

# In The Hot Box Studio Documentary

## “What’s In The Hot Box Studio?”

"In The Hot Box Studio" is a dynamic talk radio team that produces a series of engaging shows available live on radio and as on-demand podcasts. Each show is hosted by one of the producers: Doc Reo, Todd Holmes, Johnnie Morris, and Robert Graves. Our producers are supported by a dedicated crew of marketers, editors, and production staff who bring each episode to life. The team's collaborative efforts ensure that every show is polished, engaging, and reaches a broad audience. The episodes are filmed from the comfort of the hosts' and guests' homes or workplaces, as well as on location at various restaurants, offices, and residences in Greater Los Angeles and a possible international location.

- **Hollywood Holmes**, hosted by Todd Holmes, offers a deep dive into the entertainment industry. The show explores the business dynamics, captivating stories, and influential figures that shape Hollywood, providing an insightful behind-the-scenes look at the industry's inner workings.
- **On The Grind**, led by Doc Reo, inspires listeners to pursue their dreams with his energetic hosting style. The show features interviews with freelancers and entrepreneurs in the entertainment industry, offering motivation and practical advice for navigating the worlds of visual and performing arts, content creation, and multimedia production.
- **Business, Life, and Morris**, hosted by Johnnie Morris, combines his martial arts discipline with entrepreneurial expertise to explore the challenges of balancing a career, personal life, and family business. The show offers valuable insights through interviews with brand owners, celebrity experts, real estate brokers, business coaches, and corporate executives. It is tailored to professionals aiming to excel in multiple areas of life.

- **Year Of The Vet**, hosted by Robert Graves, honors veterans by sharing stories of their service, struggle, and triumph. The show focuses on the journeys of U.S. military personnel transitioning back to civilian life. Veterans discuss challenges such as lifetime depression and PTSD, providing strength through shared experiences. Graves connects deeply with his audience, highlighting the resilience and contributions of those who have served.

*Note: Additional hosts may join the team as the studio prepares for future productions.*

"In The Hot Box Studio," producers have secured the rights to use guests' voices, names, and likenesses, ensuring authenticity in any adaptations to other media. These agreements allow guests to share and distribute edited video clips and podcast audio across their platforms, creating a mutually beneficial arrangement that extends the show's marketing reach and impact. The studio is also exploring partnerships with successful podcast producers to syndicate content.

## **Initial Thoughts on Adapting the IP**

Given its radio programs' rich format and diverse content, "In The Hot Box Studio" is well-suited for adaptation into a documentary. A film could provide audiences with a deeper connection to the stories and personalities featured while capturing the essence of each show.

- **Format:** A documentary could effectively encapsulate the key themes from each show, such as Hollywood insights, motivational stories, entrepreneurial journeys, and veteran experiences. The film would feature interviews in a TV talk show style and behind-the-scenes footage of preparations, candid moments, and the steps leading up to each interview. This approach would add depth and context to the story.

- **Distribution:** Netflix or Apple TV+ is ideal for streaming, as they are known for their quality documentaries with solid storytelling elements. Their focus on commercial viability and human interest aligns well with the project's strengths. Partnering with Universal Pictures could be an option if a theatrical release is pursued, but the narrative focus and packaging must be carefully crafted.
- **Viability:** *"What's In The Hot Box Studio"* is a highly viable documentary, given the trend of turning popular radio shows and podcasts into films. The producers are already capturing video and audio content to support this adaptation. Existing agreements regarding guests' contributions also enhance the documentary's potential, allowing for wide distribution and the use of promotional clips from the shows.

Adapting "In The Hot Box Studio" into a documentary will share the team's rich content, which can reach an even broader audience and expand our influence while maintaining the authentic, engaging style that defines the shows involved.

## Overview of Sellable Elements

*"In The Hot Box Studio"* boasts several sellable elements that give it strong potential for domestic and international appeal.

- **Versatile Format:** The show's established structure as a talk radio show and podcast makes it ideal for adaptation into a visual documentary or TV talk show. Its independent, DIY filmmaking style allows flexibility in production, potentially utilizing skilled technicians based on available funding. This adaptability enhances its appeal to various media platforms, including streaming services and traditional broadcasters, increasingly seeking content that engages audiences across multiple formats. The seamless transition between live radio, on-demand podcasting, and visual media is crucial for

maximizing audience reach and attracting partnerships with major platforms like Netflix and Apple TV+.

- **Diverse Content:** The show features distinct segments such as *Hollywood Holmes*, *On The Grind*, *Business, Life, and Morris*, and *Year of the Vet*, which ensure broad appeal. Each segment addresses relatable themes, from entertainment industry insights to entrepreneurial journeys and veterans' experiences, drawing in diverse demographics .
  - *Hollywood Holmes*: Offers insights and interviews from the entertainment industry with Todd Holmes.
  - *On The Grind*: Shares stories of the entrepreneurial hustle within media production with Doc Reo.
  - *Business, Life, and Morris*: Discusses juggling business, family, and personal life with Johnnie Morris.
  - *Year Of The Vet*: Features U.S. military veterans sharing powerful stories with host Robert Graves.
- This thematic variety enriches the content and positions the show to tap into different audience segments, enhancing its marketability.
- **Global Themes:** The show's focus on entrepreneurship, work-life balance, and resilience resonates universally, providing a solid foundation for international syndication. These themes align with global trends and viewer interests, making the content relevant across various cultural contexts. By centering on storytelling through personal experiences, the show further boosts its relatability and potential for global appeal.
- **Adaptability and Rights:** The show has secured the right to use guests' voices, names, and likenesses across all media platforms. This removes significant hurdles when adapting for global distribution, streamlining the process, and ensuring complete control over content repurposing.

- **Proven Market Appetite:** The success of similar programs, such as *The Joe Rogan Experience* and *Diary of a CEO*, demonstrates a significant audience for long-form interviews that combine personal stories with professional insights. “*In The Hot Box Studio*” builds on this by offering multiple perspectives, making it even more attractive to platforms like Netflix, Hulu, and Amazon Prime.

## Industry Guilds and Unions

Decisions regarding union involvement depend heavily on budget projections and distribution plans. The interview-style setup allows for flexibility in team size, especially for smaller shoots. However, high-profile guests or larger-scale setups will likely require union participation.

### Potential Union Agreements

- **SAG-AFTRA Moderate Low Budget Project Agreement (MPA):** This agreement could significantly increase the budget while allowing content distribution online or via streaming services as the show scales up.
- **Writers Guild of America (WGA):** Any development resembling a scripted plan will be submitted to the WGA, and copyrights will be obtained to protect the material .
- **Directors Guild of America (DGA):** DGA minimums and fringes for a **Low Budget Agreement** budget, including minimum requirements for the director’s team, will be followed.
- **IATSE (International Alliance of Theatrical Stage Employees):** This organization's minimums cover the salaries and fringes of production, lighting, transportation, and sound crew members. The minimums for an MPA size budget will be followed.

For international shoots, partnerships with unions like the U.K.'s BECTU and Australia's MEAA will ensure local compliance while maintaining flexibility. In developing media markets such as

Dubai or Nevis, non-union shoots may be more feasible due to the availability of non-unionized local talent.

## **Lifecycle of the Project**

### **Acquisition of Material**

The project's content is primarily based on interviews with various guests. Rights agreements for using voices, likenesses, and names in perpetuity have already been secured, ensuring all material is ready for adaptation to other platforms. This step is crucial for a smooth transition from a radio/podcast format to visual media.

### **Development and Pre-production**

Pre-production will involve securing shooting locations and talent and preparing the technical setup. The I.P.'s versatility allows for filming in diverse locations, ranging from Los Angeles, California, to international venues like Dubai or the U.K. During this phase, legal agreements, permits, union waivers, and other contracts will be finalized.

### **Production**

The production phase will involve a combination of smaller-scale shoots and more traditional setups, depending on the location and scale of the project. Local incentives will significantly influence the choice of filming locations for larger shoots. For instance, the 25% tax credit in California, the U.K.'s 53% tax credit, or Dubai's 30% rebate can offset costs for high-profile shoots.

## **Post-production**

Post-production will focus on editing, sound design, and preparing content for distribution. Given the show's multi-platform nature (radio, podcast, TV, and streaming), editing to suit different formats will be a priority. Depending on the scale of the project, unionized post-production teams may be necessary at this stage.

## **Distribution**

The primary distribution targets are streaming platforms such as Netflix, Apple TV+, and Amazon Prime, which offer a global reach that aligns well with the I.P.'s themes of Hollywood, entrepreneurship, work-life balance, and veterans' stories. Additionally, partnerships with Universal Pictures may be considered for a theatrical release, requiring a higher budget, strategic packaging, and a stronger narrative focus.

## **Shooting Plan**

The shooting plan includes thirty-six (36) days of production spread over twelve (12) weeks, with ten (10) days allocated for pre-production and approximately thirty (30) days for post-production. Each host will interview eight guests from a curated wish list, resulting in eight weeks of guest preparation footage, pre-interview clips, full guest interviews, and additional clips featuring a potential special guest for marketing purposes.

## **Domestic Shoots**

Most filming will occur in California, particularly in Los Angeles and San Diego. These locations provide access to up to 25% tax credits, making them ideal for high-quality, cost-effective productions close to the entertainment industry.

## International Shoots

The goal is to minimize international shooting to keep the project within the Moderate Low-Budget Project Agreement and manage payroll for union crew members. However, certain special guests may need to be filmed internationally. Potential locations include:

- **U.K.:** With a 53% tax credit, the U.K. is suitable for high-profile guests or talent-based segments like *Hollywood Holmes*.
- **Dubai:** The 30% cash rebate on production costs makes Dubai attractive, especially for segments featuring international celebrity partners Caroline Stanbury and Sergio Carrallo.
- **Nevis:** Although no specific tax incentives are available, partnerships with local businesses such as hotels help offset costs, making Nevis ideal for more intimate, location-based shoots.

## Union Project

The project will operate under a Moderate Low-Budget Project Agreement (MPA) with SAG-AFTRA, suitable for larger shoots involving prominent talent. IATSE crew requirements may also be necessary for international shoots or complex production setups, depending on the budget and production scale. Currently, all crew and above-the-line rates are set at or above union minimums.

## Incentives by Location

- **California:** Offers film and TV tax credits of up to 25%.
- **U.K.:** Provides a 53% tax credit on qualifying expenditures.
- **Dubai:** Features a 30% cash rebate on production costs.



- **Nevis:** Although there are no formal tax incentives, partnerships with local businesses help reduce costs.

## **Detailed Shoot Plan**

### **Equipment**

The primary equipment will be sourced from Media Box Camera, courtesy of our sponsor and executive producer, Drew Lauer, who will also supply the main crew. The setup will include a versatile array of cameras to suit various shooting needs:

- **Main Camera Options:**

- ARRI Alexa Mini LF
- Canon C500 Mark II
- Sony Venice 2
- Phantom Flex 4K

- **Additional Camera Gear:**

- Three Canon R50 mirrorless cameras for mounted B-roll and handheld footage
- One Canon M50 mirrorless camera for social media videos and YouTube content
- Canon 80D DSLR for extra set photography
- iPhone 16 Pro for live social media content during shoots

This setup allows for a flexible, high-quality production environment that can handle both video and still photography. The iPhone 16 Pro will be beneficial for live streaming and sharing clips on social media during filming.

## **In-Person Filming**

Each in-person shoot will use a three-camera setup to capture multiple angles and ensure dynamic coverage. The setup can be adapted to various environments, such as homes, restaurants, or studios.

- **Camera A:** Mounted mirrorless camera on a slow-moving slider for the main two-shot.
- **Camera B:** Close-up shot of the guest.
- **Camera C:** Close-up shot of the host.
- **Additional Camera:** Mounted in various locations, capturing BTS footage.

We will use the RODECaster Pro for podcast sound mixing, condenser microphones with stands, and a CineLive C1 Switcher for real-time mirrorless camera switching. An audio team, including a sound mixer, will be on set to ensure high-quality sound. Audio will be synced with video in post-production, and live streaming can be facilitated through the Switcher.

Lighting setups will vary based on location and will require a small Grip and Electric (G&E) team. A G&E kit and truck have been included in the budget, along with a production and camera kit from Media Box. The audio team will also rent equipment, including a field mixer, lavaliers, and boom mics.

## **Behind-the-Scenes (BTS) Footage**

An additional camera will document BTS moments at each shoot, capturing setup, candid interactions, and pre-production meetings. This footage will provide viewers with a deeper look into the show's making.

## Production Flow

The production will follow a structured approach, from setup to wrap-up, to ensure efficiency and quality. Each shoot will proceed as follows:

1. **Setup:** Arrive on location, set up cameras, sound, and lighting, and coordinate with the guest and host.
2. **Rehearsal:** Run through the introduction and closing segments with the host, ensuring they are comfortable with the setup.
3. **Shooting:** Once everything is ready, the guest arrives at a later call time (unless the shoot takes place at the guest's home or office). A brief pre-interview and sound check (5-10 minutes) will precede the main interview, which will be captured using a three-camera setup.
4. **Wrap-up:** After the interview, equipment will be carefully packed and organized, especially at more intimate locations like private homes.
5. **BTS Video:** The entire production process will be filmed for behind-the-scenes content.

The development of *In The Hot Box Studio* will capitalize on its adaptable format and broad appeal. With diverse segments covering universally relatable themes, a mix of union and non-union agreements tailored to production needs, and strategic location choices for tax incentives, the project is designed to transition from a radio and podcast format to a successful visual media platform. Additional behind-the-scenes footage will provide an extra layer, making this documentary not just about the stories it tells but also about bringing them to life.

## Directors

The following influential documentary filmmakers have a strong track record in media, art, and cultural storytelling. Their expertise in capturing human ambition and power dynamics makes

them suitable for documenting the lives of high-profile individuals and the creation of interview opportunities:

**1. Brett Morgen**

- Specializes in cultural icons, with notable works like *Kurt Cobain: Montage of Heck*, *Jane*, and a recent David Bowie project.

**2. Ava DuVernay**

- Brings a socially conscious lens to her projects, including *13th* and *When They See Us*, exploring themes of racial inequality and justice.

**3. Heidi Ewing**

- Known for empathetic storytelling in films like *Detropia*, which balances personal narratives with social issues.

**4. Steve James**

- Skilled in capturing personal stories that connect to broader themes, as seen in *Hoop Dreams* and *Life Itself*.

**5. Kevin Macdonald**

- Explores music, history, and cultural icons in films like *One Day in September* and *Marley*.

These famous directors bring a wealth of experience in unraveling complex stories, making them well-suited for capturing the essence of influential guests and the production process.

## **Guests**

Potential high-profile guests for interviews. Additional guests will be considered through existing networks, agents, or managers. We aim to choose eight (8) from this list:

- Vince Vaughn

- Caroline Stanbury & Sergio Carrallo
- 50 Cent
- Bradley Cooper
- Tom Brady
- Mark Wahlberg
- Elizabeth Hurley
- Cole Hauser
- Jillian Michaels
- Andrea Bocelli & Veronica Berti
- Richard Tyler “Ninja” Blevins
- JT Foxx & CEO Francie Baldwin (Brand Authorities & Partners in booking Celebrities)

## **Producers:**

- **Executive Producers:** Alexandra Leiser, Wanda Lawson, Todd "Hollywood" Holmes, Drew Lauer, Mareo-Ahmir "Doc Reo" Lawson
- **Line Producer:** Melissa Larsen
- **Producer/Hosts:** Johnnie Morris, Robert Graves, Todd "Hollywood" Holmes, Mareo-Ahmir "Doc Reo" Lawson, Christina Linhardt

## **Production Team**

- **Creative Executive Producer:** Mareo-Ahmir "Doc Reo" Lawson
- **Executive Producer:** Drew Lauer
- **Line Producer:** Melissa Larsen
- **Production Coordinator:** Otibho Okojie
- **Production Assistants:** Ayah Touni, TBD

## Camera Team

- **Director of Photography (A Cam):** Bradley Stonesifer
- **Camera Operator (B Cam):** Nick Savander
- **1st AC (A Cam):** Darrell Nash
- **2nd AC (B Cam):** Scott Garrison
- **B-Roll Camera:** Taha Sobani
- **DIT:** Lanlin Wong

## Audio Team

- **Audio 1:** Brian Lahiere
- **Audio 2:** Darren Bell

## Electric & Grip Team

- **Gaffer:** Ron Arredondo
- **Key Grip:** Torrey Schoerner
- **G&E Swing:** Tom Mishima

## Art Department

- **Production Designer:** Cristobal Valecillos
- **Art Assistant:** Anna Kasper

## Social Media Strategy:

Our comprehensive strategy aims to build a grassroots following and transition into a large-scale campaign. We blend organic and paid content to generate widespread buzz and

ensure a successful documentary launch. Since our strategy required creating a breakdown, we added links for the social media campaign plan, our proposed budget, and our press kit below.

- Social Media Campaign
  - <https://storage.googleapis.com/msgsndr/IJE6cDDM2FIDksKo7NjE/media/67121a26e54dfa3abaca7be1.pdf>
- Press Kit
  - <https://inthehotbox.com/press>
- Current Budget
  - <https://storage.googleapis.com/msgsndr/IJE6cDDM2FIDksKo7NjE/media/67121a269663ed4e960c59d7.pdf>

Our strategy will involve collaborating with influencers and inviting them to events funded by partnered event companies, which allow investors to build relationships with influencers and open doors for us to include influencers in previewing dailies. We can also invite influencers to a private premiere, hoping they will share positive feedback about the film with their followers. As the project and grassroots community grow, we will consistently develop a variety of social media, radio, magazine, newspaper, billboard, and television advertising campaigns to market our podcasters, guests, team, and documentary film.