

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Nicole Calabrese
2. **PROJECT:** Podcast

CREATIVE BRIEF

1. What must it be?

This episode will focus on how Netflix's *Monsters* series has revived public interest in the Menendez brothers' case, examining the cultural impact and relevance of the case in the media.

2. Who is it for?

This is for people between the ages of 18-30. True crime enthusiasts, people interested in pop culture and how media influence's public opinion.

3. How long must it be?

5-7 minutes.

4. What is your objective with the piece?

The objective of this piece is to explain the Menendez case, why it's still relevant, and discuss the effects of making real-life crimes into entertainment.

5. When is it due?

Sunday, November 3rd.

6. What is the overall idea?

The overall idea is that this episode looks at why people are still fascinated by the Menendez case and how shows like *Monsters* impact how we see crime and justice.

7. What is the storyline summary?

The storyline summary will be to start with a quick overview of the Menendez case, discuss how *Monsters* portrays it, then look at audience reactions, and wrap up with thoughts on true crime as entertainment.

8. Elevator pitch:

Netflix's *Monsters* brought new focus to a decades-old case, making people rethink justice, family drama, and their obsession with true crime.

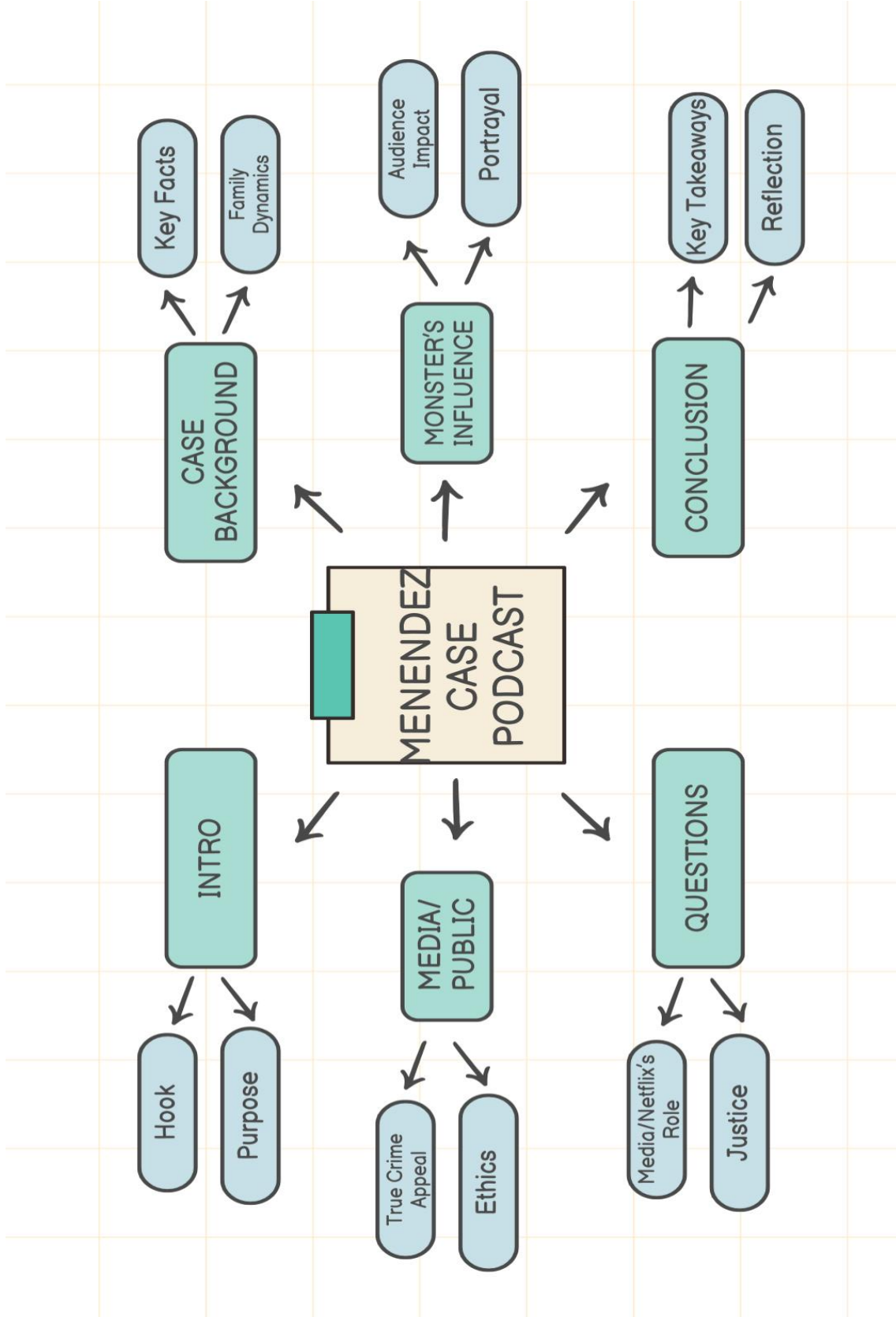
9. Tagline:

How Netflix's *Monsters* is bringing the Menendez story back to light.

10. Look and feel description:

The episode should feel thoughtful and respectful, balancing facts with pop-culture and media insight.

MIND MAP



QUESTIONS / NOTES

HOOK:

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

Start with a bold question or statement about why a decades-old case is suddenly getting so much attention again.

2. Hook ideas:

“Are the Menendez brothers villains or victims?”

“What makes the Menendez brothers’ story so unforgettable?”

“Imagine a courtroom... filled with tension, the weight of family secrets, and a crime so shocking it took over America in the 90s.”

MESSAGE/STORY:

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

The Menendez case shows our fascination with true crime and raises questions about retelling real tragedies as entertainment.

2. Clearly describe the following parts of your story:

- a. **Beginning:** Quick summary of the Menendez case.

- b. **Middle:** Discussion of Netflix’s portrayal and public reaction.

- c. **End:** Reflections on the ethics of true crime entertainment.

NARRATION/HOST:

1. Who will lead us through the piece?

Nicole Calabrese will lead the piece.

2. Narration ideas:

The narrator will be curious and reflective, encouraging listeners to think about the impact of media and true crime stories.

MUSIC:

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

The overall mood and feel of the piece will be intriguing and reflective.

2. Music track ideas:

Serious background music to build suspense without overpowering the narrator’s voice.

AMBIENT AUDIO:

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

Listeners should feel like they’re in a courtroom or watching a documentary.

2. Ambient audio ideas:

Soft background sounds, like murmurs or a faint echo, to bring the story to life.

SOUND EFFECTS:

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

Newsreel sounds, crowd murmurs, courtroom gavel sound to convey the sense of a legal atmosphere.

2. SFX ideas:

Snippets of old news reports, courtroom sounds, or crowd murmurs.

SCRIPT

Name: Nicole Calabrese

Title: Why We Can't Look Away from the Menendez Case Thanks to Netflix

VIDEO	AUDIO
(NO VISUALS FOR AUDIO PROJECT)	<p>(Fade in ambient audio: faint courtroom murmur, echoing voices)</p> <p>VOICE OVER (slow, thoughtful): "Imagine a courtroom... filled with tension, the weight of family secrets, and a crime so shocking it took over America in the 90s."</p> <p>(SFX: Gavel sound, soft news audio fades in for a moment)</p> <p>VOICE OVER (with a bit more energy): "Now, Netflix's <i>Monsters</i> series has pulled this story back into the spotlight, raising new questions: Who were the Menendez brothers? Villains, victims... or something in between?"</p> <p>(Pause. Ambient fades out)</p> <p>(Begin music - low, suspenseful, tone)</p> <p>VOICE OVER: "Hey everyone, I'm Nicole and today on True Pop-Culture we're diving deep into why the Menendez case has such a powerful hold on us—decades later. We'll explore the release of Netflix's <i>Monsters</i>, family drama, and the big question: why do we keep coming back to the Menendez story?"</p> <p>(SFX: Low, dramatic courtroom door closing sound)</p> <p>(Fade music up for a few seconds, then fade music to background level)</p> <p>VOICEOVER:</p>

"Let's go back to 1989. Lyle and Erik Menendez, two privileged young men from Beverly Hills, committed a crime that would haunt headlines and shock the country—they murdered their parents in cold blood. At first, their defense was that they were protecting themselves from years of abuse. Some saw them as victims of a terrible family life, while others believed they were simply greedy, killing for a multi-million-dollar inheritance. In court, the brothers' faces were all over the news, becoming symbols of American family dysfunction."

VOICE OVER (reflective):

"But what's truly remarkable is that, years after their sentencing, the Menendez case keeps popping back up. Now, Netflix has put it front and center in its *Monsters* series. Why does a story that's over three decades old still pull us in?"

(Music picks up slightly, mysterious tone)

VOICE OVER:

"The *Monsters* series has reignited debates about guilt, innocence, and justice, showing the story from fresh perspectives that raise questions: Were Lyle and Erik victims or villains? Are we drawn to true crime because we want justice, or because we can't look away from the darkness in people?"

(PAUSE)

VOICE OVER:

"For many viewers, the new portrayal of the Menendez brothers gives them another chance to see the story not as a black-and-white case, but as something more layered and complicated. Through dramatization, *Monsters* lets us empathize, even if briefly, with the brothers' struggles, no matter how

unsettling. We see their family, their pain, and their motives from a new angle. It raises ethical questions about revisiting real-life tragedies—especially when those involved are still alive."

(Background music transitions to soft)

VOICE OVER:

"And that brings us to a key point in this episode: What does it mean for us, as an audience, to keep revisiting cases like the Menendez brothers'? What are we looking for in true crime? For some, it's about understanding how people tick—trying to see how a 'normal' family could end up in such a horrific place. For others, it's about confronting society's issues, like abuse and mental health, and trying to learn from these cases."

(PAUSE)

VOICEOVER:

"Netflix's *Monsters* series taps into something deeper than just sensationalized crime stories. It brings us face-to-face with uncomfortable truths about families, privilege, and justice. It's not just about telling a story; it's about holding a mirror up to society's obsession with true crime. We get to feel the suspense, the horror, and the thrill, but we're also asked to think about what it means to consume these stories as entertainment."

VOICE OVER (empathetic tone):

"So, where do we stand? Are we watching because we want justice for the Menendez parents? Because we're fascinated by what drove the brothers? Or is it something deeper, maybe even darker—a need to get close to stories that seem to reveal the worst, and sometimes the most tragic, aspects of human nature?"

(Pause. Ambient sounds fade in:
courtroom, faint voices)

VOICE OVER:

"As we wrap up, it's worth asking—do
stories like the Menendez case help
us, or do they simply satisfy a
morbid curiosity?

Netflix's *Monsters* challenges us to
look deeper, to question our motives
and to reconsider what justice really
means when a story keeps living on,
decades after the verdict."

(SFX: Door slams shut softly,
symbolizing the end)

VOICE OVER (thoughtful):

"Thanks for joining me today on True
Pop-Culture. If this case made you
think, or if it stirred up new
questions, share them with me. Let's
keep this conversation going—because
these stories may be chilling, but
they also tell us a lot about
ourselves."

(Fade music and ambient out)