

**SHOW TITLE:** College Confessions

**GROUP NAMES:** Genesis Obando, Ciara Rolle-Harris, Malinda DiPasquale, Tiffany Moran

**SHOW DESCRIPTION:** Our show details the lives of college students at various schools on the East Coast. It's a reality show that relies a lot on audience engagement with casting and promoting the show.

# COLLEGE

Confessions 🤔 🤫

By: Genesis Obando, Ciara Rolle-Harris, Malinda DiPasquale, Tiffany Moran

## Client Pitch

# Logline

“See how the pressure and reality of college is reshaping the lives of young adults.”

# Background

- Each episode is about one confession from students and follows them for whole week dealing with this confession
- Some scripted elements but based on true stories
- Different characters every episode
- Seasons:
  - 8 episodes per season
  - Profiles students from colleges in specific states
    - Ex: Season 1 (New Jersey), Season 2 (New York), Season 3 (Ohio), etc.
- Airing every Wednesday, 8pm EST
- Telling the stories of college students
  - Relatable for people with different backgrounds/experiences
  - Entertainment of reality TV

# Youtube Premium/Originals

- Ad-supported show available for a limited time to non-Premium members
  - Premium members get all access and no ads
- Makes it accessible for a college aged demographic
- Our target audience (18-25 years old) more likely to watch Youtube content



# Demographics

- *18-25 years old*
- Women
  - Reality content tends to appeal more to women
- Having male students featured will attract a male audience
  - Openly discussing issues men deal with (sexuality, mental health, etc.)
- Interacting with the audience will give us an idea of the stories people have and the content they want to see and we create based on that.

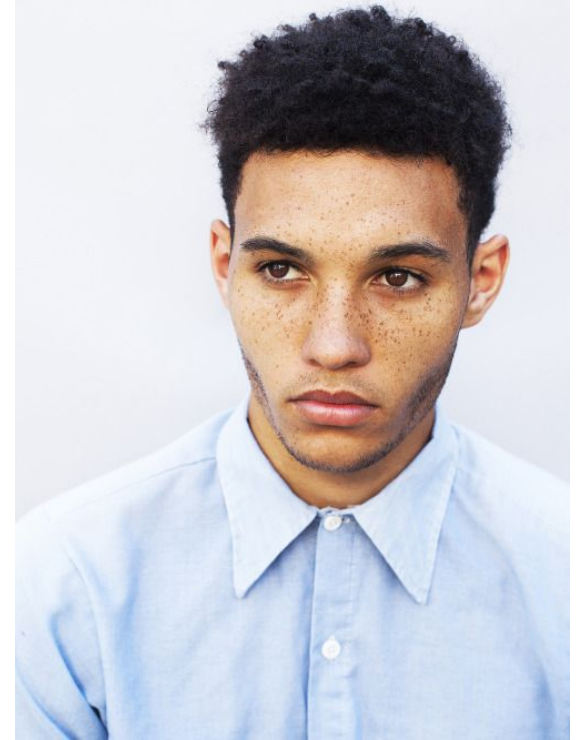
# Character Bio #1 (Ep.1)

- Zoe Batista, 21/MSU 2020/ TVDM, Minor in Business Administration
- She works as an administrative assistant at a law office making \$13/hr
- Applebees \$5/hr plus tips, some nights/weekends
- She's trying to land a paid internship because she needs money to pay for school and bills at home
- Her relationship is taking hit because all she does is school and work and she doesn't see her boyfriend a lot. Her boyfriend is her best friend and she feels bad drifting away from someone so close to her.
- She's conflicted, tired and always stressed. Yet feels like no matter what she does isn't enough.



# Character Bio #2 (Ep.2)

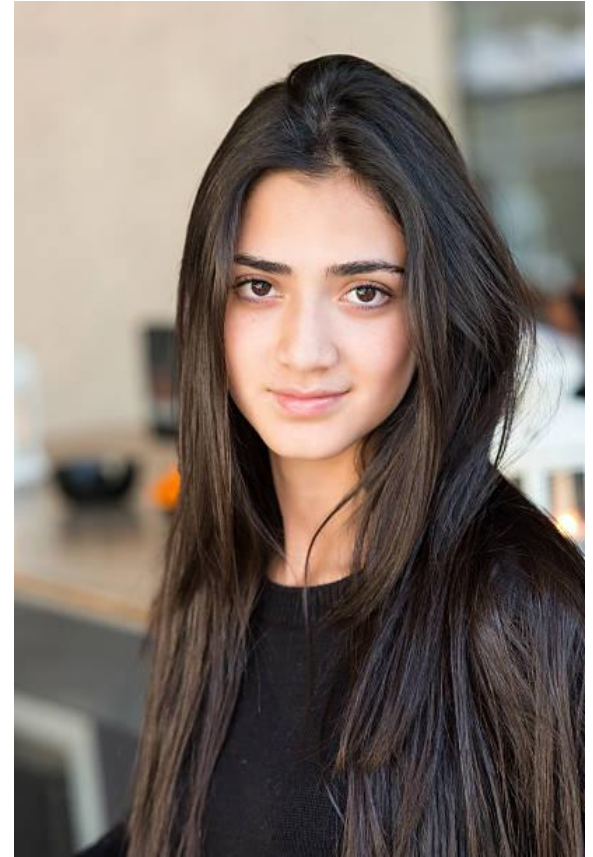
- Adam Williams, 21/Rutgers New Brunswick 2020/ Engineering Major
- Williams currently has two internships within his field and loves his college experience.
- He has a small family and currently lives on campus with his best friend.
- Often times he's sad about not seeing his girlfriend as often as he would like to.
- The distance between them has caused him to be unloyal but Zoe doesn't know that yet.
- He wants to break up with Zoe but he's scared it'll hurt too much.
- He's one of the only POC in his program and deals with severe anxiety.
- The second episode will focus on his insecurities and flaws as a growing man.





# Character Bio #3 (Ep. 3)

- Jenna Vega, 18/TCNJ 2023/Nursing
- From Punxsutawney, PA
- Wants to switch major from Nursing to Art, but fears conflict with her parents because they think that Art isn't practical
- Fears that parents will stop helping financially if she switches majors
- Jenna is also exploring her sexual identity and is afraid of coming out to her parents
- Grew up in a religious household
- Increasing conflict with parental expectations about major and identity



# SOCIAL MEDIA PLATFORMS



Posting weekly  
episode



3x a day



3x a day



Monthly Contest

# Take away

- We want our show to
  - Encourage representation of all races, ethnicities, genders, sexualities, religions, etc.
  - Encourage a conversation about certain issues that college students face
- Scripted shows today touch upon topics/issues, but they barely graze the surface of what college is like for real people
- Ex: Grownish
  - Representation for the black community
  - Attempts to deal with social issues
  - The issues often miss the mark because the friendships and relationships don't seem organic
  - Lessons are force-fed
  - Touches upon partying, drinking, drugs, and relationships, but the relatability is somehow lost

# Who we are

- We want our characters and audience to have a genuine connection
  - Show the genuine and authentic reality that is life as a college student
- We want our show to present truth behind each person's story that we share to help others feel validated in their own college journeys, stories and obstacles
- We want to go beyond what scripted show topics graze the surface of
  - College is more than drinking and parties
  - College is community, self identity, mental health, conflict, relationships, work, etc.
- We want to listen to our audience, answer their questions, and show truth behind each story that is profiled per episode

- Issues like mental health, sexuality, financial struggles etc. are becoming more known
  - Young people are open to talking about their struggles and educating others
- Our show will highlight all these issues and show how real these struggles are and their causes and effects
- Gives a platform for young adults to share their stories/struggles while also educating and helping others.

# Why we matter now?

## CT colleges 'swamped' by students' mental health needs

By Kathleen Megan, CTMirror.org

Updated 9:52 am EST, Monday, December 9, 2019

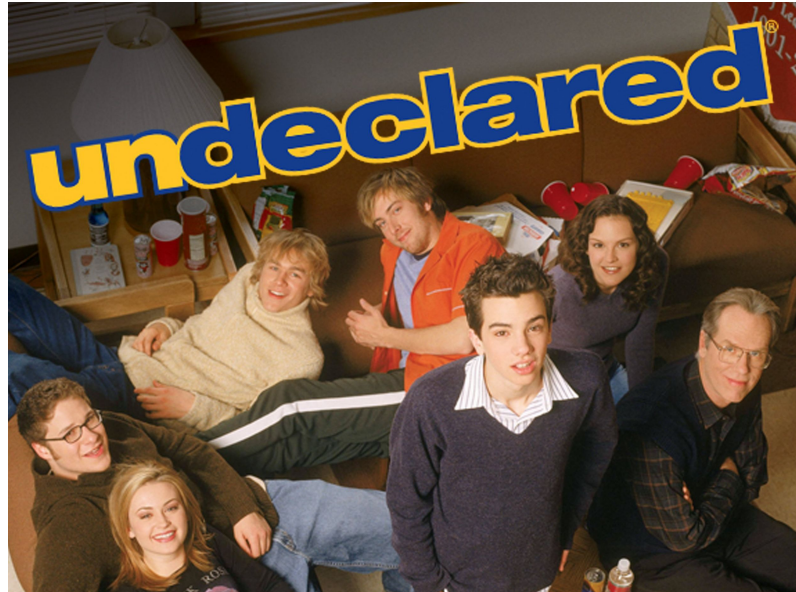


Photo: Peter Hvizdak / Hearst Connecticut Media File Photo

## Rejecting Perfection

Coming of age in the Instagram era, today's teens and young adults have been instilled with a unique, digitally native brand of image-consciousness. As a reaction to the perfectly polished, highly aspirational image that many brands and influencers have projected online, many younger consumers are now taking a rawer approach to personal identity and self-expression that is more similar to real life.

**We are creating content for the next leading generation. A generation that craves authenticity and connection.**



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