



See Yourself on Screen Challenge

 young audiences
CONTENT FUND

SEE YOURSELF ON SCREEN CHALLENGE



Sparks members have been asked to enter the BFI's See Yourself on Screen Challenge.

It's a UK competition to pitch a mini-TV show idea, with the winners shows later produced by the BFI and screened on TV.

You'll need:

- A camera to film on (a phone, tablet or camcorder etc)
- Editing app is helpful, but not essential
- Access to a digital way of writing (e.g. Word, Google Docs, Notes etc).

The Competition

“Once-in-a-lifetime opportunity for 4-18 year olds across the UK to create a mini-TV show and have it aired on national television!

Fuelled by the huge popularity of TV during the lockdown, the BFI invite young people across the UK to submit an amazing idea for a mini-TV show. The winners will get expert masterclasses from top TV faces to help turn the ideas into two minutes of fantastic TV which will then be shown on your favourite channels across the UK!

Are you a fan of facts or knowledgeable about nature? Love a lockdown family fitness session and want to inspire others to get involved? Keen to create a laugh out loud comedy caper about your home? Or perhaps you’ve been baking in the kitchen or got crafty with art?

We want to hear about the idea YOU have for a TV show that tells everyone about what your life is like right now. The BFI’s Young Audiences Content Fund helps UK TV companies make quality, free-to-air TV for all of you. This is your chance to get involved!”



How to Enter:

1. Think of a brilliant idea for a two-minute mini-TV show filmed in your home or garden.

The idea must:

- Be original and not copy a current show on TV
- Reflect life in the UK and tell us a story about lockdown
- Be informative and entertaining and be inspired by what your life has been like whilst you've 'stayed at home'

2. Write up a short description of your idea and tell us why you would like to see it on TV ready to put into the online entry form.

You've only got up to 200 words to use!

3. Film a 30-second video of your idea, explaining what your TV show is and why you think you should go through to the next round of the See Yourself on Screen Challenge.

- Say your full name at the start of your video
- Your clip can be up to 30 seconds long
- Make sure you film your video landscape not portrait
- Videos can be filmed on any filming device, including smartphones, tablets or cameras
- Make sure you can hear what you are saying. Be careful of background noise. Don't add music tracks but you can play a musical instrument within your video
- You can use your family/other people in your home for your idea, with their permission
- All types of TV (drama/exciting or scary, comedy or funny, entertainment/fun, factual/learning animation or cartoons, news) are allowed
- All videos must be original and filmed at your home/in your garden - clips from existing shows are not allowed
- Make sure your parent or guardian read the Terms and Conditions and Privacy Notice on the submission page.



Pitching Tips:

Here are some of our tips on how to pitch a winning TV show...

Be Original

This whole experience has meant throwing out a lot of old rules, so don't feel the need to conform to existing formats, like game shows or news reports. Be inventive, the more original your TV show idea, the better.

Add Personality and Unique Touches

Can you tell any personal stories about your experience of lockdown from your family or from your neighbourhood? What new traditions have come about? Have you learned anything about your local community that you didn't know before? Remember this is *your* TV show. What can you propose that nobody else can?

Give it Purpose

Make sure your show has purpose: What does your show aim to achieve? Does it help educate us? Inform us? Entertain us? Try to make sure your pitch achieves its purpose as much as possible - make it as educational or as entertaining as you can.

Add 'Jeopardy' and 'Suspense'

The best TV shows keep us watching because we need to know what happens next.

'Jeopardy' doesn't have to strictly mean danger, or violence, it can simply mean highlighting the stakes involved within your show. Look at the following examples and see how you can add an element of jeopardy into your own TV show:

1. A quiz show the contestant might lose their prize if they guess the next answer incorrectly (dramatic, suspenseful sound effect)
2. A talent show contestant is about to discover they are the winner of a huge prize - after the ad break, obviously.
3. An interviewer surprises their guest with a question they don't know how to answer. The guest is panicked (cut to close up) and (cut back to wide) the interviewer pushes for an answer.
4. It's a closely run athletic race. In the final few seconds, it's too close to call - we'll need to go to a slow-motion replay to call the winner. (Cut to close ups of anxious athletes).

Remember: it's about the idea

You'll need to submit a video pitch to enter, but this is a competition all about the idea. Don't worry too much about producing your video - just make sure your idea comes across clearly and the viewer watching understands what your show is all about.

Ready to Enter?

Once you have your pitch video and description (200 words), you're ready to enter. Remember to get a parents' permission and have them look over all the Terms & Conditions.

Submit your entry here:

<https://www.seeyourselfonscreen.co.uk/>

Good Luck!

