

Activity: create your own broadcast brand (network or netlet)

**Create a new network for the Multi-channel transition; answer the questions below.
Always keep in mind the late 1980s-late 1990s historical context**

Are you a network or a netlet? What is the difference and how does that shape your brand identity?

What kind of viewers and demographics are you hoping to appeal to? Why? How is this chosen group of viewers appropriate for the time period? How do your programming choices hope to appeal to this demographic?

In brief, what is your brand identity? (Recent examples include: The CW as current supernatural series that appeal to young adults and teens; ABC as home for popular serial dramas; CBS as a place for procedurals, etc.) How would you present your brand? Imagine one bumper and one promo for your channel.

Design a program schedule (for at least two night of prime time (8-10pm))

Consider: Actual programs airing on the netlets during this period

Comedies

In Living Color

Living Single

Married... with Children

Parker Lewis Can't Lose

The Simpsons

The Parent 'Hood

Moesha

Sweet Valley High

Dramas

21 Jump Street

Beverly Hills, 90210

The Adventures of Brisco County, Jr.

7th Heaven

Buffy the Vampire Slayer

The Sentinel

Star Trek: Voyager

Other

NHL

WWF/WWE