Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name: Andrea Domingos**
2. **PROJECT: ACTIVATON OF AI REGULATION**

CREATIVE BRIEF

1. What must it be (i.e. format, like audio-only podcast, video, etc.)

The podcast will be audio only.

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.)

The audience I'll be targeting is Gen Z and Millennials. Gender isn't a concern. I would also target those in fields where copyrighting your work is very important (artists, researchers, film makers, writers, musicians, etc.). While they are a smaller group, I'd also like to target Gen Alphas as well, as they will be growing up with AI as a part of their lives.

3. How long must it be?

The audio will be anywhere from 4 minutes to 9 minutes.

4. What is your objective with the piece?

The objective of this podcast is to bring awareness on how little AI is regulated when it comes to copyright infringement. Artificial Intelligence only learns from the content it is given. And while many companies use different samples to help train AI programs, there is little regulation on how that person's work is used, causing many people to learn that their work is being used without their permission.

5. When is it due?

The episode is scheduled to release on November 2nd.

6. What is the overall idea?

The idea of the episode is to talk about 1. The relationship between copyright work and artificial intelligence, 2. Why copyright regulations are important (both in terms of AI and in general), and 3. How the lack of regulation on AI use of copyrighted work has affected our ability to express who we are and our work (examples being provided here).

7. What is the storyline summary?

On this episode of ACTIVATON OF AI REGULATION, we go into a look at the world of AI regulations. Not just any though, we look at how the lack of AI regulations have affected copyrighted works and why the line for such regulations must expand. In our digital age, these issues must be apparent, and open for all to see! So, listen in and see how even YOU the viewer will be affected if AI regulations stay the way they are.

8. Elevator pitch:

You every catch someone cheating off your test when you were young? Annoying, really. But you can tell, and you can speak to someone about it. But what if I said that support doesn't exist if your work was stolen by artificial intelligence or AI? Right now, there is a massive problem with how AI is regulated with it comes to copyright and our ability to protect our work. And if AI regulations stay the way they are, there are severe implications that may become reality.
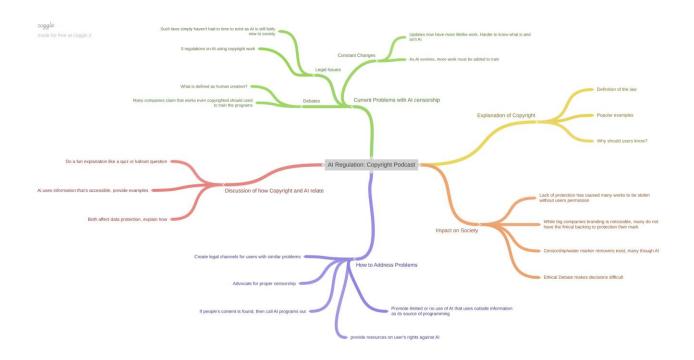
9. Tagline:

You think your projects are safe from AI? Oh, how you are mistaken…

10. Look and feel description:

The look and feel of this should start off normal. Pretty educational and informative. But as time goes on, the audio's theme changes. I want the audience to originally think the podcast is just informational, explaining a very important topic on why copyright exists. But as the story goes deeper into the implications and very serious crimes that may never be solved, I want the audience to feel a sense of uneasiness and worry. That while AI right now may start off good, it's only a matter of time before the lack of protection from AI hurts people's reputation and work without their consent.

MIND MAP

QUESTIONS / NOTES

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

In the first few seconds, I am going to give the audience a pop quiz. It's a 1 question exam, but the answer will shock them.

2. Hook idea:

Pop Quiz Time! Don't worry, it's one question. But I want y'all to make a guess anyway, because you may be shocked at the answer. As of this video, how many regulations currently exist in the US when it comes to protecting the use of a person's work (copyright) when it's used in artificial intelligence? You got 15 seconds………….Drum roll please…………..If you guessed 0, YOU ARE CORRECT! There are currently no AI regulations that are meant to protect your work from being used in AI.

MESSAGE/STORY:
1. What message are you trying to deliver to the audience?

I want the audience to be aware that even now, as the video plays, work created by people is being used without their permission, without their consent. And there is nothing stopping AI companies from doing that. No regulations, no laws. By having no protection, the work and artistry created by people is not only being taken for granted, but as AI continues to expand, it may be work that's taken next. Bring awareness, and to those whose works have been used in AI, fight back. Your works is yours, no else's.

2. Clearly describe the following parts of your story:

   a. **Beginning:** *The beginning opens with a pop quiz on the subject. It introduces the problem immediately. Copyright protection doesn't exist in AI regulations. But what do I mean? I then explain part a) How AI regulation and copyright work in law. The subject is open but damning.*
   b. **Middle:** *Next is part b), What is this lack of protection affecting? The tone is serious now. This part goes into the areas that the lack of protection has caused. Mostly, examples that have happened, and how many expressed concerns with no answer.*
   c. **End:** *The last part is most important. Why should you care? It gets to the point. At the rate that AI is increasing, more works are stolen without people's knowledge. If regulations aren't set in place, then no matter how big or small your work is, it will not be protected, no matter what your voice. The tone is sad, but it ends in determination. The will to advocate.*

NARRATION/HOST:
1. Who will lead us through the piece?

I will be the one voicing the piece. I want my tone to follow 3 phases: Carefree to Worried to Determined. All will be informative in their own way.

2. Narration ideas:

Starting voice: Hey everyone! There are interests and engagement in their air! The problem doesn't seem that big at first.
Middle Section: But as time goes on, there's less enthusiasm. Worry starts to creep in. Look at the dangers…there's so many problems to address…..
Ending voice: The fight isn't over though. There must be a means to move forward, to advocate for proper protection. There's determination, and no one will stop no that the information is in the air.

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

The mood will depend on the section. First, the music is educational, simple and light. It's not pressing, just informative. As the section changes into more serious topics, the music gets serious. I want the music to convey just how damning the situation can get.

2. Music track ideas:

The educational and friendly side of the information would sound like or similar to Kurz Gesagt
- *https://www.youtube.com/watch?v=0FH9cgRhQ-k&list=PLFs4vir_WsTxontcYm5ctgp89cNBJKNrs*

The more pressing and worrying side would give of the idea that the danger is immediate. While I haven't the sound yet, I would like to the music to feel like Ace Attorney (a law game funny enough)
- *https://www.youtube.com/watch?v=UxnvGDK0WGM&list=PLSPeXU6BtFC9XVLqlBLfF-fYx6TW6n6TE&index=8*

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

The "locations" I most want to convey are that of a classroom and a court room. I really like the idea that the beginning half of the podcast is like in a classroom. The feeling isn't too bad yet. But then the scene changes, now instead of a classroom, the vibe is a court. The audience should feel like the jury, as they will be the people who can change the outcome of the PSA.

2. Ambient audio ideas:

- *Crowd talking*
- *Soft music in the background*
- *School yard/background laughter*

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

My focus is on transition from on going from an educational experience to a more serious and underlying threat. I'd like to do this as if you are walking from a school classroom to a room of jury members. The transition is meant to be long.

2. SFX ideas:

- *Alarm clock*

- *Echo noise*
- *Judge Mallet hitting table*
- *Shocked gasps*
- *Smack/dropping effect*

SCRIPT

Name: Andrea Domingos
Title: Activation of AI Regulation

VIDEO	AUDIO
NO VISUALS FOR AUDIO PROJECT	(Fade in ambient calm music audio, kids are laughing/chatting) (Alarm bell rings) HOOK: WELCOME EVERYONE TO YOUR NEWEST CLASS! I'm Andrea and I present to you, Activation of AI Regulation! "High energy" HOOK: But now… It's time for the Question of the Day! Our fun topic today is copyright! VOICE OVER: I know. A bit early in class, but don't worry, all you gotta do is guess. (breath) Don't even look at your devices to answer. You think I can't see you??? Alright. Here is your question: As of this video, how many regulations currently exist in the US that protect your work from being used in artificial intelligence? You got 10 seconds. Time starts NOW! (Timer SFX begins, lasts 10 seconds) VOICE OVER: Times Up! Got your guesses ready? (drum roll SFX) VOICE OVER: To all the people who guessed 0… CONGRADULATIONS "high energy", you got it right! (confetti SFX goes off)

VOICE OVER:

I know, you might find that hard to believe but yeah, there are currently 0 regulations in the US protecting your work being used in AI. And right now, you may not care. Its not big deal, right?

(All sounds cut)

VOICE OVER:

But you should, cause right now, we are in a system that's not meant to protect us. Come, walk with me here.

(Door shuts SFX plays, sounds of a crowd begin to play, mixed with lockers closing SFX)

VOICE OVER:

I get it, this is all a lot to take in, let me back track for a sec. If you don't know, there has been this long debate about how AI uses copyrighted work. That means works that you have the right to choice what to do with. No one else can use it unless you say otherwise.

But here's where the debate comes in. (sig/deep breath) AI developers and systems do not face the same copyright issues as everyday people would. For example, if you used copyright work without someone's permission, then you can be charged with copyright infringement.

It makes sense, it ain't your content to use. But if say… AI used your work?

(Door opens, new crowd noise plays. In an echoey room.)

(Serious music begins to play)

VOICE OVER:

Then there are currently no repercussions. Why?

As right now, AI developers don't face this copyright infringement because they claim that the work is used

to train their AI programs. If there is no work to put in, then AI can't evolve right?

And while on the surface this is a valid argument, oh how you are mistaken on what could happen.

Because there are no laws that protect your work from being used in AI, companies face no consequences for taking your work. That's stealing. This is no other way to put it, your work could be stolen, and sometimes, you wouldn't even get the luxury of knowing.

And if you are a creator of anything, from music, art, research writing, filming…

(soft music of instruments and harmony begins to fade in… then immediately cuts, through scratch disk SFX)

VOICE OVER:

Then you are the most in danger. The work you've spent weeks, months, even years on can be taken in an instant. Cause unless you can tell that work produced by AI is yours immediately, then it will be lost to the recycling process of AI generation.

And AI will just keep evolving, making it harder to know which was yours.

It's already hard enough that many creators get their work stolen by others constantly, but now? AI has put creation in a corner. And with no regulations stopping these AI companies, your work is now theirs, whether you like it or not.

This is not even mentioning that because of how limitless AI is, your style could use create negative even harmful content if a user of AI dared asked.

(Worried concerns and whispers play)

(immediately followed by a mallet banging a desk SFX)

But what can you do? Does this not sound like a losing battle?

(quiet)

VOICE OVER:

The fight hasn't ended yet.

(music fades in again, this time, more dramatic, determined even)

For starters, if you know that your work or others has been used without their permission through AI, you must find specialists in copyright or similar fields. Your best bet is going to be intellectual property lawyers, as they are designed to protect people's properties and their work.

Alongside that, know that you are not alone in this fight. There are many recent examples companies calling out AI for using their work without their consent.

If you've used social media in the past couple months, you may have seen a trend where couples and families turn themselves into characters in the style of Studio Ghibli, a Japanese animation studio. Studio Ghibli actively called out ChatGPT and OpenAI for using their style without their permission and are considering suing them for copyright infringement that has resulted from the trend.

And finally, advocate, call creators and companies out for using work that Ai has taken from. The more people talk, the more awareness we bring to the subject. Because this debate NEEDS to be talked about and SOLVED immediately.

It's funny really, you actually can't copyright AI work because it's not considered "human creation". AI isn't human in the law's eyes. But AI can take your work, and then the law won't do anything.

If we are going to live in a world where human expression is supported and protected, then things must change. If not, we are doomed to lose humanity's greatest potential: the ability to create works that can define morals, ideologies, and even who we become as people.