



PRIME MINISTER

PLOT

LOGLINE

Prime Minister takes us through the slightly absurd underbelly of Caribbean politics: creative corruption, international intrigue, political pandering and constant cover-ups, all through the eyes of its young, charismatic leader. Behind the mask of the island's alluring beauty is orchestrated chaos, a PR strategy of likes and views, tweets and IG's.

SYNOPSIS

Prime Minister - an unfortunate comedy series.

Welcome to the islands of St Marcelle, the hidden jewels of the Caribbean - the place where we find the funny in the tragic. The three beautiful islets are an obvious tourist and tax haven for the wealthy and perfect for international money laundering. It is of great interest to the Chinese who see its location as critical to their plans to build a canal. It is of great interest to the Americans because it is of great interest to the Chinese. There is Venezuela, suspicious of the US; they must keep careful watch of the island and its politics. And, then, there are the occasional drug smugglers and gun-runners passing through.

A convoy with flashing lights races through the countryside of the island of St Marcelle. The car at the center of the convoy carries the reluctant Prime Minister, Frankie Emmanuel. He is on his way to the funeral of an ordinary woman, a member of his constituency - a regular pastime of a St Marcellean politician. He is reluctant to go to the funeral and even more reluctant to play the role of Prime Minister. He only ran to spite his father and to honour his late grandfather, Francois, the island's first Prime Minister. He wasn't supposed to win. But, his good looks, Brown-skin, charm and wealth enchanted the masses

and made them vote for him. In a country where eighty percent of the people are poor, corruption seems impossible to stamp out, international interests has more weight than that of its people, voting on substance is deemed an exercise in futility. Your vote is better served if given to those who give handouts and Christmas treats, who show up to the funerals of their constituents and pay to bury the dead, who talk 'nice' and 'look good' on tv. Frankie always hated this about his countrymen. It was all too easy for him and, now, he is stuck.

He is not ruthless, but a man of few morals. He feels that he has a monarchical entitlement, even if he doesn't always want it, and is resented by members of his own political party and distrusted by his opponents because of it. He doesn't understand the language of the masses and looks to his Personal Assistant to be his interpreter - the go-between him and the people he governs. His PA, on her own initiative, consults with the power elite and communicates the official government guidelines and policies to the People via Twitter, Instagram and Facebook. And no one is left out, for, here, even the homeless have a smartphone.

She has Frankie's trust, but only 70% of it. Her deliberate (mis)interpretations often bring him to the brink of scandals and gets him into uncomfortable situations. If he were wiser, he would trust her only 40%.

Frankie's journey through St Marcellean politics gradually opens his eyes to the alternate world and harsh experiences of his constituents. As he evolves in his role as Prime Minister, we begin to love him, and his compassion for his people grows.

This 10-episode series takes us through the underbelly of Caribbean politics, which, in itself, is laughable. Although not with the absurdity of *Veep*, it comes close. Set against the background of a seemingly post-colonial Paradise, there is creative corruption, international intrigue, political pandering and constant cover-ups. All this, presented with real storylines available from all over the developing world, where this is the unfortunate reality. It's not that different from 21st century-first-world politics, it's just that, here, it is the accepted norm.

St Marcelle: a contradiction. Independent, yet dependent. It is a small country full of proud people, easily seduced by powerful countries who come bearing gifts in one hand and demands in the other. Outsiders see the islands and think 'paradise', but it's an illusion. Behind the mask of its alluring beauty is managed chaos.



TONE

CHARACTERS



FRANKIE EMMANUEL

37, is an outsider. Though he has no fake tan lines and prefers to reach for a woman's hand rather than her 'privates', he is the Caribbean's better version of Trump. And, 'they' all want something from him.

Suggested Talent:
**Boris Kodjoe/
Shemar Moore**



ABBY "SLIM" SAMUELS

Frankie's personal assistant, a political die-hard, works overtime to ensure that he is a successful and loved politician: someone who has good intentions with a smidgen of corruption and dishonesty.

Suggested Talent:
Nadean Rawlins



SUEYEN EMMANUEL

Married Frankie for his money and has gotten even more than she bargained for: first-lady status; power; and access.

Suggested Talent:
Nicole Ari Parker



SUSAN SCHRADEL

The US Ambassador to St Marcelle, and friend of the current President of the USA sees Frankie as the son she never had and never wanted. She spends her time trying to protect him and to mold him into the man she imagined her child would have become.

Suggested Talent:
Sigorney Weaver



AMBROSE BUCHANAN

The unfortunate leader of the opposition, is just as crooked but not half as young, bright or good looking as Frankie. And, oh, how he hates him because of it. He copies Frankie's style, speech, gait, slowly morphing into an older, less attractive version of the PM. Ambrose even occasionally visits the salon to have his hair 'slightly' texturized to match that of Frankie's.

Suggested Talent:
John Dramani Maham



MARC & EMILY EMMANUEL

Frankie's wealthy parents, don't care much for politics or service-to-country. They are the 1% who often pull the strings behind the political scene.

Suggested Talent:
Roger Guenveur Smith & Victoria Rowell



GERALDINE EMMANUEL

Frankie's only sibling and the reason why Frankie can't fail. There is room for only one failure in the Emmanuel family and she has filled it.

Suggested Talent:
Sharea Samuels



JOHNNY HOUSEEN

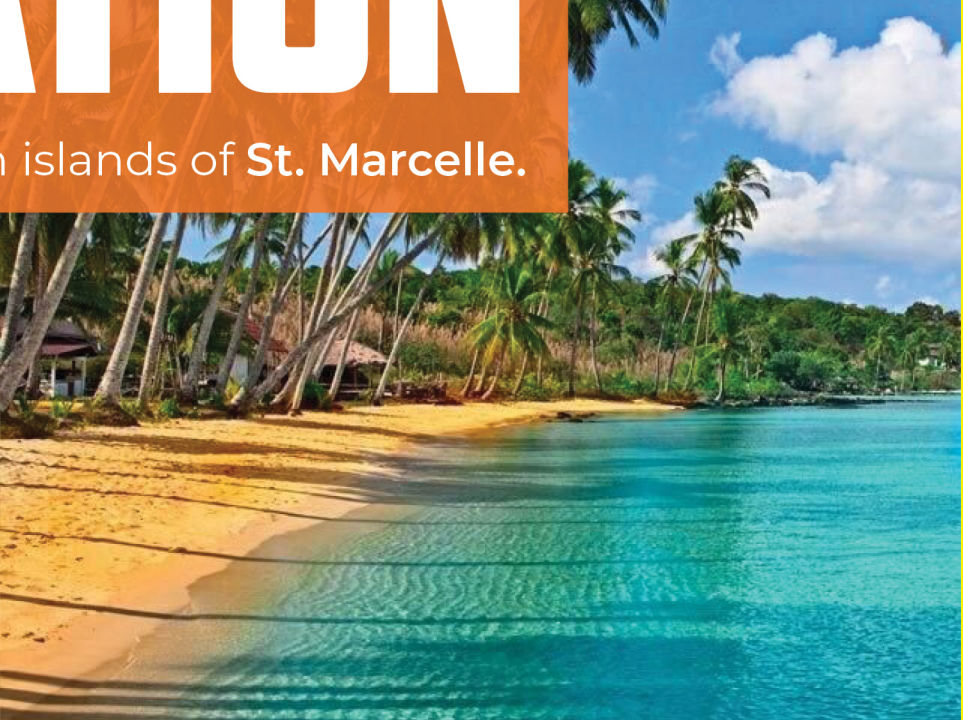
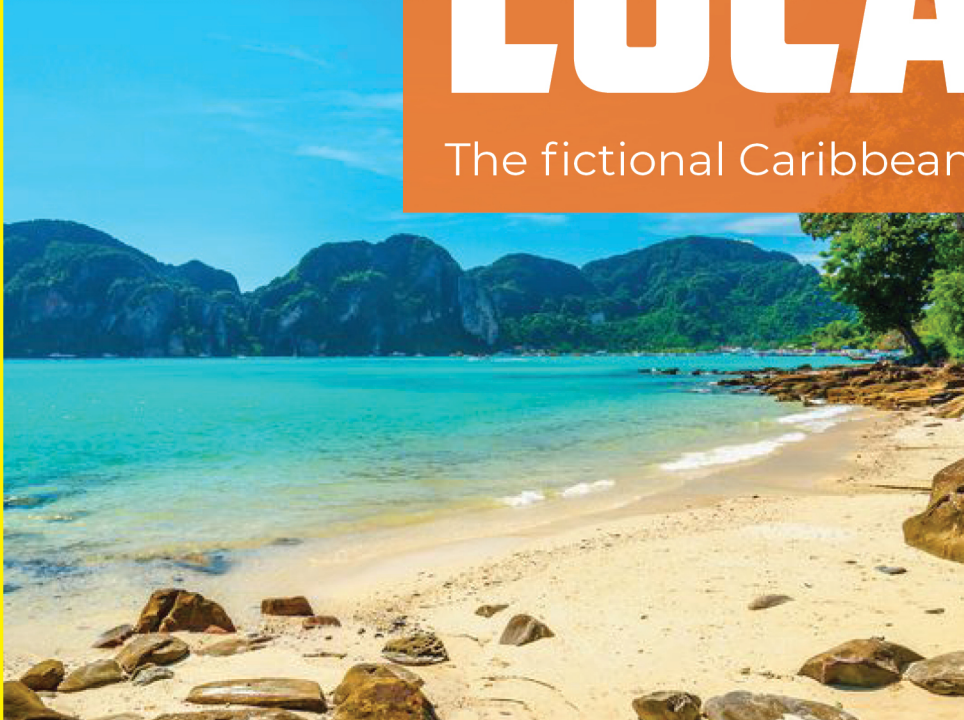
Retired English Premier League football star, is Frankie's best friend and chief advisor who offers him a respite from the chaos and an endless supply of weed.

Suggested Talent:
**Usain Bolt/
Tyler James Williams**



LOCATION

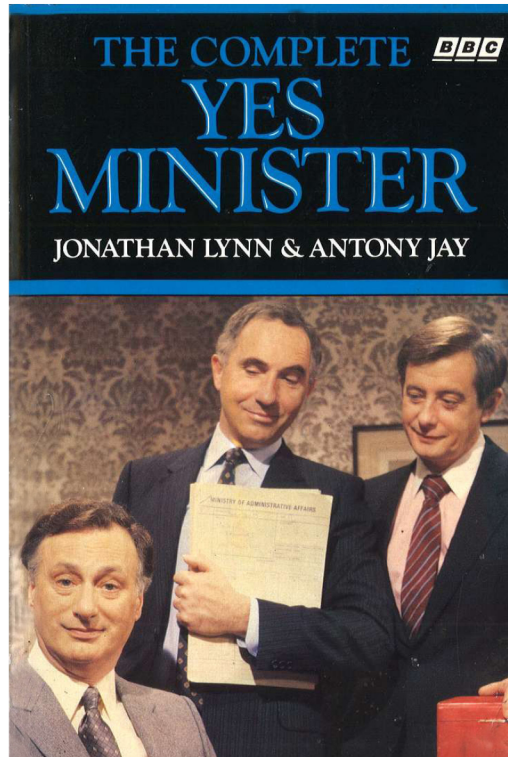
The fictional Caribbean islands of St. Marcelle.





VEEP - HBO
TV SERIES

Viewing figures:
Season Five - 1.5 Million
(June 2016)



YES MINISTER - BBC
TV SERIES

Critically acclaimed as “the gift that keeps giving”. An instant classic when it was first broadcast on BBC Two in the United Kingdom in 1980 and a big hit in South Asia.



HOUSE OF CARDS - NETFLIX
TV SERIES

Viewing figures:
Season Five - 4.4 Million
(May 2017)

COMPARABLES

MARKETING PLAN

Story by **Natalie Thompson** and **Amba Chevannes**

Script by **Amba Chevannes**

A Comedy with Social Awareness.

Set against a small fictional Caribbean “paradise”, this limited series in English has continuous storylines crossing and interlacing over ten 60-minute episodes with the option to renew. It follows our hero, who whilst facing adversity from a colourful array of political alliances, interfering diplomats, associates, friends, family and constituents discovers the answer to effective leadership for his people and country.

The Company

Prime Minister is a part of the Reel Jamaica Slate. Reel Jamaica is a development slate made up of two companies Cinecom Productions and 1962 Productions. The principals of these companies are producers Natalie Thompson and Justine Henzell. The company was set up to create and develop Jamaican stories for Film and Television along with talented Jamaican and Caribbean writers capturing the true essence of the region. The Regional brand is culturally strong with our music leading the way. However, our variety of stories and ability to share them has always been strong; a result of a diverse history of colonization, mixed with cultural infiltration.

Market Analysis

There was a time when the major markets in the developed world did not know or want to know anything about the developing world. In the last 20 years, the world wide web has brought Global recognition to the forefront but through the accessibility of Cable the developing world knows the “underbelly” of the developed world a lot more than vice versa.

Prime Minister flips the switch in an entertaining way:

- The subject matter of Politics and comedy is not new, the very successful British TV series “Yes Minister” ran for the entire 1980’s and still has online viewership.
- As a scripted comedy series, it takes a unique look at Government in what, to the outsider, is Paradise. More than a beautiful backdrop, we can take a realistic and satirical look behind the curtain, less obvious, no clichés.
- The characters are relatable, because although they may not live in the first world, they are a people heavily influenced by the developed world. Closeness, the Internet and TV. Despite this, the Caribbean culture of Carnival and a laid back attitude is still strong.
- There are new watching trends where the limited series on Netflix, Amazon Prime and Hulu have opened stories of diverse cultures to the willing viewership of the US and larger markets, but there are also smaller markets where this series would also hold a strong viewership. “To be a successful global service, we need to be more than Hollywood to the world” Reed Hastings CEO Netflix 2017.
- The new consumer trends in the Television industry suggest that themes of Social engagement, not limited to social media and complex characters appeal to the more educated audiences. At the same time comedy appeals to most audiences.
- Prime Minister goes beyond the stereotypes of your vacation haven but at the same time will bring the fun and perhaps touching an amusing similarity to politics on a global scale today.

The Primary Market

Our primary market is Global - young adults between 18-40.

A large percentage of the developing world has access to a phone or a tablet. This is how the people receive their news and are entertained. They are more willing to pay to watch Television shows through mobile data than to pay for Cable TV or the Cinema. The story we tell is a story they know, they speak of and they laugh at, every day. To the larger markets, is a 60 minute dramedy which will to them be strangely relatable.

Seeking

Sales Agents who recognize that there are not only to the large markets but an even larger world population who ALSO binge watch the streaming networks.

Development Funding to write and develop a different kind of series that features the themes of the popular South American “Telenovela” mixed in with the intrigue and dramatic of the one hour drama with the absurdity and hilarity of what politics has become.

Producing Partners willing to go where others have not been yet . Developing a story in Paradise which does not only use the beautiful backgrounds to enhance their story but rather to make the backgrounds and the sometimes invisible and clichéd people, the story.



AMBA CHEVANNES

AUTHOR

Amba Chevannes completed an MFA in Dramatic Writing in 2001 from Tisch School of the Arts, NYU and returned to Jamaica a year later to pursue a career in both screenwriting and playwriting. Since then, she has lectured in both art forms at Edna Manley College of the Visual and Performing Arts, Media Technology Institute and, presently, at The University of the West Indies, Mona.

She has conducted playwriting and screenwriting workshops in Europe and in several countries across the Caribbean and has provided script analyses and script development services to screenwriters in the Caribbean. She has acted as adjudicator for playwriting festivals in Jamaica and screenwriting competitions in Trinidad and Tobago.

Recognized as a leading screenwriter in the Caribbean, Amba's work speaks beyond race, class, gender and other socio-political and cultural boundaries. Her style ranges from drama to comedy to the absurd and her stories often take us into the hidden spaces of our societies and invite us, through laughter and tears, to face our own humanity. Her work has been produced for local television and her plays have been staged in Jamaica as well as in Europe and North and South America.

In early 2008, she added the title of 'theatre producer' to her portfolio when she became a partner in MADKOW Productions.



NATALIETHOMPSON PRODUCER

Natalie Thompson is a Jamaican born Filmmaker and development and production specialist. She studied Drama at the professional Theatre at Edgecliff College in Cincinnati, Ohio before graduating with a Degree in Drama and Communication Arts (Film and Television) from the University of Windsor in Canada. Natalie returned to Jamaica and after 2 years as a director at Noble Film Productions, she formed Cinecom Productions Limited in 1975. She quickly established herself as an award-winning commercial, documentary and industrial film producer, director and editor but wanted to move on to working with narrative projects.

Since 1980, Natalie has worked as a Production Manager and Line Producer on various feature films and TV productions shot on location in Jamaica. These include ***Cocktail, Cool Runnings and Instinct for Disney, Prelude to a Kiss, How Stella Got Her Groove Back and Knight and Day*** for Twentieth Century Fox. In Television she has Managed ***Small Island*** for Ruby Films/BBC, ***Luke Cage*** (Jamaica Episode) - Marvel Films, and ***Top Boy*** (Jamaica Episode) for BBC. She has managed several Independent Feature productions including ***Popcorn, Milk and Honey, Almost Heaven, Treasure Island*** and ***Marley*** and local Jamaican productions ***Third World Cop, Ghetta Life*** and ***Sprinter***.

A past member of the International Board of Women in Film and Television, Natalie has been developing Jamaican and Caribbean content over the last ten years.



JUSTINE HENZELL PRODUCER

Justine Henzell is an independent film producer and oversees the legacy of ***The Harder They Come***, the award winning movie, co-written, produced and directed by her father, Perry Henzell, which continues to reach a global audience 45 years after its release.

Henzell has directed two feature length documentaries highlighting the history of Jamaica. ***One People - The Celebration*** and ***Jamaica Arise***. She is a founding member of the Jamaica Film & Television Association (JAFTA) and in 2016 initiated JAF TA Propella! which supports the production of 5 short films by Jamaican filmmakers annually.

Henzell is passionate about nurturing emerging talent and so has formed the Creatrix Collective to produce content exclusively directed by Jamaican women.

In addition to her work in film Justine is a Co-Founder and producer of the Calabash International Literary Festival which was first staged in 2001.

CONTACT

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