



The Reality of Reality TV: Reality Show Business Plans: Everything you need to know to get your reality show green-light that nobody wants to share but me.

By Dr. Melissa Caudle

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A step-by-step approach that guides reality show producers and creators on how to write effective pitch packets and business plans for reality shows. This book features information and details on every aspect of a reality show business plan including the executive summary, logline and synopsis, episode breakdowns, marketing, distribution and budgeting. This book is a must for all creators and producers of reality shows.

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Editorial Review

About the Author

Dr. Melissa Caudle is an experienced reality show creator and producer who brings her expertise in the area of writing business plans for reality shows to you the reader. Dr. Mel has built a solid reputation as a reality show creator having started as a production coordinator in New Orleans, La on the reality show, "The Girls Next Door" featuring the three Playmates and Hugh Hefner. That was the beginning of transferring her knowledge from feature film production. She discovered quickly that although there were vast similarities there were also vast differences. Two huge differences were pitching a reality show and developing a business plan for one. Isolating the differences came by applying her experience as an adjunct professor, teacher and researcher. "I never knew that a Ph.D. in Statistical Analysis would prove beneficial in creating reality shows and business plans," she says. "But it did."

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