

ABSTRACT

CREATIVE PROJECT: Below the Belt, A Sports Satire: Blending Humorous Television Genres to Create a Successful Hybrid Sports Show

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This creative project creates an original concept for a sports themed television show that is humorous, and informative at the same time. The television show *Below the Belt with Brandon Newman* combines popular television genres including: late night style television, satirical faux news, sketch comedy, and viral video comedy shows. This creative project pays homage to these genres by way of mimicking narrative, aesthetic, and technical features of each featured genre. This original concept for a television show is deemed successful or unsuccessful based on an audiences ability to find interest in the narrative during a 24 minute broadcast. This paper explores ideologies and theoretical elements within highlighted comedic television genres while criticizing traditional sports media outlets.