

Radio Treatment Template

Title: Prosperity in the White House

Duration: 10 minutes

Genre: Christianity & Politics

Synopsis: An exploration of the Prosperity Preacher Paula White and her relationship to Donald J Trump as President of the United States of America

Style/techniques: Short Documentary with commentary from theologians and 'main-stream' evangelical ministers in the UK

Possible Elements: Discussing Paula White's Prosperity Preaching and its influence on Donald Trump

Target Audience: Christians with an interest in Politics; Atheists with an interest in Religion and Politics (demographics and target station: Premier Christian Radio)

Purpose: To explore the influence of Prosperity preacher Paula White on the President of the United States Donald J Trump

Theme: Theology, Faith and Politics

Stance: Antagonistic – Paula White has been called a heretic (Russel D Moore) and accused of holding heterodox and non-orthodox theology (Michael Horton) – how has this 'charlatan' helped shaped the presidency of Donald Trump and the policies that promote 'material wealth as a sign of God's grace'.

Shooting Locations: Studio/via-computer interviews (because of covid)

Shooting Days: 14 days max recording, with 3 days post-production and 3 days pre-production

Key Personnel: Presenter; Expert Interviewees (x8); Audio Recording and Editor; Producer;

Budget: £30,000 approximately

Audio Editing & Recording - £3250 approximately for 17 days

Producer - £8000 approximately for 20 days

Presenter – £6300 approximately for 14 days

Experts - £150 approximately per person, £1200 total approximately

Studio Hire - £7000 approximately for 14 days

Marketing - £2200 for social media and radio advertising

Other - £1050 for unexpected expenditure and other unaccounted requirements (e.g. phone costs, etc etc)

Deadline: January 31st 2021