

14/02/03

Programme Development
BBC
Television Centre
Wood Lane
London W12 7RJ

Dear Sir

Might the following be suitable for a television programme?:

Title: Chairman's challenge

Format: invite chairmen from companies to demonstrate how (if indeed it's possible) to extract a product made by their companies from its packaging

Benefits: chairmen will come on the show because it will be good publicity. Viewers will benefit not only from the schadenfreude involved but also because packaging standards will improve dramatically