

UAT MS555 Midterm

“Alien Invasion”

Problem Statement

The governor of Ohio has been caught swindling Ohio taxpayers out of their money through corn subsidy kickbacks and the story is going to break to the press in 48 hours. Before that point, we need to flood the media with credible-enough stories of an alien invasion that news outlets are too busy to cover a story as mundane as a scandal.

Gold Card

Cost

(Undefined, unlikely to exceed 1 million.)

Schedule

48 hours

Scope

- Purchase & destroy an abandoned farm.
- Create & destroy a miniature version of the above farm.
- Film, edit, and release video evidence of an alien invasion.
- Write, edit, and release documents to back up the above video evidence.

The Problem

Flood the internet with enough evidence of a proven alien encounter that press outlets and conspiracy theorists snowball the story big enough that it overshadows the scandal.

The Customers

The governor of Ohio, the news media, and the Ohio taxpayers.

Stakeholder Analysis

Governor

The governor is the primary stakeholder and has *theoretically* the most to lose if the project goes south, though as a politician most likely he will evade any blame regardless of outcome.

Senior Staffers

The senior staffers are all stakeholders because they are complicit in this scheme. If it goes south, they are likely to lose their current jobs and will possibly be held legally liable for their contributions.

Junior Staffers & Interns

The junior staffers and interns are stakeholders much like the senior staffers, but hopefully only in that they may lose their jobs if the plan doesn't work. Junior staffers should be avoided during this scheme, as loose lips sink ships.

The Press

The press are one of the target audiences for the scheme. Proper news media outlets need to pick up the alien invasion story in order to drown out the oncoming political graft story.

Conspiracy Theorists

Conspiracy theorists are secondary stakeholder to the press, as if our scheme engages the conspiracy theorists and truthers then the story will spin organically on its and blow up.

Farm Owner

The farm we explode is owned by someone whether it's a citizen, a bank, or the state. They're a stakeholder because they'll either be gaining money in exchange for their property (ideally) or the victim in an unfortunate arson incident.

Legal Team

Literally every aspect of this plan is illegal, making our legal team incredibly important. Hopefully everything goes off without a hitch and they aren't needed, but if there are any slip-ups the legal team will really come in handy.

Ohio Taxpayers

The Ohio taxpayers are unknowing stakeholders in this plan because not only is the story we're trying to cover up about their tax dollars being improperly allocated, but we're likely using their tax money to fund the cover-up.

O'Connor, Jake

Miniature Maker

The miniature maker hired for this project will be a stakeholder of paramount importance. Without a realistic model to blow up it's going to be difficult to convince enough people that this alien attack is real.

Video Editor(s)

The video editor stakeholder will be responsible for taking the appropriate footage and making something believable out of it. They'll need to doctor the footage enough to make the real and miniature farms mesh together well enough to be convincing, but not so much that it's obviously edited.

Film Crew(s)

The film crews will be responsible for filming enough comparable footage both of the real farm and the miniature farm that the video editor can properly stitch together the footage.

Writer(s)

The writer or writers will be responsible for writing and editing convincing reports that will serve as 'leaked' evidence of an alien invasion and government cover-up, as well as the initial social media posts that kick off the conspiracy theories.

Online Influencers

Online influencers are another unwitting stakeholder, in that they will provide a much needed boost to the validity of the evidence we make available to the public. Rarely do followers of an influencer do their own legwork in determining the validity of claims, which we can use for our own gain.

Demolition Company

The demolition company we hire to bulldoze and fully destroy the farm will add an additional layer of credibility to the story of an invasion and government cover-up. As an exterior group, their only view into this scheme is that they were hired to urgently bulldoze a random farm in the middle of Ohio that exploded, and were paid handsomely for the trouble.



WBS Costing Breakout

1. Farm

1.1. Secure Farm

1.1.1. Find Available Farm

[Hourly wage] x 2-3 hours searching for suitable property.

1.1.2. Purchase Farm

[Cost of property] based on location and current state, plus a fee for expedited sale.

1.2. Secure Explosives

1.2.1. Find Available Explosives

[Hourly wage] x 3-6 hours searching for suitable seller.

1.2.2. Purchase Explosives

[Cost of explosives] based on comparable commercial explosive sales, plus a fee for an expedited sale.

1.2.3. Transport Explosives

[Hourly wage] x 2-4 hours driving time.

1.3. Demolition Crew

1.3.1. Locate Demolition Crew

[Hourly wage] x 2-3 hours searching for suitable company.

1.3.2. Hire Demolition Crew

[Cost of demolition company] based on comparable situations, plus fee for expediency, plus fee for 'hazardous' materials.

1.4. Demolish Farm

1.4.1. Plant Explosives

[Hourly wage] x 1 hour

1.4.2. Detonate Explosives

No independent cost.

1.4.3. Monitor/Extinguish Fires

[Hourly wage] x 3 hours ensuring we don't burn down any neighboring properties.

1.4.4. Bulldoze Farm

Price built into 1.3.2.

1.5. Record Demolition

1.5.1. Film Explosion

[Hourly wage] x 2 hours filming.

1.5.2. Film Fire B-Roll

[Hourly wage] x 2 hours filming.

1.5.3. Film Aftermath B-Roll

[Hourly wage] x 2 hours filming.

2. Miniatures

2.1. Miniature Builder

2.1.1. Locate Miniature Builder

[Hourly wage] x 2-3 hours searching for suitable artist.

2.1.2. Hire Miniature Builder

[Cost of builder] based on comparable situations, plus fee for expediency.

2.2. Record Farm Schematics

2.2.1. Map and Measure Farm

[Hourly wage] x 3 hours measuring property.

2.2.2. Fully Photograph Farm

[Hourly wage] x 1 hour photographing property.

2.2.3. Deliver Details to Builder

No independent cost.

2.3. Build Miniature

2.3.1. Build Farmhouse Replica

Price built into 2.1.2.

2.3.2. Build Farmland Replica

Price built into 2.1.2.

2.3.3. Build Background Pieces

Price built into 2.1.2.

2.3.4. Build UFO Props

Price built into 2.1.2.

2.4. Record Demolition

2.4.1. Film Explosion

[Hourly wage] x 1 hour recording

2.4.2. Film UFO Fly-By

[Hourly wage] x 2 hours recording

2.4.3. Film Fire B-Roll

[Hourly wage] x 1 hour recording

2.4.4. Film Aftermath B-Roll

[Hourly wage] x 1 hour recording

3. Video Editing

3.1. Footage Color Grading

[Hourly wage] x 1 hour processing footage.

3.2. Splicing and Editing

[Hourly wage] x 4 hours editing footage.

3.3. Post FX Pass

[Hourly wage] x 2 hours applying appropriate FX.

4. Copywriting

4.1. "Leaked" Documents

4.1.1. FAA Report

[Hourly wage] x 1 hour writing and editing document.

4.1.2. Crime Scene Report

[Hourly wage] x 1 hour writing and editing document.

4.1.3. Witness Interviews

[Hourly wage] x 1 hour writing and editing document.

4.1.4. Governor's Statement

[Hourly wage] x 1 hour writing and editing document.

4.2. Social Media Leads

4.2.1. Reddit Posts

[Hourly wage] x 1 hour writing and editing post.

4.2.2. 4Chan Posts

[Hourly wage] x 1 hour writing and editing post.

4.2.3. Twitter Posts

[Hourly wage] x 1 hour writing and editing post.

