

**BEHIND THE PLATE — A MINI-
DOCUMENTARY SERIES ON CATCHER
DEVELOPMENT PROPOSAL**

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Coach Kevin Schnall's

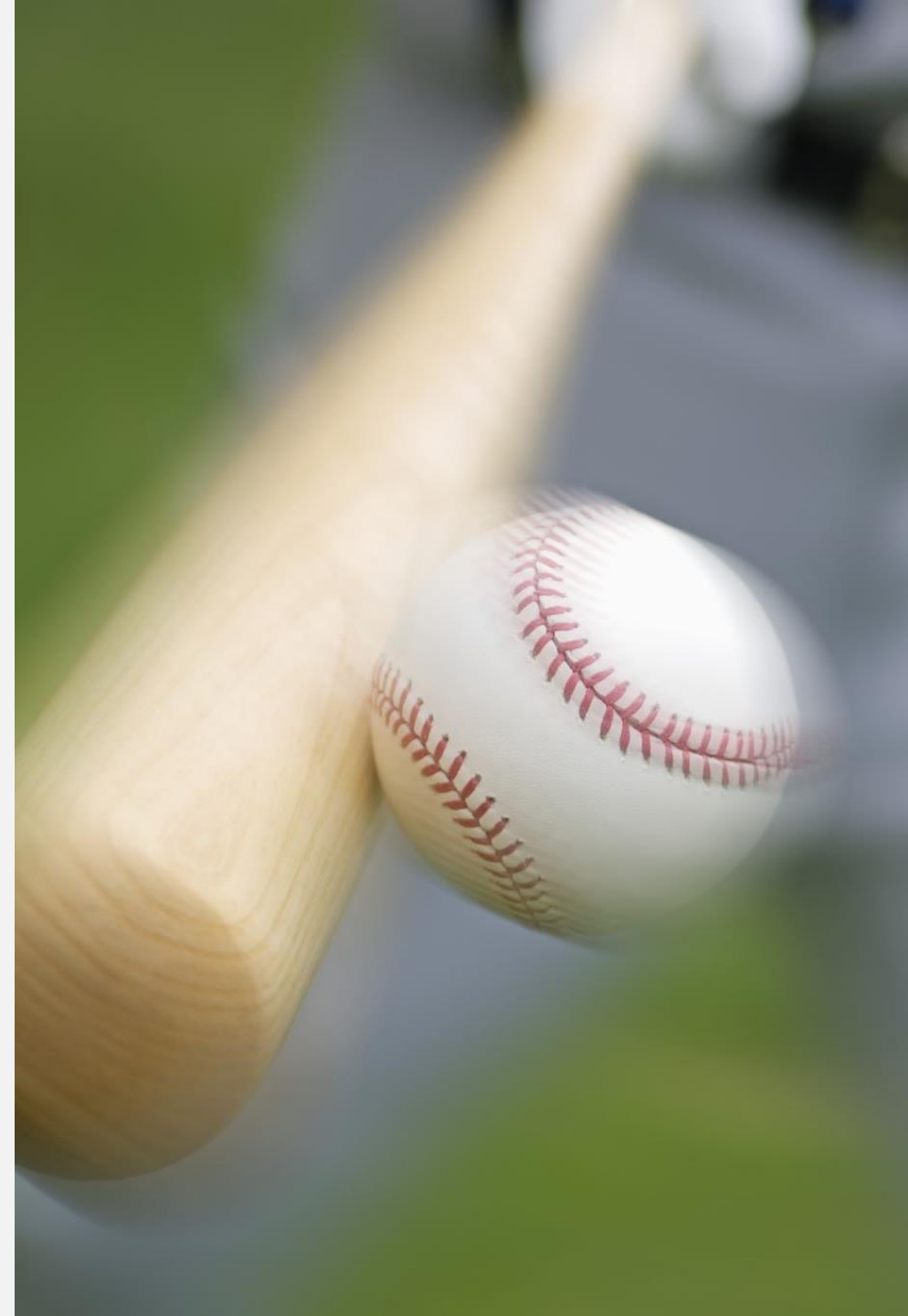


OVERVIEW

- This would be a short series explaining and exploring the role of a catcher in college baseball, featuring Coastal Carolina's development philosophy and Coach Schnall's expertise.
- This would be a mini web series where we interview players and the coach.
- It would be anywhere around 5-10min episodes.

PURPOSE

- Celebrate and clarify the catcher position
- Highlight Coastal Carolina's player development process
- Leverage storytelling to showcase leadership and communication in sports
- Apply skills in sports media, interviewing, and content production



NARRATIVE AND HOW I BROUGHT IT TO LIFE.

- In my initial correspondence with Coach Schnall, his background as a standout catcher and now a respected coach stood out.
- I wanted to explore not just the position, but the *mentality* and *leadership* that comes with being a catcher.
- The idea of a mini-documentary came naturally; it aligned with my course focus on storytelling and media, and Coach Schnall's journey offered the perfect narrative arc.
- After landing on the concept, I outlined a mini-series format that highlights different aspects of the catcher's journey.
- I researched existing baseball documentaries and short-form content to understand pacing, tone, and storytelling techniques.

A close-up, slow-motion photograph of a baseball catcher's mitt catching a ball. The mitt is brown leather with yellow laces. A baseball is visible inside the mitt. In the foreground, a red catcher's foot is visible, wearing a red shoe. The background is dark and out of focus.

WHY CATCHER'S POSITION?

Because catcher is a unique position, and I find it fascinating.

Working with Coach Schnall would reveal the good and bad of this position.

Coach Schnall's legacy as a player and coach

Catcher = unique position (strategy, leadership, communication)



EPISODES

- It would be roughly 3 episodes
- **Ep 1:** The Mind of a Catcher: strategy and leadership
- **Ep 2:** Building the Tools training and drills
- **Ep 3:** Culture & Mentorship How Coastal shapes its players
- Optional: player/coach interviews, mic'd up practices, behind-the-scenes

VISUAL AND AUDIO

- Would want slow-motion visuals of the team playing
- Regular motion videos
- Incorporating voice-overs of players and the coach
- Game clips
- Confessional room/backdrop for the team to talk and make it visually pleasing for viewers.

The background of the slide is a photograph of a stadium's seating area. The seats are white plastic, arranged in rows. A set of stairs with yellow steps and red metal railings is visible in the upper left portion of the image. In the bottom left corner, there are some green, out-of-focus plant leaves. Overlaid on the left side of the image is a dark rectangular box with a white border. Inside this box, the word "PROMO" is written in a white, bold, sans-serif font.

PROMO

- Platforms: Instagram, YouTube, Coastal's athletics site
- Teasers and clips on social media
- Hashtags (e.g., #BehindThePlate #OWNIT #CoastalBaseball)
- Collaboration with team's social media accounts



Around 4 weeks.



Week 1: Script outline and confirming everyone involved.



Week 2: Start the interviews with players and the coach



Week 3: start editing and getting feedback on it



Week 4: Final edit, promo prep, release

TIMELINE

COACH SCHNALL SUPPORT

- Expert insight and personal story (as interviewee) telling his story on how he got to where he is today.
- Access to training sessions or interviews with players, as he is the coach, so we would have to work around his time for the players.
- Helping with bringing it to life and the view that he has in mind for the story.

MY ROLL AS THE MC

- Communication and storytelling focus on strategies learned in the class
- Technical/media production knowledge with help from a crew
- Passion for athlete development and meaningful content.
- Love for baseball to help bring this to life.

LET'S DO IT!

- Dominick Del Valle