

# Greenlit: Developing Factual TV Ideas from Concept to Pitch: The Professional Guide to Pitching Factual Shows

By Nicola Lees

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"Blows the lid on so many TV secrets" Tom Archer, Controller Factual, BBC

**"If every first-time producer read this before pitching a program, I guarantee a greater success rate"** Gary Lico, President/CEO, CABLEready, USA

In recent years there has been an explosion of broadcast and cable channels with a desperate need for original factual/reality programming to fill their schedules: - documentaries, observational series, makeover formats, reality competitions. Yet television executives receive a daily avalanche of inappropriate pitches from pushy, badly prepared producers. Only 1 in 100 proposals are considered worth a second look, and most commissioners never read past the first paragraph.

*Greenlit* explains how to develop, research, pitch and sell your idea for any type of factual or reality television show. It gives the inside track on:

- \* What channel executives are really looking for in a pitch,
- \* The life stories of hit factual shows such as *The Apprentice*, *Deadliest Catch* and *Strictly Come Dancing*
- \* Advice from channel commissioners, development producers and on-screen talent on both sides of the Atlantic.
- \* Eleven steps that will increase your chance of winning a commission

In a rapidly expanding TV market, *Greenlit* is packed with resource lists, sample proposals, case studies and exercises designed to boost your skills and develop commission-winning proposals.

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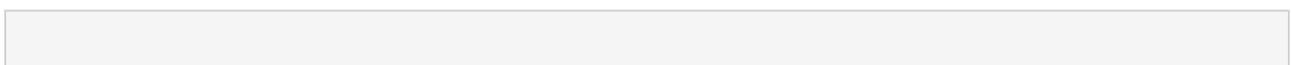
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