

Research, Planning and Development

Working to a Brief – Exercise

The Scenario

A broadcaster is looking to produce a series of 15 minute television programmes for a daily weekday slot at 6pm on BBC2, to span a ten week period.

They require a programme with interactive and merchandising possibilities.

The programme may fall within any genre of your choice and be of a style you feel is appropriate for the audience at that time. The programme should maintain or improve upon the audience ratings for the programme currently showing in the chosen timeslot.

The estimated budget to produce all of these elements to pilot stage is £50,000.
Total estimated budget for 50 x 15min programmes and related material is £500,000.
Timescale for pilot programme and templates is 3 months.
Series to begin broadcasting in 3 months.

The Exercise – Produce a Brief

Based on the requirements of the broadcaster, work in pairs to produce a response to the brief for either:

- a) the television programme; or
- b) interactive materials; or
- c) the accompanying publicity material or merchandising possibilities

This should be no more than two sides of A4 paper and should outline the core idea and format of the programme, but not too much depth about the content.

Areas to consider for the television programme:

- Be realistic in terms of timescale and budget
- Consider legal requirements and elements requiring time/money
- Think about formats in terms of shooting, editing, streaming
- Consider whether the programme should be devised to a set format, whether it is reality TV, a quiz show, a documentary style series, drama or comedy
- Think about team requirements
- Think about the audience for this weekday slot
- Think about critical success factors
- Think about sign off stages

Areas to consider for the interactive materials:

- Think about how all the elements will fit together
- Think about who will be using the website and where
- Think about aims and objectives of the project and how best to achieve these
- Be realistic in terms of timescale and budget
- Think about critical success factors

Think about phases of production and sign off stages

Think about formats and what would be best suited in terms of downloading

Areas to consider for publicity material/merchandising possibilities:

Think about who will be using publicity material/advertising

Think about how elements all fit together

Think how publicity material will be used

Be realistic in terms of timescale and budget

Think about critical success factors

Think about formats and what packaging would be best suited

Think about sign off stages

If completing exercises in order, move on to the Research Techniques exercise.