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Sommario/riassunto	Blows the lid on so many TV secrets"""" Tom Archer, Controller Factual, BBC """"If every first-time producer read this before pitching a program, I guarantee a greater success rate"""" Gary Lico, President/CEO, CABLEReady, USA In recent years there has been an explosion of broadcast and cable channels with a desperate need for original factual/reality programming to fill their schedules: -documentaries, observational series, makeover formats, reality competitions. Yet television executives receive a daily avalanche of inappropriate pitches from pushy, badly prepared producers. Only 1 in 100 pr

