



September 3, 2010

Executive Leaders:

Welcome to The Leadership Academy's 4th Annual Live TV Competition. Each one of you has mastered the first step of leadership; initiative, by volunteering to be your team's Executive Leader.

Now, you must navigate your team through this course of excellence and hopefully to the winner's circle.

Here are the rules of engagement:

Your team must create a new TV Network Name (i.e. ESPN, CNN, MTV, TBN), a network tagline (i.e. The Worldwide Leader In Sports, The Place for Politics, etc.) and an organizational team inclusive of a CEO, Chief Marketing Officer (CMO), Executive Producer and Talent (Broadcast Anchors, Reporters, TV Hosts, Actors/Actresses, etc.). *From here, your organization must create a concept for a new TV network AND a "pilot video" to pitch the primetime show of your network. The purpose is sell your network and show to major network executives.*

You must create a TV show that is attractive to a target demographic and competitive across various other demographics. Likewise, we expect you to live, eat, sleep and drink your consumer's lifestyle and culture to design a 24 hour channel that will resonate deeply with viewers. The purpose of this pitch is to convince major network executives that there is a void in American TV and that your network will provide consumers with an engaging channel and refreshing television programming.

Along with your pilot video, your team must then develop logline and a treatment for your new show. A logline is one-sentence that describes your idea. In other words, if you were asked what your show was about, what would be your first response?

Here are examples of loglines that describe current television shows:

- "Ordinary people face their fears by competing against each other in outrageously devised stunts"
- Fear Factor
- "A likeable husband's tolerance and marriage is tested by the constant intrusion of his overbearing parents and dim-witted brother"
- Everybody Loves Raymond
- "Twenty women will court and compete to win the affections of one man who will narrow the selection until he must decide on his one true love."
- The Bachelor
- "Contestants' general knowledge will be tested when given the answers to questions they must then form."
- Jeopardy
- "Aspiring singers will compete in a nationwide talent search on live television where they will face the often unfair scrutiny and sarcasm of a panel of judges before one is finally branded the "American Idol", receiving a recording contract."
- American Idol

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Often times, television executives consider the logline to be the most critical element since it will be more than likely used in the show's marketing campaign.

Here are a few tips on developing a treatment:

- The treatment describes the script's main elements including major characters, overall storyline, plot, key scenes, themes and the show's genre (i.e. Talk Show, News, Sitcom, Reality TV Show, A Major Annual Event ala the Super Bowl or Miss America Pageant.)
- Treatments are usually five (5) pages or less for an hour-long show. For the purpose of your pitch, the treatment only needs to be two (2) pages. Although you're only required to submit 2 pages, you still should give enough information to capture the attention of the reader.
- Treatments are generally created in short story format.
- Treatments typically use vivid language.
- A series treatment focuses on selling its characters, relationships and format of the kind of stories that will play each week.

You will be required to submit 1 pilot video/DVD and 5 copies of your bound document inclusive of your TV network name, network tagline, organizational structure, demographic, competitors, logline and treatment to Mr. Kokayi by 8:30 am (EST), Saturday, February 19, 2011. Your presentation will be distributed to our panel of judges before the competition. Once submitted, your team will have 7 minutes and 30 seconds to present your case on that same Saturday. Your company must present in a professional manner but, can also use singing, dancing, skits and any technology of choice to help get its point across.

Your organization will be judged on the following:

1. Preparation (*How Prepared Your Team is to Submit, Present and Answer Questions Regarding Your Plan*)
2. Presentation (*How Organized and Clear the Content is in Your Plan*)
3. Information (*How Accurate and Realistic The Content is in Your Plan*)
4. Creation (*How Creative Your Plan is as well as its Written and Verbal Presentation, Tagline, etc.*)
5. Team Participation (*How Your Team Appears to Work Together*)
6. Timeliness (*How Timely Your Plan is Submitted and How Timely Your Plan is Presented; given the 7.5 minutes time limit*)
7. Persuasion (*How Convincing and Compelling Your Presentation is to Board of Investors/Judges*).

Each category will be worth 10 points for a total of 70 possible points. The company with the highest number of points will instantly receive the Grand Prize Scholarship from BUY-COBB, Inc's Leadership Academy.



If your team has any questions regarding the competition, we will have an Executive Leader's Call **Thursday, January 27, 2011 at 8:00 pm (EST)**. The call is for team leaders only and will last approximately 30 minutes. There will be a follow up call to answer any outstanding questions and assign order in which teams will present. This call is scheduled for **Monday, February 14, 2011 at 8:00 pm (EST)**. To attend all calls dial 1-712-432-3900 and then enter the conference access code; 664007 followed by the # sign.

This exercise requires all of the tools that both Leadership and Excellence demand in a global marketplace (critical thinking, punctuality, adaptability, partnership and peak performance).

Good Success!

A handwritten signature in black ink, appearing to read "Keri H. Kokayi". The signature is written in a cursive style with some loops and flourishes.

Keri H. Kokayi
Board Member
BUY-COBB, Inc.