

Audioscript 7-8

PART 1

Woman: So, are you thinking about that idea again? That absolute money-spinner, the ultimate business brainchild that could change your fortunes and transform your life forever? No, you think, it's impossible. People like you should stick to dreaming. But what if you were given a real chance to change your life and achieve that goal? How would you react if the support you need suddenly landed in your lap? Not in the form of a loan – but free. Well, now's your chance. In this competition, we're offering £100,000 to a budding entrepreneur, and there are no obligations other than that you have to use the money to follow through your idea. All you have to do is convince us that your plan is worth backing. The £100,000 prize is to help pay for your financial commitments while you pursue your goal.

The competition is open to a variety of ideas and people. Perhaps you have a particular skill that you know could be put to more effective use in a different sector or country. Perhaps, given the right backing, you could change hundreds of lives. Are you an engineer with an idea that could transform sanitation and bring clean water to Africa? Or an architect with a vision that could solve the problems in Britain's inner cities? Or are you a farmer who could teach the world's poorest people how to grow crops in the worst conditions? If you are any of these, you could win the competition and the prize money.

Here are the details for entering. If you phone, after leaving your name and address, you will have up to one minute to pitch your idea. If you choose to email, you will have to pitch your idea in no more than 100 words. There are three categories of entry, and you will have to choose one of them. The first category is for those with an innovative idea for a business offering a new product or service. The second is for those who plan to learn new skills by taking a course such as an MBA. The third is for those who want to use their skills to support a socially-responsible project. The winner will be chosen from across all three categories.

Now, there are some other very important details if you are thinking of going in for the competition. Only one entry per person is allowed - multiple entries are not permitted. If you make a mistake while delivering your pitch, you will not be allowed to call back and leave another entry. We suggest that you practise delivering your pitch before phoning. If it helps, write down a script and read that. And remember, you can't go over the time limit.

Our judges will be looking for a number of qualities when they make their decision. The best idea will have big potential and demonstrate a great deal of innovation. The judges will want to be sure that the idea, if it was carried out, would change the life of the entrant, and preferably the lives of others. Entrants

must be able to demonstrate great passion for their project, with thought having been given to how it could be put into practice. The top 100 will then be whittled down to 10, who will be invited to present their ideas in person to a panel of judges. The winner will then be announced.

PART 2

Speaker 1: I just fell into my television career really. there was no grand scheme. I guess it was all a case of simply being in the right place at the right time. I got my first job by pure chance and then one job offer followed another. I didn't set out to get where I am today and I'm sure there are plenty of people who could do the job as well as, if not better than, me. People tell me they like what I do, and that's great, but I'd probably be just as happy if the whole thing hadn't happened.

Speaker 2: When I started the company, the market was wide open really and hardly anyone was doing what I was doing. Actually, the product I was offering in the early days wasn't all that good, but there wasn't much to compare it with, so it did OK. The fact is, it was a good idea and in business there's no substitute for a good idea. I'm not necessarily a brilliant businessman in terms of strategy and things like that and sometimes I'm not sure what to do next. But I did have that great idea, so I've made my own luck.

Speaker 3: My personal feeling is that in show business, talent will always get its reward. Even if you have to struggle on for years - which, thankfully I didn't have to do - if you've got what it takes, you'll make it. Someone will spot you and give you a part if you're good enough, and that's exactly what happened to me. I've never really had to work at it, it just seems to be something I was born with. I've never thought of doing anything else, and fortunately I've never had to.

Speaker 4: There was no shortage of advice when I started my career as a singer. People told me how I should look, what sort of songs I should sing, all sorts of things. But I ignored them all, and I'm glad I did because I've been proved right. I had it all worked out from the very beginning, every detail of what I was going to do and how I was going to do it and it's all gone very smoothly. I knew what suited me and what would be popular and I've followed my instincts on that. I haven't had to struggle at all, everything's gone very well.

Speaker 5: To get to the top in my sport I've had to make the most of what I've got. I may not be the most talented player there's ever been but I've put a tremendous amount of effort in to be as good as I can be. All along there have been people making comments about how I'm not good enough, but that's just made me try

even harder. And I've exceeded my ambitions really - I only wanted to be a good club player and I never imagined I'd make it into the national side.

PART 3

Interviewer: It's tough maintaining a child's interest, but Kate Scarborough has had the experience to know what it's all about. Kate, you used to be a teacher, didn't you?

Kate: Yes, six years ago I had the idea that I wanted to do something for children, so I decided to be a primary school teacher. I have never been so tired as I was working as a teacher in a classroom. You just never stop. Working with children is so intensely exhausting, but it's also fantastic.

Interviewer: Well, today, we're sitting in your London office and talking about something very different – being the founder of CY magazine, a new magazine for children. Having worked in children's non-fiction publishing for 12 years before retraining as a primary school teacher, you certainly have the background to produce such a magazine.

Kate: Yes. well being a teacher I guess led me to the idea for CY. I felt that there was a gap in the market for a monthly publication that not only entertains and teaches children, but also satisfies their parents too. And it was during my teaching days that I began preparing for CY. I talked to children about what they wanted. I then thought, if I was a child, what would I want, and as a parent, what would I want my children to be reading?

Interviewer: OK. now the outcome is a magazine that's filled with competitions, short stories, puzzles, and a cartoon strip. Flicking through the first issue. I'd say two things become apparent – enthusiasm and the language used.

Kate: Enthusiasm is incredibly important. When I was at school, it didn't matter what you were teaching children if you totally believed in it. When you give a bad lesson, you can see those blank faces looking back at you. I really hope I get that belief across, and that children find it entertaining and become interested in what's going on around them all the time.

Interviewer: How about the actual style of writing itself?

Kate: The whole brief to my writers was that they should approach it as if they are talking to intelligent people. Of course, you can't use some words because they would go above children's heads. But when I was doing my research, I put a number of texts in front of children. They are very perceptive – if they feel they are being talked down to, they see it. So it's all written in a direct way, rather than assuming you have to use a very childish style – the readers wouldn't like that.

Interviewer: Now, the age range for the magazine is stated as seven to 12 years, but it's quite difficult to judge that, isn't it?

Kate: Yes, children develop at different rates. For some at seven it will be difficult, but for others perfect. And when some hit 12 they become interested in totally different things. Parents will know whether or not it's right for their children.

Interviewer: Now a very interesting aspect of the magazine is its use of the Internet. Tell me about that.

Kate: Well, if children read something that interests them, by visiting the magazine's website they can learn much more about it. The reasons for this are rooted in my experiences at school. Take explorers as a subject. There are so many fantastic stories attached to them and all kinds of themes to raise excitement, but you can't spend a week teaching them that. So I wanted readers to be able to follow up a subject, in a way they may not be able to at school.

Interviewer: Now obviously, you want the magazine to be successful and profitable, I assume?

Kate: Yes. but ultimately, it isn't making a profit that's on my mind. I want to inspire children. If a child reads an article in the magazine on houses, for example, and they are inspired to go on to be an architect, that's great. It can be the tiniest thing that sparks a child off. From my point of view, I am trying to cover as much as I can so there's a chance of that little spark.

Interviewer: OK, now another aspect of the magazine ... (fade)