

Sports Broadcasting - Show Proposal

“NHL Alumni: Where Are They Now?”

By: Brooke Raven

THE IDEA:

Many people still have a thought process about where certain NHL Alumni are today. Some are still very active in the overall business of the NHL, some are not. On this show, we take a look at the many different alumni's of the NHL. We reflect on how they were known as an individual player, when they were actively playing within the NHL. It's essentially a “Throwback Thursday” kind of feel. We will show certain players highlights from awhile back, including incredible goals, plays, fights, etc. After this feature segment of the show, we will then have a one on one interview with the player, asking questions like: What are they doing now?, What their favourite moment was while playing in the NHL?, Which player they looked up to the most growing up?, What do you think of the current NHL stars and teams of today?, etc.

DEMOGRAPHICS:

This show's target audience would essentially be similar to TSN's demographic (18-45). However, since we are talking about NHL alumni, we will be attracting more of an older age as well which will really broaden our demographic. Obviously, the demographic will be mostly hockey lovers, who grew up and kept up with the NHL history. Also, we are hoping to acquire a younger audience too, getting them knowledgeable in NHL history; however we know that this may not be ideal. It is a goal set though.

POSSIBLE SPONSORS:

For possible sponsors, the Hockey Hall of Fame would be our main sponsor, as their context is mostly the same as our show in terms of NHL history and alumni. We could potentially incorporate their knowledge and memorabilia. Another sponsor could be Bauer equipment, as this show solely relates to hockey.

SHOOTING SCHEDULE:

Our shooting schedule would be pretty basic, aiming for shooting once a week in the live studio, and three other days in the week acquiring an edited montage, backup information, highlight reels, etc. before the live shoot date in the studio. The live shoot date in the studio will be on Saturdays before any hockey game, as that is the time when most hockey game watchers are tuning in. The overall show will be half an hour long.

NETWORK:

The network in which we will be broadcasting the show on would be between CBC and TSN. CBC is a great choice for this show because currently, they have *Hockey Night In Canada*. CBC seems to acquire more of a broader demographic, like a family, when it comes to their *Hockey Night In Canada* specials. This would help us try to achieve our goal on acquiring more of a younger audience as well. However, having our show on TSN could be more beneficial in the long term run, since with the whole Rogers deal, CBC's *Hockey Night In Canada* and overall airing of games, may not exist anymore in the coming few years. The concept of each network would work.

BRIEF RUNDOWN OF SAMPLE SHOW:

1. Opening montage
2. Host introducing show in studio (sit down area, surrounded by an “icy” feel of a set, lots of graphics, etc.)
3. Host introduces this weeks NHL alumni player
4. Montage of player reel
5. Back to studio with host sitting down with player, asking certain questions (ie. : What are you doing now?, What was your favourite moment while playing in the NHL?, Which player did you look up to the most growing up?, What do you think of the current NHL stars and teams of today?, Reflecting on stats, other players, etc.)
6. Twitter Q&A with viewers of show
7. Rap up with end montage of highlight reel, introduce next weeks NHL alumni player

TALENT:



Don Cherry would be our main host on this show. Being that Don Cherry already has issues about his little on-air time on *Coaches Corner*, giving him this role would benefit both Don and our show. Don’s enthusiasm about hockey and NHL’s history will definitely add character to our show. People love watching Don Cherry talk already as it is, so this will just be another excuse to tune in before a game. With Don Cherry’s huge following, it will benefit our show in terms of ratings.

BUDGET:

In terms of budget, our show should not have a high one. Traveling expenses will not be necessary as we will be doing zero traveling. It is up to the player's that we interview, if they would like to be on our show after being approached. Those travel expenses will not be paid for. Budget will mostly be spent on our host, Don Cherry and our crew. We will only be having a standard three camera setup, with a sharp looking, yet simple set; making our crew very basic and small.