

EraMuse

A Cut Above – unscripted television
Compelling entertainment that nourishes & satisfies
and keeps them coming back for more.

FLOTUS: Playing the Woman Card in the White House / Power in the Shadows

Logline: Revealing the backchannel – *how* first ladies wielded political power in the White House, a new kind of docu-series on the First Ladies. With living legends like Henry Kissinger, Bill Moyers, & more & a fresh visual take on the secret stories. Just in time for tandem w/ the Showtime scripted series.

WHY NOW? 1st female VP! #metoo; 6 women ran for president; more women running for/in office than ever before; *how do women wield political power?*; women are seeking leadership roles & role-models, men want to know how women handle power; bringing untold history to light/paving the backward path.



FOCUS: Only the FLOTUSes who wielded power in the White House. Only during their time in the White House (a soupçon of background on how their particular past impacted their White House moves). Many of these women wielded serious political power, uncredited of course.

FORMAT: Nonlinear > mixes past with modern-day so the episodes always look fresh, vibrant. NOT scan&pan. Organized by theme: Thought Leaders, Influencers; Game-Changers, Secret Presidents. 4 - 6 1-hour episodes. Fresh insight, focused topic in a *new visual format*.



WHO: An array of narrator/s & interviewees who have a specific peg regarding each FLOTUS. e.g., Stevie Nicks on Betty Ford—how she saved Stevie’s life. Margaret Hoover on Lou; **Tyra Banks** on "Smizing" for Pat Nixon; **Henry Kissinger** (soon!); David McCullough on Abigail Adams; Tina Brown on the Bush women; Bill Moyers on Lady Bird; Judy Smith, the real “Olivia Pope” (Kerry Washington) on crisis management; and our own “female Nate Silver” on stats & graphs of FLOTUS power—what it does, how it works, what it reveals.





Rachel Jackson reads “Mean Tweets”



GOAL: A fresh audience for this perspective > wider reach. Authority comes from an array of avenues. NOT the tired archival format (Smithsonian) with flat narration; not Ken Burns bc he does what *he does* brilliantly. Faster paced, visually compelling, bright, immediate, present.

HOW: Not history that could be a podcast. Narrator/s & interviewees go *inside* the history via parallaxed images, CGI (we have an affordable team), animation graphics, some re-cre (with CGI faces of the real 1st Ladies); see VISUAL storytelling, Show over tightrope above the White nervous tick like she’s taking it



palette page for techniques. Tell, *i.e.*: Lucy Hayes walking a House; repeats of Pat Nixon’s on the chin.

WHEN: In the aftermath of the 2020 election, with Kamala Harris in the VP seat. To coincide with the new (re) naming of a Hudson River bridge for Eleanor Roosevelt; and especially in tandem with the Showtime scripted series *The First Lady*, akin to *The People vs. OJ Simpson* (FX, scripted) & *OJ: Made in America* (ESPN/ABC, doc), *Wu-Tang Clan: Of Mics and Men* (Showtime doc) & *Wu-Tang: An American Saga* (Imagine, scripted), and *Halston* for Netflix (drama) & doc (CNN films).



WHERE: Showtime, Disney+, Hulu, Netflix, Amazon Prime, CBS/Paramount+

Contact: Gerit Quealy
917-412-3320 / UK: 07035-786880
Creator/ gerit@2womanshow.com
2WomanShow / EraMuse