Selling Reality: Pitching Your Own Reality Show

Your assignment is to design a new reality show

What will the title of the show be?

How long will it be? 30 or 60 minutes?

What will the show be about?(explain)

What will be the show's appeal? (explain)

Will there be any celebrities involved? (explain which ones and why)

What is the demographic that you are targeting?
- explain how your program will appeal to that demographic

Which advertisers or sponsors will you be targeting for support? (explain which products and companies, how you will place their products, and why they would be suitable for the program)

What would the typical episode be like? Describe it in some detail with an outline that will give people an idea of what happens during the program and how advertising will be included.

Is there a particular network that you would choose to pitch the show?

Prepare a presentation to sell your show to the network. The presentation is a sales pitch - there will be a vote for which show should be made at the end. There will be bonus marks for making a presentation on a finished product, so it is well worth your while to complete this assignment.

Some reality show types:
- competition
- traditional games
- "life"
- parenthood
- careers (cooking, business)
- design (home decor, fashion)
- lifestyle (fitness, diet)

Selling Reality: Pitching Your Own Reality Show (example)

What will the title of the show be?
Gilligan's Island

How long will it be? 30 or 60 minutes?
30 minutes

What will the show be about?
It will be a "reality version" of the classic tv show. A character resembling Bob Denver, the original Gilligan, will be the host on the island, and he will be joined by a group with similar members to the original show - a professor, a millionaire and his wife, a skipper, a movie star, and a country girl. (I would make sure that there was a better cultural representation than the original). During each episode, the players will compete to find a way off the island and win the weekly prize.

What will be the show's appeal?
The appeal of the show will be the mix of celebrities, wealthy people, and ordinary people working together (and apart) to get off the island. The fact that it will be on a beautiful tropical island will also attract viewers as will the weekly competition.

Will there be any celebrities involved?
Just like the original show, the program will feature at least one female celebrity and there is the possibility of more if the show also features guest stars (like the original show did).

What is the demographic that you are targeting?
The show has the potential of reaching a wide demographic as older viewers (50+ females) will watch the show out of nostalgia, while younger viewers (12-34, male and female) will tune in for the competition and to watch the celebrities in action. There should be a good mixture of male and female viewers on account of the male/female mix of the cast (and their varied ages) and the watch how the characters interact over the season. Given the success of an all-ages program like American Idol, this program should be considered "safe" for both more conservative businesses and audiences.

Which advertisers or sponsors will you be targeting for support?
Given the location and nature of the program, sunscreen products (Copperstone), tool and building supply companies (Home Depot), outdoor clothing and gear (MEC), and some kind of water/drink company (probably Coca-Cola given its broad appeal)

What would the typical episode be like?
The goal in each episode is for one or more of the island inhabitants to get off the island successfully. In the original program, there were often guests to the island that would provide some opportunity for the cast to leave. Inevitably, they always failed to get off the island. Based on some of those episodes, there will be some possible way of the cast escaping, but it will involve solving clues, riddles, and other problem solving and with a limited time to do it. The first few minutes of the show would be giving the contestants the week's clues for finding the special tools and supplies for the week (or some other hidden goodies) with the contestants paired off differently each week. The main body of the show will then be the pairs trying to solve the riddles, hiding their results from the others, then trying to get off the island. Along the way there will be other obstacles thrown at them (like visitors) just like they did on the TV show.

Is there a particular network that you would choose to pitch the show?
Since the original show aired on CBS, I would approach that network first, but otherwise, it could easily be on any of the other major networks given its broad appeal.