Proposal

**Target Audience**

My target audience will be local because they might what to know what is happening in the local area. Therefore they will be able to find out where it is happening and how. The actual target audience will be male and female for the age of 21+, this is because many people now days at 12+ don’t watch or listen to the news because they do not get what is happening, therefore my target audience is 21+ because they will be more interested and will want to watch it after work when they get home and before they go to work. As they will be able to find out what the traffic is like on the way to work and home.

However I believe that not many males will watch or listen to the news because they are not that bothered in it. But females pay more attention on the news and so they can be aware of what’s happening whether it is good or bad.

**Title of Show**

I have decided to call my new show ‘Slope news’ this is because I thought it would be good to hear some good and bad news on a bad day . I thought of calling it this because it got catchy and I thought it would be a good idea to call it and it is also fits with my segment.

**News Story**

**'Brilliant' Orpington school pupils finish second in national design competition.**

An Orpington school's brilliant students have won second place in a national design competition. The six-strong team from St Olave's Grammar School beat 6,000 other students to reach the finals of the Design Ventura competition, run by the Design Museum and Deutsche Bank. They designed a product that is handy and it could retail for round about £10. The team that won came up with a chic card wallet in bamboo. The wallet was made with different. The winning entries for the design were announced at a ceremony at the Design Museum, South Bank, on Wednesday February 5. They were presented with an award by a top designer that is called Sebastian Conran he described the team as brilliant students.

**Horror at beach dog attack.**

A young girl is too scared to take her dog for a walk after being injured when a family afternoon at the beach ended in an attack by three Staffordshire bull terriers. Despite Carris Clayton’s mother, Karen, shouting to the dogs’ owners that her daughter had been bitten, they ran off. Nine-year-old Carris, who has been left with a scar on her upper arm, was with her family at Sheerness beach when a dog ran towards them and started attacking their one-year-old Patterdale Terrier, Nelson. According to Mrs. Clayton, 32, of Prince Charles Avenue, Minster, while the dog was biting Nelson two men came round the corner with another two dogs which also began to attack. Mrs. Clayton said she told Carris to take her three-year-old sister Poppy away when she realized Carris was bleeding.

**'Young achiever' represents Jersey at Buckingham Palace**

A Jersey teenager chosen to represent the island at Buckingham Palace has described her visit to the royal residence as "amazing”. Sophie Rolland, 16, attended a Young Achievers' reception as St John Ambulance's Cadet of the Year. Miss Rolland, who attends Hautlieu School, met Princess Anne, who is a patron of the charity. She described the visit and meeting the Princess Royal as "something I'll never forget. “She said representing St John Ambulance was an honour. Miss Rolland was one of 120 people to be invited to the Young Achievers' event. Her invitation was given to mark the contributions young people make to the St John Ambulance charity. Christine Gavey, of St John Ambulance Jersey, said: "The reception is a great way for us to recognise the commitment and outstanding work of these young people. “Sophie has been an asset to her local community all year round."

The news story I have choose to use is the Orpington school pupils because it is local news and people round the area might want to find out and then go and buy the product and would like to use the products and it matches my target audiences and they would like to buy it for their family members as a present.

**Components**

My first component that I will be focusing on will be the opening sequence, I have chosen this one to be first is because it is important to have an opening sequence, as it attracts the audience’s attention therefore it will attract the audience to watch the programme and make them feel that it is an alright news programme to watch because it is exciting and bad news at the same time.

The text for my opening sequence, I will use will be bold and fancy, therefore it will be standing out for the audience to read and notice and make it catchy so they will want to watch it. The colour will be bright and noticeable so it will be exciting for the public to remember it and go and search it up on the internet to see when the next show is on next. The music that will be involved will make it stand out and be catchy and when they hear that tune the audience will remember what it is and go and watch it.

They logo will be a cool effect and make it stand out for the audience attention. The effect makes it stand out and will be on when the music will be playing in the background. The logo will be in the bottom corner and while the show is on the air when they are talking all about what’s been going on in the news at the moment.

**Welcome Video**

In my welcome video, I will have 2 people behind the desk talking to the camera about what has been happening in the news. 1 of the people will be walking over the room and talking about the weather. One person will stay at the desk and wait for the other person to be finished with the weather. Then they will both start talking about things that are important for the audience to know and possibly talk about who has made a decision on the what has been happening on the news.

When they have finished there will be the music of the show playing in the background. The presenters at the start of the programme will introduce them self to the audience. The background will have a beautiful view of around London. For the view we will have a green screen; I am hoping we will be able to have one, so we can put a background for the view of London, behind the desk, having the presenters behind the desk will have an informal look, which will make the news programme look sophisticated, so the programme which everyone will be watching for the morning and evening of their day.

**Headline story**

The news story I have choose to use is the Orpington school pupils because it is local news and people round the area might want to find out and then go and buy the product and would like to use the products and it matches my target audiences and they would like to buy it for their family members as a present. I will include pictures of the pupils and the clips of what they made and when they have the award and we will find the video clips of when they accepted the award , we cannot unfortunately talk to the boys but we will be able to find out more information about them and what they study. There will be a separate voice over of what is going on and who is speaking.