

"Franchising the Family Concept"

Documentary Program Format

(Oct 31, 2009 version)

Total Running Time: 20:00 minutes. To be divided into two parts and posted on the program's [YouTube channel](#).

Title Sequence (00:30): "Franchising the Family Concept Theme" plays as we view the Hunt family getting their picture taken in various poses, each pose freezing as a flash goes off and the camera aperture closes. Between the poses are clips of video of each family member and scenes from different episodes including action related to [the franchise concepts](#). The last snapshot of the family is the final poster image. Appearing behind the family is the blue "spaceburst" design (which represents a concept created from the imagination). The program's title is displayed on the screen. Fade to black.

Introduction (01:00): The spaceburst flashes across the screen with the opening shot materializing from its center. The title of the episode appears. L.HUNT briefly explains what this episode's theme is about as it relates to franchising a business concept. The transition is:

Body, Part 1 (05:00): The spaceburst flashes across the screen with the scene materializing from its center. These scenes gather together the different parts needed for the subject being discussed. The challenges with this part of franchising are expressed. Fade to black.

Family Relationship Short (01:30): The transition to this part is a crazy clip filmed by the kids using the "kid cam". This scene deals with the family in such a way that it has

similarities to the franchise topic under consideration. Fade to black.

Body, Part 2 (05:00): The spaceburst flashes across the screen with the scene materializing from its center. These scenes build on and work through the franchise subject matter that is being highlighted.

Family Relationship Short (01:30): The transition to this part is a crazy clip filmed by the kids using the “kid cam”. This scene deals with the family in such a way that it has similarities to the franchise topic under consideration. Fade to black.

Body, Part 3 (04:00): The spaceburst flashes across the screen with the scene materializing from its center. In these scenes important decisions are made regarding the franchise aspect for this episode and tasks are completed to bring us to the next stage of developing the franchise concepts. Fade to black.

Conclusion (01:00): The spaceburst flashes across the screen with the closing shot materializing from its center. L.HUNT, in the same setting as the introduction, ends this episode by summing up the theme, its challenges, how the issues were resolved, how it relates to the overall franchise goals and possibly including some family experience to tie it all together in a satisfying conclusion. Music begins and we cross dissolve into:

End Credits (00:30): "Franchising the Family Concept Theme" plays as the spaceburst slowly rotates and pulses on the screen. The credits roll over this backdrop. Fade to black. End with [IF IM FILM](#) production credit clip and copyright notice.