

# THE CHILLSPOT TV SHOW PROPOSAL

**TITLE:** THE CHILLSPOT

**GENRE:** TALKSHOW

**SUBGENRE:** CARAVAN

**SERIES:** 1x13x48 minutes

**LOGLINE:** Two young (male and female), bubbly, and knowledgeable in matters HIV/AIDS persons create the ultimate escape plan from all the week long hustles and bustles of the classroom/lecture in a fun and super interactive manner.

**TAGLINE:** Cheza SAFE, Future SAFE.

# SYNOPSIS



- The Chillspot is a 48 minutes edutainment show targeting 15-24 year olds, that will feature; experts, young people living with HIV, live audience, artistes (guest DJs, musicians, poets and dance crews) and the general public in a bid to create HIV awareness, encourage and promote HTC services, and also help in eradicating HIV stigma and discrimination across the 47 counties in Kenya. The Chillspot will be hosted by two young persons who have stage chemistry that incorporates humor and blends well with the target audience as well as the general public. The Chillspot will visit higher learning institutions per county where the actual recording of the show will take place.

# APPROACH

- As a caravan show, the Chillspot will have medical/ trained experts and peer counsellors who will be tackling topic(s) of discussion in an attempt to clear the myths and misconceptions fed to the target group as well as the general public. Chillspot's core intent is to reduce new HIV infections among the adolescents and young people from 97 every day to zero.
- Each episode will have a specific topic(s) of discussion, which after the first episode will rise up from previous episodes, drawn from the frequently asked questions. Topic of discussion of episode one will be initiated by the host. Since the show will be an on-the-road type, the hosts will introduce the guest(s) on each show in the caravan they will be using to traverse the counties or on their pick up points. The caravan will be making stop overs in areas identified by mobilizers on ground with the aim of having the guest(s) share a thing or two with the gathered crowd. There will be a few giveaways for the crowd. If an artist(s) is on board, then he /she will have a 3 minutes performance.

# APPROACH CONTD...



- The actual recording of the show will take place in the two identified higher learning institutions so as to have an interactive session with our target audience. The recording will also be open to the general public and a selected number of high school students (those in boarding schools). There will be an exchange program of the students – both from high schools and higher learning institutions for culture and experience sharing.
- HTC services will be available throughout (from the stop overs to the actual recording) in attractive and friendly set ups with welcoming and relatively young people.
- In the lines of an exchange program; young people living with HIV from the recording county and a few others invited from another county, will have a sharing session on their journey on how they have fought stigma and discrimination as well as what they wish the society knew about people living with HIV.

# APPROACH CONTD...



- Social condom marketers, famous fast food joints, and cinemas will be welcome for sponsorship in order to facilitate program incentives and in return increase the viewership of the show.
- The show will end on a high note where an artist that resonates with the target audience will be invited to contribute on the topic of discussion and end the show with a performance.

# TREATMENT

The show will have four segments;

# TREATMENT CONTD...



## 1. Know Your County

- This will be the opening segment of the show, where opening montage plays for 30 seconds, then the program bumper, then the show presenters introduce the program, location, and names the experts and artiste(s) in the lineup. The male host links to a (4mins) long feature on the county (what the county is known for and a hidden secret(s) about it). The female host back announces some of the things people didn't know about the county, and proceeds to introduce the guest DJ (2mins) who performs his first set (6minutes). The mix links to the first break; run program bumper (1st break) \*End of segment one\*

# TREATMENT CONTD...

## 2. Real Talk

- Both hosts welcomes the audience from first break and links to the topic of discussion (2min), and the female host invites the experts on set to indulge on the topic of discussion (5 minutes), male host contributes to the topic of discussion and welcomes questions from the audience and the experts answers each one of them (4 minutes), female host calls for a break and announces on what to expect after the break (1 minute) run program bumper (2nd break) run program bumper \*End of segment two\*

# TREATMENT CONTD...

## 3. Debunk This!

- Male host brings program back from second break and introduces the debunk (interactive session) segment (4 minutes) from the audience. This is where a few of the audience gets to undertake an interesting challenge/ quiz so as to clear the myths and misconceptions on HIV/AIDS. The female host welcomes the experts back on set again to conclude on the topic of discussion(3minutes), male host links to the second DJ set (3minutes) and calls for third break and program bumper runs (3rd break) run program bumper

# TREATMENT CONTD...

## 4. Dunda

- The guest DJ brings back program from third break and both hosts banter on the artist on the show and introduces him/her on set, they have a brief interview (4 minutes) and welcomes the artist to perform (5 minutes), female host interviews the guest DJ and gets his closing remarks based on the topic of discussion (2minutes) both hosts signs out and gives a hint of their next destination county and invites the artist to close the show with their latest hit (3mins) run credits and program montage on a split screen so as to capture the artist's performance.

# THE FIRST 13 COUNTIES TO BE VISITED ARE AS FOLLOWS

- Turkana
- Nairobi
- Machakos
- Taita Taveta
- Siaya
- Vihiga
- Nakuru
- Kisii
- Nyeri
- Meru
- Garissa
- West Pokot
- Samburu

**Thank You**