

Reality TV is boring and stupid.  
Meet the people that try to make it suck less.

OPEN SKY PICTURES PRESENTS

# REALITY TV

## ● THE INSIDE STORY

A new comedy that explores the dirty tricks and cruel manipulations used to  
make reality shows interesting and addictive.



# **Sometimes the people on reality TV shows are normal, well balanced individuals. This is a disaster.**

Kurt Spenrath and Fred Kroestch are award winning documentary film makers. They have sold their souls to work in reality TV as “consultants”. Kurt has anger management problems. Fred has a sociopathic willingness to do any sneaky god damn thing he can to create conflict. Whatever they touch becomes way worse in an awesome way.

Whenever a reality show is too smart, or too kind, or just plain old boring, their team is called in to stir things up for the greater glory of money.

## **GREEK FAMILY RESTAURANT**

Nitza's Pizza is a real Greek pizza and donair restaurant in a suburb of Edmonton. The staff and ownership will be a part of a “real” reality show shot over a two day period. The restaurant is clean, with reasonably priced food and friendly staff. It's fairly typical of the style and location for such a restaurant. Using a mixture of real staff and some of Canada's best improvisers (playing new staff and crew members), all hell is hopefully going to be made to look as if it is breaking loose. ...And then it actually will!

## **THE STORY**

“GREEK FAMILY RESTAURANT” should have all the makings of a great reality show. But it doesn't. The traditional Greek patriarch is just fine with his son dropping out of grad school to pursue a rap career. The staff, many of them former ex-cons, have absolutely no problems with drugs or recidivism. The business is a modest success. ...It is not good TV.

Enter the producers. They attempt to deliberately stir up controversy between the father and son. They introduce vices old and new to the staff. They stash a dead coyote in the freezer and call the health inspector. They believe chaos creates cash.

Once they realize that their actions might shut down production of the show, they have to try to fix their own mischief. Luckily the show is saved when the restaurant owner has a massive on camera breakdown.

## **TARGET AUDIENCE**

The target audience is co-viewing 18-40. The show is directed at reality TV viewers, and audiences that are comfortable with the ironic mumblecore style of programmes like The Office and Modern Family.

## **STYLE**

The reality show segments will be glossy, scored with an emotionally manipulative sound track, and over produced. The “behind the scenes” segments will be shot as true cinema verite. Handheld cameras in single shots will capture the story of a flailing substandard film crew. The ‘reality show’ sections will blend real staff with planted actors in a seamless fashion. The “behind the scenes” portions will be presented in a naturalistic manner. Colour saturation and frame rate will instantly indicate whether the viewer is watching “the reality show” or the “real” story about how reality TV shows are made. We may even explain the strange correlation between frame rates, eye lines, and perceived honesty of characters.

## **SATIRE, TONE & TELEVISION**

REALITY: THE INSIDE STORY is a comedy. It is also a social critique of vapid media. It is “The Newsroom” for the “Kardashian” generation. The show is relentlessly funny, but it is also legitimately pulling back the curtain on how false “reality” can be.

While most people are aware of the contrived nature of these programs, they are not media literate in the tricks used to evoke emotional responses. Our aim is to open their mouths with laughter and pour in the truth.

REALITY: THE INSIDE STORY is parody. It is exaggeration played in a totally sincere manner. It is rooted in truth.

## **ACCESS & FILMING**

Open Sky Pictures has total access to Nitza’s Greek restaurant, and will provide total access to our real production and editing facilities for the duration of shooting.

Most of the staff at the restaurant will play themselves, interacting normally as Kurt and Fred attempt to make the most interesting reality show ever. Authenticity of the reality show location is a strong element of the comedy. With the exception of two scripted elements, all of the dirty tricks of camera, editing and character prepping will be an accurate presentation of how reality TV is actually filmed.

# STORY SYNOPSIS

GREEK FAMILY RESTAURANT is a slickly produced reality TV show. It has an emotionally manipulative musical score and should be designed to suck you into watching.

Alexander has just explained to his father that he is leaving his MBA studies to focus on a career as a hip hop DJ. His father is completely supportive. This makes terrible TV.

Producers Fred and Kurt are called in to save the show. They begin to unleash every cinematic trick they can, but quickly realize that they need the characters to be more interesting. At this point, the most interesting person on set is the inappropriate camera man. They begin a campaign to convince the new cook in the restaurant to give up sobriety. While that is progressing, they decide to hide a dead coyote in the freezer and make an anonymous call to the health department.

When Alexander finds out he freaks out and cautions the producers that this will not result in a fine, it will force the closure of the restaurant and halt the filming. As the health inspector arrives, the set descends into a Fawlty Towers-esqu comedy of misdirection.

Barely surviving the debacle, Pete, the restaurant owner begins to sort things out. However, with a drunk cook and a film crew constantly winding up his staff and family he loses it and threatens the producers with a pizza knife while screaming about how stupid realty television is. Once edited, this makes for excellent TV and saves the show.

## EPISODE BREAKDOWNS (8 minutes each)

### PART 1- REALITY

In which we meet the characters of the Greek Family Restaurant and learn about what can be done to manipulate the audience into finding them interesting.

### PART 2- SIT-COM

In which the evil machinations of the producers descend into a farcical explosion of the absurd.

### PART 3- DRAMA

In which the touching story of the restaurant is revealed and exploited, leading to a climactic confrontation that, when properly edited, saves the reality show.

## NOTES ON MARKETING AND PRODUCTION

- OPEN SKY PICTURES is committed to work with TELUS on the marketing of this project. We are confident that we have the ability to generate earned content promotion across several platforms. To put it simply, the media loves us and we love to feed them. TELUS branding will be prominent in all of our promotional materials.
- As a character driven piece it is uniquely placed to draw a new audience to the TELUS web portal. Trashy reality TV audiences can be attracted to OPTIK, while, as a hybrid mixture of narrative characters and real people, this show is a unique form of community engagement that sits firmly within the broadcaster's mandate.
- The decision to tell the story in 8 minute chapters is both artistic and practical. At less than ten minutes it is much easier to draw curious casual viewers. It also allows us to make a point about the manipulation of tone by slightly altering the emotional flavour of the three chapters while maintaining narrative and stylistic continuity.
- The goal is to create a life for these characters beyond this first story. Ideally, Reality<sup>2</sup> will grow into an anthology series that tackles several different genres of reality TV. GREEK FAMILY RESTAURANT is specifically chosen for its affordability and accessibility.