

PASSPORT



Country/State
Visa
Departmental Number

Entry/Exit
Visas
Departures/Arrivals

SLACKERS

**A PROPOSAL FOR A
REALITY TV SERIES**

WHY SLACKERS

Altruistic reality TV - the newest and hottest trend. On ABC's *Extreme Makeover: Home Edition*, professional designers help to rebuild the lives of needy families. ESPN's *I'd Do Anything* has the challenger fighting for an opportunity for someone else. But where does a self-possessed girl or guy get to sacrifice life, limb and time to do something for somebody else?

"Slackers" brings out the best in the worst of us, encouraging viewers to get off their asses and make a difference, while positioning the broadcaster as a force for positive change.

CONTESTANTS

DO YOU KNOW A SLACKER?

Our call for contestants goes out to their friends and family. We look for underachievers, lazy young adults, people who could use a good dose of reality. Real reality. The kind that gets people sick and dead.

The entrants are measured for their ability to handle difficult situations, their innate ability to entertain, and the remote possibility that they may just learn something along the way.



MISSIONS

HAVE A NICE TRIP

And they're off. To far-away places, sometimes uncomfortable, sometimes dangerous, always eventful. There's no one to beat, and nothing to win. In fact, the mission is always about helping someone else.

Our logistics staff makes sure every mission is do-able, but also makes sure that nothing comes too easy.

The winner is the Slacker or Slacker team that gets the job done. Period.



EPISODE 1

ADOPT-A-(BOLIVIAN)HIGHWAY

The Bolivian highway to Coroico is statistically the most dangerous stretch of road in the world.

Our Slacker, a career civil servant with the notoriously lazy Hawaii Department of Transportation (it took them 37 years to build the most *expensive* stretch of road in the world), is sent to organize a crew to build a guardrail along one particularly hazardous turn. Total budget: US\$500.



EPISODE 2

REMEMBER THE POOPER-SCOOPER

Many towns in rural Thailand rely on elephants. They're the town tractor, excavator and bulldozer.

When one gets sick, we send our Slacker, a twenty-something underachiever (who walks dogs on New York's Upper East Side for beer money). He has 14 days and \$200 to get the elephant 700 miles over land to the nearest qualified veterinarian at the Elephant Conservation Center in Lampang.



EPISODE 3

CROC RADIO

In a remote African village, the local radio station broadcasts a lot more than Top 40. They issue vital warnings of crocodile activity and heavy weather. Lives are at stake.

When the transmitter breaks down, we send our Slacker, a Britney Spears clone from Newport Beach, to figure out what's wrong and get the 200 lb. radio to a shop – or convince the technician to venture into the wilds of Africa.



STAYING IN TOUCH

PODCASTING

The satellite phone each Slacker gets is not for their convenience. It's for ours. In fact, the phone can only reach one number: the link to make a live Podcast of the adventure as it happens.

The audience can follow each mission by tuning in live, or by downloading archived Podcasts.

Podcasts are accompanied by pitches for the airdate of the TV show.



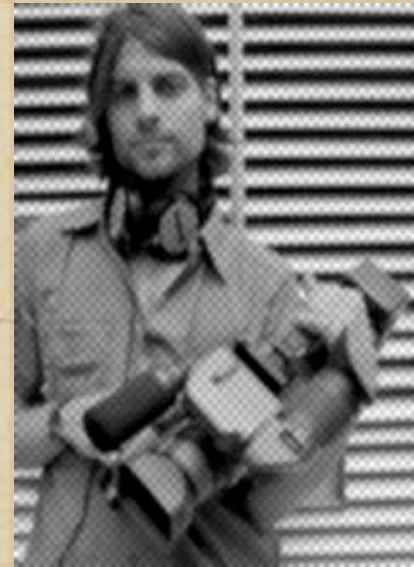
COVERAGE

CREW

Each Slacker or Slacker team is matched with a three person camera crew that is well equipped to capture the trip in a modern, offbeat way.

Standard missions are on the road for 2 weeks. Footage is returned to a video facility for editing and assembly into a finished hour.

Additional show elements include updates from previous missions, follow-ups on where former Slackers have wound up, etc.



GIVING A CRAP

CALL TO ACTION

Identifying with the Slacker, to this new breed of unintentional activist, the viewer is encouraged to get off his or her own ass and make a difference.

“Slackers” offers any number of ways to get involved, without waiting for the next natural or manmade disaster to take action: phone numbers, websites, addresses – good causes and legitimate ways to support them.



CONTACT

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