

“Aiiseeee!” (“I say!”)

30 Minute Radio Game Show.

Structure & Content Synopsis for Episodes 1-13

SHOW OVERVIEW

The basic format of the show is a question-and-answer game show that pits 3 couples against each other who will compete to see which of the contestant couples knows each other the best. The winning couple receives a romantic get-away (the exact prize will vary from show to show); it is the ultimate reward for the hard work required in a successful relationship. The show is very funny, very real (using real people), allowing couples (and listeners) the chance to engage serious relationship issues through laughter.

The first priority of the show is to entertain and engage. We want to have the most talked about show on the radio. It should never come across as a health care show nor should the audience ever feel like they are being dictated to. Humor and subtlety are the Trojan horse we will use to raise issues that are important for behavior change.

The name of the show is Aiiseeee! It will feature couples: dating, engaged, newlyweds, married for a few years, or married for many years.

CONTENT –

The root motivation for all of the questions, which form the basis of the content and humor of the show, is essentially, **“How well do you know your better half.” In other words, how well do you communicate, how transparent is your relationship, and how attentive are you as a partner.**

The message (without being delivered directly) being: “Better communication leads to better relationships, which leads to healthier approach to HIV/fidelity, family planning, and maternal and child health.”

The show should be provocative without being aggressive, realistic, interesting, and relevant to average Tanzanian lives.

The real value of the show is how we approach provocative and hard-to-discuss issues in a humorous and round-about way.

For example, we would never ask a contestant:
“Are you faithful and truthful to your wife/husband?”

But we may ask:
“Would you let your wife read your text messages on your phone?”

We would not ask:

“Do you hide money from your husband?”

But we may ask:

“Can you guess how much money your wife has with her right now?”

We would not ask:

“Do you give positive encouragement to your wife?”

But we may ask:

“What was the last compliment your husband gave you?”

For the show to work, the questions must have only one right answer, preferably a one-word answer. In other words, it’s not about whether the husband or wife is right, it’s about whether their answers match.

Although the questions may seem whimsical, they are **strategically** written to address the high-level communication objective, which is to **encourage healthy couple communication**.

Since healthy relationship communication is a very open-ended subject, we have broken it into a series of sub-categories that this show is the ideal platform to address. They are listed below with some sample questions:

Sample Categories:

“Taboo: Love, intimacy & romance” – these subjects that aren’t necessarily comfortable to discuss among couples and most often swept under the rug.

- What animal best describes your wife/husband?
- Name your husband’s ideal woman:
 1. *Beyonce Curvy*
 2. *Serena Williams sporty*
 3. *Milen Megesse Model*
 4. *Halle Berry pretty*
- Name the piece of clothing that you wish your wife/husband would never wear again.
- Name the place where you last saw your husband/wife look at someone because they were attractive.
- Which body part of yours does your wife/husband find most attractive?
- What was the last compliment you gave your wife/husband?
- Your husband will bring you flowers ____
 1. *Never*
 2. *When you’re mad at him.*
 3. *On Valentines Day or your birthday only*
 4. *For no reason – just to show you love.*
- When was the last time you kissed your wife/husband?

- When your husband/wife is feeling frisky, he/she is most likely to:
 1. *Give you a kiss*
 2. *Give you a hug*
 3. *Hold your hand*
 4. *Put his arm around you.*
- A small gift your wife would most want is:
 1. *Dress*
 2. *Handbag*
 3. *Shoes*
 4. *Jewelry*
- Would you let your wife/husband read your cell phone messages right now? (we'll put it to the test)

“Quality time?” – couples will be quizzed to see how much they know about the daily routines of the other, how much time they spend together, how attentive they are to making time for each other.

- What's the last surprise date your husband/wife took you on?
- Instead of going out with his friend, your wife would rather you:
 1. *Cook for her*
 2. *Take her out to dinner*
 3. *Take her to a movie*
 4. *Take her with you*
- When your husband wants to tune you out he:
 1. *Goes to the bar with friends*
 2. *Turns on the TV*
 3. *Plays with his phone*
 4. *Takes a nap.*
- What was the last place that you went to only because your husband/wife wanted you to?
- You can tell when your wife/husband is stressed because they _____?
- When your wife/husband is mad he/she:
 1. *Goes quiet*
 2. *Cries*
 3. *Yells*
 4. *Throws things*
- When you want to make your wife/husband smile, you _____?

Topic “Sharing responsibilities”: this is about how well couples work as a team, share the burdens of family, fiancés and balance their lives together.

- What was the last chore your husband/wife did around the house?
- What's one chore that you have never seen your husband/wife do that you regularly do?
- Your husband is least likely to:

1. *Cook dinner*
 2. *Clean dishes*
 3. *Do laundry*
 4. *Mop the floor.*
- What is your husbands/wife's favorite food?
 - Name a food that your wife/husband eats only because you like it.
 - Tell me the one bad habit around the house that you wish your wife/husband would quit.
 - Tell me within 1000ths how much money your husband has in his wallet right now (we'll verify).

PLATFORM FOR SAFE MOTHERHOOD, SEXUAL NETWORKS, FAMILY PLANNING MESSAGING:

Since all these topics affect couples, this show is a perfect vehicle for further engagement of our target audience in these key subjects.

Each episode of Aiiiseee! will have **at least** one question that addresses one of these topics directly. Now, of course, since many of these topics overlap, it is possible that some of the questions above will also address these three topics indirectly. Some sample questions might include:

- Where did you/your wife deliver your first child?
- How did you/your wife use to get to the health facility when you had your first child?
- Where were you while your wife delivered?
- What was your child's name going to be if it were the opposite sex?
- How old was your first child when you became pregnant again?

HOSTS:

We have chosen two well-known individuals who will jointly act as hosts: **Gea Habib & Wasi Wasi**. Through a lengthy period of auditions, these two proved the best choice. They grasped the nature of the show, showed excellent rapport, and engaged couples in an organic, yet funny way. We're confident that the show will only get better and better each week.

LANGUAGE:

Aiiiseee! will obviously be Swahili.

INTERSTITIALS:

In order to engage a wider diversity of couples, each program will have a segment that features some of the same questions that we ask our contestants, posed to random Tanzanians. These segments will literally be a "man on the street" reportage style interstitials. We will send a team to different locations around Dar es Salaam to ask random people some of the same questions (or more) that our contestants were asked. As we have found out, the answers we will get are funny,

provocative, spontaneous, but most importantly, illuminating as they shine a spotlight on just how well couples communicate with each other.

These segments are often the most engaging part of the program as we cast a wide net and get a range of answers from the outrageous to the silly to the profound.

SCRIPT:

Each show will follow a similar format and therefore script. However, each episode will vary in the exact language as we will practice with our hosts to allow them room to ad-lib and shape the dialogue to fit their own personality and sense of humor.

Wherever dialogue is marked as HOST it is understood that it will be shared among the two co-hosts. It is generally understood that, to keep it interesting, Wasi Wasi will ask the women questions and Gea will ask the men.

Below is a script guide for how the show will flow and how each round flows into the next, with roles for the hosts, interstitials, announcers, and of course, contestant interaction.

Show Introduction – Hosts introduce the goals and intentions of show – getting couples to communicate and form stronger partnerships.

HOST:

“Welcome to Aissseeee. Welcome to the show that asks men and women: how well do you know your better half?”

As we all know, relationships take a lot of hard work, and a lot of good communication. In this show, we’re going to ask each member of the couple some easy – and some not-so-easy questions about their spouse.

The rules are simple: we will play 3 rounds. The first round we will ask men a series of questions about their wives while the wives are out of the room. We will then bring the women back and ask them the same set of questions.

For round 2, we reverse and ask the wives questions about their husbands while they are out of the room.

Each question is worth ten points with a final bonus question worth 25.

For our final round, we will put both husbands and wives in the HOT SEAT. One member of our couples will answer a series of questions about their marriage. We will give them 3 seconds to answer.

At the end of the winning couple will get a romantic weekend getaway at a fabulous location!

Meet the Couples – The hosts introduce each couple. The hosts’ job is to set the tone for the show while bringing out the personality of our contestants. Each couple has been interviewed in advance, giving the hosts some inside information to lead.

HOST:
Before we begin, let's meet our couples!

Our first couple is from _____ we have x & y. X is a (job) and y is a (job).

SAMPLE HOST PROMPTS: (the hosts should keep answers short)

Y tells us that when they first met at a restaurant, and X asked her if he could bring her a drink, she thought he was a waiter. Is that true?

Y, tells us how X asked you to marry him.

X, what is the most romantic thing Y has done ever done for you?

Y, tell us when you realized that X was the man for you.

The Better Half: Round One

After an introduction, we get right into the game. Host introduces the first round segment and explains to the audience how the challenge works *and* provides the messaging and context for why that subject is being tackled by the show. This is where we balance informed messaging with entertaining content.

HOST INTRODUCES **SAMPLE TOPIC "SHOWING LOVE"**:

Showing love doesn't have to be difficult. It can be as simple as making sure that you kiss each other every morning before work. Let's see how often our couples show love.

The questions then get progressively trickier, more provocative, and possibly outrageous.

END OF QUESTION SEGMENT HOST:

OK! Let's bring the women back in. And let them join their husbands. We will now ask them the same questions and see how they match.

WOMEN ARE PROMPTED WITH THE SAME.

INTERSTITIAL (1.5 mins): Man on the street

HOST INTRODUCES INTERSTITIAL:

Guys, girls, communication is the best road towards a happy marriage. To find out how well Tanzanian couples communicate, we sent our special Aisseee!! Field reporters out and asked regular Tanzanians about their marriage. Let's listen.

The Better Half: Round Two (7 MINUTES)

HOST

After one round we have X & Y with 20 points__ (lists the score)

It's now the men's turn to exit while we ask women some questions about their men. Women, are you ready?

QUESTIONS FOR WOMEN.

MEN ARE CALLED INTO THE ROOM.

INTERSTITIAL #2 (1.5 mins)

HOT SEAT: ROUND 3 (9 mins)

During the question/answer period, there should be a buzzer/bell sound queue operated by the host that indicates whether the answer is wrong or right. The host will then read the correct answer whenever the answers don't match.

This is the most provocative round of the game!

HOST

It is time for our final round. We call it: HOT SEAT. One member from each couple will answer a series of questions that the other has secretly answered. We have the answers in front of us. We're going to start with couple number 1 who have decided that it's going to be X in the hot seat.

X – are you ready?

QUESTION/ANSWERS: HOSTS TAKE TURNS.

HOST

With XXX points, the SMITHS are our winners!

You will spend an all expenses paid night at _____ hotel in Zanzibar,

CLOSING OF THE SHOW (2 mins): The hosts close the show with a reminder about the importance of good communication in a healthy marriage.

HOST

That's it for this episode of Aisseeee.

What did we learn today? We learned that love takes work. That marriages last longer when we share our lives, not live them separately.

ADDITIONAL HOST MENTIONS/PROMOTIONAL:

- Would you and your better half want to be a contestant? Follow on facebook and send us a picture from your wedding.
- You and your friends can play Aiisseee at home. Download the Aisseee app on facebook or on your smartphone.
- Follow Aisseee on Facebook to see pictures of our winners.
- What questions would you like to hear our contestants answer? Follow us on twitter or facebook and submit your questions.