

RADIO SHOW PROPOSAL



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PRESENTED TO:
MR. CHRIS UBOSI
THE BEAT 99FM

NIGERIAN LIFESTYLE TALKSHOW

RADIO TALK-SHOW
HOSTED BY
PRINCE WALTER EZE

Permit me at this time to put forward an exciting proposal for a radio show that I believe will interest, entertain, inform and educate your listeners.

My proposal is for a lifestyle talk show.

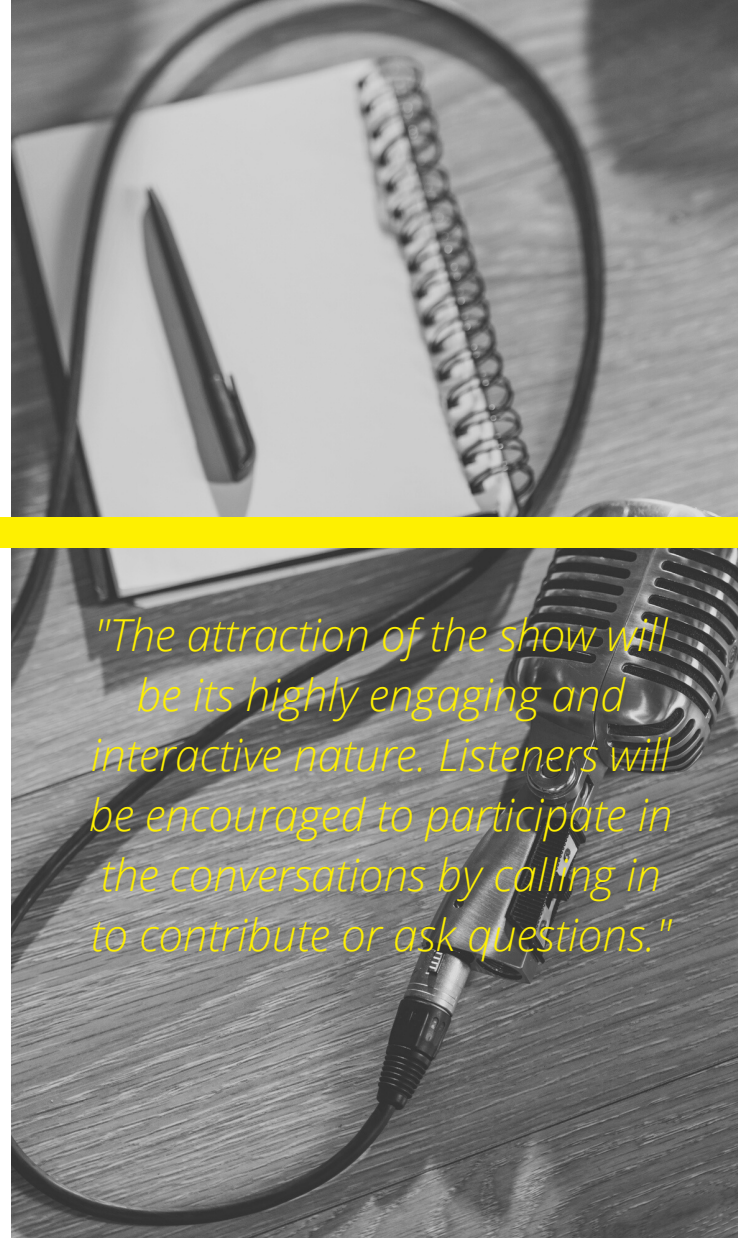
About the show:

ENTERTAIN, ENGAGE & EDUCATE

The aim is to start conversations in three main areas

- Relationships and communities
- Creativity and Innovation
- Culture and Values

What will make the show stand out is that we will give a voice and perspective to the ongoing conversations and trends going on in the wider Nigerian society as well as speak to the activities of Nigerians trending globally.



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The conversations about current trends will be balanced out with accurate history and facts.

The attraction of the show will be its highly engaging and interactive nature. Listeners will be encouraged to participate in the conversations by calling in to contribute or ask questions.

While one cannot be in Nigeria and not talk about the issues that plague our nation, our focus is on showcasing how people are living, surviving and even thriving in spite of external limitations, struggles and obstacles.

THE CONTENT

AN OVERVIEW

We wish to present the lighter side of the Nigerian struggle.

What it is:

The show is an ongoing conversation. The kind of conversation you would have with friends in your living room.

We are patriotic without being political.

We are not afraid to confront issues objectively

We are not afraid to laugh at our faults and failings

What it is not:

This is NOT a political show even though current politics could influence some of the conversations.

This is not a show for complaining, blaming or finger-pointing. Strictly NOT allowed.

This is NOT a gossip forum for spreading unsubstantiated information.



The show is NOT a means to push anyone's agenda - political or otherwise.

It is not a one-sided opinionated talk show but rather a way to engage different people with different experiences and opinions to take part in ongoing conversations.

**"THE SHOW IS AN
ONGOING
CONVERSATION..."**

OUR UNIQUENESS

OUR SECRET INGREDIENT

Our secret ingredient

We want listeners to keep coming back so we will choose topics that we can explore from different angles (much like a serialised story). That way each conversation always has an open-ended "to be continued..." tone to it - making listeners get hooked and looking forward to tuning in to the next slot.

The impact of the show:

We wish the show to be a leading influence in promoting self awareness, self discovery, self appreciation and self pride.

We want people to listen and become proud to be Nigerian and realise our inherent value and worth. The end goal is a show that confronts, entertains, informs and encourages contribution and gives hope.

Example show topic and format: (in 3 parts)

1. The Question of the Day:

Example question:

Does the Average Lagosian have PTSD?:

(The discussion and call-in portion of the show)

Defining PTSD and its causes, symptoms and manifestations.

The question is tongue-in-cheek but addresses the real prevalence of stress of daily living in Lagos while educating people on good mental health practices.

2. Going viral : A commentary on the Social media trend of the week

3. Spotlight on Nigerians trending globally



About my guests

We may bring an occasional celebrity guests as a "sidekick" to participate. They are not there to promote themselves but rather to take part in the conversation about whatever issues we are discussing at that time. The issue may not necessarily have anything to do with their field or industry. The benefit of this would be to bring fresh perspectives as well as attract the audience and followers of said celebrity guests.

*The tone of voice is light-hearted,
often self-deprecating
always humorous and always
conversational.*

We have a few ideas for the format for the show but we are flexible and open to suggestions.

In addition, we see the show evolving to serve the needs of our listeners.

In other words, we will monitor the topics and trends that are more popular and give the audience more of the same, thus guaranteeing growth in listener numbers and advertising opportunities.

Advertising potential

We are convinced that the nature of the show will make it quickly popular and naturally attract sponsors and advertisers.

ABOUT THE HOST



PRINCE WALTER EZE

A brief introduction to my background will show that as the host/presenter I am ideally suited to provide this content with clarity, objectivity and good humour.

1. I come from a Royal family. My father was the past King, HRH Igwe Dr. Walter C. Eze, Okofia V. I was nominated as the Crown Prince of Dunukofia Kingdom by him, in the presence of the people and the elders. However, my father's junior brother is there now... but that's another story
2. I am an avid sportsman, still playing high level tennis, high level squash and came close to being drafted for European league football in my younger days.
3. I was nicknamed "The Assassin" for being so devastating in all sports. I have over 150 trophies on display in my house and I became very popular in ikoyi club and other Lagos clubs because of my sports reputation.
4. About 7 months ago I had an iliac aneurysm which almost killed me. That in itself is a long story and living proof that there is a God. Many of my friends and even people I don't know still come up to me, even yesterday, talk about my miracle. This has given me a fresh perspective on life and what is important and what is not as important as we think. It also gave me a new respect for the talent that is right here at home.
5. I am passionate about sports, health, healthcare, green energy, fairness and equity.
6. I am 58 years old... I have 3 kids, one boy, and two girls, all in the U.S. and all in their late teens.
7. Shows that inspire me include:
Trevor Noah, Jonathan Ross, Jimmy Kimmel, Keeping it real with Adeola

I enjoy meaningful discussions, hate time wasting or useless pointless argument with no direction.

I am a mechanical engineer with a masters in engineering management. Therefore I tend to

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