



PROGRAM SUBMISSION GUIDELINES

WHO WE ARE

SLICE is an English-language, specialty service, in more than 6.6 million Canadian homes. The channel is available on a subscription basis to customers of cable and direct-to-home satellite services.

SLICE is owned and operated by Shaw Media.

OUR AUDIENCE

Our target audience is Adults 25-54, with a female/male skew of 69% to 31%.

OUR PROGRAMMING

Slice commissions half hour and one hour, 6 to 28 episode Lifestyle series aimed at adults 25-54 focussing on what women want to talk about. We're looking to create entertaining, dramatic, emotional and sometimes hard-hitting episodes of television, all under the umbrella of relationships, finance, dating, fashion, weddings and reality. We're always looking for dynamic new host/characters along with fresh, new formats.

Today, Slice, rebranded in 2006, has grown into a lifestyle entertainment destination, with a robust mix of programs. Our schedule features a range of high quality Canadian and International programming that connects viewers to all things lifestyle.

Programming generally falls into the following category:

Entertainment – Our Primetime programming strands strive to compete with conventional TV's prime time schedules. On Slice, we tell compelling, entertaining stories with a focus on relationships which fall under the genres of fashion, dating, finance, reality and weddings. We also provide access into the world of celebrities. Reality shows such as *Tori & Dean* and *The Real Housewives* provide a glimpse into their glamorous lifestyles. *Cake Walk* and *Brides of Beverly Hills* fall under our wedding strand with cake competitions and finding the most expensive dress. *Bubble Wrap Kids* tells the stories of fearful parents and how to handle their kids without being overly restricting.

How can you get involved?

Just watch our network and study the range of programming. And don't stop there. Watch the other major lifestyle channels and study their shows too. Be conversant with the product – in fact, don't even bother pitching us if you're not.

By watching our channel you will notice that our shows embody the following core values that your submission should also include:

- Entertaining:** Captivating and sustaining an audience with great television.
- Informative:** Giving viewers useful content that helps with everyday relationship/family challenges.
- Dramatic:** Real characters that are sometimes over the top create the drama.
- Emotional:** Encouraging viewers to consider the lifestyles of others through their stories.
- Hard Hitting:** Tackling juicy topics women are interested in.

What qualities make this kind of programming very successful?

- Real life stories and situations
- Fascinating topics
- Celebrities and strong characters
- Dramatic tension

Help us build a schedule with programs that embody the qualities above so that we can continue to grow!

SUBMISSION FACTS

- Currently looking for weekly series of 6 to 26 half-hour episodes, or strong, dramatic one-hour episodes. We are always looking for original formats with 'legs', ie: that could go for several seasons.
- Selection will be based on the following:
 - Suitability of content to the mandate of Slice
 - Needs of the programming schedule
 - Innovations in proposed form and content
 - Producer's experience and ability, both creative and financial
 - Regional representation of producers
 - Considering visible minorities, aboriginal people and those with disabilities.

WHAT WE NEED FROM YOU

Program proposals for Food should include the following:

1. Concept synopsis
2. Treatment
3. Suggested show format and rundown
4. Biographies of principal creative personnel, including executive producer
5. Tape, if available (of producer's work or demo of proposed program idea or host).
6. Signed Proposal Submission Agreement (attached).

If possible please include:

7. Production budget summary
8. Financing plan

Important

It is possible that one proposal may resemble, in whole or in part, another proposal originating from another source. Anyone submitting a proposal to SLICE assumes this risk, and may not hold SLICE accountable if it chooses to proceed with another proposal that is in any way similar. If approaching SLICE directly, proposals are not read or given any consideration until a signed **Submission Release form** has been received.

The Programming Department of SLICE receives a large number of proposals. Please allow at least 6 weeks for a reply to your proposal. Proposals will not be returned to sender.

Submissions can now be sent to:

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