I faced while participating in the event and how I'm turning what I initially thought was complete failure into motivation to keep climbing (keep getting after hard things).

8. Elevator pitch:

Join me as I recount my experience tackling my first endurance event, 29029, where I tested my limits, faced my doubts, and discovered valuable lessons in grit. Whether you're new to endurance sports or seeking inspiration to embrace tough moments, this story shows how even perceived failures can fuel your next steps.

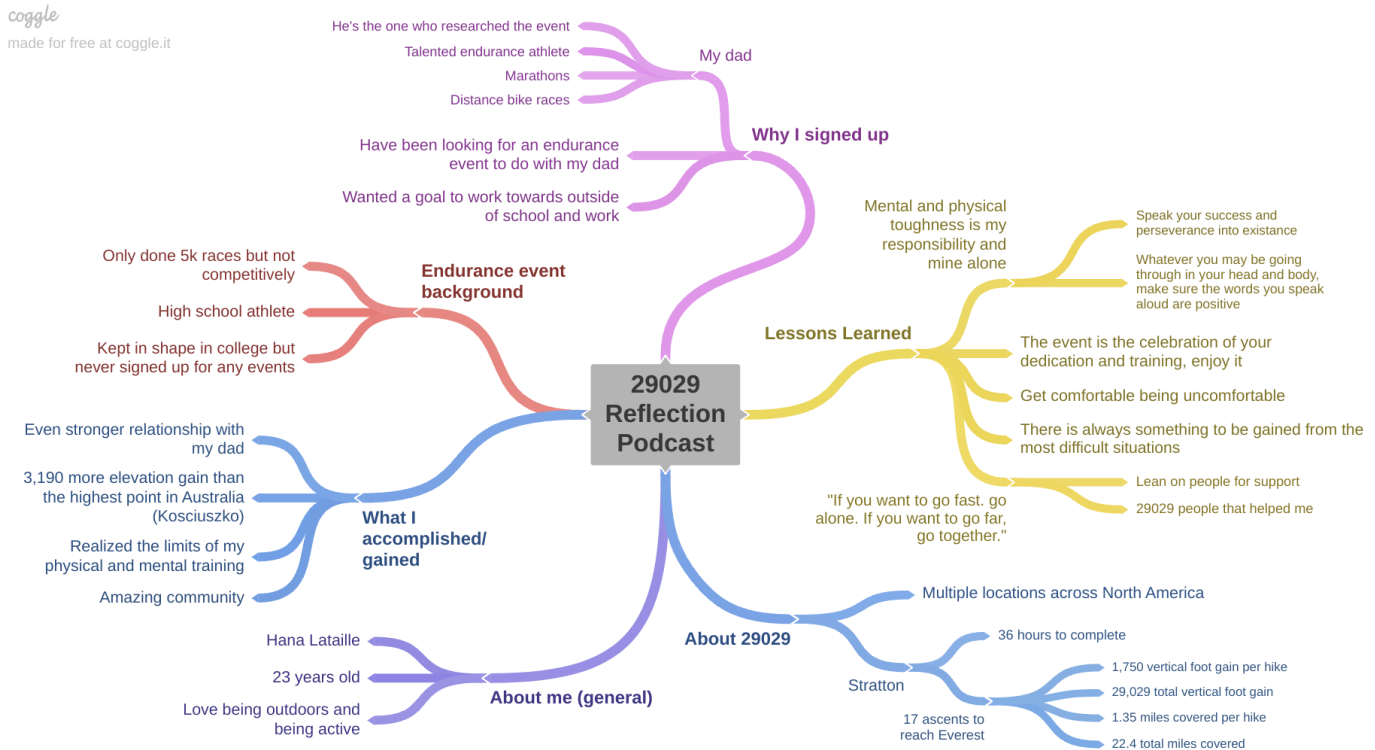
9. Tagline:

Finding Grit, One Climb at a Time.

10. Look and feel description:

This episode should have a warm and encouraging feel to it as to allow the audience to resonate with the deep thoughts being presented. There will be a sense of rawness and motivation to bolster the lessons shared. The background music will reflect this feel as well.

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?

I could start with a major lesson learned from 29029 that's relatable yet bold to hear as an introductory sentence. Another idea is to begin with a captivating insight about the event itself, such as the amount of expected elevation gain within 36 hours.

2. Hook ideas:

"Finding comfort in the discomfort is the foundation of growth."

"Think of that moment on a flight when the seatbelt sign turns off, and you've reached cruising altitude – that's the total elevation you're set to climb at a 29029 event."

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?

I want to connect with anyone facing the same mental and physical hurdles I encountered and offer a personal take on the lessons you can gain from a challenge. The main message from those lessons is that you are responsible for changing your relationship with discomfort, you just have to be willing.

2. Clearly describe the following parts of your story:

- a. **Beginning:** Introduce myself and my endurance background, then explain 29029 and why I chose it as my first major endurance event
- b. **Middle:** Share my 29029 experience and the pivotal moments I had including milestones I hit (and missed), inspirational people that guided me, and my abrupt confrontation with my mental and physical limits.
- c. **End:** Discuss the positive and very real lessons I took away from my experience that will help shape how I tackle hard things going forward.

NARRATION/HOST:

1. Who will lead us through the piece?

Me, Hana.

2. Narration ideas:

I'll keep a conversational tone to resonate with listeners and share moments of vulnerability to create a deeper connection. I also intend to make my words and ideas flow as smoothly as possible.

MUSIC:

1. What is overall "mood" and "feel" of the piece?

The point of the episode is to have an honest recount of my experience and the hard lessons I learned, so my goal is for the mood to be light, ambient, and inspiring but also melancholic at the appropriate points.

Towards the end of the episode, when I'm explaining these lessons, I want the music to build slightly to convey positivity and growth.

2. Music track ideas:

Storyblocks: Rays of Triumph (5 Minute Loop), Ambient Beauty (No Piano)

AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?

There is a locational aspect to the storyline that occurs at Stratton Mountain, VT. 29029 is a hiking event and the one I participated in was at the end of October after peak foliage.

2. Ambient audio ideas:

I'd like the background to be quiet when I'm talking at certain stages in the storyline (i.e. the actual event and the physical outcomes). Outdoorsy mountain sounds might compliment the dialogue.

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?

The mountain is very windy and the sound of people cheering is very prominent. I won't be focusing too long on the actual event, but rather what led up to the event and what came after, so I'm not sure how useful sound effects would be.

2. SFX ideas:

If I were to use sound effects (I'll at least test them out during post-production) I'd go for the sound of leaves crunching under hiking boots, the sound of fire crackling at the base lodge, cowbells and cheers from volunteers and coaches, and wind whistling.

SCRIPT

Name: Hana Lataille

Title: Finding My Everest

VIDEO	AUDIO
(NO VISUALS FOR AUDIO PROJECT)	<p>(Begin neutral music and fade in ambient audio of leaves crunching and wind whistling - a few seconds)</p> <p>(Fade music to background level and fade out ambient audio)</p> <p>*Slow, intense*</p> <p>Think of that moment on a flight when the seatbelt sign turns off and you've reached cruising altitude - you're free to get up, stretch your legs, just simply relax, whatever you please. Now imagine getting to that elevation on foot. That's the total elevation you're set to climb at a 29029 event.</p> <p>(Bring music back up - a few seconds)</p> <p>(Fade music to background level)</p> <p>*Higher energy*</p> <p>Hi friends, I'm your host, Hana Lataille, and today we're going to talk about my first attempt at a major endurance event. We'll talk a bit about my background and what prompted me to take on that challenge, what went down at the event itself, and most importantly, the lessons I'm taking away from the experience.</p> <p>Spoiler alert: I didn't finish. I opted out early after coming face-to-face with my limits, both physical and mental. So, whether you're someone like me who struggles with the same kind of blocks, or you're seeking inspiration to embrace tough moments, I hope this story shows how even perceived failures can fuel your growth.</p> <p>(Keeping music at background level)</p> <p>*Slow, relaxed*</p> <p>I grew up around competitive sports and have always been involved with them in varying capacities. Since ending my high school sports career, I'd say I've maintained a good level of physical activity.</p> <p>I think this love for being active came from my dad. Over the years, I've watched him really find himself in endurance sports, particularly running and biking. He's done marathons, crazy distance bike races, Goggins challenges, and he has plans to do so much more.</p>

So, when he approached me this time last year, fall 2023, about an endurance hiking event he discovered, I thought this could be a good entry point for me into this world that he was so passionate about.

(Pause, breathe)

Slow, relaxed

At that point, I was a few months into grad school and had started a part time job. Those were my main priorities, but I felt like something was missing. What I really needed was something to work towards outside of school and the professional world that would push and motivate me in a different way.

Many conversations and much strategizing later, my dad and I officially signed up for 29029.

(Pause)

(Fade in ambient audio of cowbells and people cheering using my own audio from the event)

Higher energy

For those who aren't familiar with the organization, 29029 is an endurance hiking event hosted at multiple mountains across North America. You've got Whistler, Sun Valley, Jackson Hole, and Snowbasin to name a few. We signed up for the Stratton event in Vermont because it's the closest to us. When you sign up, you commit to a 20-week intensive training program that concludes with the main event at whichever mountain you've selected. The goal of the event is to climb the equivalent elevation of Mount Everest, which is 29,029 feet of vertical gain, in under 36 hours. In those 36 hours, you're doing repeated ascents up the mountain until you've hit that milestone. Because each mountain is different, each one requires a different number of ascents. At Stratton, it takes exactly 17 ascents to reach Everest.

Sounds crazy, right?

Well fast forward a year to October 2024. My dad and I arrive at Stratton, we get ourselves checked in, and we get our first look at the mountain that we're about to take on 17 times.

Now, I thought I was actually in pretty good shape to succeed here. My nerves weren't fueled by doubt or fear, I was just excited to get going.

(Fade out background music entirely)

(Silent background for effect)

Slow, intense

The clock started first thing Friday morning, we were off, and by 6pm that night, I had completely convinced myself that I couldn't go up that mountain even one more time.

My first ever major endurance event. I shut myself down.

(Pause, breathe)

(Fade in melancholic ambient music - a few seconds)

(Fade music to background level)

Slow, relaxed

I was undoubtedly unprepared - mentally, physically, emotionally - and I sat there, after I'd gone back to my hotel room, feeling completely sorry for myself.

It took many conversations over the next couple days to pull me out of the hole I had internally shrunk myself into, but if there's one thing I regret the most, having now had the ability to process and reflect, it's that I allowed myself the self-pity.

(Pause)

Slow, intense, but also positive

I am responsible for my mental and physical toughness. I am responsible for changing my relationship with discomfort. That's my job, and mine alone. The mountain didn't fail me. Every day that I chose an easier version of a training session, or opted out of a session entirely, I failed myself. Every week that passed where I wasn't working physically hard enough to improve my mindset, I failed myself.

(Fade out music entirely)

The mountain doesn't surrender to you; you surrender to the journey.

(Fade in positive ambient music - a few seconds)

(Fade music to background level)

The main event, regardless of the sport, is supposed to be a celebration of all the effort you put in leading up to it. You've done the work, and now is the time to enjoy the fruits of your labor. Preparedness is at the center of this

idea, and prepared was something I was not. Instead of enjoying the event and all it had to offer, I was thinking of every excuse possible to stop, and I was so jealous of the people around me who were embracing the struggle so effortlessly.

(Pause)

Higher energy

I know I have changes to make if I want to accomplish my goals, whatever actual or metaphorical mountains those may be. I started working on these changes the second we got home. I'm disappointed that it took this big of an event to get the reality check I needed, but in this moment, I'm able to look back and acknowledge what I did achieve:

I accumulated more than 10,000 feet of vertical gain in 8 hours.

I met some of the coolest, most accomplished, and most inspiring athletes I'd ever had the pleasure of participating with.

I got a first-hand understanding of the commitment and pure grit it takes to succeed in major endurance events like this.

I strengthened my connection with my dad.

I faced my limits and mental blocks head on. I might not have concurred them, but I certainly am done using them as excuses.

(Pause, breathe)

Slow, positive

I have just a quick note to wrap this episode up, but something that was said to us before we started the event keeps jumping out at me, and it's that "you should be excited to meet the person you are on the other side of this mountain." Of course, in that situation the mountain was an actual mountain, and the other side was the finish line at 29,029 feet. I know now that the mountain doesn't have to be a mountain, and the other side can be whatever success looks like for you.

Going forward, I want to embrace the discomfort, and I want to be the reason I take on another mountain and win.

High energy

	<p>Thank you so much for following along today. If you found yourself relating to any part of my story, I hope that by sharing this with you that you know you are not alone. My goal is to provide a sense of encouragement, and I hope to be sharing more of my journey soon!</p>
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(Fade out music entirely)