

“THERAPY MATTERS” Series Project

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Executive Summary

Logline and Synopsis

- Logline:

In a heartfelt journey of self-discovery, late-blooming success story Buddy Cheeks grapples with the harsh realities of his chosen industry while also confronting his deepest fears of inadequacy and ageism. As he savors his long-awaited success, a devastating revelation forces him to question everything he's ever believed in, challenging him to find his true voice and purpose beyond the bright lights.

- Synopsis:

Buddy Cheeks' existence has been a silent symphony of deferred dreams and unseen potential, until a twist of fate beckons him into the spotlight he never thought he'd occupy. *Therapy Matters* is the story of his unexpected ascent and the people who join him on this transformative journey.

Central to Buddy's narrative is his manager, the beacon in his newfound world of possibilities, who sees the talent and heart beneath Buddy's self-doubt. This mentor pushes Buddy beyond his perceived limits, instilling in him a belief that had long been buried under years of hesitation and fear.

Parallel to this professional awakening is Buddy's complicated relationship with Melody, the personification of his music career. A love ignited in the innocence of high school, Melody has been Buddy's muse, his elusive song, a melody that he's chased with the same fervor with which he's pursued his musical dreams. Now, as success finally smiles upon him, Buddy finds that capturing Melody's heart is akin to grasping his musical dreams: a reality fraught with personal insecurities and the daunting possibility of self-sabotage. Melody is not just a love interest; she is an echo of Buddy's passion, ambition, and the fears that accompany them, challenging him to face the music of his own heart.

Buddy's journey is further colored by his young personal assistant, who, amidst his own struggles, views Buddy as a role model, reflecting the cyclical nature of inspiration and aspiration. This dynamic underscores the unexpected lessons and truths uncovered in the roles of mentor and protege.

Rounding out Buddy's world are friends and family who, with their own set of influences, serve as mirrors to Buddy's past life, offering both support and obstacles as he navigates his new reality.

Therapy Matters weaves a rich narrative of redemption, love, and self-discovery. It's a testament to the power of persistence, the beauty of music, and the unyielding quest for personal fulfillment. In this symphony of life, Buddy learns that success and love, much like music, require patience, dedication, and the courage to face one's own imperfections.

Statement of Purpose

Therapy Matters is inspired by the universal, timeless journey of self-discovery, resilience, and the pursuit of dreams against the odds. This series delves into the life of Buddy Cheeks, a symbol of late bloomers everywhere, to highlight the idea that it's never too late to embrace your potential and redefine success on your own terms.

In today's fast-paced, success-driven society, where youth and rapid achievement are often glorified, Therapy Matters serves as a poignant reminder that personal growth and fulfillment follow no set timeline. The series aims to resonate with those who feel they've missed their moment, showcasing that every day presents a new opportunity to pursue one's passions and carve out a meaningful existence.

The show also explores themes of love, mentorship, and self-sabotage, reflecting the complex, multifaceted journey that is life. Through the character of Melody, the series personifies the pursuit of one's passions and the internal and external challenges that accompany this journey. Her relationship with Buddy symbolizes the intertwining of love and ambition, illustrating how personal and professional growth can be deeply connected and equally fraught with challenges.

Therapy Matters aims to engage audiences with its heartfelt storytelling, relatable characters, and the genuine emotions that drive their decisions. It seeks to inspire viewers to reconsider their definitions of success and fulfillment, emphasizing that self-acceptance and genuine effort are the true measures of achievement.

This series is relevant in today's context as it addresses the anxieties and pressures of modern life, offering a narrative that champions perseverance, self-reflection, and the importance of support systems. By intertwining humor with life's inevitable struggles, Therapy Matters invites audiences to laugh, cry, and ultimately find solace in Buddy's journey, seeing pieces of their own lives reflected in his trials and triumphs.

Our purpose is to create a space on television that fosters hope, encourages viewers to chase their deferred dreams, and serves as a testament to the enduring human spirit. Therapy Matters is more than a series; it's a movement towards embracing life's second chances and recognizing that the melody of success plays on, waiting for us to find the courage to sing along.

Target Audience

The intended audience for Therapy Matters spans adults aged 25 to 54, encompassing both the Gen X and Millennial generations. This demographic is diverse in terms of their life stages, including individuals starting their careers, those experiencing mid-life transitions, and others reevaluating life choices or embarking on new ventures. The series aims to attract a balanced male and female viewership, with a particular emphasis on viewers who have experienced or are experiencing significant life changes, transitions, or reevaluations of personal and professional goals.

Psychographic Profile:

The psychographic profile of the intended audience includes:

1. Aspirational Viewers: Individuals seeking inspiration and motivation, especially those who harbor unfulfilled dreams or are contemplating significant life changes.
2. Reflective Individuals: Those in a phase of self-reflection or facing a crossroads in their personal or professional lives, looking for stories that mirror their internal struggles and victories.
3. Cultural Enthusiasts: Viewers with a deep appreciation for storytelling that explores the complexities of life and human emotions, who enjoy delving into characters' minds and experiences.
4. Comedy-Drama Lovers: Audiences who enjoy the blend of humor with serious themes, appreciating the way comedy can highlight and alleviate the human condition's trials.
5. Nostalgia Seekers: Individuals drawn to themes of past dreams, high school memories, and the idea of "what could have been," finding comfort and connection in revisiting the past through a modern lens.

Series Attraction

Therapy Matters will attract viewers who enjoy drama intertwined with comedy due to its nuanced portrayal of life's ups and downs through the lens of Buddy's relatable journey. The series strikes a balance between heartfelt moments and lighthearted relief, reflecting the reality that humor and sadness often coexist in life's journey.

Buddy's story is universally relatable as it speaks to the common human experience of questioning one's path, dealing with unmet expectations, and the desire for a second chance.

This broad appeal stems from the series' exploration of themes such as redemption, love, ambition, and the fear of failure, which resonate across a wide spectrum of viewers, regardless of their specific life stage or background.

Additionally, the blend of drama and comedy provides a dynamic and engaging viewing experience that can appeal to those who might not typically gravitate towards pure drama or comedy. By weaving together elements of both genres, Therapy Matters offers a rich, multifaceted narrative that can attract a diverse audience, providing multiple entry points for different viewer preferences.

Overall, the series' universal themes, combined with its balance of humor and emotional depth, ensure its relevance and appeal to a broad spectrum of the demographic and psychographic profiles outlined.

Market Analysis

The television landscape has seen several prevailing trends that support the need for a series like "Hi, My Name is Buddy Cheeks." Here's an analysis highlighting these trends, reference to similar successful shows, and the market demands indicating how this pilot fits into the existing landscape:

1. Rise of Dramedy:

The blend of drama and comedy, or "dramedy," has seen significant success in recent years. Series like "This is Us," "Ted Lasso," and "The Marvelous Mrs. Maisel" have captivated audiences by balancing humor with deep, emotional storytelling. This trend reflects a growing audience preference for shows that reflect the complexities of real life, where humor and heartache exist side by side. "Hi, My Name is Buddy Cheeks," with its mix of light-hearted moments and serious themes, aligns perfectly with this trend.

2. Relatability and Authenticity:

Viewers are increasingly drawn to characters and narratives that feel genuine and relatable. Shows like "Master of None" and "Insecure" have been praised for their authentic exploration of the human experience, resonating with audiences facing similar life questions and challenges. The central theme of "Hi, My Name is Buddy Cheeks" – dealing with unfulfilled dreams and the pursuit of second chances – is a universally relatable concept that taps into this demand for authenticity.

3. Late Bloomer and Comeback Stories:

There's a growing trend of stories focusing on "late bloomers" or individuals pursuing dreams later in life, reflecting a societal shift away from traditional timelines for success. Series like "Grace and Frankie" and "Better Late Than Never" explore themes of reinvention and new

beginnings, resonating with audiences who identify with the pursuit of passion and purpose regardless of age. "Hi, My Name is Buddy Cheeks" fits into this niche, providing inspiration and validation for viewers embarking on new ventures at different life stages.

4. Nostalgia and Reflection:

Nostalgia remains a powerful force in television, with audiences gravitating towards shows that offer a sense of reflection and a look back at simpler times. Series like "Stranger Things" and "The Goldbergs" leverage nostalgia, albeit in different ways, to draw in viewers. While "Hi, My Name is Buddy Cheeks" is set in contemporary times, its themes of revisiting past dreams and high school memories will tap into this longing for reflection and nostalgia.

5. Market Demand for Diverse Storytelling:

The television market is increasingly demanding diverse storytelling, with audiences seeking shows that explore new perspectives and life experiences. "Hi, My Name is Buddy Cheeks" contributes to this diversity by offering a unique storyline centered around personal growth and redemption, diverging from standard narratives and providing a fresh take on the dramedy genre.

Conclusion:

"Hi, My Name is Buddy Cheeks" aligns well with current television trends by blending drama and comedy, focusing on relatable and authentic experiences, and exploring themes of late blooming and nostalgia. Its unique premise and universal themes position it to fill a gap in the market for viewers seeking meaningful, yet entertaining content. By tapping into these trends and catering to audience demands for diverse and reflective storytelling, "Hi, My Name is Buddy Cheeks" has the potential to resonate deeply with a broad spectrum of viewers, making it a timely addition to the television landscape.

Budget Summary

1. Pre-Production Costs:

- Development: \$3,000 (scriptwriting, concept development)
- Casting: \$2,000 (casting director, casting sessions)
- Wardrobe, Props, and Make-up: \$1,000
- Total Pre-Production Costs: \$6,000

2. Production Costs:

- Production Crew: \$5,000
- Cast Salaries: \$2,000
- Equipment Rental: \$4,000 (Cameras, Lighting, Sound Equipment)
- Set Operations (Catering, Transportation): \$1,000
- Total Production Costs: \$12,000

3. Post-Production Costs:

- Editing: \$5,000
- Sound Design: \$1,200 (sound editing, mixing)
- Marketing & Social Media: \$2,500 (Trailers, Micro-Content)
- Total Post-Production Costs: \$8,700

4. Miscellaneous Costs:

- Advertisements: \$20,000 (Ad Networks, Social Media)
- Marketing Materials: \$5,000 (Trailers, Promotional Materials)
- Contingency (10% of total budget): \$4,900
- Total Miscellaneous Costs: \$29,900

5. Total Budget for Four Episodes:

- Grand Total: \$56,600

Financing Plan

The initial 4 episodes will serve as the “prototype” for the series in order to prove its effectiveness in persuading the audience. Therefore we will be working with a streamlined budget in order to “share the story”

There will be collective of funding sources which include:

1. Personal Funding
2. Crowdsourced Funding
3. Grants and Film Funds
4. Brand Partnerships

Production Plan

Pre-Production (4-6 weeks)

Scriptwriting:

- Assemble a writing team to draft and revise episode scripts, ensuring they align with the series' themes of personal growth, redemption, and social issues.

- Conduct table reads with cast and crew to refine dialogue and story arcs.

Casting:

- Cast main and supporting roles with a focus on alignment with character profiles.
- Consider diversity and authenticity in casting, especially for characters representing the LGBTQ+ community and other underrepresented groups.

Location Scouting and Set Design:

- Identify and secure locations that fit the series' settings, including a music studio, urban environments, and various interiors.
- Design and construct sets as needed, paying attention to detail to enhance the series' authenticity and visual appeal.

Crew Hiring:

- Hire key production crew members, including directors, cinematographers, sound engineers, and editors.
- Ensure the crew is briefed on the series' vision and themes, promoting a collaborative and inclusive working environment.

Production (4-5 weeks)**Shooting Schedule:**

- Develop a detailed shooting schedule, allowing ample time for each scene to accommodate improvisation and exploration of themes.
- Prioritize scenes requiring special locations or guest actors to optimize the budget and resources.

Filming:

- Begin principal photography, adhering closely to the shooting schedule but allowing for flexibility and creative input.
- Focus on capturing authentic performances, especially in scenes addressing sensitive topics and character development.

Daily Review:

- Conduct daily footage reviews with the director, cinematographer, and editor to ensure the story's vision is being accurately captured.
- Adjust shooting plans as needed based on review outcomes and unforeseen challenges.

Post-Production (4-8 weeks)**Editing:**

- Assemble the raw footage into a coherent narrative, focusing on pacing, tone, and storytelling.
- Work closely with the director and writer to ensure the final product aligns with the intended vision.

Sound Design and Music:

- Compose and select music that enhances the series' emotional and narrative arcs.
- Design soundscapes that complement the series' settings and themes, paying particular attention to scenes of personal and social significance.

Visual Effects and Color Grading:

- Apply visual effects sparingly, using them to enhance, not overshadow, the storytelling.
- Perform color grading to ensure visual consistency and to reflect the series' tone and mood shifts.

Screenings and Revisions:

- Organize test screenings with select audiences to gather feedback on the series' impact and clarity.
- Make necessary revisions based on feedback, focusing on enhancing the series' themes of inclusion and personal growth.

Distribution and Marketing (4-8 weeks)

Marketing Strategy:

- Develop a marketing campaign that highlights the series' unique themes and characters, focusing on inclusivity and social messages.
- Utilize social media, trailers, and press releases to generate buzz and attract a diverse audience.

Premiere and Promotion:

- Organize a premiere event that reflects the series' themes, inviting cast, crew, media, and influencers from diverse backgrounds.
- Continue promoting the series through interviews, social media, and community engagement, focusing on its social impact and messages.

Marketing and Distribution Strategy

Marketing Strategy

Content Strategy:

- Develop a content calendar spanning across platforms like Instagram, X formerly Twitter, Facebook, and TikTok.
- Share content in the process of creating the series
- Create engaging content including snippets from episodes, character profiles, and thematic discussions related to the series' topics, especially focusing on inclusion and the LGBTQ+ community.

Interactive Campaigns:

- Host Q&A sessions with the cast and creators, focusing on the series' themes and character development.

Influencer Collaborations:

- Partner with LGBTQ+ advocates, entertainment influencers, and YouTubers to discuss the series' themes, share content, and broaden reach.
- Coordinate watch parties or live-tweeting events with influencers during episode premieres.

Teasers and Trailers:

- Release engaging trailers and episode teasers on social media platforms to build anticipation.
- Utilize Instagram Stories and Reels, TikTok videos, and Twitter threads to maintain interest and provide sneak peeks.

Promo PR Tour**Planning:**

- Organize a virtual or physical PR tour with key cast members, focusing on media outlets with a strong presence in entertainment and LGBTQ+ communities.
- Schedule appearances on talk shows, podcasts, and radio programs to discuss the series and its social messages.

Events and Screenings:

- Host exclusive screening events in key cities, followed by Q&A sessions with the creators and cast.
- Partner with LGBTQ+ organizations and community events for screenings to foster inclusion and community support.

Press Kit:

- Create a comprehensive press kit including press releases, high-resolution images, series synopsis, cast bios, and episode summaries.
- Distribute the press kit to media outlets, bloggers, and influencers to facilitate reviews and coverage.

Fan Engagement:

- Engage with fans and viewers through social media during the tour, encouraging them to share their thoughts and promote the series within their networks.
- Organize contests and giveaways, rewarding fans for creating content or sharing the series with hashtags.

Digital Distribution**YouTube:**

- Launch an official series channel for posting trailers, full episodes, behind-the-scenes content, and exclusive interviews.
- Utilize YouTube's Premiere feature for new episodes to create anticipation and engage viewers live.
- Implement SEO strategies in video titles, descriptions, and tags to enhance discoverability.
- Engage with viewers through comments to build a community around the series.

Tubi TV:

- Secure a distribution deal with Tubi to host the full episodes of the series.
- Coordinate release timing with YouTube to offer Tubi as an ad-supported viewing option.
- Promote Tubi availability in all marketing materials and social media to drive traffic to the platform.

Biographies of Key Personnel

Buddy Cheeks is an innovative hip-hop artist known for his dynamic approach to the genre, combining storytelling with a unique lyrical style. With a strong online presence, he has established a significant following, evident from his successful merch line and engaging content. Notably, his single "Priorities" has resonated with fans worldwide, highlighting his skill in addressing relatable themes. Additionally, Cheeks has expanded his creative horizons with the launch of his podcast "Shut Up & Rap," further solidifying his role as a multifaceted artist in the hip-hop community. Family Matters will further strengthen his influence and audience making him a full-fledged media personality.

Bryson Brown, an Austin, Texas native, stands out as a significant voice in the world of stand-up comedy. His comedic journey, deeply rooted in the vibrant culture of Austin, showcases a unique blend of humor influenced by his experiences in the local hip-hop

scene. Brown's narrative weaves through the streets of Austin, reflecting on cultural staples and personal anecdotes, making his humor relatable and deeply ingrained in the city's ethos.

With over a decade of experience, Brown has climbed the ranks from performing at local open mics to touring nationally, sharing stages with renowned comedians like Ali Siddiq and Bruce Bruce. His latest live stand-up album, "Lifestyle Jokes," recorded at Cap City Comedy Club, is a testament to his growth and appeal, solidifying his place in the comedy world. His work is not just laughter; it's a reflection of his life, his city, and his observations, making his comedy resonate with audiences across the country.

In addition to his stand-up career, Brown has also made his mark in television, featuring in Showtime's "Flatbush Misdemeanors." His comedy album "Side Bettin," which hit #1 on the iTunes Comedy charts, showcases his ability to blend humor with music, creating a unique comedic style that's both entertaining and insightful. Known for his laid-back approach and keen observational skills, Brown dissects everyday life situations, making him a crowd favorite. His comedic style, deeply intertwined with hip-hop influences, offers a fresh perspective, making him an ideal asset to any TV series looking for genuine humor infused with cultural depth.

For a TV series, Bryson Brown would not only bring his comedic talent but also an authentic representation of urban culture and the dynamic energy of Austin's vibrant community. His ability to connect with diverse audiences, coupled with his smooth narrative delivery, makes him a valuable addition to any project aiming to blend humor with genuine, relatable content.