

Write your own quiz show

1. Theme

Choose a theme for your show. 'General knowledge' is quite wide, so you could narrow it down to perhaps music, fashion, TV, sport or even narrower, to football or sci-fi films or hip-hop music, or give it a local theme.

2. Audience

Your audience will be those people interested in your theme. You could define your audience by age, by gender, by culture, by locality or by interests. This group of people are your target audience. Everything about your quiz should be designed to appeal to this group of people.

3. Cross-media opportunities

What platforms will you use to distribute your quiz? Will it be broadcast (TV and radio), or use e-media? Will it have online or mobile phone versions, or a podcast? Will you utilise other platforms like print to support your quiz? How will you encourage audience interactivity?

4. Format

This is about how your quiz will work. Think about who will ask the questions, whether contestants answer alone or in teams? Will there be special rounds where slightly different things happen? How will the format keep the audience interested? How will it end?

5. Contestants

Will you have celebrities, comedians, sports stars, ordinary people? Will you select contestants by age group, gender, knowledge? The contestants should be people the audience can relate to and will want to watch. How will contestants be chosen? This could be part of the format.

6. Prizes

Prizes can be big or small, or contestants or teams might win points, or a trophy, depending on your format. The prizes, where you have them, should relate to the audience and the theme. Cash or goods? How will it be decided who wins what?

7. Name

This should give an idea of what your quiz is about, or appeal to the audience. Questions and well-known phrases (Who wants to be a millionaire? The weakest link), or newly coined words (Quizmania) are often popular.

8. Host

Who would you choose to host it? Think of someone who your audience would like to watch, and / or someone who is connected with your theme.

9. Catch phrase

Most hosts have one – think of one if you can: ‘Come on down – the price is right,’ ‘Points means prizes,’ ‘You are the weakest link – goodbye!’ ‘Is that your final answer?’ And give your host plenty of chances to keep using it.

10. Set design

Will your set be real or virtual? Think of the layout: who sits / stands where? How will you arrange the seating, or desks, or sofas, or a podium and so on. Will there be special places for different parts of the quiz? What kind of colours and design will suit your quiz? How will you want the lighting? Will you have props such as scoreboards or a wheel to spin? Will you have a studio audience? Make sure your design ideas fit in with your theme and make sure that they will appeal to your target audience. Try drawing out your set design. Colour it and label it.

11. Unique qualities

What will make your quiz show different to all the other quiz shows on TV? This could be the topic, the type of contestants, the format, the prizes, the interactivity, and so on.

12. Scheduling

How and where will your quiz meet its audience? Will it be broadcast on TV or radio? If so, on which channel at which time – why will this suit your target audience? Or will it be distributed over the internet? Or by podcast on iTunes? Explain the reasons behind your choices.

13. Advertising

How will you let your target audience know about your quiz? Where and how will you advertise it? If you want to advertise in magazines, which magazines are your target audience likely to read? If you want to advertise on TV or radio, which channels or stations and which times are most likely to reach your target audience? If you advertise on the internet, which websites or browsers would be suitable? Think about what kind of media your audience already is likely to access. This will be the most suitable place to advertise your quiz.

14. And finally...

Be clear about why your quiz will be successful. How does it fit into the market? Why will your audience like it?