The Pitch

(this is NOT a real pitch)
Geek or Greek?

Tagline:

The most epic battle between SORORITIES and FRATERNITIES is here! Find out if CELEBRITY judges and VIEWERS at home can guess WHO is Geek or Greek!
Geek or Greek?

• A high school mathlete will go through Greek boot camp to see if she can pass as a true sorority sister

• A high school footballer will be immersed in all things drama to see if he can pass as the hottest new member of the drama club
Geek or Greek?

- Greeks and Geeks will perform live with their new pledges
- Viewers at home and Celebrity judges will vote on who is Geek and who is Greek
- Winners will receive $25,000 scholarship
DEVELOPMENT
Who’s producing?

• Third Party Producer
• In House
Access

- Use of Sorority/fraternity names
- Use of college e.g. school mascots, clubs
- Location releases
- Hidden cameras
Celebrity Judges

- Visa
- Talent deals
  - If come
  - $$
  - Exclusivity
  - Options
Contestants

• Minors
• Casting
• Background, Psych & Physical
• Participant agreements
  – Eligibility
  – Rights
  – Release, release, release
  – Indemnity
  – Royalty/First Look
Competition

• What kind of performance
  – Music release
  – IP release
  – SAG-AFTRA

• What kind of competition
  – Rules
  – Prize
Network

- Title Clearance
- Ownership/Distribution
- Clearance
- Marketing/Publicity
- Standards & Practices
- Unions
- Safety & Security
- Insurance
PRODUCTION
Talent Issues

• Celebrity judge wants to have her dog Pepper be on camera when she judges
• Celebrity judge wants to wear a Wonder Woman costume for an episode
• Producers want to bring in a Guest Celebrity judge
Contestant Issues

- Contestant wants to bring their therapy cockatoo to the shoot location
- Contestant misinterpreted the rules which would disqualify producer’s favorite Geek
- During a live performance, contestants sing an uncleared song
Production Issues

- A camera is opened exposing the film and an entire day’s footage is lost
- Voting numbers are wrong and viewers can’t vote correctly
- Several crew members begin contracting pink eye which is running rampant in one of the shoot locations