**PROJECT: TELEVISION AS BUSINESS: MINIMIZING THE RISK**

**OBJECTIVES**

* Create summaries of new television shows that are based on the idea of a copy, a spinoff, and a genre category.
* Explain why each kind of show would be popular.

Pretend you are a TV producer. Think of ideas for new TV shows. Your objective is to create ideas that will be successful, regardless of whether this is quality programming or not.

* Think of an idea of a copy. Explain the basics of what this show will be like and what show it is copying. Explain why you feel this show will be popular.
* Think of an idea of a spin-off. Explain the basics of what this show will be like and what show it is spinning off from. Explain why you feel this show will be popular.
* Think of an idea for a TV show that falls into one of the genre categories listed in the genre chart. Describe the basics of the show and how it falls under the genre’s expectations for characters, plots, and aesthetics. Explain why you feel this show will be popular.

This assignment is to come up with three different TV show ideas. Please be creative.

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| Genre | Typical Characters | Typical Plots | Typical Aesthetics |
| Sitcom | Family Unit or friends/coworkers who form family like unit | Simple conflict or misunderstanding resolved in half hour, lack of serious topics | Laugh track, simple indoor sets |
| Drama | People associated with an organization such as a hospital or law firms or sometimes families and family units | Multiple story lines that occur over multiple episodes, more serious topics | Indoor or outdoor sets; dramatic music |
| Reality TV Shows | Characters are contestants, typically emphasizes “good” or “bad” qualities, characters often fall into stereotypical categories | Some kind of contest, often with eliminations, lots of drama | “Real” shots interspersed with the contestants giving accounts of what was going on, dramatic music at elimination ceremony |
| Game Show | Slick (usually male) host, contestants represent everyday people in appearance and demeanor more than on most TV | Contest, sometimes a series of contests followed by a bonus round | Brightly lit set to convey excitement, loud applauding studio audience, lots of sound effects and music to convey winning and losing points during the game. |
| Soap Opera | “Typical” people who are much more beautiful than the rest of us and who have way more drama to their lives | Melodramatic plot lines that drag on slowly for months without resolution, situations like infidelity, illness, and sometimes supernatural occurrences | Glamorous indoor sets and beautiful glamorous people, melodramatic music |
| Talk Shows | Sympathetic hose, either “everyday” people or celebrities (for Oprah type shows) or “trashy” people (on Maury Povich type shows) | Guests discuss an issue or problem, host and audience comments, an expert sometimes weighs in. | Stage with couches, applauding (sometimes screaming) audience, dramatic music during segments that discuss problems. |