





YOU AND YOUR DOG

A COMPLETE LIFESTYLE PROGRAMME FOR DOG LOVERS

People are fascinated by our relationship with dogs. A survey by the Pet Food Manufacturer Association in May 2011 showed that not only are dogs the most popular pet but that there are 7.3 million dogs in the U.K. alone! But it's not only dog lovers who are enthralled about our canine partners it's dog lovers in general. YOU AND YOUR DOG will be a celebration of the fun and companionship these little miracles with paws bring into our lives with useful hints and tips about how to look after our favorite companions. More than just a TV series this is an integrated 360 media experience.

FORMAT

A thirteen part series of half hour programmes each containing an exciting mix of information, hints and tips about looking after your dog. Whether giving you invaluable information about how to choose and train that special four paw addition to your family, making you laugh out loud at the funny things dogs get up to or be moved by the heroic stories of dogs and their owners, there's plenty to enjoy for the non-dog owner too. The Presenter/s are to be confirmed.

MAIN ITEMS

First Steps: Week 1 - Happiness may be a warm puppy but how do you choose the right dog for you?

New Tricks: Chosen from those who have posted their problems on the website our resident trainer helps a dog and their owner to get back on track.

Pawfect Partners: We feature an amazing tale. Whether that be a dog that helps its owner with disabilities live a normal life or a person who has done something inspiring to help the lives of dogs.

Special Treats: To add variety we would run four specials during the series that would replace the Pawfect Partners item for those weeks.

SHORT ITEMS

Dogsbody, Padding About, Look-a-likeees, Paw Pals, Funny Bone, New Tricks

SERIES PRODUCER

Jayne has produced series for HTV, BBC and for two years she was Series Producer for e-learning provider Teachers TV where she was responsible for over fifty programmes a year, filmed both in the U.K. and abroad. She has also produced single broadcast documentaries including 'CV: Safe or Sorry' for Channel 4's Dispatches, network commercials and three short films.

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