



Press Release

Great Expectations: The 21st Century guide to Motherhood

Monday May 8 2006

On **Monday 8 May at 11.30am**, e.tv launches **Great Expectations** - The 21st Century guide to Motherhood. The show is produced by well-known radio producer, print and TV journalist and eNews prime-time anchor Sally Burdett. Hosted by popular radio presenter Sam Cowen, *Great Expectations* is a candid, informative and entertaining live series, which deals with the effects of motherhood in today's fast paced world.

So, you have it all - the educational qualification, a career, financial independence, a great fitness regime, party nights with the girls, the man of your dreams and you're pregnant. Your superwoman schedule is so busy that you barely have the time to feed yourself, let alone two of you. Where are you going to find the time to be a mother, a career woman, a lover, a friend? How can you possibly be everything to everyone and find time for yourself? Help is at hand!

Based on an interview-driven and interactive format, the series will deal with a range of issues from baby care to managing your life and your health through pregnancy and beyond. It will adopt an irreverent and honest approach to issues facing today's mothers and will pull no punches in dealing with controversial issues. Sam will host the live show on Mondays and Tuesdays at 11.30am. On Wednesdays at the same time, e.tv offers you the best of international documentaries, *The Baby Human* and *Driving Mom and Dad Mad*. *The Baby Human* episodes investigate the movement, perception and communication skills and reveal how babies develop their mind, social abilities and emotional outlook. *Driving Mom and Dad Mad*, is a project that follows five very different families with five very naughty children, the parents embark on a parenting course to regain control of their homes, their families ... and their sanity!

A new mother herself, Sam has written a highly entertaining yet no-holds-barred book about becoming a parent (*Waiting for Christopher*), so she's certainly walked this road. Her sharp sense of humour and warmth make her a perfect match for the *Great Expectations* ethos. "Where was this show when I was pregnant? I would have loved a program where I could learn about what childbirth was going to be like without judgement and with a sense of humor. I hope I'll stand up to the challenge." said Sam.

e.tv Channel Director, Bronwyn Keene-Young said: "In developing a range of ideas for daytime TV we decided to produce a programme for women who ordinarily work but who were at home for a particular reason - maternity leave. There is a dearth of information on South African television for women who are expecting babies and who are trying to juggle families and careers. This show is targeted at those women who want it all."

Producer, Sally Burdett said: "Great Expectations is designed to help young mums with that life changing transition from woman to mother. Our goal is to guide our viewers through the many delightful challenges of motherhood without losing their sense of humour. The show will draw on top South African baby care expertise but also wants to hear from real parents with real stories. For this reason, the show is highly interactive with sms and telephone call-in options. We hope to create a non-judgmental, intelligent and relaxed environment for women.

Although Great Expectations is aimed primarily at mothers on maternity leave, the show will draw an audience from anyone who parents or has an interest in parenting - dads, grandparents and all care-givers are most welcome!

For more information on the show and photos please contact:
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