

ACTION!

Series Concept

“ACTION!” chronicles the life of wanna-be director BLAKE JOHNSON, 13, who loves movies – especially movies with lots of explosions, monsters, mayhem and/or ACTION!

However, Blake doesn’t just watch movies – he makes them, usually with the help of his trusty best friend, EUBIE WINKERTON, and his lackey – er, little brother – ADAM, 8.



Blake has a huge crush on the girl next door – GLORIA, 15 – but she refuses to associate with him, let alone be in one of his lame movies. Eubie is head-over-heels for Gloria’s best friend WREN – who, naturally, thinks he’s an idiot.

The main plot of each show revolves around the usual trials and tribulations of being a dorky kid – such as chasing girls and dodging bullies -- but with the added comedy hook of trying to get a movie made – almost always incompetently.

In the vein of i-Carly, “ACTION!” fits perfectly into today’s interactive, wired fan base, with plenty of on-line tie-ins (including movie-making “how-to”s).



Unlike i-Carly, “ACTION!” is aimed at a target audience of young boys (8 to 13) first, THEN young girls (8 to 13). It also has mainstream breakout possibility because of the adult characters who regularly appear on the show with their own issues and stories.

Like i-Carly, the show has a huge potential in music marketing and other commercial tie-ins.



Life lessons are rarely learned, Blake’s movies don’t get any better over time, and yet – hope springs eternal. After all, there’s always another contest to enter or some crazy way to fix that *teensy* little problem in the script.



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