

“The Catalyst: Resolving Conflict from the Inside Out”

A 3-minute Promo showcasing a 22-minute TV Show about the conflict resolution work of

Alexis Neely

for submission to the OWN (Oprah Winfrey Network) “Host Your OWN Show” Contest



Director: J.P. Brennan

Producer: Kia M. Kiso

Production Designer: Lynne Mitchell

Editor: Manuel Coichy

Location: Longmont, CO

Shoot Date: June 16, 2010

Delivery Date: June 25, 2010

The Catalyst

“If I were to describe OWN’s (Oprah Winfrey Network) personality, it would be my idea of who I want to be on my best day and that is: fully awakened, fully aware, fully blossomed, opened up, feeling loving in all the finest most full ways.”

- Oprah Winfrey

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“Conflict is the order of the day in almost everyone’s life. It’s time for a new normal. We want world peace? Let’s start with peace in our own homes, in our own lives, in our own psyches. Imagine a world in which we all knew the truth about conflict. A world in which we could see that all conflict is an opportunity for personal healing and transformation at the deepest level.” (compiled from her blog: [Life, Business & the Pursuit of Truth](#))

-Alexis Neely
[The Lawyer You Love](#)™



OVERVIEW

If ever there was a time for a new way to approach conflict in our world, it is now: all it takes is to watch the evening news; and you know that something is missing, that something must change. Reading the compiled posts in Alexis Neely's blog instills hope for a world that seems to be bogged down in conflict, on almost every level. To read her words and hear her speak in person about a new approach to conflict and its healthy transformative potential; is to be filled with a new energy and a new world view. Today, peace with your neighbor; tomorrow, the world.

Poised, ready, and eager to deliver the message of this new consciousness is Alexis Neely; an accomplished lawyer, author, and businesswoman. Ms. Neely has worked so very hard to get her message out to the world, on multiple media platforms and her message is making a significant impact. And recently, an opportunity has arisen that would assure that Ms. Neely's message would be able to reach its maximum potential, of world reception. This opportunity is for Ms. Neely to be able to host her own show on Oprah Winfrey's new network, OWN. OWN is currently holding open auditions for new show ideas, and is accepting auditions in the form of a three minute demo reel. It is this demo reel that will not only encapsulate Ms. Neely's world-changing, new philosophy; but it will also showcase her indomitable spirit, and tenacity: proving to the television executives judging the competition that she is the perfect host they are looking for.

If you read the quotes of Oprah Winfrey and Alexis Neely, one after the other there is no doubt that they are a perfect fit for one another.

THE DEMO

This is where Zaza Productions comes in with it's creative team: Producer, Kia M. Kiso; Director, J.P. Brennan; Production Designer, Lynne Mitchell and Editor, Manny Coichy.

Producer, Kia M. Kiso, having experienced the affect of Ms. Neely's philosophy first hand, in a personal consult has keen insight into the power and potentiality for the change that is possible when looking at conflict from a different point of view. It is her belief that, were Ms. Neely's message to be given voice on such a large delivery platform, it's impact upon the world would be transformative.

That being said, it is the mission of Zaza Productions and it's creative team to ensure that Ms. Neely's message be conveyed via this show demo in the most authentic, honest, and straightforward manner. To maintain the integrity of the message, is priority number one.

This show demo is going to be shown to industry professionals and executives who are accustomed to seeing presentations done in a certain style and format (as in other network shows: Dr. Phil, Dr. Oz, Suze Orman). This is our mission: to remain completely faithful to the authenticity of the message and to showcase Ms. Neely's natural talent as a show host; while also accomplishing a look and style that speaks the language of seasoned industry professionals. Showcasing all of Ms. Neely's multiple talents, in the proper format, will demonstrate that she is the type of host that they can build a show around.

It is with this purpose in mind and based on previous conversations about the project, that the creative team went forward with these suggestions of the show's concept.

WARDROBE DESIGN

Dr. Phil wears a suit. Dr. Oz wears scrubs. Suze Orman wears business casual. All of these hosts are authorities in their field of expertise. Ms. Neely is an authority in her field of expertise. An audience will stop and listen to anyone, on any topic; if they put value on that person's opinion. A large component of that value is in how the speaker is perceived by the audience. "Perception is 9/10's of the law," they say (sorry, we couldn't help ourselves).

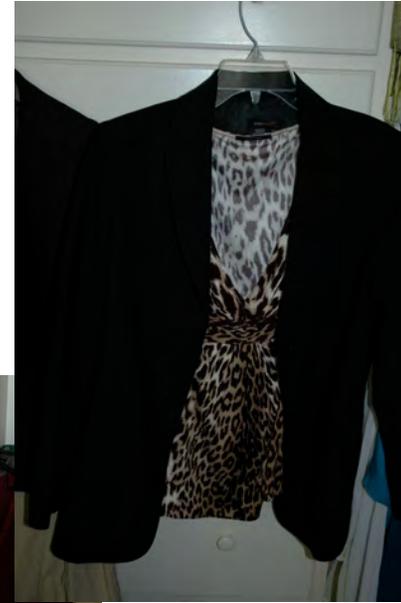
We want Ms. Neely to be perceived as just such an authority: a seasoned lawyer, author, and businesswoman. This may conjure up visions of a business professional in the proverbial "power suit." As important as establishing her as an authority is, we also want to speak to the authenticity of who Ms. Neely is as the "lawyer of the future": a heart centered lawyer.

To this end, we see Ms. Neely dressed in business casual with a feminine touch. This is an ensemble that could work in a courtroom, but doesn't infect her new audience with stereotypical visions of the power lawyers that they have learned to fear.

WARDROBE REFERENCES



WITH A COLORED
CAMISOLE OR SHIRT
THAT COMPLEMENTS
THE WALL COLOR/SET
DESIGN



SET DESIGN

The background in which we showcase Ms. Neely's message is almost as important as the message itself. It will be the context under which the message is received. Not unlike the perception of authority that we will establish with wardrobe; the perception we establish with environment will play a key role in the perceived value of the message expressed.

In keeping with the aesthetic we have established with Ms. Neely's casual business attire, we want to create a space that is both professional and relaxed. A place fitting the lifestyle of the awakened, lawyer of the future.

The set will be light, warm, and contemporary with a touch of whimsy. Fresh floral, each set will include fresh flowers, and personal touches from your home to make it your own.

SET DRESSING/WARDROBE REFERENCES - CALL IN SET

Also imagine, a white or silver small phone. Assorted filing / office props in white and chrome will be available. I would keep this palate mainly white and cream with touches of black, brown and maybe yellow. I think this suit would look great in this set!

- Lynne Mitchell



Call In Wall



IMG_3894



IMG_3963



IMG_3929



IMG_3913



DSC_0153



IMG_3914

SET DRESSING/WARDROBE REFERENCES - FACE TO FACE SET



Face To Face Wall



DSC_0171



IMG_3953



Face To Face Wall



IMG_3956_JPG



IMG_3953_JPG



IMG_3939



IMG_3917



IMG_3945



IMG_3949 Rugs if go with red chair



IMG_3917



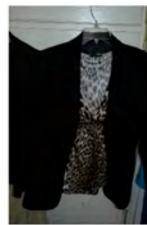
IMG_3899 Beige drapes



IMG_3946



DSC_0147



DSC_0152

A drape will add softness. Fresh flowers will be included on any set. This set is introducing now reds and oranges as color accents. Also, depending on which direction we go I will have different art and accessories to choose from....these are just holding position as a suggestion! - Lynne Mitchell

ADDITIONAL SET DRESSING REFERENCES



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IMG_3932.JPG



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IMG_3896.JPG



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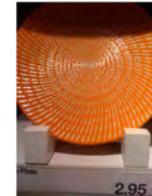
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The Catalyst



IMG_3947.JPG



IMG_3950.JPG



IMG_3952.JPG



Picture 2



Picture 3



Picture 4



IMG_3954.JPG



IMG_3955.JPG



IMG_3958



IMG_3958.JPG



IMG_3959.JPG



Picture 12



IMG_3962.JPG



IMG_3964.JPG



Picture 1



FORMAT ELEMENTS

Format is the element of this show's concept that has garnered the most discussion amongst the creative team. Of utmost importance is the authentic communication of Ms. Neely's vital message in a way that speaks to the language of industry professionals that will be viewing it. The goal is to get this show picked up by OWN and have it run for several seasons at least. Knowing that Mark Burnett is a key player in the choice of the show; having produced such shows as **Survivor, The Apprentice, The Contender, Martha Stewart, On The Lot** the creative team feels that it is imperative to showcase Ms. Neely's talents in a way that she be perceived as the host who has "it."

To this end, the creative team proposes the following format include these elements:

"Stand Up Single Introduction"

In this segment, Ms. Neely will share with the audience the current state of the world as it relates to conflict; who she is; her background that led her to this philosophy and the successes of her clients following her advice; what her vision and philosophy on conflict is; and how it's implementation can change the world. This section is essential to communicate Ms. Neely's unique vision and singular personality. Authentic communication of Ms. Neely's message is all that matters here.

"Consultations: Phone Consultations & Face To Face"

It is in her one-on-one consultations we will see Ms. Neely's philosophy come to fruition as it impacts real world situations and changes the way people see themselves in the conflict and how they resolve it. Phone consultations are the bedrock of Ms. Neely's current consulting practice so it is a natural segue to use their format in the show. Also we suggest, it is key to give example(s) of Ms. Neely interacting with live guests. This is a standard element in the shows of Mark Burnett and Oprah Winfrey. After watching several other contest

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“demos”, it was noticed that this is the consistent element that is lacking. Showcasing this talent will put Ms. Neely on the next level. This is where her inherent personality will shine.

“Who’s Right, Who’s Wrong”

This element is a lot of fun. It has the feel of a game and could provide a bit of levity. We have discussed the implementation of an idiosyncratic prop; such as the Scales of Justice. This would be the best place for the most atypical mediated situation. This could definitely be an extension of the “Phone Consultation” element; but again, live interaction will speak the loudest.

00:00-00:10 - Opening Graphic Title Sequence

00:11-00:41 - Oprah and Mark Intro

00:42-02:32 - Consultations - Call In and Interviews

4 consults: (about 26 seconds each)

00:43-01:11 - Interview One “Pre-Conflict”

01:12-01:38 - Call In One “Who’s Right, Who’s Wrong”

01:39-02:05 - Interview Two “Divorce”

02:06-02:32 - Call In Two “Should I Sue?”

02:33-02:50 - Oprah and Mark Outro

02:51-02:54 - Closing Graphic Title Card

02:55-03:00 - Oprah Ending Info Tag

Consultations:

#1: Trust Fund Situation “**Pre-Conflict**”

RACHEL ROSENBERG (IN PERSON)

#2: Friend Owing Money “**Should I Sue?**”

J.P. BRENNAN (VIA PHONE)

#3: Neighbor Situation “**Who’s Right, Who’s Wrong**”

SUZANNE REGAN (VIA PHONE)

#4: Divorce Situation “**Divorce**”

STEVEN MORRIS (IN PERSON)

FINAL THOUGHTS

After reading Alexis' blog, surfing her web-site, and talking with her on the phone: we have a very real sense of the impact such an approach to conflict can have on our daily lives, and thereby the world. It is paramount that the authenticity and integrity of Alexis and her message come through clearly. This concept allows that and frames the show in such away as to appeal to the television and film industry. And that being said, our ultimate goal is to have Ms. Neely pleased with both the experience and the final product. It's a process. As always, please see our notes as a jumping-off point for further discussion and collaboration.