

New Originals Concepts

Six original concepts in development — presented for prospective buyers and production partners.

Scripted series — **Title Card**

Documentary series — **A Thousand Words or More**

Unscripted series — **No Brown M&Ms**

Documentary — **Peel Slowly and See: The Story of Album Covers**

Documentary — **The Rilly Big Shew!**

Documentary — **Pauli Murray: Social Justice Warrior**

Each concept is presented with its logline, a description of the program, and its current development status. Full treatments and supporting materials are available on request. A full Title Card pitch deck is available on request.

Contact: Dwayne Ballen, Black Ruby Media — dwayneballen.com

DOCUMENTARY SERIES

A Thousand Words or More

LOGLINE

Three photographs per episode. The photographers, subjects and witnesses take us behind images that shaped how we see the world — revealing the circumstances, choices and human stories the frame cannot show on its own.

WHY IT TRAVELS

A repeatable, anthology-friendly format with a clear episode engine: iconic images everyone recognizes, and the untold stories behind them. Scales across eras, subjects and territories, and lends itself to both prestige single episodes and returning seasons.

DEVELOPMENT STATUS

Proposed — in development

Full treatment and supporting materials available on request — Dwayne Ballen, Black Ruby Media — dwayneballen.com

UNSCRIPTED SERIES

No Brown M&Ms

LOGLINE

A light-hearted documentary series investigating the surprising requests in entertainment contract riders — and the practical needs, personalities and backstage stories behind them. Each case is reported and verified rather than taken at face value.

WHY IT TRAVELS

A title everyone in the business already knows, opened up into a warm, funny, insider's look at how live entertainment actually works. Journalism with a smile: every episode verifies its story, which separates it from gossip and gives it credibility with buyers and audiences alike.

DEVELOPMENT STATUS

Proposed — in development

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DOCUMENTARY

Peel Slowly and See: The Story of Album Covers

LOGLINE

A feature documentary on album art as music's visual language: the artists, designers, photographers and fans behind covers that turned a record sleeve into a cultural statement, from intimate portraits to provocation and protest.

WHY IT TRAVELS

Music documentaries consistently travel. This one owns a distinct lane — the visual culture of music — with a deep archive of beloved imagery, strong interview access across art, design and photography, and natural soundtrack appeal.

DEVELOPMENT STATUS

Proposed — in development

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DOCUMENTARY

The Rilly Big Shew!

LOGLINE

A feature documentary exploring The Ed Sullivan Show as a shared stage for twentieth-century American culture — from variety acts and musical breakthroughs to the show's fraught relationship with race, taste and television gatekeeping.

WHY IT TRAVELS

One stage, twenty-three years, and nearly every major cultural figure of the century crossed it. A rich archive story that is simultaneously entertainment history and a serious look at who was allowed through the gate — and who was not.

DEVELOPMENT STATUS

Proposed — in development

Full treatment and supporting materials available on request — Dwayne Ballen, Black Ruby Media — dwayneballen.com

DOCUMENTARY

Pauli Murray: Social Justice Warrior

LOGLINE

A feature documentary about Pauli Murray, the legal thinker, writer and Episcopal priest whose work crossed the fights for racial and gender equality — and whose personal life complicates any simple account of a trailblazer.

WHY IT TRAVELS

A towering American figure whose influence on landmark civil rights and gender-equality law is still being discovered by wide audiences. A portrait with legal, historical and deeply personal dimensions — the kind of story that defines a documentary slate.

DEVELOPMENT STATUS

Proposed — in development

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Title Card

The Larry Sanders Show, inside the broadcast booth.

LOGLINE

A scripted dramedy set inside the crew that puts a live sporting event on air for a major network — the producers, commentators, field reporters and control-room operators whose names never reach the broadcast. The engine is the personal anxiety and neediness the polished broadcast cannot show.

THE TITLE

The title card is what the audience sees at the top of every game — the moment the announcer welcomes them in. It is a promise of polish. The series lives in the gap between that promise and the people keeping it.

THE ENGINE

A fictional on-air announce team and an incredibly controlling producer whose need to run the broadcast is what keeps breaking it — a play-by-play voice who cannot stop performing, a colour analyst whose expertise is his only argument for staying, a field reporter whose access is her ambition, and a widening circle of characters around them.

THE GUEST LANE

Real sports and entertainment figures appear as themselves each episode — in the booth, on the sideline, in the green room. A core ensemble carries the series; the guests renew it.

THE DISTRIBUTION CASE

No sports rights required. The drama lives in the headset, not in game footage — no league windows or clip clearances hold up delivery or limit territories.

A one-sentence pitch. The tonal reference is instantly legible to buyers and audiences in any market.

A guest engine. Each episode brings a new name — a fresh marketing and press beat, every week.

A contained cost profile. Booth, truck, control room; single-camera; one sport. A shape that supports co-production and international sales.

A format that travels and recasts. Every territory broadcasts live sport; character profiles are built to adapt.

DEVELOPMENT STATUS

Pitch ready — full pitch deck available on request.

Tonal reference only: HBO's The Larry Sanders Show. No affiliation, attached talent, network, rights or financing is implied.

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