Research, Planning and Development

Presenting and Gathering Feedback – 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 – Pitch your Idea
Gather together in your assigned pairs for a pitching session where the course tutor will act as commissioning editor. You are required to pitch your finished idea to the group. Once each group has pitched the tutor will lead a time of feedback and reflection on each individual pitch. The tutor will then announce which idea has been commissioned. Each pair should present their finished idea and give an overview of how the project took shape and how that particular conclusion was reached. Graphic design artwork should be presented Each presentation should be followed by a five minute feedback period with input from the rest of the class. Feedback should be both positive and negative but should be constructive