



URBAN
STREETS
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Urban Streets TV

WHAT IS Urban Streets Television

Urban Streets is considered by some to be the new B.E.T. on the rise – picking up where BET left off before changing its programming to fit Viacom / MTV's outline. Urban Streets, in its natural state, is a television show which primarily focuses on broadcasting “*Urban*” music videos, celebrity showcasing, news, artists, fashion, and interviews. Urban Streets will be releasing its new music channel “*Music Soul Café*” in early March, which concentrates on the genre of Neo-Indie Soul Music.

MISSION STATEMENT

It is the mission and goal of Urban Streets, as well as its production partner Platinum Reign Inc., to deliver quality High Definition Multi-media Broadcasting content; providing urban social coverage, news, sports, education, and related community coverage.

A NORMAL EPISODE OF URBAN STREETS

Urban Streets differs from many other music video shows by virtue of not having a conventional structure of production – like onto most broadcasted produced shows that are filmed “*LIVE*” from a set location every week. Urban Streets uses the community as its back drop – providing Urban Streets with a variety of locations through community owned minority businesses. This approach is considered the machine behind the wheels of Urban Streets Episodes’ and current success in the entertainment industry. Allowing Urban Streets to cross market, promote, and create a specific target audiences geared towards urban social life and entertainment; thereby delivering corporate accessibility to markets otherwise controlled by mass-media focus groups.

THE SHOW'S THEME

Based on the Implied Relationship of Host & Co-Host

Urban Streets is premised on the “*implied*” relationship of the male & female hosts of the show. Their on-camera chemistry is that of an off camera relationship beyond working together to the show. This implied relationship will be developed by a soft touch, a goo-goo eye, kiss on the cheek, look or stare – or off camera references to things they’ve done together and places they’ve been together while not working on the show.

IMPLIED RELATIONSHIP

The relationship between both hosts are extremely flirty but female co-host generally pays little attention to male co-hosts' advancements, but does occasionally lead the audience to believe there is a hidden relationship between the two – all while hosting the show, conducting interviews, and introducing videos. This implied relationship is similar to that of AJ & Free's on-camera relationship while hosting BET's hit television show "106 & Park". We intend to capitalize on the implied relationship daily / within each episode.

FEMALE CO-HOST OUTLINE

"Extremely Fashionable", petite or thick built, flirty, well curved, great smile, witty, well-spoken, suburban college type – yet possessing a reserved "I'm too good for him" attitude.

Female Casting Attire – Accessories are at your own discretion (watch, rings, bracelets, etc).

Stiletto heels or boots, shape-fitting jeans or shape-fitting dress, fashionable top or club blouse
Note – Push sexy but classy to the edge: cleavage, waist line (if possible), etc. Skanky doesn't equal classy.

MALE CO-HOST OUTLINE

"Extremely Fashionable", well built or dressed well, flirty, tattoos on forearms (neck tattoos must be well designed), great smile, witty, well-spoken, urban meets college type – yet possessing swag and presence a "*must*".

Note – tattoos are "*NOT*" a must or requirement.

Males Casting Attire – Accessories are at your own discretion (watch, rings, bracelets, etc).

Gym shoes, boots or beach shoes

Jeans, shorts, or fashionable pants

Shirt, Sweater, or fashionable T-shirt

Note – Push your swag to the edge: showcase tats (if any), bring a hat to match attire (if possible).

RUNTIME PER-EPISODE: 1 Hour in length record / air-time with no commercial broadcasting.

ONLINE RUNTIME PER-EPISODE: pre-recorded in 1 hour episodes - 24/ hours online web access