

Which TV programme idea will you “commission”?



Read through these ‘treatments’ explaining some new ideas for a TV Programme. Highlight where you can see evidence of the suitability for the target audience, cultural/social or historical context, and key character descriptions. Which idea would you choose to commission and why?

The Cat Flap

The Cat Flap is a “cat dating show, where **people and cats are matched and - hopefully - fall in love**. Audience gets to see behind the scenes at Battersea cats’ home in London where staff work to match homeless cats to new homes and owners.

The programme shows the passion the staff have to help abandoned cats, tell their untold stories and to create awareness amongst the audience that there are lots of cats who need new homes and provide tips and ideas on how to find a match and settle them into their homes. With around 250,000 homeless cats in the UK, the programme helps educate audiences of the scale of the problem and how they can help. The aim is to encourage more people to contact their local cat home if looking to get a cat before automatically opting for the new born kitten route.

Important topics would be covered within episodes such as **tips on how to re-home a cat, advice on how to care for cats and fostering** cats by offering them a temporary home between homes.

The programme also charms audiences with the stories of the people who come looking for a cat to join them in their homes. **People are from a variety of backgrounds and different generations** to give a wide appeal for prime-time family viewing.

Episodes are designed to fit into a 60 minute TV schedule time slot.

Sample episode storylines include:

Episode 1



Nutmeg, a medium haired female cat, struggles to find a home, due to her behaviour. Will Janet, who's looking for company after the loss of her husband, bond with Nutmeg?

Episode 2



11-year-old **Noah** is thrilled to meet his dream cat, Oscar. Oscar can be very needy and loves to be the centre of attention. In his previous home, he often found himself wandering into neighbours' homes for more attention so will require a cat flap when owners are away for a working day, allowing him to come and go as he pleases.

Episode 3



Rose the three legged short haired cat is 16 years old and is looking for a kind home, will Venessa and her son Jacob fall for her charms?

Balloon Masters

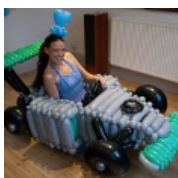
Hosted by David Walliams, **Balloon Masters brings imagination, design and creativity to life.** Teams of two compete in ambitious challenges to be crowned the UK's most talented Balloon twisting constructor.

Teams of two balloon twisting enthusiasts go head-to-head, with infinite possibilities and an unlimited supply of balloons. Throughout the competition, host David Walliams and expert judges encourage the balloon twist masters, introduce incredible challenges and put the creations to the test. **The competing pairs who impress the judges the most progress to the next round, until the finale, during which the top teams face off for a cash prize, the ultimate Balloon twister trophy and the grand title of Balloon Master.**

During the programmes, facts about the history of balloon twisting and where the art has come from will feature. Several historians believe the art may have gotten its start with Herman Bonnert from America, who some believe started twisting balloons into animal shapes at magicians' conventions in the late 1930s. Others believe the ancient Aztecs may have been the first balloon artists. Of course, they didn't have the kind of balloons we have today. They created their own homemade balloons from the dried and inflated bladders of dead animals. Episodes are designed to fit into a 60-minute TV schedule time slot.

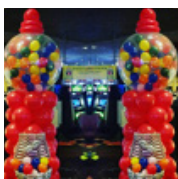
Sample episode storylines include:

Episode 1



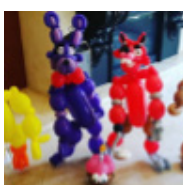
The teams must battle it out in vehicle week to design and build the most impressive construction within the time limit.

Episode 2



It's fun fair week for our balloon twisters, who will this week's guest judge be?

Episode 3



It's character week, teams must create fun and exciting looking characters that must be free standing.