Audience: The audience for this podcast is first off going to be anyone who works or gets up early enough to listen to NPR’s Morning Edition. Because this airs from 5 am- 9am Monday through Friday, it is going to attract people who are driving to work because most commonly that’s where people listen to live radio in this day in age. Moreover, according to research, NPR draws an educated audience where 54 percent have a college degree and 21 percent have some schooling. The irony of this is that these people are probably the very group that this drug pokes fun at the most. It is the educated, college students, and working people that would probably do anything to be better at their jobs/ school. So a drug like PMT that maximizes things like efficiency, intelligence, and focus is something that would catch this audience’s attention. Because a plurality have a college degree and the nature of NPR is informative that means this hoax has to be semi accurate and informational. But I also want to some how make it satirical in slight ways like by interviewing a 3 year old.

Script

Host: Hello and welcome to NPR morning edition, this is your host Renee Montagne

[play music]

Host: Do you wish you could be more productive? With only so many hours in a day it is hard to get everything done. But what if there was a way to become much more efficient, sharper, and focused? After years of clinical trial and millions of investor dollars the pharmaceutical market has attempted to find a way to maximize the most complex yet unknown part of the human body: the brain. Finally, by 2029 the general public will have access to a safe neuro enhancement medication.

Host: This morning we have the honor to be the first to sit down with the inventor of the recently FDA approved “Smart Drug” Dr. [insert name]

Scientist: Hello Renee and thank you for having me on The Morning Edition

Host: Dr. [Name] Could you tell us more about this new drug? Just yesterday Johnson and Johnson’s PMAX concluded it’s FDA approval is that corect?

Scientist: Exactly right. For the first time, a drug will be available that maximizes a persons neural abilities. Pana-tomoxi-tine Methyl-phen-i-date Amphetamine or

PMAX works by stimulating specific neurotransmitters in the prefrontal cortex resulting in the temporary surge of dopemine and noradrenaline levels. Through a number of studies with ages from 3 years to 65 years, it has been shown to improve efficiency and cognitive speed up to 8 times the human average for that age.

Host: So how would a drug like PMAX benefit the public?

Scientist: Because the ability to absorb information and understand more challenging material also becomes greatly intensified. Critical thinking becomes easier and more natural. The certain chemical levels in the brain that are temporary adjusted by PMAX slowly, over the course of hours, taper back to normal ensuring a smooth transition without a crash. The brain is able to hone in on the task at hand without distraction or boredom, meaning a person can stay awake for days on end without feeling lethargic or unfocused.

Host: Wow extraordinary! Who needs sleep anyways? But how is it possible that PMAX can work on all age ranges? What do the results look like on children since they are still cognitively developing?

Scientist: Glad you asked Renee. I brought with me today exclusive video footage of one of my subjects from the youth trials. 3 year old Henry was given 10 milligrams of PMAX for the 11th day in a row. Starting on the first day he began to memorize the entire oxford dictionary.

Scientist:

State your name

Henry: I am three. It took 9 days.

Scientist: What word desribes [insert definition]

-the formation of a word from a sound associated with what is named

Henry: onimonapia

Scientist: part of speech and origin

Henry: Noun, origin late latin

Scientist: **ask henry more questions, live interview hard to script**

Renee: Wow that clip was amazing. Truly unbelievable