

Hiroshima: Transmedia Proposal

Sundance Hsu

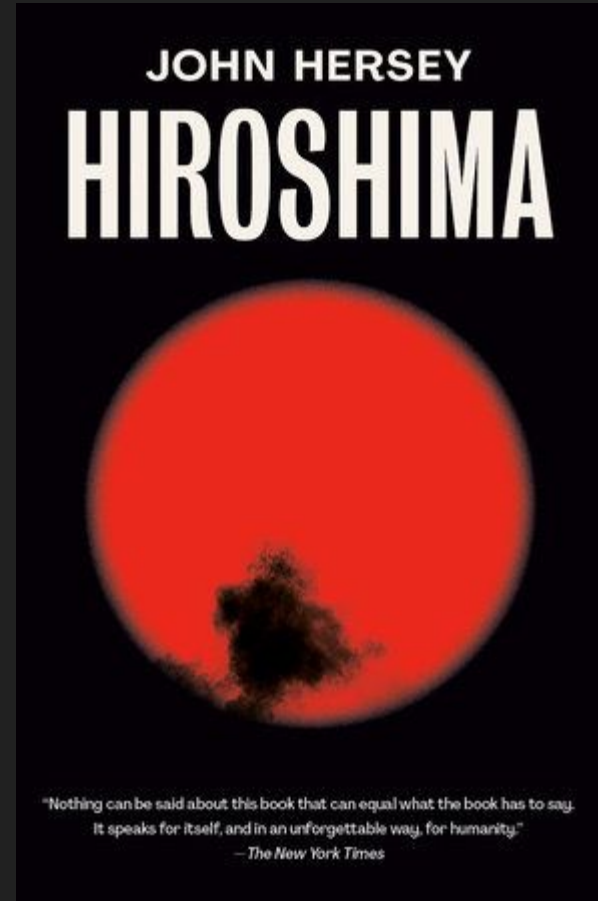
Introduction

- Published in the New Yorker August 31, 1946
- Response to American propaganda
- Voted as greatest piece of American journalism of the 20th Century
- Never been out of print



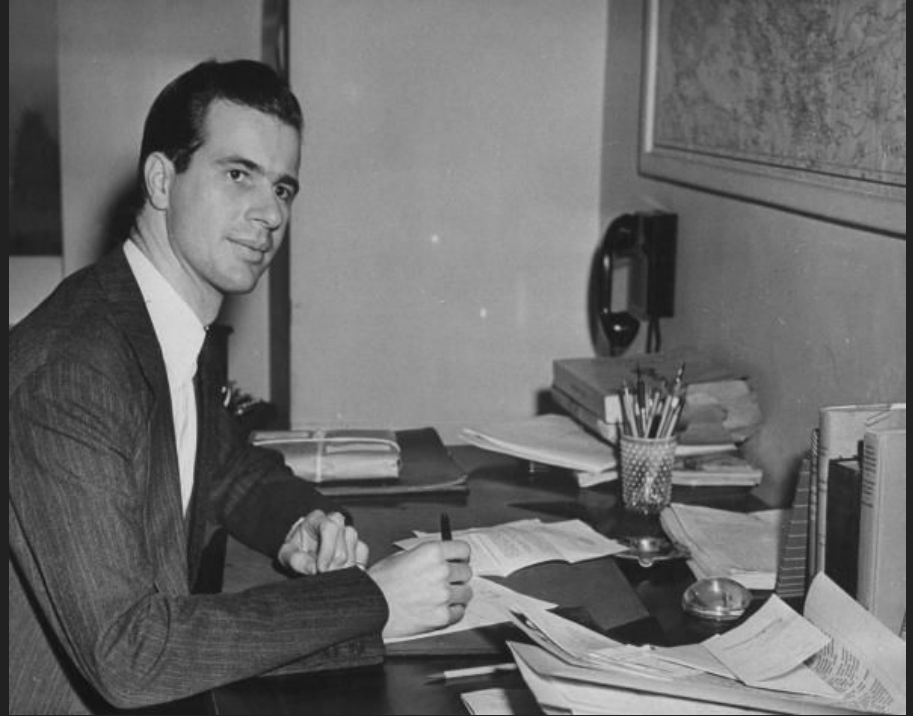
Objective

“What has kept the world safe from the bomb since 1945 has not been deterrence, in the sense of fear of specific weapons, so much as it's been memory. The memory of what happened at Hiroshima”-
John Hersey



Audience

- Western audience
- But not limited to



Characters



Reverend Kiyoshi Tanimoto



Mrs. Hatsuyo Nakamura



Dr. Masakazu Fujii

Characters



Ms. Toshiko Sasaki



Dr. Terufumi Sasaki



Father Wilhelm Kleinsorge

Plot

I. A Noiseless Flash

II. The Fire

III. Details Are Being Investigated

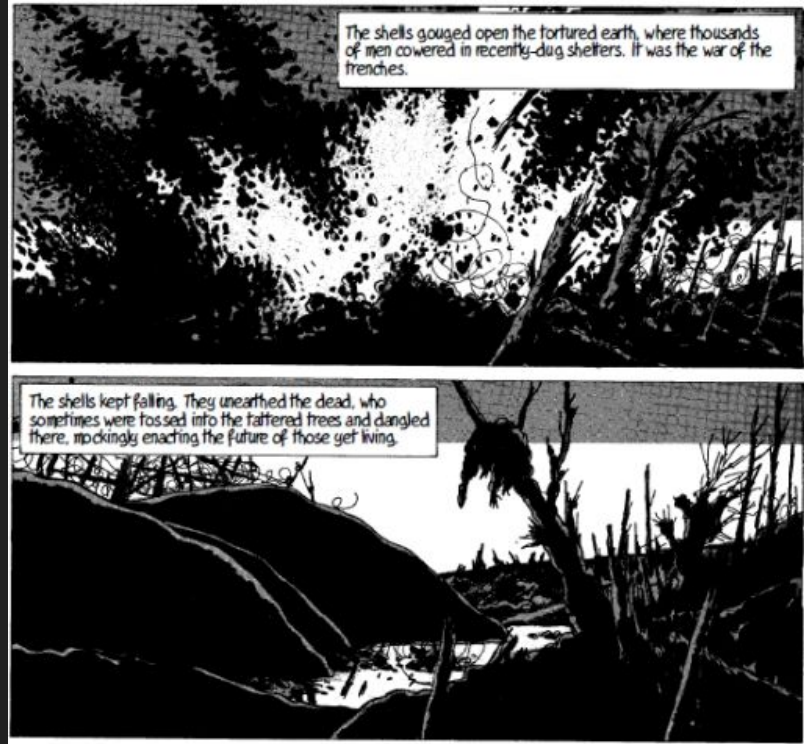
IV. Panic Grass and Feverfew

V. The Aftermath

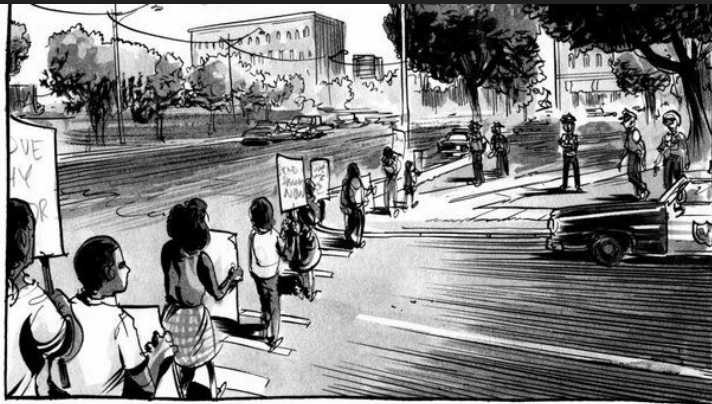


Digital comics

- 5 issues
- Descriptive Material
- Black and white
- Semi-realistic
- Jacques Tardi, Nate Powell







Podcast Episodes

- Two 30 min episodes
- Story-driven history podcast
- Provide historical context on the events before and after this event
- Use of voice over artists, sound FX, interviews

Live conference

- Anniversary event held at the Japan Information & Culture Center
- Hear from survivors, relatives and historians
- Live streamed event



Release Timeline

- 1st episode of the podcast
- Monthly release of the comic from April to August
- 2nd episode releases after final issue in August
- Live conference on August 6, 2022, the 77th anniversary

Financing/Cost

- Partnerships with non-profits such as Nuclear Age Peace Foundation, the Union of Concerned Scientists, Nuclear Free World Policy, International Campaign to Abolish Nuclear Weapons

Digital Comics	\$200 per page, 5 books x 50 pages Artist No Colorist	\$50,000
Podcast	\$400 per minute, 2 episodes x 30 min Host Engineers Voice over artists	\$24,000
Live Conference	Staff-\$3,000 Equipment-\$3,000 Snacks-\$2,500 Paid advertising-\$5,000	\$13,500
Total		\$87,500

Q&A