

A Weekly Television Reality Series

HITMAKERS

*Where a team of production artists create the next
hot Music Video for a Superstar!*

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TRI-LAUREL PRODUCTIONS

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A Weekly Television Reality Series

HITMAKERS

In a pressurized competition, HITMAKERS blends fast-paced, adrenaline-raising live elements with visually, creative video segments. Teams of young professionals, having never worked together, are challenged to create and produce a “hit” Music Video for a Super Star’s *new release* — under the watchful eye of the world-famous Artist!

The biggest challenge to each team will be to execute the artist's vision in a way that delivers more impact and greater creativity than any other team. The teams are encouraged to make their video uniquely different, using innovative ideas and themes in ways the artist has never seen — ideas that inspire the artist and gain his full support.



The Overview

- During the course of the competition, the series will feature **THREE (3) Top Billboard Artists**, each presenting their soon-to-be-released song to the eligible teams. These well-known artists will be selected from different musical genres — rock, pop, country, and the R&B/hip-hop arenas. However before the series starts, HITMAKERS will have been highly promoted via the internet, radio and television: The artist (s) will have reached out to the American public by asking them for ideas for a music video regarding their upcoming song (based on its title only).

- The competition begins with the first “Artist” and four (4) creative teams — each comprised of a promising **Director, Choreographer, Production Designer** and **Cinematographer**. The artist will perform his hot new song and then describe his vision to the teams (perhaps based on a theme submitted to the artist’s website from the American public).

- The teams will go into two levels of competition. One is the storyboard phase where all four teams’ visions for the video will be presented to the Artist ... and the second is the actual making of the music video by the two (2) production teams the Artist finds most worthy. The winning production teams will have two weeks before they show the final product to the American television audience.

- The viewing public will then vote for the best music video. The winning team will have their video showcased worldwide with the release of our Superstar’s hit ... as well as winning a major cash prize! This process will be repeated each time for all three major Artists.

However, while two selected production teams are working on the music videos for one Artist, the next Artist will be introducing his/her new song to four new teams! Never... a... dull...moment.

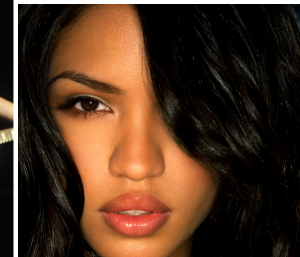
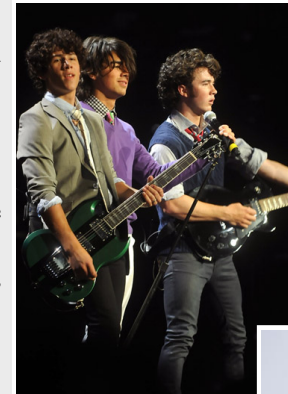
HITMAKERS *Continued*

How It Works!

- The more involved the American audience is in the development of the music video, the better. Through his website, the artist will receive suggestion for his new music video based on a brief description of the song. He will then present his favorite ideas to the teams. ¶
- The first major test of these creative individuals as a team is formulating their essential concepts – and quickly meshing their talents to create and present a visual concept of the song to the artist. Each of the original four team strives to translate the artist's vision into something unique and dynamic.

THE ARTIST SELECTS TWO TEAMS:

- The artist will select the best two teams' pitched concepts to produce his music video. These two teams have been challenged to produce a theme of the artist's vision and will now have to step-up to a higher level of professional standards than they've ever experienced before. ... with full approval by the artist regarding all creative and production elements!
- The teams must first conceptualize and mutually agree on each production element before presenting their production plans to the artist. Pleasing the artist will generate internal frustration and conflict regarding who is right ... what is best ... and if it can be done within their limitations! (Is shooting on top of a major hotel really that smart?)
- They will be collaborating under extreme conditions, time and budget limits, egos, creative differences — and the possibility of elimination that often results in conflicts between individuals. How can the conflicts be resolved? Throughout the strenuous creative process is one individual raised above the others to be the team leader? Will it be a team effort to capture the artist's attention and acceptance? Each team's future depends on how well they collectively contributed to the creation of the artist's concept.
- Use of their limited resources is another compelling test of the team. Staying on schedule and within the budget is tested each time they present a different stage of work to the artist for his approval. The biggest fear will be the artist's disapproval of any element — which means redesigning or replacing — and losing valuable time. *The artist and the record company will be watching continual video feeds of each teams work. At anytime, the artist can raise a red flag — putting a stop to their effort, sending them into a new or even opposite direction!*
- The execution of the team's chosen concept depends heavily on each member contributing their knowledge and experience in their chosen field — as well as taking on other responsibilities in areas that need to be completed. Adding to even greater drama, members from the previously unselected teams will serve as crew. Working closely to oversee the entire production of both teams, the artist will scrutinize every step of the process to maintain the highest level of quality.
- Since an artist's rejection of a team's work depletes their schedule and budget ... “who takes responsibility” can cause more dissensions among the team that has not learned to collaborate. And, what if one member of the team's vision is weak? How does the rest of the team marginalize the weakest link? Personality clashes can be severe. *If needed: Each team will be allowed to eliminate one member from the team.* They must then chose a member in the same discipline from one of the eliminated teams.



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PRODUCING THE MUSIC VIDEOS:

- The ensuing shows will capture each team going through the production process from concept to planning, shooting, and post production. The trials and tribulations that often accompany this process will be caught and shared with our viewing audience.
- With the artist's approval at each stage, the teams frantically begin pre-production: selecting their shooting locations and executing production designs, choosing appropriate wardrobe — and then crafting their lighting design and camera set-ups in co-operation with the choreographer for the Artist and dancers. All this cumulates with dress rehearsals ... at which time they will then live or die with the shooting, editing, and mixing of the final Music Video.
- All of this on a limited budget ... with limited time ... potentially vast differences in experience within the team ... and an Artist who demands only the best every step of the way.
- Will our teams execute all of these demanding tasks with professionalism, or will chaos reign throughout the final taping? Our cameras are capturing every “pressure-filled” experience.

Add To All That ...

- While all of the elements are being put together, high-profile music industry guests — composers, producers, directors, choreographer, and music executives — will comment on the progress of these teams. These celebrity guests will be offering their “tricks of the trade” advice to both teams!
- Major music directors will show the teams outstanding music videos that expose the high degree of creative elements the videos reached to successfully express the theme of the song. The directors will show from the inside what it really takes to make a music video.
- The first time a new artist is introduced in the series, the four competing teams will be taken to the set of a current music video in production. In a short edited version the viewing audience will see the contestants exposed to the enormous, complex arrangements and number of people that it takes to produce a professional video.

From development of the concept to completed music video, the creative process for each team will be depicted with all of the rigorous pressure of *a ticking time bomb*.

THE WINNER IS ANNOUNCED!

- Once both team's theme videos are complete, it will be up to the America's votes to decide which music video will be showcased worldwide with the release of our Artist's new hit!
- After the results are announced, the winning team for the OUTSTANDING MUSIC VIDEO will walk away with a CASH Grand Prize! Also, the winning video will be featured as a Special Bonus Extra on each Artist's new CD ... and will be used by the record company to exposure their artist's song throughout the world in places such as VH1, Facebook, BET, You Tube, the Internet, and other areas of new media.



HITMAKERS

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BEHIND THE SCENES

In **HITMAKERS** ... our collaborators are working under extreme time limits where excellence must be achieved quickly on the part of the team in order to stay in the game. Each team's four specialists have to fashion an ensemble that delivers production and originality ... minimizing egos and creative differences.

There will be twists and turns along the way during both the team eliminations and the music video productions. From concept pitch, to pre-production, to rehearsal, to production ... changes happen from moment to moment. Does each team member really "see" the whole picture?

Most importantly, the backstage stresses and strain of moving at such an accelerated pace will provide both the excitement and the tension that fuels the series.

Picture this ...

- Usher has picked the best two concepts ... rehearsals have begun and after several hours with the first team, Usher walks out. He hates the execution of the elements ... the lighting, the set design and the way he's being directed ... which doesn't work with the choreography. *Dilemma: How do they get Usher back?*
- Finally moving into dress rehearsals, the production design doesn't work with the blocking ... it's late and changes have to be made. How do they resolve it, and is there enough time to modify the set (*especially now that the Director and Production Designer aren't on speaking terms!*).
- An argument ensues between two teams, and all work comes to a stop. Alicia Keys is the artist and one team has alleged the other team's costume design is now way too "similar." *Don't thieves go to music hell?*



- A chair comes flying across the stage; the DP accuses the Director of having no talent. Egos erupt and the other team members are put in an untenable position ... *the team may need to mutiny.*
- Although the concept was approved, when everything is up on its feet the execution is raunchy – the sizzle and sex is too provocative. The team has differences of opinion – *will they play it safe, or will they push the envelope?*

The team that fights internally may either sink the ship ... or create an incredibly original product.

How far do they go to compromise as opposed to fighting for their vision?

The teams that know the answer are the real ...

HITMAKERS

This series - competitive, fast-paced and highly entertaining - provides a Win-Win for everyone.

- The record company receives unprecedented world-wide exposure ... and a guaranteed audience for both the song & video months after its release.
- For their involvement, the record company now owns a major music video production — at no cost to them.
- The artists demonstrate their versatility and raise their profile.
- The American audience quickly recognizes their contribution in creating a hit – providing a continued interest in the release.
- The viewing audience also gets weekly access to a growing obsession - the behind the scenes creative interaction in the music world.
- An Internet component is a natural.
- The Creative Teams are provided with a springboard for their careers. This puts them on a fast-track never before accessible to those “behind the scenes.”
- The series offers unparalleled opportunities for derivatives in the future:
 - Change the Artists (ie: artists representing different musical decades; well-known television, movie or theatre artists who are triple-threats).
 - Change the Music (ie: established composers, new composers, the most popular musical production songs from any medium).

Integration!

Major companies like Panasonic, Sony, Apple, Kodak, Ford, Canon are but a few of the companies that lend themselves to integration.

Integration will be a highly valuable tool with many products fitting into both the show’s production and the music video themes - thus benefiting both the show and the videos by reducing costs.

Examples: During the Series - Sony could provide cameras, leading hotels will house contestants, car companies for transportation, rental companies for trucks, vans, lighting companies, etc. The Music Videos can integrate wardrobe, jewelry, drink, beer, wine, car, and prop companies.



HITMAKERS

With the guiding hand of a major performing artist, this hot, innovative, sexy, and cutthroat series will highlight ultimate team collaboration and smart group competition, creating a major music video.

All this in a manner not yet exposed to viewers.

A hit in the making!