

Difficulties & Successes:

- Preparation

At first it was hard to find the right topic for our group. We had so many ideas but after brainstorming and creating mind maps we decided to make a program about Innovation in food. We researched a lot and found our definitive topics, then we divided the parts so everyone had her own task. It was really great that everyone liked our topic as much.

- Production

We made a schedule with everyone's tasks, that we followed as strictly as possible. That was sometimes a bit difficult considering our interviews being postponed until Tuesday despite being scheduled Monday. But finally everything worked out.

- Editing

The editing went really well because we all used our own editing programs. The interview with Frances was the easiest to edit but the report of Marina and Özge contained a lot of information and were difficult to edit. The interview of Emma was very long and we only used two quotes from it so it was difficult to find the right ones.

- Promotion

We immediately made a Facebook page, Twitter and Instagram account to promote our program. We invited our friends to like us so we reached a lot of people. We posted pictures and asked questions at which we got feedback.

Choice of:

- Structure

Our goal was to create a structure that would make our program interesting for our target group. With the amount of jingles we tried to create a drive and a flow in the show so that everyone would keep on listening. The sequence is deliberately chosen, first the interview because it requires all the attention of the listener. Then the report because it is always interesting and amusing to listen to. The interview with Staffan refreshed the attention we think and the vox pop was a nice closure.

- Interactivity

- We immediately made a Facebook page, Twitter and Instagram account to promote our program. We invited our friends to like us so we reached a lot of people. We posted pictures and asked questions at which we got feedback.

During our programme we asked the listeners to react and read their reactions out loud.

- Music

We played fast, modern and popular music according to our target group.

- Reports

We chose a vegan restaurant for the report just as an example of innovation and we tried to explain it in an informal way. We told it in a story because it suits the interests of young people.

- Interview & angle

FOODHOOKED

We called Frances, about “Share your meal”, because it is a great, innovative and cheap concept so it is great for our target group. She was the founder of this webpage in Belgium.

The second interview was with Staffan, he knows everything about European policies on GMO. During the programme Emma explained what he said with her own words in order to make it easy to understand to our target group.

Cooperation : tasks and responsibility

We divided the tasks in that way:

- Elien: she was the host, she made the script, she edited the vox pop, interviewed Frances and edited it. She also chose most of the music and she made the jingles.
- Emma: she did the interview with Staffan, went to the restaurant with Marina and she also went to do the vox pop with Ozge.
- Ozge: she did the vox pop and write the tweets.
- Marina: she made the report and edited it, went with Emma to the interview with Staffan, and she made the logo of Foodhooked and wrote some tweets.

What made our pilot a success

Our program focused on what our targetgroup would find interesting. It wasn't hard because we ourselves fit in our target group. We listened to the suggestions of our coaches and overall, we worked as a team.

What could have been better

The technical part could've been better. Maybe if we have had more time, we could've figured out the studio techniques.

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