

CONCEPT TREATMENT

Government Access

Working Title: Mayor's City Beat

Host: 1 local air personality/Host & (2) location reporters

Producer: TBA

Director: Ceeon Quiett/Franklin Davis/Julie Plonk

Due Date/Air Date: April 2008

The program will air on (check the appropriate space):
Cable access television New Orleans

Program Length: 30 Mins (15 minutes, 30 minutes, etc.)

Series or Individual Program: Series – News Brief Segment and a stand alone filler piece

Program Mission:

The intent of our program is to reach a vast majority of New Orleans residents ~~that who~~ are interested in hearing ~~direct~~ information about city/municipal development ~~directly~~ from ~~the~~ mayor's office. It is to give an alternative mode of media information to citizens other than local news broadcasts and print publications.

~~Further more~~ This program will allow city workers, citizens and local tourists an opportunity to meet city directors and ~~serve as a medium~~ to understand how various city agencies and offices conduct business. The Mayor's ~~C~~city ~~B~~beat acts as a directory (~~what do you mean by this?~~) and possibly more for those who are interested in city business.

Categories

General Interest:

~~A~~ This section ~~will that~~ highlights the various city departments and topics of city government and community interests affect~~ing~~ the citizens of New Orleans. ~~in so many ways that this program fits into the general interest category.~~ This may include information on neighborhood recovery, city events, mayoral functions/gatherings/meetings.

Personal Interest:

This portion of the program may highlight endeavors that citizens may want to undertake while providing information on those topics. (~~this is a confusing sentence. What do you~~

mean by this?) It may encompass but isn't limited to adjudicated properties, blighted properties, ONE New Orleans conversations that are specific to certain publics-groups (i.e. Barbers/salons, restaurant owners, medical professionals, etc.) Creating a platform for personal interest information allows residents to feel a sense of municipal involvement, creating a theme of city democracy.

Theme:

Specific themes ~~throughout the program~~ which are relevant to pressing issues within the city can serve as the nucleus of the programming ~~in many instances.~~ (is each episode going to have a different theme? Or are you going to use the show to communicate one theme that is pervasive?) ~~Currently, At current;~~ issues such as homelessness, city vehicles, the mayor's personal schedule and privacy may be topics that we ~~could embark upon address.~~ Using appointed mayoral officials to serve as panelists and, guests and the like ~~(the like - never use this phrase again!)~~ to properly discuss the city's and mayor's roles in these issues.

Audience:

Our program is geared to citizens ~~that who~~ have cable primarily, also and those who are interested in city politics. We are aiming for a diverse audience that includes a mature demographic (35 yrs and above) as well as a younger population (20-34 yrs). The program should will not have a tone of formal news such as WWL tv, WDSU, etc. or the like. Yet, it should take a public service/after school special approach which may prove to be more interactive in the general public sector.

Why:

This type of programming is important because it serves as a buffer for the mayor's office and city offices that are negatively affected by unbalanced reporting by local and national media outlets ~~often reporting from unfair angles.~~ Also, it serves as an interesting, truly authentic relevant broadcast for New Orleanians by touching the stories and issues ~~that~~ mainstream media will not cover. The a Audience will appreciate the grassroots efforts by city government that aid in explaining the recovery agendas, voting processes, mayoral and city duties/responsibilities ~~and the like. It will serve as clarification for many residents and tourists alike.~~

Impact:

The possible impact of this production will certainly give citizens the knowledge that is necessary to make the best decisions in their own recovery processes, empowering ing them with much needed municipal information. ~~Mostly, it~~ It will give mayoral agencies, city offices and the mayor's office an easier time in running city government outlet that creates a connection with residents, because residents will then helping them to understand the roles that we all play in the city's business agendas.

This particular program will create a better-informed citizenry concerning the city's departments and department heads, as well as the city's many accomplishments, progress in the recovery and rebuilding process. It will communicate information regarding city services as well as garner a greater understanding of city operations and governmental issues of concern. Citizens will be impacted by getting a glimpse of "Who's running the city."

Additionally, this television production will give residents that ability to take part in city government. It equips them with the type of information that is needed in becoming directly involved in the democratic process of local government. This is information that

each city should want their-its residents to possess. (This section might read better with bullet points.)

Production:

The production of this program will be in two parts:

1. The “Mayor’s City Beat” will be produced via Electronic Field Production style, one-camera with a reporter interviewing the guests. On-location reporters and shooting will be shot in addition to the main stories either complimenting or covering another story; appropriate b-roll will be inserted, i.e. pictures as-of a child, relevant media to the covered stories, etc. This portion will need post-production editing.
2. An opening will be created listing the selected title of the program.
3. The main story segment length is approximately 15 minutes.
4. Auxiliary stories will range between five and seven minutes a piece.
5. Shooting schedule as follows: TBD.

The Look/Style:

Magazine style format, on-location interviews and b-roll with an intimate, and personal feel.

The Open:

The type of open anticipated will consist of quick cut shots of city developments, signage, general city/community shots, directors and staff interacting; music bed underneath.

The Close:

The close will be a graphic enhancement of the phrase “Mayor’s City Beat” and an out of focus blend of faces and people working; music bed underneath with credits roll.

Promotion/Advertising:

City website presence, newspaper ads, and radio PSAs.

SEGMENT& TOPIC SCHEDULE
April-August 2008

Air Date	Stories
	April 2008
	June 2008
	August 2008