

Company name: xxx

Channel logo here

Exec: XXXXXXXX

TITLE

Picture here

3 x 60', for Channel YZ

Keep treatment to no more than two pages for first draft.

Catchy Title (Be clear – it should do what it says on the tin)

Tagline (if the prog reminds you of a film, go to imdb.com and nick/adapt the tagline)

Who for? How long?

Paragraph 1: **The Hook**. Introduce the 'world' the doc is examining and why it is interesting (incredible stats/little fictional sketch/or the conceit E.g. What would happen if...?)

Paragraph 2: **The Pitch**. **[What?]** What the doc will actually be. This satisfies the hook, answers the question posed in the hook, or outlines the basic story. E.g. In this series we follow the bizarre lives of...or, Presenter so-and-so immerses himself in the weird subcultures of America. Reach for the hyperbole!

Paragraph 3: **The Editorial Justification**. **[Why?]** The point of this is to answer that perennial question posed by commissioning editors – 'why now?' In answering this think about, as well as the 'intellectual' argument behind it, issues of contemporary resonance, and things like the Channel's brand/demographic. It often helps to think about what the core of your interest in this idea is. What would you get out of it as a viewer?)

Paragraph 4: **How it Works**. **[How?]** Lay out the basic construction of an episode/the series. If it's a soap-doc then who will we be following? Whose stories provide the narrative backbone? What will we see on-screen? If you've found real people then mention them, and include a line that makes them sound interesting. By the end of this paragraph it should feel feasible.

Paragraph 5: **The Pay-Off**. This really only needs to be a line or two which acts as both the 'pay-off' for the page, as well as for the programme. Take Wife Swap for example: 'But will the families be able to cope with the change in lifestyle and when things return to normal, will their experiences have been worth it after all?'