



The Big One: Your Survival Guide

Team



Host
Jacob Margolis



Producer
Misha Euceph



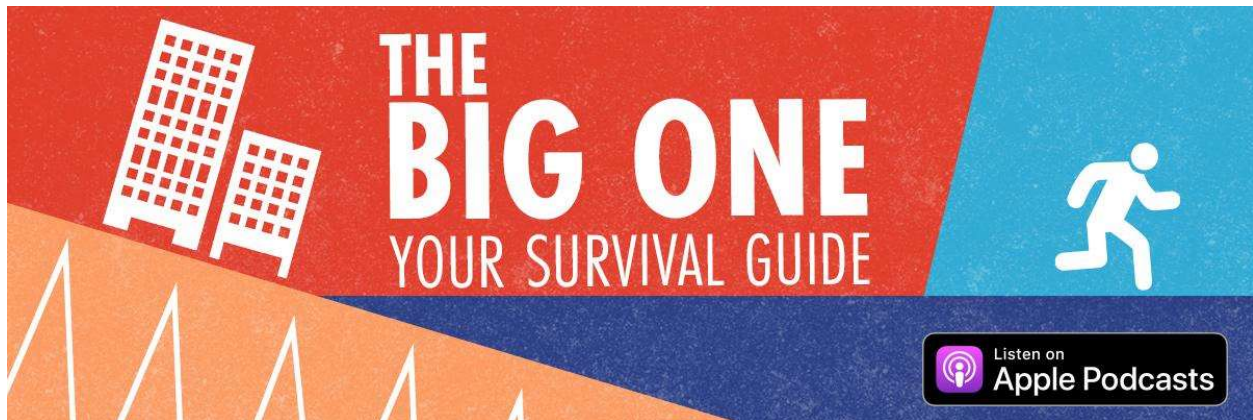
Editor
Megan Garvey



Executive Producer & Story Editor
Arwen Nicks

Team “Big One” is made up of four award winning KPCC journalists whose goal is to serve the audience by providing top notch science journalism and usable information through compelling narrative storytelling.

Description



Tagline: Your survival guide.

Show Description: California is no stranger to earthquakes. But, when the big one hits, it'll take less than two minutes for more than 10 million Southern Californians to lose water, power and a sense of security. This January, KPCC's Jacob Margolis and Misha Euceph take you on a journey to understand what a catastrophic earthquake will mean for Los Angeles, the United States, and the world. The big one is coming, and we have your survival guide.

Context: The Big One tells the story of the impending 7.8+ California earthquake and distills the dearth of information into practical survival tips, just in time for the Northridge earthquake 25th anniversary.

Target Audience: The Big One targets avid podcast listeners and consumers of disaster movies, horror movies and science documentaries between the ages of 16-34. The audience skews male.

Duration & Frequency: A 20 to 40-minute episode will be released each Wednesday with the first episode publishing on the launch date.

Trailer Release Date: November 22nd, 2018 (soft launch) January 2nd, 2019 (press push)

Launch Date: January 10, 2019

Episode 2: January 17th, 2019 (Northridge Earthquake 25th anniversary)

Series End Date: March 07, 2019

Sample Audio: Proof of Concept (not for distribution)

Episode Dates, Names, & Descriptions:

The Earthquake Hits-- 01/10/19

Your Walk Home-- 01/17/19

How Did We Get Here?-- 01/24/19

Should You Stay or Should You Go?-- 01/31/19

Butterfly Effect-- 02/07/19

How LA Could Change in a Steel Moment -- 02/14/19

Lessons Not Learned-- 02/21/19

The Plan -- 02/28/19

The Perfect World: Why You Won't Listen to Us-- 03/07/19

**Each episode ends with post-credits, practical, achievable steps you can take to prepare yourself.*

Marketing & Distribution



BUILT-IN AUDIENCE SOCIAL

Social URL(s):

LAist: @LAist 795,000

Station: @kpcc 117,000

Host: @jacobmargolis 1,478

Station: www.facebook.com/kpcc/ 90,313 likes

Station: <https://www.instagram.com/kpcc/?hl=en> 13,800 followers

Website URL: kpcc.org/thebigone OR laist.com/thebigone

Thebigonepodcast.org

Newsletters:

LAist: 88,000

Membership: 77,000

PLATFORMS

Through the following platforms, over 100 million listeners will have access to 'The Big One,' which will be featured on the homepages of all of these phone apps and will reach iPhone and non-iPhone users alike:



APPLE (80% of Podcast Listenership)

Apple Podcasts Marketing Plans: Apple Podcasts will be mentioned in all on-air promotions for the show - 12 on-air ads a day to our weekly 800,000 audience beginning January 2nd and running through mid-March 2019.

DOWNLOAD PROJECTIONS & CROSS PROMOTION

We anticipate 1 million downloads (IABv2) in the first 30 days of release (4 episodes).

2 million downloads (IABv2) in the first 6 months.

TIMELINE

01/02/19

The press release sent to [local, national media, influencers, social orgs, government agencies](#) with a smart link, Apple Podcasts smart link in banner.

ETC.