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Synopsis of “Just Say Cheese”

Just Say Cheese is taking over the internet! In two short months on Facebook, this new comic strip by cartoonist David Jones has nearly 900 fans and is still growing! The dark, twisted stories revolve around the small city of Okrapolis and the odd characters who reside in the backwoods, Southern community. David describes his strip as Mayberry gets invaded by Monty Python. The strip proves that great comedy is forged from tragedy. This is an insanely warped comic strip with some of the brassiest laugh-at-loud moments ever seen in comic strip history.

Billy Hamm is starting a new life in a strange new land. After the death of his mom, Billy Hamm's upbringing becomes the responsibility of his rock star dad, Derik Hamm of the rock band called the Okra Pods. The Hamms move next door to Fug Cheese and his mom Anna. Coincidentally, Derik and Anna dated way back when in high school. This creates some fun tension throughout the run of the comic strip. Derik has never gotten over Anna and desperately tries to kick the rock n roll lifestyle that Anna so emphatically despises.

Fug Cheese is a wild child. Known as the class clown, Fug hides the loss of his father very well. Fug's dad is lost and presumed dead after an ill-fated expedition deep in the uncharted jungles of Africa. The scheming young boy is always finding one troubled scenario after another and ends up turning each situation into a rumpus series of comical events. Fug finds that the shared loss of parents instantly bonds Billy and himself. As a result, we are off to some of the wildest adventures ever printed in the funny papers!

El Hijo Loco is an obese wrestler with an even larger heart. The famed luchador is nearing the end of his career so he moves back to Okrapolis to train his nephew Lucardo who wants to be a wrestler like the uncle he idolizes. Through the training and guidance of El Hijo, Lucardo eventually transforms himself into the character known only as ***Spyke***. As Spyke, Lucardo befriends Fug and Billy to serve as the third stooge in this comic strip classic.

Besides the team of Fug, Billy and Spyke, there is another threesome lighting up this strip! ***Floyd the Dragon***, ***Wooly the Mammoth***, and ***Spazz the Unicorn*** are Fug's “pets”. Fug's dad brought the creatures back with him after one of his adventures in the Amazon. Floyd is a sarcastic dragon. Wooly is a goofy mammoth. Spazz is a cute unicorn who is endearing but not very bright.

The Okra Pods have toured the world with their rock band since 1985 with their rock n roll parody songs. Their claim to fame is the *"Yellow Okra"* album which parodies ever song from the Beatles' *"White Album"*. Sixty five albums and thousands of lawsuits later, the band returns home to Okrapolis for a different type of RnR. They trade in "Rock N Roll" for a little "Rest N Relaxation"!

To make things REALLY interesting, the Okra Pods discover they are not only broke, but that their record company has dropped them from their label. No other record company wants them. The guys who only know how to be crazy rock stars now find themselves starting their lives over again in the small town where they all grew up. Normal small town life is VERY tough for these rock n roll rebels!

The band members attempt to start new lives. ***Derik Hamm*** opens up a restaurant *"Derik's Flippin' Burgers"* in the old, downtown district using money he had invested unbeknownst to the rest of the band. This causes a bit of a ripple between the band because Derik uses the cash for his own project rather than investing in a second chance for the Okra Pods' rock n roll career.

Dave Jones, the Okra Pods member who wrote most of the crazy lyrics for the parody songs, decides to chronicle the antics occurring in his old home town. Dave creates a comic strip he calls *"Just Say Cheese"* and our little strip is born! Dave becomes an internet sensation with his crazy panel artistry but he finds that syndication is not going to happen overnight. Dave shops the strip everywhere to no avail.

"Just Say Cheese" has but one mission... and that objective is to make people laugh. This strip pledges to uphold quality and consistency in art, characters, and storylines throughout the life of this bold, new comic strip. The ultimate goal is to create a cast of characters who are warm and genuine. Characters, who in time, will be accepted into American pop culture as prominent, iconic symbols. Lastly, we vow to take no prisoners with our storylines, while walking a thin line, staying edgy and indigenous without being improper or tawdry.

Examples of "Just Say Cheese"

Here are a few examples of Just Say Cheese. For more strips, go to fugcheese.blogspot.com or www.facebook.com/stripcheese.

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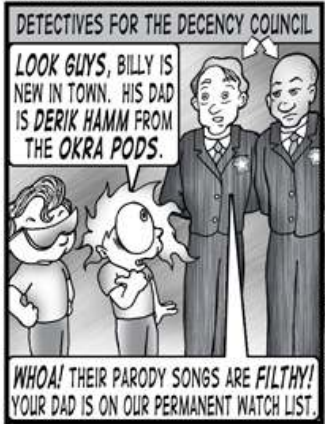
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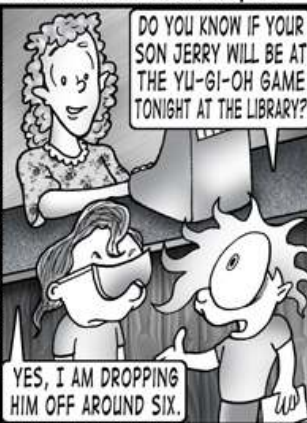
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MEANWHILE BACK IN METAMOFUS, MEXICO, RENOWNED WRESTLER EL HIJO LOCO RECEIVES A HERO'S WELCOME!

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HE MAY HAVE BEEN RAISED IN ONE OF THE POOREST VILLAGES IN MEXICO BUT HIS LEGACY IS AS RICH AS A CHICKEN STUFFED AVACADO IN VERDES SAUCE!

BATTLE SCARRED AND WEARY, EL HIJO LOCO HAS JOURNEYED HOME TO SEE HIS DYING MOTHER FOR THE FINAL TIME.

KIDS ALL OVER MEXICO LOOK UP TO THIS LEGEND, HOPING TO ONE DAY BECOME EL LUCHADOR GRANDE JUST LIKE THE GREAT EL HIJO LOCO!

YO, KIDS! EL HIJO LOCO IS TRYING TO HAVE A MOMENT HERE! STOP FOLLOWING ME AROUND LIKE THE SEVEN LITTLE DWARVES!



HTTP://HOME.EARTHLINK.NET/~FUGCHEESE



THE BEATEN WARRIOR ARRIVES HOME ONE FINAL TIME. HIS MOM IS LYING IN THE NEXT ROOM AS EL HIJO LOCO'S FAMILY SOB IN GRIEF AND ANGUISH.

OH, MAMA. I HAVE TRAVELED THE ENTIRE GLOBE IN SEARCH OF MY OWN HAPPINESS. I NOW REALIZE THAT MY HAPPINESS IS YOU AND MI FAMILIA. AS YOU LIE ON YOUR DEATHBED, I ONLY ASK FOR FORGIVENESS.

I AIN'T DYING! I AM JUST TAKING A NAP BEFORE I GO AND COOK SUPPER!

THEY JUST HEARD YOU WERE COMING OVER. THEY ARE UPSET BECAUSE THEY KNOW THAT NOT ONLY WILL THERE BE NO LEFTOVERS, BUT THERE WILL BE NO SECONDS EITHER!



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Beyond the Newsprint

Just Say Cheese is very unique. There are great possibilities for life beyond the syndicated panels printed in newspapers around our globe. Many comic strips do not transfer well beyond the realm of the funny pages. The modern characters and original underlying storylines can be played out well within other mediums. The characters are very cool and have addictive personalities that make *“Just Say Cheese”* very marketable, lending itself well to various forms of licensing. Once thought of as “selling out”, licensing is the best way to advertise your product while, at the same time, keeping your fans happy and excited about your comic strip and your characters.

Animation

This strip would transfer very well into either an animated TV series or holiday special. As a television series, the show would muster a cast of characters large enough and strong enough to carry on years of exciting episodes that will draw in the same fans who watch shows like *“The Simpsons”*, *“Family Guy”*, and *“King of the Hill”*.

A holiday special could also be a fun way to animate this foolish cast and make a warm, sentimental statement at the same time. A special entitled *“Just Say Christmas”* could become as timeless as *“A Charlie Brown Christmas”* as we watch Fug and Billy take on the trend of dumbing down Christmas where people refuse to refer to the holiest of holidays by it’s “Christian” name. The boys would find themselves pitted against a big corporation in the hopes of stopping the entity of renaming Okrapolis’s Christmas Parade to the Winter Parade. Just Say Christmas would end with the town joining together against the big company and demanding the return of Christmas.

Music

In the Okrapolian story, the rock band, the Okra Pods, have sixty-five albums. Parody songs are written. The band can easily come to life with the release of one or two of the band’s records or with the release of a new, greatest hits compilation. Parody songs have made a bit of a comeback lately. Many radio programs use parody songs in their material of jokes and gags.

Music videos could be created of the band's parody songs. Music videos are thought of as a thing-of-the-past, but in fact the videos could be a very unique tool for virally advertising the strip. Videos could be shared through Youtube and become an internet sensation that will help spread the word of this awesome comic strip.

This artistic outlet could prove very profitable as an optional source of wealth for a comic strip syndicate facing declining profits in the wake of the declining numbers of newspapers around the world. For more information on the okrapods, including ALL 65 ALBUM COVERS and a few funny examples of their song parodies like "Swede Mauled by a Panda" and "I Wear Depends" go to www.facebook.com/okrapods.

Spinning Off into Comic Books

Fug is a huge fan of the superheroes he reads about in the comic books created by a small company based in Okrapolis. High Voltage with Sparky the Nuclear Boy, The Silver Bullet, Viper and all the other heroes of Okrapolian lore could be easily recreated in the actual pages of a monthly series of comic books that would advertise the strip and well as lead to a new world of lucrative possibilities.

Licensing – Video Games, Toys, Apparel, etc...

The strip and its characters are very marketable and lend well to various licensing possibilities. Fug masquerading as the fake superhero Night Owl would make for a wild, adventurous video game. The Okra Pods could even be featured in a Rock Band: Okra Pods game were you ride the career of the world's greatest parody rock band.

Toy licensing could score well with board games, action figures, etc. With sixteen years of experience in the Toy Industry with DSI Toys and Funtastic Toys, I have witnessed first-hand the profitability for both the licensor and licensee when the right product or product line is matched with a recognizable image from American pop culture. Licensing also doubles as a great manner in which to advertise this new, original comic strip, "*Just Say Cheese*"!