

# THE ONE SHOW - TOPICAL FILM PITCHES

## **PPI is almost over - but what about the people? (Matt Allwright)**

### **[CHOSEN PITCH - RECAST WITH DOM LITTLEWOOD]**

August 29th is the last day any of us can make a PPI claim. But what happens next? No - we don't mean to those still wishing to claim - you've had 10 years of being harassed about it, if you still haven't done it then you've got no one else to blame. We mean what will happen to those who make their living assaulting our senses with calls, texts and adverts offering to help us claim. The PPI-claim industry is huge - and the companies and people within it will need a new focus.

- *Tongue-in-cheek investigative treatment - as Matt Allwright re-tells the PPI story, tries to track down some of those in the industry, finds out about their future plans, and pitches them a few ideas as to how they can annoy us going forwards - before finally putting the PPI story to bed.*

## **Who cares how quickly you can get to London?! (Ruth Jones)**

There's a new train line being considered that would knock 20 minutes of the journey time from Cardiff to London. Ruth Jones rides a train on the existing (2 hour) route - and asks: "so?!".

- *She'll travel with a whole load of people who have zero interest in getting to London, whatever the speed - and instead, are simply travelling short-hops locally. Together, they'll celebrate all the best things there are about not leaving Wales.*
- *She'll also ask some transport bods some serious questions about why everyone's always talking about how quickly you can get to London, and never talking about how we can make local transport more effective.*
- *And she'll probably bump into a few people who are glad about the reduced journey times too. But more fool them. When her train gets to London, she's not getting off - she's riding it straight back home.*

## **"You Happy?!" (Jack Dee)**

A study released today claims Britons' 'Wellbeing' is down on last year, and that nearly half of us only socialise with family or friends once a month. A separate study has apparently 'proven' that those who spend 2 hours a day in the great outdoors are happier. Jack Dee heads to Devon and refuses to understand why. He'll also vox the great British public to find out what makes them happy - and try desperately to find someone as miserable as he is.

### **Warning: New Signs Ahead (Mel Giedroyc / Paddy McGuinness / Greg Davies)**

Yesterday the DFT announced new 'Warning: Hedgehog' signs to warn drivers of small wildlife hazards. Mel Giedroyc takes this sign, and a load of others we've made up, to the streets - to get the reaction of the great British public.

- Just as Jimmy Kimmell did with made-up band names at Coachella, Mel will vox people asking for their reaction to the made-up signs without telling them they're made-up.
- Example signs include:
  - No miming (between 9:30am and 12noon)
  - Max Speed: Zero
  - Warning: British weather likely
  - No reversing above 70mph
  - No ennui between 7:30am and 9am
  - No spoilers
  - Beware: hobnobs
  - Do not pass Go
  - Stop! Only joking, carry on
  - Brexit free zone
  - Hazard: Dukes (with a picture of the Duke of Edinburgh's face)
  - Get off your damn phone!!!! Yes you.
  - Sean Bean crossing
  - Beware cyclists (picture of someone weaning all over the road)
  - Beware re-cyclists (picture of a green bin)
  - 40 - over the hill
  - My other sign is a Give Way
  - Caution: road signs (an infinite recursive red triangle)
  - Under no circumstances read this sign

### **What's in a (Vegan) name? (Gregg Wallace / Jamie Oliver / Gordon Ramsay)**

The EU proposal that would force meat-free alternatives to stop calling themselves 'sausages' and 'burgers' has a hearing the House of Lords today.

- *Does the name really matter? Does it change the way we taste the food? Do veggie brands really need to use the meaty name to sell?*
- *Gregg Wallace opens up his pop-up shop selling Veggie Tubes, Plant-Protein Discs and Battered Dipping Lumps - pitting them in a taste test against Veggie Sausages, Meat-Free Burgers and Vegan Nuggets.*

- *The dishes are the same - but will the people on the street realise? And will they care?*

### **How to get the perfect Dad Bod? (Mark, Isla and Michael Douglas, or Joe Wicks, or any man in decent shape)**

A recent survey in GQ magazine revealed that most women prefer the 'Dad Bod' to the 'Gym Bod'. Michael Douglas has always managed to keep in shape - but now realises he's been missing the point.

- *He visits One Show favourite Mark Nelson, who'll teach him the workout regime he needs to go through if he wants to get Dad-Body-Ready (well known workouts, but adapted to be 10 times lazier, and allow you to dispense your fatherly duties at the same time).*
- *All the while daughter Isla watches on, chiming in with her trademark (scripted) commentary.*

### **The 'Like' Ban (Nicholas Parsons / Paul Merton / Gyles Brandreth)**

As Love Island features the word 'like' 76 times in just 5 minutes, Copthorne Primary School in Bradford bans pupils from using it. Or any other single-word reply. We send one of the above to the school to deliver a piece that touches on historical examples of pop culture 'ruining' language, and the issues specific to Love Island. After asking whether the ban is really the right thing to do, they'll test the school's teachers ability to obey their own rules - in a 'Just a Minute' -style showdown against Year 6.

### **Making Dulux Dogs Cool Again (Mel Giedroyc)**

According to the Kennel Club, previously popular breeds like the sheepdog are in danger of disappearing - as owners favour 'more famous' dogs like the Dire Wolves from Game of Thrones, and the Corgis seen in The Crown. Mel Giedroyc charts the history of famous dogs and their effect on ownership, meets (and ribs) a whole load of dogs who look like their owners, and then attempts to restore the once-popular Dulux Dog to its rightful place - by recreating a scene from Game of Thrones, with the help of Andy McClay (the prolific GoT extra who stole the show in the recent behind the scenes doc, and now runs his own tours around key locations in Belfast).

### **IS America great though?! (Lewis Macleod in character as Donald Trump, Ronnie Ancona in character as Melania)**

Donald Trump formally launched his 2020 Presidential Campaign yesterday - saying he's retiring the slogan "Make American Great Again" in favour "Keep America Great". But did he ever actually "Make America Great" in the first place?

- A film that looks at just how America has changed since Trump was first elected - for better, and for worse.
- Donald Trump (Lewis Macleod) tells us why everything's great. Melania Trump (Ronnie Ancona) puts her husband back in his box, pointing out the truths he might be glossing over with each of those sweeping statements.
- We focus on issues that either relate to the UK, or have direct parallels here in the UK - so we can pepper the piece with facts and factual content that matter to those on both sides of the pond.

### **A potted history of musical break-ups, and make-ups (Matt Allwright)**

Taylor Swift and Katy Perry have finally buried the hatchet - coming together as a "hamburger and fries" in Swift's huge new music video. To celebrate, Matt Allwright walks us through the music world's biggest (and bizarrest) musical fall-outs.

***(N.B. - this is a prime example of a film I can't imagine you'd ever make under normal circumstances - and would obviously live or die on the strength of the gags. So it would live - because they'd be great. Could be a good Glasto film.)***

### **Jon fixes *your* annoying office (Jon Richardson)**

Yesterday, Donald Trump ordered his chief of staff Mick Mulvaney out of the Oval Office for coughing. While some are calling this a ridiculously over-the-top reaction, Jon Richardson thinks he might be onto something.

- *"We leave the room when we want to use the toilet, so why on earth do we stay there when we're going to cough, splutter, sneeze or hiccup? It's distracting, annoying, and a bit disgusting."*

Jon voxes an office-full of people to see if he can find anyone who agrees with him - while also finding out about the most annoying habits the people in that office have to put up with. He'll even come up with a few creative ways of solving them and pitch them to the tea.

- *A crumb-tray-neck-collar so that Colin stops dropping his sandwich crumbs into the keyboard.*
- *A diver's helmet for anyone suspected of having a cold to wear so they don't spread the germs around.*

- *A soundproof cubicle in the corner of the meeting room for staff to go in and cough without having to leave the meeting.*

### **Climate / Plastic / Environment Shaming (Matt Allwright + Lucy Siegle)**

No matter how many times we cover it on The One Show - you're all STILL using Wet Wipes. AND you're flushing them. We need a solution. A store in Canada recently launched an ambitious plan to 'Climate Shame' customers still asking for plastic bags - by putting embarrassing / offensive slogans on them. The plan backfired - they became collectors items. (<https://tinyurl.com/y3uuwdzb>) Nonetheless - could we do the same with Wet Wipes? And would that change the way we use them? Matt and Lucy work together in one final attempt to give Brits a kick up the backside - with some persuasive wet wipes and our testing toilet.

### **Cyclists vs Zombies (Jeremy Vine)**

A yoga teacher who was knocked down by a cyclist has won compensation even though she was "looking at her phone when she walked out into the road", and even though the cyclist was a "calm and reasonable road user" who sounded his horn, swerved and braked as he tried to avoid her. "Cyclists must be prepared at all times for people to behave in unexpected ways" said the judge (<https://tinyurl.com/yxlfmq7d>) Also this week, London's locals claim that tourists cycling on our streets are the real danger. (<https://tinyurl.com/y3k2jj9y>)

- Jeremy Vine (who's had his fair share of run-ins while cycling), embeds with cyclists to hear how zombie pedestrians are putting them at risk.
- He also embeds with pedestrians in one of the capital's 'reckless cycling' blackspots to see how the pedestrians feel.
- He'll hear the case from both sides, before turning the tables - getting the pedestrians to try and navigate a busy crossing on a bike, and the cyclists to witness the chaos for those on-foot.

### **Puppy Dog Eyes (Jack Dee)**

According to recent research, our preference for dogs with imploring puppy dog eyes had such a strong evolutionary pull, they developed a new muscle in their forehead just to activate the look.

- Jack Dee talks to a boffin about the psychological response we have to puppy dog eyes. (Well, most humans. Not so much Jack. He is completely unmoved,

even when a selection of the cutest, saddest little puppies are paraded in front of him.)

- Jack then hits the streets to find people who reckon they can pull off puppy dog eyes and win a 'treat'. All will fail, because he is heartless. (But also because humans don't have the forehead muscle required to properly nail it).

*(In the studio off the back you could then run an item dealing with the 'famous dogs going out of fashion' story we pitched yesterday, and 'create' the Game of Thrones scenes much more cheaply, as part of a photoshoot taking place in the Blue Area).*

### **Droning on about Model Planes (Matt Allwright)**

New rules being introduced to regulated drone use will also affect model aeroplane flyers - and may stop them flying (<https://tinyurl.com/yxhmgltw>)

- *Matt re-caps the 'trouble with drones' that's brought us to this point (reported today that it only cost Gatwick £1.4m, although it cost airlines like Easyjet up to £15m each).*
- *Grills our model aeroplane enthusiasts about whether or not they're actually any better*
- *Help them deliver a message to some lawmaker or another the only way they know how - through a message dropped via parachute from a model plane.*

### **National 'National Celebration Day' Day! (Sara Pascoe)**

it is National Milkshake Day on June 20, and on June 21 it's National Selfie Day. In fact - pretty much every day's a national day of celebrating something - so it's time for us to celebrate National Celebration Days - with National 'National Celebration Day' Day!.

- Sara Pascoe attempts to uncover exactly where our international obsession with national celebration days comes from.
- Gives us a whistle stop tour of some of the weirdest, most wonderful, and most tedious.
- Pitches her own ideas for things we're not currently celebrating but definitely should.
- And then throws a party to celebrate celebration days.

### **"I only lied because I didn't want to hurt your feelings" (Alex Riley)**

Dominic Raab was eliminated from the Tory Leadership race yesterday after failing to secure the required 33 votes. Today, his campaign manager has said it came as a huge

shock - and accused MPs of faking their support. But maybe they were only lying because they didn't want to hurt his feelings?

- Alex Riley hits the streets to gather our stories of the times we've lied because we thought we were doing the right thing (and whether or not, in hindsight, it was).
- He'll have plenty of his own examples too - as it emerges over the course of the film that the only reason 'he' pitched the idea was because he had so much he wanted to get off his chest.

### **Brexit through a Filter (No Presenter)**

Yesterday, the Snapchat 'cat filter' was accidentally used in a Pakistani minister's live press conference - and the world laughed. It made us all smile at something that would otherwise have been dull and tedious. Maybe we could do the same with the last 3 years of British history?

- *The pitch: a 90 second Cassette-boy style mash-up of the highs and lows of the Brexit story - but using appropriate filters, emoji, and graphic overlays to 'improve' the picture, layer-up extra gags, and make the whole sorry mess much more palatable. (Put together with zero agenda, and making an effort to take the p\*\*\* out of Leavers and Remainers in equal measure).*

### **Sounds Awful (Marty Jopson)**

Fleetwood Mac is just the latest in a string of superbands with super-expensive tickets to have fans leave a gig early complaining about horrendous sound. Marty Jopson explains this can have as much to do with your position in the crowd as it can with the weather

- *for instance, after a hot day, when new cool air settles on the warmer surface-level air, sound waves tend to 'bend' towards the colder air - travelling right over the stadium seating, and into the atmosphere*

But do you really need to spend £150 when you could save your money, and buy the Blue-Ray when it comes out in 6 months with perfect overdubbed sound? Marty recreates the perfect 'outdoor stadium experience' to watch it, by:

- *Queuing outside your downstairs loo for 10 minutes during the drum solo*
- *Limiting yourself to one pint of beer until the drum solo*
- *Watch the show at home and then don't go to bed for three hours whilst watching documentaries about the London Underground.*

## **Cryptocurrency - from the Dark Web to Facebook's new Leading Light (Joe Lycett)**

Facebook has just announced Libra - their new cryptocurrency. If even Facebook are getting in on the game - it's time to accept that Crypto is here to stay, and get our heads around exactly what that all means.

- *Joe Lycett walks us through the story of Cryptocurrency - how it came about, how it made billionaires, how it lost people a load of money, and why Facebook now thinks it can use it to change the world. (Peppered with gags - this is, nonetheless, a 'you really need to learn about Crypto now' piece).*

## **In bed with... a sleep expert (Mark Dolan)**

Sleep Trackers could be giving us insomnia - as our obsessions over our sleep ironically keep us awake at night.

- *Mark Dolan gets into bed with sleep expert Michael Farquhar to find out why.*
- *The pair then jump into some other beds, alongside the best contributors who've featured in the 'In Bed With Britain' series. They'll tell us about their own sleeping problems, which Mark have fun recreating, and Michael will attempt to solve.*

## **Mark Dolan's Woke Adverts Show (Mark Dolan)**

A ban on adverts featuring 'harmful gender stereotypes' has just come into force. But earlier this year, Gillette came under fire for the opposite - attempting to use 'woke' social messaging in their latest advert. Mark Dolan (comedian and one-time presenter of the Mad Bad Ad Show) takes a romp through some of history's most offensively stereotypical Ads, chats to some people who are easily offended and others who couldn't care less, attempts to pick apart what Gillette did wrong, and then remakes an iconic advert while making it fit for the modern day.



### **Fake Festivals and Cardboard Tents (Sean Lock)**

Fake Festivals are on the rise - and Sean Lock thinks they're way better than real festivals. Can he persuade the Glastonbury festival-goers to agree with him? A funny vox with questions like:

- "Do you think you'd notice the difference in the quality of the mud you'd be covered head to toe in?"
- "Would the cleaner toilets at a smaller festival diminish your enjoyment of the experience?"

(Alongside actual questions about their opinion on Fake Festivals and whether Glasto's worth the price).

He'll also intro the Cardboard Tent (<https://tinyurl.com/yxs23puh> designed to cut down on plastic waste from abandoned tents) - and road-test it while continuing to vox. He'll spend the entire VT attempting to find someone willing to trade in their tickets in, pack up and leave, and head to a fake festival. He eventually 'does' - at which point we discover he was just gaming them - he's wanted to get into Glastonbury for years, and this is the only way we'd let him stay.

### **The Impossible Pitch (recurring format)**

An authored monologue similar to Newsnight's 'Viewsnight' feature - in which a comedian attempts to make a positive case for something that the majority of us are likely to disagree with. For instance - in response to the news that the London Metal Exchange has 'controversially' banned traders from drinking on the job, Al Murray attempts to persuade us it's often better to be drunk at work wherever you are. (The payoff of each film is the comedian finally persuaded to move back to popular opinion - thanks to the complete failure of their own arguments to hold up).

## **The recipe for a perfect Televised Debate (Lewis Macleod in character as either Boris Johnson, or Donald Trump. Or Matt Forde / Nish Kumar. OR Mary Berry - with style to match)**

With an endless stream of televised debates over the coming weeks, our presenter looks at the anatomy of a TV debate, and the ingredients you need to make a 'good' one.

- It's origins in the United States how made (Kennedy) and broke (Nixon) and eventually made (Nixon again.... That went well). Trump's 'You'd be in jail' to Hillary Clinton.
- The no-show-ers (Theresa May, David Cameroon)
- The stand-ins (Amber Rudd)
- The embarrassing moments (e.g. when Farage got ignored at the end)
- The resurgent opportunist (Nick Clegg. Remember him?)
- The sympathetic interviewers (Paxmans 'You alright?' to Ed Milliband)

The piece will end with the depressing reminder that they're debating who should become our next PM and we don't even get to vote, but the happy up-side that it means we're allowed to make jokes.

## **Talent Show Judges Judge The Next Debate**

With five candidates still in the running, it'll be a while before we've seen the end of the televised debates. We're all watching, and judging, even though we don't get to vote. And we're not the only ones. TV's best-known talent show judges (voiced by various impressionists) are watching too - and judging them on their own terms.

- **What is this?** It's a cutdown of the highlights of the next debate, intercut with Gogglebox-style commentary from 'talent show judges' - the voices come from impressionists, the visuals are cleverly-animated stills, and the script is packed full of gags that mash together the worlds of politics and reality TV.

## **Forward in Time for Climate Change**

The UK has committed to cutting Greenhouse Gas emissions to almost zero by 2050. Could we as individuals manage to get our own net contribution down to zero today? Apeing the style of the 'Back in time for...' series, Comedian and Environmental Economist Matt Winning (<http://www.mattwinning.com>) goes forward in time, and does the maths to see if he can get his own young family anywhere near.

## **The Women's World Cup is anything but Pointless (Richard Osman)**

England are playing in their final group game today - and they're guaranteed at least one more match as they've already qualified for the knockout stages. The audiences are getting bigger and bigger each year - Richard Osman won't rest until he's got the entire country behind the Lionesses.

- This is Richard's quest to prove to as many people as possible that the Women's World Cup is anything but Pointless.
- We'll recap the recent spike in popularity, and tell the story of the Lioness' campaign so far this year.
- Richard will then drop in on as many groups of people as he can, see how little they know about the team and the sport, and see if he can persuade them, specifically, the jump on board and throw their support behind the team.
  - Accounts should love it - it's much cheaper per hour
  - Historians should love it - it's a far more tactical game than the men's sport - imagine Agincourt on a football pitch.
  - Actors - there's far less play acting, so watching won't feel like a busman's holiday, you can relax and enjoy it without putting up with Neymar's amateur dramatics.
  - Rugby Fans - you've always said football was a girls game. It is! And look how great they are.
  - Gamblers - crazier scorelines mean more opportunity to win silly money (gamble sensibly please...)
  - The Scottish - you're in a world cup for once! It's great!
  - Pizza Chefs should also be on board - England's top ranked player Lucy Bronze used to work in Domino's while refining her delivery skills.

## **Going Time-Free (Matt Allwright)**

A Norwegian island north of the Arctic Circle, where the sun doesn't set for a full 69 days, is campaigning to become the world's first time-free zone. Matt Allwright asks the great British public about the pros and cons of life in a timeless world (and has his own ready to share, too).

- *Good News: you'll never get arrested for speeding as the concept of miles per hour no longer exists*
- *Bad News: all day breakfast is now an endurance sport not a meal.*