

ENGLISH LANGUAGE PAPER 3
(Sample Paper)
Question-Answer Book

Time allowed: 2 hours

INSTRUCTIONS

- (1) Write your Candidate Number in the space provided on Page 1.
- (2) Stick barcode labels in the spaces provided on Pages 1, 3, 5 and 7.
- (3) Attempt **ALL** tasks in Part A (Tasks 1 – 4), and for Part B, attempt **EITHER** those in Section 1 (Tasks 5 – 7) **OR** those in Section 2 (Tasks 8 – 10).
- (4) Write your answers clearly and neatly in the spaces provided in this Question-Answer Book. **Answers written in the margins will not be marked.** You are advised to use a pencil for Tasks 1 - 4 (listening tasks) and a pen for Tasks 5 - 10 (integrated tasks).
- (5) All listening materials will be played **ONCE** only.
- (6) The Data File will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data File.
- (7) Supplementary answer sheets will be supplied on request. Write your Candidate Number, fill in the question number and stick a barcode label on each sheet and fasten them with string **INSIDE** this Question-Answer Book.
- (8) The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.

Please stick the barcode label here.

Candidate Number									
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	Marker's Use Only	Examiner's Use Only
	Marker No.	Examiner No.
Task	Marks	Marks
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
Total		

Part A

Situation: You are Charlie, a Secondary 6 student at Kowloon College. You and your classmate, Mary, are doing a media studies course.

You will have a total of four tasks to do.

Follow the instructions in the Question-Answer Book and on the recording to complete the tasks. You will find all the information you need in the Question-Answer Book, the Data File and on the recording.

You have two minutes to familiarise yourself with Tasks 1 – 4 before the recording begins.

Later you will have five minutes to study Part B and the Data File to complete the Tasks in Section 1 or 2.

Task 1 (12 marks)

You do not know much about reality shows, so you are asking Mary about them now. Listen to the conversation and fill in your note sheet below.

You have 30 seconds to study the note-headings. At the end of the task, you will have one and a half minutes to tidy up your answers.

What are reality shows?

	<i>Name of show</i>	<i>Tasks people have to do</i>
<i>1</i>		
<i>2</i>		

How long have there been reality shows?

How long do they run for?

What do most of them have in common?

i) _____

ii) _____

iii) _____

How do they make so much money for the TV companies that show them?

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

End of Task 1

Please stick the barcode label here.

Task 2 (21 marks)

You and Mary are talking about the reality show you will propose as part of your media studies project. You are taking notes. As you listen, complete the note sheet below and tick the boxes showing which type of show you propose to produce and which type of camera you agree to use. Some notes have been done for you as an example.

You have 30 seconds to study the note sheet below. At the end of the task, you will have one and a half minutes to tidy up your answers.

Which kind of show should we make?		
Type	Advantage(s) + reason(s) / result(s) if any	Disadvantage(s) + reason(s) / result(s) if any
Hiking expedition <input type="checkbox"/>		<ul style="list-style-type: none"> ✧ boring ✧ would only show people walking through the countryside
School students <input type="checkbox"/>		
Overseas travel <input type="checkbox"/>		
Families <input type="checkbox"/>		
Which kind of camera should we use?		
Type of camera	Advantages	Disadvantages / problems
Movie camera <input type="checkbox"/>		
Video camera <input type="checkbox"/>		
Webcam <input type="checkbox"/>		
i) Who should be the winner and ii) who should judge the competition?		
i) _____		
ii) _____		

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

End of Task 2

Task 3 (11 marks)

You and Mary are now discussing other aspects of the project, such as cost estimates. Tick the relevant boxes and fill in any other missing information on the note sheet below.

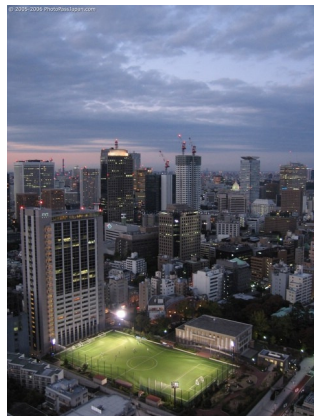
You have 30 seconds to study the note sheet. At the end of the task, you will have 30 seconds to tidy up your answers.

Costs will include and come to about:

	Yes	Amount
a) the prize	<input type="checkbox"/>	HK\$ _____
b) filming equipment	<input type="checkbox"/>	HK\$ _____
c) film crew	<input type="checkbox"/>	HK\$ _____
d) editing the film	<input type="checkbox"/>	HK\$ _____
e) venue for studio audience	<input type="checkbox"/>	HK\$ _____
f) payment for contestants	<input type="checkbox"/>	HK\$ _____
g) payment for actors	<input type="checkbox"/>	HK\$ _____

Ideas for prizes? (Tick one box)

- a) b) c)



Number of episodes?

How long will we need?

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

End of Task 3

Please stick the barcode label here.

Task 4 (9 marks)

Mary has taken your project proposal to Mr. Roberts for him to comment on. Listen to her conversation with Mr. Roberts and note down the things that Mr. Roberts likes and the things you and Mary still need to think about before you submit your final proposal.

You have 15 seconds to study the table below. At the end of the task, you will have 30 seconds to tidy up your answers.

What Mr. Roberts likes	Things Mr. Roberts thinks the group should think about
▶	▶
▶	▶
▶	▶
▶	▶
	▶

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

End of Task 4

Part B

Situation: You are David Chan and you work for a TV station as an assistant to a programme producer, Michael Jones.

You will listen to members of the studio audience discussing the TV reality show 'Flatmates'. As you listen, you can make notes on page 2 of the Data File.

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarize yourself with the situation and the tasks in Section 1 and Section 2. Keep in mind that you must attempt the tasks in EITHER Section 1 OR Section 2. Do not attempt to do both sections.

Complete the tasks by following the instructions in the Question-Answer book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording.

You have five minutes to familiarize yourself with Part B and the Data File.

Please stick the barcode label here.



Section 1



Part B - Section 1

Task 5 (14 marks)

Complete the audience feedback form, listing the good and bad points for each flatmate. Refer to the notes you made on page 2 and information from page 4 of your Data File.

Audience Feedback Form		
Names of flatmates	Good points / habits mentioned	Bad points / habits mentioned
Richard Ho		
Mary Robinson		
Susan Wong		
Stephen Smith		

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Task 6 (19 marks)

Complete the report on 'Flatmates'. Refer to your notes on page 2 and information from pages 4-7 of the Data File.

Report on 'Flatmates'

Introduction

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.....

Audience figures, advertising figures and production costs

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Views of studio audience

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Recommendations for future shows like this

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.



Section 2



Part B - Section 2

Task 8 (15 marks)

Write a brief profile of each of the participants in 'Flatmates' for the Cableline magazine. Refer to the notes you made on page 2 and information from page 12 of your Data File.

Richard Ho

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Mary Robinson

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Susan Wong

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Stephen Smith.....

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

A large rectangular area with a solid black border. Inside the border, there are 25 horizontal dotted lines spaced evenly down the page, providing a guide for writing answers.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Task 10 (19 marks)

Write a proposal for the new reality show. Refer to the information on pages 12, 14, 16 and 17 of your Data File.

**Cableline TV
Programme Proposal Form**

Proposed name

Description
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Estimated cost
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Justification
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Conclusion
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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

End of Paper for Section 2

ENGLISH LANGUAGE PAPER 3
(Sample Paper)
DATA FILE

CONTENTS

	Page
1. Note sheet for feedback from the studio audience	2
 <u>Section 1</u>	
2. Email from Michael Jones to David Chan	4
3. Email about phone message	4
4. The Hong Kong Clarion – Entertainment Page	5
5. <i>Ad.research.com</i> data on ‘Flatmates’	6
6. Cableline TV – Cost breakdown	7
7. Extracts from the personnel file	8
8. Extract from MTR fare table	9
9. Extract from directions sent to studio audience	9
 <u>Section 2</u>	
10. Email from Michael Jones to David Chan	12
11. Letter of complaint from Mr. Mak	12
12. <i>Ad.research.com</i> data on ‘Flatmates’	13
13. Cableline TV – Cost breakdown	14
14. Transcript: interview from ‘Entertainment Weekly’ radio show.....	15
15. Evening News TV Page	16
16. Excerpt from the notes of the Programme Planning Group meeting	17

Not to be taken away before the
end of the examination session

Note sheet for feedback from the studio audience

What the studio audience thinks about:

Richard Ho

Mary Robinson

Susan Wong

Stephen Smith

What the studio audience thinks about the show:

How the show can be improved:



Section 1



Email from Michael Jones to David Chan

To: david.chan@cablelinetv.org.hk
From: michael.jones@cablelinetv.org.hk
Sent: Wednesday 1 April, 2009 4:07 PM
Subject: Things to do

Dear David,

There are three things I'd like you to do.

Audience feedback form

The editors of 'Flatmates' are meeting this afternoon to prepare for the final show of the series. They need to know what the studio audience members said so they can work out how to include the comments in the show.

Please complete the feedback form and send it to me.

'Flatmates' report

Please write a report on 'Flatmates' for Senior Management to show them how successful it was. In your introduction, say when it was scheduled and give a brief description of the show, saying who wins, how they win and what they win. Then, give the main figures for audience, advertising and production costs. Summarise the feedback (the good points only!) from the studio audience session and include their recommendations in your conclusion. Be as positive as you can.

Email to Finance

It seems Finance may have made a mistake about payment for an audience member (I'll forward you the email that my secretary sent me about it). You will need to:

- consult the 'Regulations regarding payment and expenses for non-regular staff' and the personal details of the studio audience in the personnel file
- give them the details and action to be taken
- point out what we are obliged to pay per episode (but let Finance calculate the rest)
- start your email with the reason for writing and close with a polite reminder to follow up on the matter

Thanks again for your help.
Michael

Email about phone message

To: david.chan@cablelinetv.org.hk
From: michael.jones@cablelinetv.org.hk
Sent: Wednesday 1 April, 2009 4:08 PM
Subject: FW. Phone Message about Payment for attendance to Flatmates

Mr. White phoned. Claims he was told he would be paid for taking part in the discussion. However, he was only paid travel expenses of \$84 (i.e. \$7 per episode). Apparently this didn't even cover half his MTR fare. He wants you to check his details.

Hans

The Hong Kong Clarion – Entertainment Page

The Hong Kong Clarion - Entertainment Page

Viewing recommendations

Channel 1	Cableline TV
<p>7.30 pm Life About Us <i>Fascinating documentary on wildlife to be found in Hong Kong.</i></p>	<p>6.00 pm Witchdoctor <i>Light hearted drama about a group of faith healers.</i></p>
<p>9.00 pm A Hard Day's Night <i>Great film for those oldies who like Beatles' music but may be a bit dated for the younger generation.</i></p>	<p>7.30 pm Flatmates <i>Cableline's new series about a group of students sharing a flat. Watch all 12 episodes as they all try to win the prize of a holiday in Paris by being voted the nicest person in the flat. Some are not as nice as they appear to be.</i></p>

Ad.research.com data on 'Flatmates'

Figure 1 – Advertising revenue (in HK dollars) compared to average revenue of programmes in same time slot (7.30pm – 9.00pm)

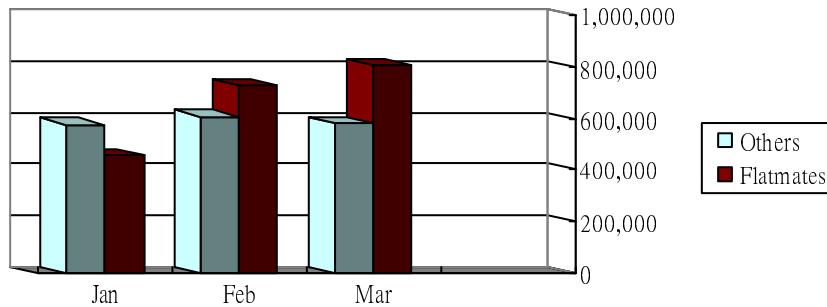
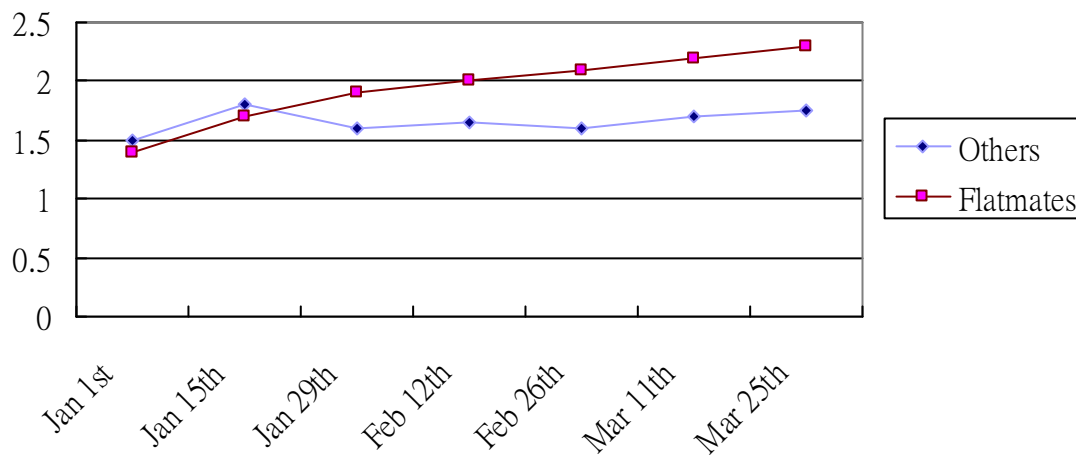


Figure 2 – Viewing figures in millions compared to average figure of other programmes in same time slot (7.30pm – 9.00pm)

(Figures are given for alternate weeks, i.e. for 7 out of 12 episodes)



Cableline TV – Cost breakdown

Comparison of ‘Flatmates’ with other programmes in same time slot

(7.30pm – 9.00pm)

Cost per episode

Flatmates		Others
Rehearsal costs	Nil	\$60,000
Cast costs (on-air)	Nil	\$70,000
Equipment costs	\$6,000	\$12,000
Audience costs + expenses (34 members)	\$4,200	Nil
Staffing costs	\$23,300	\$71,440
Location costs (+ cost of studio for audience)	<u>\$28,200</u>	<u>\$20,600</u>
Total costs	\$61,700	\$234,040

Extra cost for Flatmates

Prize	\$112,000
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Total cost of ‘other programmes’ (episode cost x12):	\$ 2,808,480
Total cost of Flatmates:	<u>\$ 852,400</u>
Difference:	\$ 1,956,080

Extracts from the personnel file

Regulations

4. Regulations regarding payment and expenses for non-regular staff

- 4.1 Actors / participants in shows:
Rehearsal time shall be paid at \$300 per hour.
On-air time shall be paid at \$800 per hour.
If no rehearsal time is required, then on-air time shall be paid at the rate of \$1000 per hour.
- 4.2 Studio audience members shall be entitled to reimbursement of travel expenses if the cost of travel from their place of residence to the studio and back is greater than \$7.
- 4.3 Studio audience members who are required or volunteer to take part in a studio discussion shall be reimbursed at the rate of \$150 per episode.
- 4.4 When contracted to take part as a member of the studio audience, the audience member must submit his/her personal details to Cableline TV. These details should include contact address, contact telephone number and banking details. Requests for payment in cash or by cheque shall not be considered. Cableline TV undertakes to keep such details confidential.
- 4.5 It is the responsibility of the producer or his/her staff to ensure the actors / participants and studio audience members are paid in a timely manner. Please ensure that all the necessary personal details are submitted to avoid unnecessary delays in payment.
- 4.6 All claims for payment must be accompanied by full details of what the payment is for.

Personal details of studio audience

Name & address	Banking Details
Coward, Sara Flat 6A, 91 Sai Yee St, Prince Edward, Kowloon (Tel: 97425921)	HSBC 7365142 612
Goldsmith, Ron Flat 19B, 21-24 Johnston Rd, Wanchai (Tel: 25249138)	Hang Seng Bank 355990 021
Green, Linda Flat 8, Block A, Fairview Villas, Robinson Rd (Tel: 91253428)	Hang Seng Bank 539216 633
Hung Yee-hong, Elizabeth 216 Kwong Fung Terrace, Third St, Sai Ying Poon (Tel: 97683541)	HSBC 4960754 921
Silverton, Simon Flat B34, Garden Outlook, Tai Hang Rd (Tel: 61935802)	HSBC 748309 821
White, Phil Flat 12A, 28 Broadway, Mei Foo (Tel: 27841475)	Bank of East Asia 4213576 544

Extract from MTR fare table

	Shek Kip Mei	Kowloon Tong	Lok Fu	Wong Tai Sin	Diamond Hill	Choi Hung	Kowloon Bay	Ngau Tau Kok	Kwun Tong	Lam Tin
Tsim Sha Tsui	6.0	6.0	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.5
Jordan	5.0	6.0	6.0	7.5	7.5	7.5	7.5	7.5	7.5	7.5
Yau Ma Tei	5.0	5.0	6.0	6.0	7.5	7.5	7.5	7.5	7.5	7.5
Mong Kok	4.0	5.0	5.0	6.0	6.0	7.5	7.5	7.5	7.5	7.5
Prince Edward	4.0	4.0	5.0	5.0	6.0	6.0	7.5	7.5	7.5	7.5
Sham Shui Po	4.0	4.0	5.0	5.0	6.0	6.0	7.5	7.5	7.5	7.5
Cheung Sha Wan	4.0	5.0	5.0	6.0	6.0	7.5	7.5	7.5	7.5	7.5
Lai Chi Kok	5.0	5.0	6.0	6.0	7.5	7.5	7.5	7.5	7.5	7.5
Mei Foo	5.0	6.0	6.0	7.5	7.5	7.5	9.0	9.0	9.0	9.0
Lai King	6.0	6.0	7.5	7.5	7.5	9.0	9.0	9.0	9.0	9.0
Kwai Fong	6.0	7.5	7.5	7.5	9.0	9.0	9.0	9.0	9.0	9.0
Kwai Hing	7.5	7.5	7.5	9.0	9.0	9.0	9.0	9.0	9.0	9.0
Tai Wo Hau	7.5	7.5	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0
Tsuen Wan	7.5	7.5	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0

Extract from directions sent to studio audience

<p>The nearest MTR station is Kowloon Bay. For Chun Wan Rd., take red minibus no. 28 from outside station – fare \$2.50</p>

THIS IS THE LAST PAGE OF THE DATA FILE FOR SECTION 1

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Section 2



Email from Michael Jones to David Chan

To: david.chan@cableline.org.hk
From: michael.jones@cableline.org.hk
Sent: Wednesday 1 April, 2009 4:07 PM
Subject: Things to do

Dear David,

There are three things I'd like you to do.

Flatmates profiles

For the Cableline magazine, can you write a profile of each of the participants in 'Flatmates'. Be honest about their good and bad points and remember to elaborate with examples of their behaviour.

Letter of reply

We've received a letter of complaint regarding 'Flatmates' (see below). Please write a letter of reply to Mr. Mak with the following details:

1. Thank him for the letter and acknowledge the concerns he raises.
2. Provide some reasons for why reality shows are good and use 'Flatmates' to support your argument.
You can find support from:
 - the transcript of an interview recorded earlier with the host of 'Entertainment Weekly'
 - feedback from studio audience members about the show
 - advertising and viewing figures
3. End by mentioning the new relevant Cableline policies based on what was decided at the most recent Programme Planning Group meeting.

Proposal

We also need to get in our proposal for our next show. You can get all the info in the interview I had with the Evening News TV Page. Regarding costs, round up the figure to the nearest \$10,000. Equipment should be more or less the same amount as 'Flatmates', but we won't have to worry about the following expenses:

- studio audience (not allowed to comment on prisoners legally)
- renting a studio for the audience
- prize expenses (no plans for a competition)
- hiring staff (prisoners will operate the cameras)
- location costs (estimate is half the amount paid for 'Flatmates')

In the conclusion, emphasise how successful 'Flatmates' has been and how you hope the new programme will be a success.

Thanks again for your help.
Michael

Letter of complaint from Mr. Mak

Flat A, 39th Floor
Lazarus Heights
Tseung Kwan O, Sai Kung

Dear Sir/Madam,

I am writing to complain about the reality show 'Flatmates'. First, there was 'Survivor', then 'Big Brother' and now 'Flatmates' which was aired on Cableline TV from 7:30pm to 8:30pm. I have no idea why Cableline is following such a programming policy. These shows must be some of the most unpopular programmes on TV. Certainly none of my family or friends can see their appeal. Television has a powerful influence on our children, and such programmes promote bad values. Reality shows do not encourage creativity either. Viewers don't need to use their imagination when they watch them. Plus, they are a terrible invasion of people's privacy. How would you like to have a camera stuck in your face all the time?

I do hope that Cableline TV will address these concerns and consider whether to broadcast such programmes in future.

Sincerely,
M.A. Mak

Ad.research.com data on 'Flatmates'

Figure 1 – Advertising revenue (in HK dollars) compared to average revenue of programmes in same time slot (7.30pm – 9.00pm)

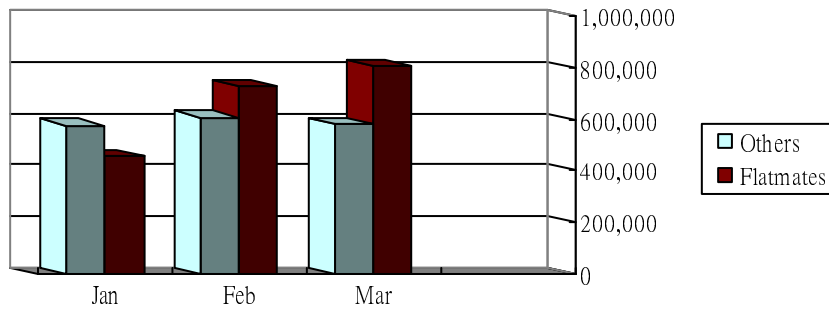
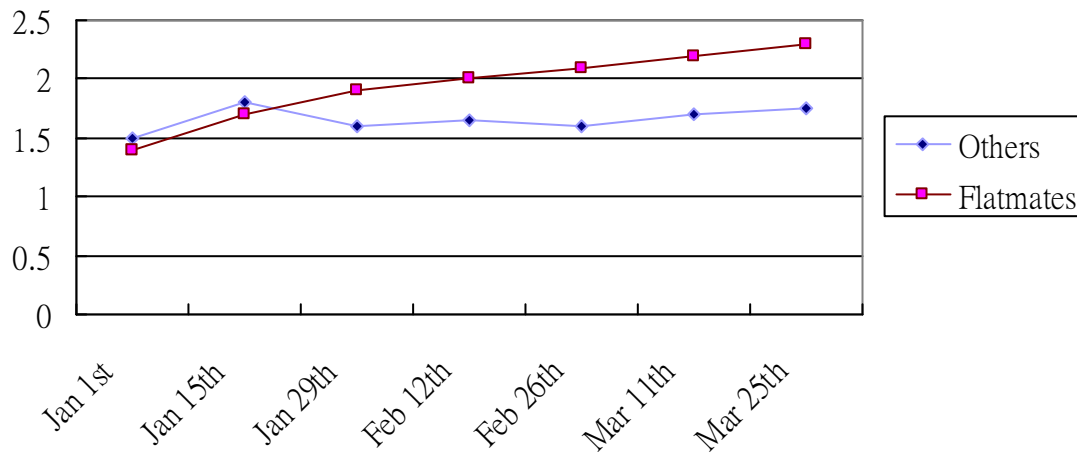


Figure 2 – Viewing figures in millions compared to average figure of other programmes in same time slot (7.30pm – 9.00pm)

(Figures are given for alternate weeks, i.e. for 7 out of 12 episodes)



Cableline TV – Cost breakdown

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(7.30pm – 9.00pm)

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Extra cost for Flatmates

Prize	\$112,000
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Difference:	\$ 1,956,080

Transcript: interview from 'Entertainment Weekly' radio show

- Host: Welcome to Entertainment Weekly. On today's programme we will be discussing the new reality show 'Flatmates'. With me in the studio is Michael Jones, programme producer for Cableline TV. A warm welcome to you.
- Jones: Thank you.
- Host: Cableline recently showed the reality series 'Flatmates'. Was it a success?
- Jones: Well, you can see the success or failure of any reality show, in fact, any show at all, by looking at the viewing figures. And let me tell you, we were very pleased about the viewing figures for 'Flatmates'. TV shows have to be popular if they, and the TV station itself, are to survive.
- Host: What makes 'Flatmates' so popular?
- Jones: Well, it provides a 'twist' on an everyday experience.
- Host: What do you mean by 'twist'?
- Jones: Hm, some kind of creative use of an everyday situation.
- Host: Is that why people watch it, though?
- Jones: Well, partly. Yes. Like when we asked them – the flatmates, I mean – to host a formal dinner party for some famous Hong Kong celebrities but, and here's the twist, using only HK\$100 per person. Part of the appeal of a reality show is to put people into a difficult situation which makes the viewers eager to watch. It gets them thinking, 'What would I do in a similar situation?' Especially an embarrassing one.
- Host: Yes, I do remember a guest referring to it as 'Shame TV'?
- Jones: 'Shame TV' (*laughter*). Yeah, there were some doubts on the part of television stations as to whether reality TV shows would be successful in Hong Kong because of the shame element, but if you look at the viewing figures, they suggest there is a strong following.
- Host: But do you think that is partly because people liked watching the 'Flatmates' behaving badly?
- Jones: Mm. I'm not sure that they did behave that badly. I know there was all this talk about 'Flatmates' being a bad influence on young people. But to me, at least, it seemed pretty much unfounded. What I wanted do was convey a message that these total strangers – because that's what they were to begin with, remember – can learn to get along with others, even if they are competing for a grand prize.
- Host: But what about the other accusation often levelled at reality shows that you're invading people's private lives?
- Jones: What you need to remember is that these people choose to be on the show. They want to be filmed. They're desperate to get their faces known and be famous.
- Host: Fair enough. We'll have to take a short commercial break now but when we return, we'll discuss Michael Jones's plans for future shows on Cableline....

Evening News TV Page

Reviews and news

Given the success of Cableline's recent reality show, 'Flatmates', we decided to catch up with Michael Jones, the producer, and find out what Cableline's plans for the future are.

EN: So Michael, given the success of 'Flatmates', does Cableline have plans for another reality show?

MJ: Well, not exactly a reality show, something more in the nature of an extended documentary. I'm just in the process of putting a proposal together. We hope to do a series on a group of prisoners.

EN: And what would be the appeal of that? After all, being in prison is not something that happens to most of us!

MJ: No, but that's why I think people would be interested – they'd be seeing something outside their experience. It would be interesting for them to see how people deal with being locked up. And not just locked up but in a really confined space. Plus, I think it will be really interesting to see how prisoners deal with each other. I mean, these people can't get away from each other! So I'm pretty sure that this will be another success for Cableline, although we are only planning six episodes in the first series.

EN: But wouldn't there be problems with security and things like that?

MJ: Possibly, but we'll just have to wait and see. After all, we'd only be filming these guys in their cells, and while they were working and eating during the day.

EN: And what format would it take? Would there be some kind of competition? And what would be the prize?

MJ: Well, we'd be a bit more limited in what we could do in terms of setting tasks and there won't be any prizes, I'm afraid. So, as I said earlier, I see this series as being more of a documentary showing a group of prisoners getting on with their lives. So maybe not competitions as such. But what viewers will see is the prisoners doing the tasks they normally do.

EN: Do you think you'll repeat the kind of viewing figures you had with 'Flatmates'?

MJ: I hope so. Maybe we'll add a little excitement by dividing the prisoners into teams and seeing who can escape first!

EN: That really would provide good television!

Evening News wishes Michael and Cableline the best of luck with their new project.

Excerpt from the notes of the Programme Planning Group meeting

Programme Planning Group Meeting

Date: 30 March 2009

Present: Mr. C.K. Kwong (Chair), Mr. Michael Jones, Mrs. Susan Kwong, Ms. Cindy Lau (secretary)

Agenda

1. Recommendations for future programming of reality shows
 2. Discussion of follow-up to 'Flatmates'
 3. Issues of cost control and ways of attracting advertising
 4. AOB
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- 1.1. Mrs. Kwong proposed the following recommendations as regards reality shows:
 - Programme Classification – PG (Parental Guidance) added to the start of future reality shows
 - Information re: nature and content of programme provided to viewers
 - Future reality shows not aired between 4:00pm – 8:30pm (family viewing hours)
 - 1.2. All the above recommendations were agreed upon and verified as future Cableline policy.
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- 2.1 Mr. Jones put forward the idea of a documentary series on a group of prisoners lasting for six episodes.

Reasons:

 - general interest
 - providing public with insight into prison service
 - never been done before

Reasons for documentary format:

 - difficult to organise competition format of reality shows in prison
 - 2.2 Mrs. Kwong suggested 'Insiders' as a title. The committee agreed to adopt this name.
 - 2.3 Mr. Jones was instructed to put together a proposal to be put forward to senior management.
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- 3.1 Mr. Kwong asked members of the committee to suggest ideas for cutting production costs.

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