

Objective

Develop a proposal for a new TV show and give a group presentation

Think

Read this proposal for a new TV show. Do you think it would be a popular program? How could you improve on the idea to make it more effective and potentially successful?

TV SHOW PROPOSAL

Chemistry 101 is a heartwarming drama that focuses on the lives of three high school students and their chemistry teacher. The show is set in an international high school that will be shut down unless students and teachers can find a way to save it.

Target market: Young teens will love watching this after-school show because they'll identify with the main characters, the school setting, and the situations.

Characters: Each episode revolves around chemistry teacher Bailey Miller and a small group of students. Maria is a senior who dreams of becoming a hip-hop star. Sam is the brilliant and handsome honor student. John is the shy basketball star.

Storyline: Everyone loves Central International High School, but unless they come up with a plan, it will be closed to make room for a new shopping center. Each week cast members struggle with their own lives as they also struggle to save their school.

Plan

1. Brainstorm ideas for a new TV show. As a group, answer as many of the questions as you can with as much detail as possible.
 - What's the title of the new TV show?
 - What type of show is it?
 - What is the setting?
 - Who is the target market?
 - Who are the characters?
 - What is the story line?
2. Assign each member of the group a section of the proposal to develop.
3. Now use the Internet to do research. Write your section of the proposal on a card.

Put together

1. Share the information you prepared with your group. Then put together an attractive proposal.
2. Practice making a dramatic group presentation. Each group member should present the part he or she prepared.

Present

1. Present your proposal to the class. Ask and answer questions.
2. Which group's proposal has the most potential to become a hit TV show?