

Emerson Channel Original Programming Proposal

Steps to Pitching Programming Ideas

- 1.) Write a treatment.
- 2.) Treatment should include show concept, episode examples, set & location, timetable, equipment & crew, budget, etc. (see TREATMENT SAMPLE, pg. 31 - 32)
- 3.) Create proposed delivery schedule.
- 4.) Email One Sheet and Proposed delivery schedule to Amy Grill, Manager, Emerson Television Channels at Amy_Grill@emerson.edu
- 5.) Set meeting with The ECTV Manager and pitch idea with supporting documents.

The Emerson Channel is accepting program submissions for the Fall 2004 semester. Feel free to discuss your ideas for future semesters with The ECTV Manager.

Emerson Channel Original Programming Treatment SAMPLE

Section 1: PERSONAL INFORMATION

1. Your Name
2. Major, Current Class, Year of Graduation, GPA
3. Local Address, Telephone, Cell Phone
4. E-mail Address
5. Why do you want to be a producer?

Section 2: SHOW INFORMATION

1. Title
title of your program
2. Synopsis
a brief yet visual description of the program
3. Rationale
explain why ECTV would want this show as an original production
4. Topics (Themes)
what themes or topics are available to keep the show in production
5. Discussion Content
pertains only to news, talk, or roundtable discussion style shows
6. Booking Guests (if applicable)
 1. Sources
Where will you find your guests?
 2. Strategy
How will you attract guests to participate in your program? What is your overall plan?
7. Production
Discuss how/when the show will be recorded. Include any challenges, possible crew members, and studio/location times.
8. Format
Basic breakdown (rundown) of the entire show, from start to finish.
9. Timetable
Provide a semester timetable of events, including all taping dates, delivery dates, all meetings, and any pre-production days. Do not give generalities, please provide actual dates.

Section 3: TECHNICAL INFORMATION

1. Production Staff & Crew

List the various technical and non-technical positions you will need to fill.

2. Pre-Existing Production Staff & Crew

List the technical and non-technical positions that have already been filled.

3. Equipment

List all equipment that will be needed for production, including any studio time and post production (facilities) time

4. Set / Props

Describe your plans for your set, specifically discussing the design and props needed.

Section 4: QUALIFICATIONS TO PRODUCE

1. Pertinent Classes Taken

2. Facilities / Equipment Qualifications

3. ECTV Participation History

4. Personal Resume