

Creative Planning – Devise a television programme for a teenage demographic.

Name of programme:

Given an explanation behind the name of the programme:

Programme ident:

News stories:

1.
2.
3.

Reasons for news story selection:

News presenter profile:

Age

Gender

Ethnicity

Appearance

.....

Clothes

.....

Biographical info

.....

.....

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Set design: consider *branding/screens/furniture* etc. [google search news set designs for sketch ideas]

Write the introduction to your first news story – consider appropriate mode of address