



**Vice Unpublished:
Meet The Underground Rebel Who's
Hacking Our Government**

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VICE MEDIA is one of the largest new media companies in the world: their brands reach hundreds of millions of people monthly, and they're valued at around \$6 billion. Their primary YouTube channel (one of dozens) is in the top 100 most subscribed on the site, with billions of total views ^[1]. Their content: **edgy, millennial reporting** on people, places, and things that no other broadcaster would dare cover.

However, this rebellious brand of news often does more harm than it does good; VICE clearly values sensationalism over genuine journalism. Take their video *Uganda's Moonshine Epic* ^[2], in which one of their reporters travels to Uganda to report on "the drunkest country on earth". The video is based on a lie: Uganda is far from the most alcoholic nations: it's not even in the top 20. The reporter fuels poor, hungry villagers with moonshine and film their residual antics, including the drunken killing of a goat. Masquerading as "journalism", this dangerous piece was the first in which I realized VICE's **exploitative tendencies**, where their reporters will often sneakily go out of their way to make a patronizing, objectifying mountain out of a molehill.

VICE started out in the 90s as an independent magazine, but has now come to embody the exact corporate kind of values it was originally designed to combat. Bought out partially by Rupert Murdoch and FOX, VICE is now brutally mainstream: in 2015 they forced out a whole block of independent magazines and DIY spaces in Brooklyn to erect their new headquarters. This kind of gentrification is utterly **hypocritical**.

My goal is to parody VICE's brand of reporting, in order to hopefully, through satire, shed light on their manipulative and sensationalist style of reporting, so that others may realize exactly what kind of content they are getting from VICE.

My video, a one-off production in a series of new-media parody I am creating, will aim to *precisely* mock VICE's editorial quirks, and blatantly satirize their journalists' efforts to manipulate and sensationalize — often in condescending and patronizing ways — their subjects. Using VICE's typical editing — specific fonts, graphics, music, shot styles, and costuming — the 5-6-minute web-video will **stylistically emulate** one of Vice's as closely as possible.

Titled *Vice Unpublished: Meet The Underground Rebel Who's Hacking Our Government*, my video will simply be about a man who reads books he orders off the internet. Rough cuts will reveal the reporter's pathetic, sensationalist attempts to make an act as mundane as reading look like covert, organized anarchy.

The video will be presented as one that did not meet traditional VICE editorial standards, but was published regardless. This will make the rough cuts excusable and perhaps even believable.



Vice Journalist with the subject of a mini-documentary.

The video will be 5-6 minutes in length, filmed on 1080p HD video via Sony ZX70 (rented through The New School) in and around my apartment. The script has been written by me, and is 6 pages in length with notes. **The production will take 9 days to complete, and the budget is \$105** (see attached schedule and budget plan).

The market for this video is vast. VICE-owned Youtube Channels garnered over 300,000,000 video views in the past month alone. Of the top 10 fastest-growing comedic YouTube Channels in the past 30 days, 8 produce “parody content” [4]. When taking into account the popularity of both VICE content and satirical content, the audience is clearly huge.

In early September, I uploaded a 5 minute video [5] to my Youtube channel parodying BuzzFeed videos, a similar, smaller new media organization. The video received 100,000 views in 2 weeks, and around **300,000 gross impressions** across the web on sites like reddit, digg, AV Club, etc; these impressions earned me a contract with Scenery, a viral video compiler who marketed the video for me generating \$30 in revenue. This establishes that **there is an audience for my content parodying new media**, and historically, similar content of mine has even been profitable.

Comments from my last production establishing the desire for more [sic]:

“This is amazing. Please make more.”

“omg this is so perfect. This is such perfect satire.”

“Please consider making more content.”

“This felt so much like a BuzzFeed video, but at the same time you can tell that's it's making fun of it. Amazing work!”

Full credits and backgrounds are as follows:

| | |
|-----------|-------------------------------|
| Producer: | Jackson Pacheco |
| Writer: | Jackson Pacheco and Theo Wayt |
| Director: | Jackson Pacheco |
| Starring: | Theo Wayt and Jackson Pacheco |
| Music: | Kevin MacLeod and James Price |

Theo Wayt's writing credits as an investigative journalist are impressive, and he has won many awards as an opinion editor at the Washington Square News.

Kevin MacLeod is the largest producer in the world of royalty and broadcast-free music, and **James Price's** soundtracking for viral videos and Adult Swim TV Series have amassed millions of listeners.

Considering the minimal budget, lack of risk, high potential audience, and proven market, I think my video has a low-risk of financial failure, and a high probability of online success.

PRODUCTION SCHEDULE

Thursday, December 7

Prep

Finish accumulation of editing references and resources

Friday, December 8

Prep

Dress set and lay out wardrobing, arrange lighting, set markers

Saturday, December 9

Filming

Main scenes with lead actor, all dialogue, all interior

Sunday December 10

Filming

All interior/exterior scenes with second lead actor, B-Roll with lead actor

Monday December 11

Edit

Upload film from SD to Premiere bin, sync audio, prepare for edit

Tuesday December 12

Edit

Initial sequencing and music

Wednesday December 13

Edit

Replicate titles and text, color correct

Thursday December 14

Edit

Any adjustments, rendering

Friday December 15

Finish & Upload

Youtube upload, Reddit posting, Social Media Promotion

Fringe assumptions:

| | |
|-------------|----|
| Payroll Tax | 0% |
| WGA | 0% |
| DGA | 0% |
| SAG | 0% |
| AFTRA | 0% |
| Agency Fees | 0% |

Vice Unpublished

| | |
|--------------|--------------|
| Shoot Days: | 2 |
| Locations: | Local |
| Unions: | None |
| Production: | Digital HD |
| Off/On-line: | Linear |
| Finish: | 1080p MPEG-4 |

Summary Budget

| | | |
|----------------------------------|----|--------------|
| 02-00 Script | 0 | |
| 03-00 Producers Unit | 0 | |
| 04-00 Direction | 0 | |
| 05-00 Cast | 0 | |
| TOTAL ABOVE-THE-LINE | | 0 |
| 10-00 Production Staff | 0 | |
| 13-00 Production Design | 20 | |
| 15-00 Set Operations | 0 | |
| 17-00 Set Dressing | 30 | |
| 18-00 Property | 15 | |
| 19-00 Wardrobe | 30 | |
| 20-00 Make-Up and Hairdressing | 0 | |
| 21-00 Electrical | 0 | |
| 22-00 Camera | 0 | |
| 23-00 Sound | 0 | |
| 24-00 Transportation | 0 | |
| 25-00 Location Expenses | 0 | |
| 26-00 Picture Vehicles / Animals | 0 | |
| 27-00 Film & Lab | 0 | |
| TOTAL PRODUCTION | | 95 |
| 30-00 Editorial | 0 | |
| 33-00 Music | 0 | |
| 34-00 Post Production Sound | 0 | |
| 35-00 Titles & Graphics | 0 | |
| TOTAL POST-PRODUCTION | | 0 |
| 37-00 Insurance | 0 | |
| 38-00 General & Administrative | 0 | |
| TOTAL OTHER | | 0 |
| Total Above-the-Line | | 0 |
| Total Below-the-Line | | 95 |
| Total Above and Below-the-Line | | 95 |
| Contingency @ 10% | | 10 |
| GRAND TOTAL | | \$105 |

Sources:

- [1] <https://socialblade.com/youtube/user/vice>
- [2] <https://www.youtube.com/watch?v=zL3UHF5SIEU>
- [3] <http://www.worldpolicy.org/blog/2013/04/16/vice-approach-shock-first-explain-later-if-ever>
- [4] <https://socialblade.com/youtube/top/category/comedy>
- [5] <https://www.youtube.com/watch?v=vGwdgL-x78w>