



PROPOSAL FOR A HALF-HOUR SINGLE CAMERA COMEDY

By

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TITLE: TALK RADIO

GENRE: Half-hour comedy

SERIES LOGLINE: The first minority female to run a prestigious all-talk radio station sets out to create diversity in the workplace, but the bigoted program director at a rival station sabotages her success so she strikes back with a shady marketing campaign that gains her global dominance over him - but it also lands her in hot water with the FCC.

SERIES SYNOPSIS: In the strictest sense "Talk Radio" is about diversity. It's a modern-day workplace comedy along the lines of "30 Rock" and "The Morning Show." The all-female cast uses surreal humor to parody hot-button social issues, human experiences, and cultures.

This comedy is centered around Super Loco "Amanda" Fuego Rodriguez, a single, mixed-race journalist, and US Army veteran. Amanda longs for personal and professional success. The happiest moments of her life were when she worked in the Armed Forces Radio Network in the military. She misses the feeling of family.

So, Amanda jumps at the opportunity to take over programming at WJR 760 Talk Radio and Podcast Studios in her hometown of Detroit. The owner wants Amanda to change the station's format to a more robust conservative following. But this triggers a showdown with Amanda and her co-workers' liberal goals to be "evolutionaries in conscious media."

Now add a sexist villain who runs the rival radio station in the same building. This guy is #1 in the market. He sees Amanda as a threat to his business. So, he makes her an offer –

Amanda must limit her own success to keep her station at #2, or he will report them to the FCC for violations that will shut them down. Now if Amanda loses her job, she'll end up back on the streets of Detroit where she came from. If she makes the deal, everyone keeps working, but she'll be a sellout to a creep.

Amanda sticks to her principles.

The studio gets shut down. Amanda is out of work. Her dreams are crushed. This is when her emotional journey becomes ours. Now we care about Amanda because, she stood up for what was right. We root for her because, her beliefs will elevate everyone around her.

Amanda goes rogue with a pirate broadcast to expose the corruption. Her staff supports her, and they form a family-like bond she always wanted. Amanda recruits the owner to give her another shot. Turns out the female owner wants revenge on this guy, too.

So, the owner pays the FCC fines. The studio reopens. Amanda and her staff keep their jobs. Amanda has healed her inner wound by creating a makeshift family. And she's achieved her external goal of running the station. But this is where her character arc gets a fascinating twist.

Amanda feels grateful to the owner who saved them all. This gratitude is the catalyst for a new phase of her life. The owner, who previously seemed evil to her, is now someone she admires.

Amanda feels like she is maturing and becoming a better manager under her tutelage. But Amanda's shifting "centrist" attitude looks like a betrayal to her liberal staff.

Now Amanda is stuck in the middle between her co-workers on the left and the conservative owner on her right. This places her perpetually on the horns of a juicy dilemma.

Her workplace is a constant tug-of-war of values and social rules she must navigate. This culture clash is the engine that creates the unique and ongoing comedy for the series.

And at the end of the first season the reward for the viewer will be more than just laughs. It will reveal how treating diverse people fairly is the best way to succeed.

The sharp ensemble cast is buoyed by fast-paced dialogue combined with physical humor and visual gags. Quick-witted and farcical, each story line involves satirical takes on historical events, news stories, and pop culture references.

And each character gets the A+ three-dimensional treatment like Amanda – all with their own obstacles, goals, heartwarming charm, and arcs.

And about that villain?

He's coming back for season two. And this time, he's going to poach her employees then promptly fire them.

Right now, is the perfect time for a show about diversity that brings people together with unforgettable characters we love.

EXECUTIVE SUMMARY

THE FORMAT

Talk Radio is razor sharp concept that puts a fresh twist on diversity. Here we have a dynamo of a woman, Super Loco “Amanda” Rodriguez, who longs to fulfill the dreams of having a successful career and workplace family.

This character-driven comedy is smart, entertaining, and the humor sets a perfect tone for comedic satire. The pilot script is fast paced and funny and has a genuinely sincere feel to it.

THE PHILOSOPHY

The premise of the pilot episode presents us with a retired Army veteran who is adjusting to civilian life and the political implications of managing the dividing line between being a conservative and liberal. And the unique social climate of Detroit really spices things up.

But the real staying power for the series will be the jostling, joking, and loving within Amanda’s on-air family – all while redefining their socio-political identities. But, even more uniquely, Amanda relishes in her newfound mission on creating diversity, taking a more comedic approach than most would.

THE ON-GOING SETS

One. Inside a radio station.

CRAFT

The craft of the pilot script is superb. The descriptions, character introductions and actions are brilliant. There is an excellent job of painting the scenes in the most compelling way possible.

MARKETABILITY

The marketability of this piece relies on capturing the social and political angst that exists in the world over the issue of diversity with a humorous exploration of it. And how believable the transformation is from the old Amanda to the new successful Amanda is key.

As long as she becomes a fully functioning, three-dimensional woman, and makes us laugh while doing so, this show has a lot of market appeal.

CHARACTERS IN THE PILOT

AMANDA – She’s a no-nonsense individual who treats everything like a mission. She’s an optimist. Cool under pressure. Amanda is also an ebullient troublemaker disguised perfectly for corporate success in a red power suit. She has a smile that reminds you the best things in life are free. Her biggest desire is to create a diverse workplace family. Her biggest fear? If the station fails, she’ll lose her job and never get the validation and support she needs to create her new life from co-workers and listeners.

TESS - Goth nihilist cloaked in black. She perpetually looks like she’s had a rough week. Tess works in a sex shop part-time. Her biggest desire is to defeat any authority figure through sarcasm. Her biggest fear? She’s afraid of the dark. It’s very un-goth like. She’s also the smartest person in any room.

HAMILTON – She’s dressed like 18th Century royalty from Hamilton the Musical. Single issue voter pro-gay. Irrational fear of bugs. Her secret desire is to become a stand-up comic. Biggest fear? She’ll never reach her goal of seeing Hamilton the musical 100 times.

ST. PAULIE - Sis centrist. Wears medical scrubs. She’s a medical courier for transplant organs. Her biggest desire is to save lives. Biggest fear? It’s already happened. One of her friends died waiting for an organ transplant. She frequently impersonates her parents, Horace and Gloria, to anyone who will listen.

MRS. BUELLER - Owner. Conservative. She has the tact of a hammer-wielding ogre. And she always has some part of her body covered in medical bandages recovering from a cosmetic procedure. Any traditional values are good and honorable.

KAREN FROM FINANCE – Security guard. Transgender (male to female). Former DJ. Knows all about WJR and the staff.

ROCK PUNCHGROIN – Non-speaking cameo in the teaser. Turns out to be the villain.

PILOT EPISODE PLOT

A PLOT: Amanda has 8 hours to change the station’s format from liberal to conservative.

B PLOT: Amanda needs to win over her staff to establish a new work culture.

C PLOT: Amanda defends the rights of a transgender employee.

D PLOT: Amanda must manage the romantic interest of a female employee.

PILOT SUMMARY

Amanda shows up for her first day at the new job. WJR 760 Talk Radio is a dwindling liberal station in Detroit. The owner wants her to fire everybody and make a quick switch to a conservative format.

But Amanda thinks firing everyone is too harsh. She wants to create a family atmosphere at work. This idea of having a family is something Amanda wants to create. So, the owner makes her a deal. Amanda can keep the current staff, if, she can turn the format around in 8 hours. And if she fails? Everybody, including Amanda, gets fired.

Deal.

Amanda meets her entire staff. Office politics combined with funny interpersonal relationships create one obstacle after another. The egotistical anchor, ambitious supervising producer, hapless reporter, and a sardonic assistant, all provide a battle ground for Amanda's external goal of running the radio station, and her internal goal of creating a family atmosphere. She finally wins her staff over, and the format change is underway.

Amber tries to train her staff for their on-air assignments. But the change is more difficult than imagined. Amber's hard-nosed conservative mandate vs. her co-workers' liberal goals clash and become increasingly impossible to navigate.

Both sides routinely battle for moral supremacy resulting in a complete breakdown of goals and relationships. The last straw is when the owner hears the staff practicing their on-air debate strategies by tackling the existence of God in a disrespectful way.

Amber and her entire staff get fired. She loses her job, and her dream of a makeshift family.

That's when Amanda secretly launches one last daring mission. Joined by her co-workers, they gather all their resources and pirate 2 other sister stations for their own broadcast. Then, they illegally boost broadcast power to reach millions of listeners. For 10 seconds they are the only thing you can hear on any radio station.

This PR stunt garners worldwide attention - exactly what that owner wants to build her station into a powerhouse. Everyone gets rehired with the exception of Karen From Finance because, she's transgender. The group rallies behind her. The owner agrees to keep her, too. This solidifies Amanda's staff as her family-in-the-making and prepares them for the future ahead.

END OF PILOT

SHOW ARCS

ARC WITHIN THE PILOT:

Amanda transforms from an unemployed veteran struggling to succeed to a bold woman running a radio station on a quest to forge a family out of her new co-workers.

ARC WITHIN THE FIRST SEASON:

Amanda creates a new family out of her current co-workers and becomes Michigan's Broadcaster of the year when she expertly crafts a true diverse workplace.

ARC WITHIN THE WHOLE SERIES:

After many years of struggling, Amanda finally realizes her full potential as the new owner of the station, starting a family, and attaining super-stardom as a business and spiritual leader in Detroit.

CAN THIS SHOW GENERATE A HUNDRED EPISODES?

There is at least 100 different ways Amanda, and her staff can explore the never-ending news cycle of social and political hot button issues on-air via their diverse perspectives. This means there are at least 100 different episodes to write where Amanda discovers her deepest success with heartwarming humor, fascinating contrast and conflict, and fearless optimism.

SEASON SUMMARY

SEASON 1: Amanda establishes a diverse workplace family.

SEASON 2: Amanda's loss of family and diversity. Rise of the villain.

SEASON 3: Amanda's comeback.

SEASON 1 SERIES BIBLE

PILOT EPISODE: Amanda joins WJR as their new program director, befriends the staff, and sets a course for the station to become a conservative powerhouse. But the real sweet spot for the pilot will be the tone – Amanda's heartwarming journey to form a family based on diversity. This theme / guiding principle will be the cornerstone of everything to come.

EPISODE 2: Amanda gets the rating for the station up to #3 in the market. She has a love interest across the hall. This makes St. Paulie jealous because, St. Paulie likes her romantically. Tess and Karen squad up for their own show that is more popular than St. Paulie and Hamilton's show. Mrs. Bueller is thinking about running for Mayor of Detroit. And Karen From Finance puts together a one woman show. There's also a family clubhouse under construction in one of the empty studios.

EPISODE 3: Amanda gets the ratings up even higher. Her love interest across the hall hits on Hamilton thus ending their relationship. This makes St. Paulie happy. Tess and Karen's show is so popular that Amanda breaks them up to create 2 new teams. Tess joins St. Paulie. Karen teams up with Hamilton. The station hits #1 in their market. Mrs. Bueller announces she's running for Mayor of Detroit. Karen from Finance is almost ready to perform her one-woman show in the Fisher Theater (inside the same building). The family clubhouse is finished for all to enjoy. Amanda's journey to strengthen her bond with co-workers and guarantee workplace diversity grows stronger.

EPISODE 4: Amanda becomes the campaign manager for Mrs. Bueller. Tess gets courted by another station to leave WJR. Hamilton and St. Paulie refuse to work together over creative differences. Karen performs her one-woman show. The clubhouse comes under public scrutiny for its cult-like vibe and hurts Mrs. Bueller's campaign. Amanda's journey to creating a family continues its upward trajectory.

EPISODE 5 Amanda dates the Deputy Mayor candidate that Mrs. Bueller also likes creating a love triangle. Tess decides to stay at WJR and gets a promotion. She trains under Amanda so she can run a sister station. Hamilton and St. Paulie plan a trip to New York to see a Broadway play. The clubhouse makes news for its hippie counter-cultural workplace perk that continues to hurt Mrs. Bueller's mayoral campaign.

EPISODE 6: Amanda and the staff get snowed in on election night and report the news. Hamilton and St. Paulie get their trip cancelled. Tess can't make it to the sister station she's supposed to run. The Deputy Mayor dumps Amanda. Mrs. Bueller loses the election. Amanda gets blamed for the loss because, of the hippie clubhouse stigma. Amanda loses all the trust and love of her staff when she tries to force Mrs. Bueller into their de facto family. So, it's back to square one for Amanda and her emotional journey.

EPISODE 7: Amanda and her staff are up for a NAB award (National Association of Broadcasters) for their groundbreaking marathon election night coverage. Tess stays within the group because, the sister station she was going to run is easy listening music. Karen is shooting a music video based on her play. Hamilton is going to become a stand-up comic. St. Paulie gets a promotion at the hospital where she's delivering organs. Mrs. Bueller lost the election but found out her opponent cheated. Now she wants revenge. Amanda rebuilds her trust with everyone but Tess. Tess is even further away then at the very beginning.

EPISODE 8: Amanda is offered a new job working for the new mayor of Detroit. This mayor is the sworn enemy of Mrs. Bueller. Karen has a hit song. Hamilton has a comedy gig booked. St. Paulie wants to work part-time at the station because, her organ delivery job is going great. And the NAB award is still in play, so they campaign to get it. Mrs. Bueller keeps Amanda from leaving the station by giving her part ownership. Tess goes undercover to dig up dirt on the current mayor. Amanda does a team building exercise and wins the approval of Tess.

EPISODE 9: WJR and Amanda win "Broadcaster of the Year." Hamilton bombs as a stand-up because, all her jokes are about hating bugs. So, St. Paulie teams up with her to do comedy. Tess is still digging up dirt on the current mayor so they can get her impeached and put Mrs. Bueller into office. Karen has throat problems from singing and has to postpone her upcoming concert. Amanda does another team building exercise and wins the approval of everyone.

EPISODE 10: WJR studios gets broken into. Twice. It looks like an inside job. Security cameras need to be added and updated. Amanda and her staff use this as an opportunity to perform live for the cameras from WJR. Hamilton and St. Paulie do stand up. Karen sings. Tess teaches a broadcasting class. Mrs. Bueller holds golf clinics. Amanda launches a dating site. The station is becoming podcasting site on YouTube.

EPISODE 11: Amanda discovers who broke into WJR. It's the current mayor. She was stealing Mrs. Bueller's stuff because, Mrs. Bueller did not pay off on a golf bet. So, a deal is made. Mrs. Bueller will be appointed the Deputy Mayor. Then, the mayor will resign, leaving Mrs. Bueller the new mayor. Everyone is launching their own podcast / YouTube channels from work. Amanda's YouTube show gets censored for sensitive content thus eroding confidence in her.

EPISODE 12: Mrs. Bueller becomes mayor. She releases the video of the former mayor stealing things, anyway, thus stabbing her in the back. Amanda has a new love interest. It's Mrs. Bueller's lawyer. But it turns out, he's still married. Everyone is getting sponsors for their YouTube content. The social tide has turned. Running a conservative station is making Amanda an outcast.

EPISODE 13: FINALE - Christmas. Amanda's apartment catches fire. She moves into WJR to live. Mrs. Bueller is away on her yacht. Tess leaves for a vacation. Hamilton and St. Paulie are on their way to New York for a Broadway show. Karen is with her new boyfriend. Amanda spent a year building a family and nobody is there.

The EPK / pitch deck is the website itself –

<https://talkradiotv.wordpress.com/>

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