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Wed Pilot/ Podcast
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Creative Brief

Overview

Name: How to be ME!

Content: The premise of this scripted, fictional serial web series is about a small town, religiously raised girl who battles her sexuality and religion during her first year on a college campus. The delivery will be edgy, fresh, and funny- overall contemporary. While this is a big topic that can affect people in varying ways, this is meant to be a comedic (and sometimes dramatic) take on this dilemma.

Inspiration: Sex Education, Booksmart, Never Have I Ever, PEN15

Length: Each episode is about 40 minutes long and the entire series will only run for one season.

Media Type: Video Program

Frequency: The entire series will be produced before release. Production would happen everyday 9am-5pm until completion of the series- similar to a Netflix series.

Production: This show will be produced at varying locations- a local college campus, a small-town house, an apartment off campus.

Distribution: The easiest method of distribution is to upload this series to YouTube, where anyone could watch this series for free- and there's the chance that the algorithm could boost this show and suggest it to a mass amount of users. Additionally, if someone were to talk about the show on social media and interests peaks, it will be available for everyone. However, to add credibility to the production team, we could market this off to Netflix or Hulu.

Advertising: To advertise this show, we will utilize the power of the internet/ influencers, and pay influential LGBT+ personalities (with the target audience) to promote our show. Influencers like Enya Umanzor, Drew Phillips, "Josiah.Official" on Instagram, "itskeyon" on Twitter, "emgracedawg" on TikTok, "deadave" on TikTok, "nmillz" on TikTok, "swagmoneyashray" on TikTok, "headoftheehoochies" on Tiktok, "anania00" on TikTok, "laysieeb" on TikTok.

Talent Involvement: There will be a set of main characters, and then supporting characters. The main characters will be the ones in every single episode (Margaret "Maggie," Kat, Angelina) and

then the supporting characters will be everyone else who periodically appears in the show (Margaret's mom, Margaret's roommate, teachers, etc).

Real time/ Playback/Archived: This will be pre-recorded and available for playback. The entire series will be available for streaming immediately.

Secure Rights: We would need the licenses to use popular songs.

Audience Analysis

Target Audience: The target audience of this show would be older Gen Z (born between 1996-2002) and younger millennials (born between 1993-1996), and members of the LGBT+ community aged 18-26.

Sponsorships: The appropriate sponsorships for this series would include Starbucks, Spotify, Amazon, Dunkin Donuts, Instagram, Target. These would be appropriate as members of the target audience are [notable](#) consumers of these products/companies- so if they were to sponsor the show (and we did product promo in certain episodes) this could increase sales/interaction with their products and potentially attract new consumers.

Budgets

This show would not require travel, (hopefully) we would film in one place (on a public college campus) and use all of the amenities. However, because we would film on a public college campus, we might need to do this over summer where less students are on campus, and get approval (perhaps payment..depends on where) to film. Certain episodes may occur in neighboring towns, which we then would rent a local AirBnB. We will compensate our actors in housing, meals, and payment. We will buy music licenses to use popular, and current music. We will also pay the production team (directors, writers, producers, editors, etc). However we will keep the production team small (one director, up to three writers, producers, and editors).

“Arc” Proposal

Timeline: The show would follow the course of Margaret's first year as a college student. It would start in the fall and end in the spring.

Opening Topic: The opening episode will follow Margaret's introduction to the school/classes. It would include her move-in, her first day of classes, and the first time she meets Kat and Angelina.

Ending Topic: The ending episode would find the progression of Margaret's romantic relationship with Angelina, and how she “becomes her” (more or less how she becomes comfortable with herself and her relationship with her religion). It will leave the audience to assume that everything worked out for Margaret as she came into herself and “grew up.”

Script-

INT- INSIDE OF A BASIC (BARELY DECORATED) DORM ROOM

Margaret "Maggie" stares into a hanging full body mirror as she assesses her outfit. She's wearing jeans and a university t-shirt: too basic, too conservative, too "old" her. After a few seconds of glancing up and down she peeks into her closet and eyes a pair of overalls. After a quick internal battle, she reaches for the overalls and a gray hoodie. She then dresses in "Starry Night" printed socks, cuffs her pants, and tugs on white C85 Reebok's. In a hurry to leave, she hastily grabs her backpack and grabs the door handle then stops. She looks behind her and approaches the desk carefully- she grabs the cross necklace that is nestled in her other jewelry and puts it on expertly. She then tucks it under her hoodie and exits the room.

EXT- BIKE RACK ON CAMPUS NEAR THE STUDENT UNION

Maggie gets off her lightly turquoise colored bike and locks it to the rack. She gets her metal water bottle from the attached basket and starts to walk away. Confused on where to go, she reaches inside her bag for a map-

Kat

You look lost...who are you?

Kat is abrasive and blunt. She's nonchalant. She's also cool.

Maggie

Oh hello? My name's Margaret but people call me Maggie. I'm just trying to find the Caprese (cuh-preese) building.

Kat

Well Maggie, it's pronounced Caprese (cuh-pre-zee) and I'm headed there now.

The two girls fall into a similar rhythm as they walk next to each other towards the building. A few beats pass-

Kat

So, are you gay?

Maggie

What, huh? Gay?

Kat

Yea

Maggie sputters for a moment and coughs into her fist.

Maggie

Why do you ask?

Kat

You're giving off blossoming bisexual vibes.

Maggie

Blossoming what? Huh?

Maggie is visibly taken back/ shocked. She can't believe someone would notice- er ask her.

Kat

Well you're wearing cuffed overalls, you have bangs, and I saw you ride in on your bike...which tells me you can't drive...or at least..not well...

Maggie

Well uh...

Kat

Also, I saw you at the L-G-B-T center yesterday so...

Maggie

Well, it's kinda complicated.

Kat

Complicated as in you had a lesbian kiss in high school and now rethink every female friendship you've ever had or complicated as in you're in the closet?

Maggie

Uh well both, kinda? I don't know, I'm not too sure yet. For now, I just want to be the best ally I can be.

Kat

Hmm okay.

It's awkwardly quiet for a few moments. Kat's unphased as she walks, continuously glancing towards the trees and squirrels. Maggie is the

opposite: she's periodically glancing towards Kat, wondering what she'll ask next. Maggie can't take the silence any longer.

Maggie

So, what's your name?

Kat

Kat, bio name Katerina...but it's too femme for me so, Kat.

Maggie

Femme?

Kat

Feminine..like girly?

Maggie gives Kat a blank stare. She's never heard this word.

Kat

Jeez, Peggy Sue what traditional household did you spawn from?

Maggie's a little embarrassed. The first person she's met (her roommate DOES NOT count) and she's making a fool of herself!

Maggie

I'm from Broken Tree, Iowa.

Kat

Oh no. Babe. You're repressed!

Maggie

I am NOT repressed!

Kat

Did you grow up in the church?

Maggie

I mean...

Kat gives Maggie an all-knowing look.

Maggie is annoyed. What is with this girl, psychoanalyzing her?

Maggie

Well, just because I went to Catholic school doesn't mean anything!

Kat

Listen Pegs, it's okay. I'm not judging you..not yet anyway.

They've reached the Caprese building. Kat walks through the front door and looks back, noticing Maggie standing there giving her an incredulous look. Kat laughs and motions her head in a "come on" type of way. Maggie starts to follow.

Kat

So, where ya headed?

Maggie

Room 202

Kat

Intro to Women's Literature...you're so gay!

As soon as Kat exclaims this, Angelina walks by.

Kat

Angie!

Angelina

Oh hey you! Who's your friend?

Angelina kindly glances at Maggie. They make eye contact, and WOAH. She's attractive. Like greek goddess level. Like let me take you out. Then maybe we can take it to my place and talk about our favorite books..or music..whatever you're into. Maggie looks down and blushes.

Kat

This is Peg, she's gay.

Angelina smiles. Wow, even her teeth are pretty.

Angelina

Join the club.

Wait, what? Maggie does a double take.

Maggie

Well my name's Maggie..and I'm not really sure yet.

Maggie does a nervous, awkward laugh.

Angelina looks at Kat, who's taking joy in watching Maggie squirm.

Angelina rolls her eyes at Kat.

Angelina

It's all good. Don't let Kat bully you into anything. She's aggressive.

Kat makes a noise in protest.

Angelina

Well I'm headed to Room 202-

Maggie

So are we! We're also going to ...room 202...

Angelina looks at Maggie (shocker, Maggie was already looking) and they lock eyes. Maggie looks down and blushes. Hard. Angelina smiles and giggles. Kat looks between the two of them and rolls her eyes.

Kat

Let's go homos.

Simultaneously, they all walk out of frame, towards Room 202.

END-