

USSR



By Kelli, Nate, Mack

Series Overview

- Our series will take place in Russia during 1884 until the mid-1953.
- We will be covering Stalin's reign in Russia over the course of this time. We will be looking at how he operated his government and the collateral impact on personal lives of not only his own family, but multiple families over the course of 3 seasons (30 episodes).
- The series is fiction with addictive appeal and cliffhangers but loaded with historic facts and gives the audience a very upfront and personal voyage of the life of a **Kulak** family in Russia.



Season 1

- Focuses on Stalin and his background, and introduces a kulak family with the last name of Egorov and their background
 - Stalin: Good and first, then turned bad
 - Good at school
 - Got into fights
 - Called himself atheist then turned to Marxism and social-political theory
 - Egorov: Good background
 - Family owned small plot of land 3 hectares approximately 7 acres
 - Their land has been passed down from generations

Season 1

- We will follow the lives of Stalin and Egorov
 - What hardships they face individually
 - Stalin:
 - War
 - Power
 - Losing his wives
 - Hatred
 - Luka Egorov:
 - Peasant Farmer
 - Relationship with family dynamics
 - Learning family farming business
 - falls in love with a young city girl whose father is a Russian political enforcer, and how their lives are torn apart. This will be addressed in season 2

But we will tie them together as the season continues. Eventually they will cross paths in future episodes.

Setting Mapped



Season 2

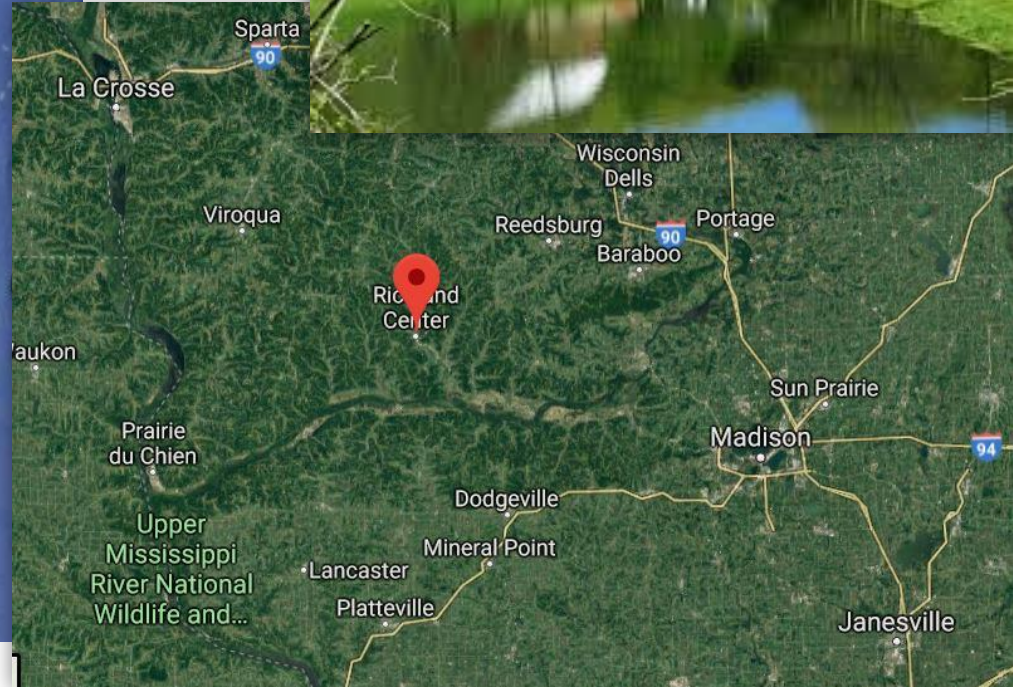
- The political umbrella over season 2 is Stalin's collectivisation in which landowning farmers were arrested and sent to Siberia or executed in mass exterminations.
- Kulak: Hard working family life these kulaks are equivalent to the United States working class citizens but were thought of as being wealthy by the people living in poverty.
- But the main focus of season 2 is on an individual kulak family how struggles to run their family farming business. Elements of romance and conflict are strong in this series.
- You will see how the political decisions of Stalin in his competition to make Russia an industrialized nation does so at the expense of millions of kulak families livelihoods and forced starvation and mass genocide.
- We will show this through season 2 kulak rebel son falls in love with a young city girl whose father is a Russian political enforcer, and how their lives are torn apart.



Season 3

- Stalin's family life through the eyes of his daughter
- Season three takes place in Russia, the United States, India and the UK.
- In this season, we will focus on Stalin's daughter Svetlana Alliluyeva
- But we will also have some parts of this season through the eyes of Luka as an older man and how Stalin's political policies were later viewed by the world.

Richland Center, Wisconsin



Major Characters

Joseph Stalin (old):
Sylvester Stallone

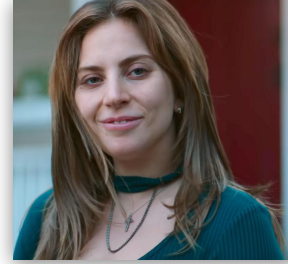


Svetlana Alliluyeva
(Stalin's daughter):
Chloe Grace Moretz



Later changed her name
to Lana Peters.

Dina Egorov (mother): **Lady Gaga**



The young mother
and family business
leader.

Luka Egorov (son): **Rami Malek**



Rebel son

Guest Starring:



Kato Svanidze
(Stalin's 1st wife):
Kirsten Dunst



Nadezhda
Alliluyeva (Stalin's
2nd wife): **Diane
Kruger**



Joseph Stalin
(young adult): **Zayn
Malik**

Joseph Stalin (kid):
Max Charles



Secondary Characters

Adolf Hitler: **Anthony Hopkins**



Vladimir Lenin: **Jack Nicholson**



Hitler's right hand man: **Hugo Weaving**



Stalin (Middle-Aged): **Sacha Baron Cohen**



Stalin's right hand man: **Joaquin Phoenix**



What network should we broadcast on?

1. History Channel



2. HBO/Showtime



- Our target audience will be those whose ancestors survived Stalin's reign or anyone who is interested in learning about the Bolsheviks, USSR, Communism, and Stalinism-Leninism. Also some professors of history can show this to their classes.
- HBO is owned by Warner Media LLC, which is owned by AT&T in the bigger picture
- Showtime is owned by CBS Corporation
- The History Channel is owned by A&E Entertainment

How this program fits and how we will promote it:

- Vikings was a success in the primetime slot.
 - Got a lot of good reviews as the flagship show in 2013
- We have a show that is similar enough in essence to capture the same audience group, and even expand upon the past viewership.
 - Graphic content
 - Immersive storyline
 - Beautiful scenery
 - Historical relevance and aspect
 - Intriguing characters



Promotion:

- Billboard full colored
- Twitter, Facebook, Instagram
- Youtube tailored ads
- Could also be promoted on A+E Subsidiarity



Air Time

- **Wednesday** (8:00 ET)
- Fills **1 hour** T.V. slot
- Popular History Channel show, Vikings, has been running since 2013. USSR is ready to take over the weeknight time slot.
- Our pilot episode will be plotted as such...
 - 13 minutes-Setting and Character establishment
 - 4 minute commercial break
 - 15 minutes-Content/Plot
 - 6 minute commercial break
 - 10 minutes-content
 - 2 minutes commercial break
 - 10 minutes-wrap up + cliff hanger + a look at the next episode
- We can precede our program with and old episode of Vikings, and follow our show with an episode of Ancient Aliens



Program Concept

- Our program is an original program
- USSR is a powerful original mini-series with tremendous network opportunity.
- It appeals to a wide audience in age range **15-80**
- It is full of action
- It is rich with historical information.
- It is original content loaded with all the landmark themes that make a mini series successful.
- We think that this program can run a solid **3-5 years** due to all of the information that we pack into each episode. Through introduction of new characters throughout each season, and we have numerous plot twists that will have our viewers on the edge of their seats and wanting more.