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| jPod | Kam Fong Blog | Prepared for: jPod Production Team |
| | Creative Outline | Prepared by: Graham Huber |
| | | Revision #: 1.2.0 |

Creative Outline

Kam Fong Blog

Prepared for: jPod Production Executive

Prepared by: Graham Huber

Contributors: Graham Huber

October 17, 2008

Revision Number: 1.2.0

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1.0 Executive Summary

1.1 Overview

KAM FONG'S BLOG is the Internet presence for the character of Kam Fong. The creative concept blurs the line between fiction and reality by portraying Kam Fong as the author and producer all of the content, which is consistent with his established character traits and role within the series, and reflects his personal values and interests. The site's presentation is believable as one Kam Fong would choose to present such information to an online audience.

1.2 Objectives

- ▶ Develop content in the "voice of Kam Fong".
- ▶ Deliver content in an engaging format ("Kam Fong's Blog").
- ▶ Cross-reference and link directly to other project components.
- ▶ Facilitate user participation, sales, and promotion.

1.2 Goals

- ▶ Accurately portray and evoke the character of Kam Fong.
- ▶ Reinforce the themes and narrative arc of each episode.
- ▶ Entertain readers with referenced and/or original content.
- ▶ Generate and sustain reader interest.
- ▶ Promote and increase awareness of *jPod*.

1.3 Process

1. Develop creative outline.
2. Plan content.
3. Generate content.
4. Apply content.
5. Refine and execute.

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1.4 Audience

Primary

Current Fans: Regular viewers of the television series, for the purpose of entertainment and sustaining emotional commitment.

Secondary

New Fans: New viewers unfamiliar with the television series, for the purpose increasing promotion, developing emotional commitment, and converting new viewers into regular viewers.

1.5 Content Planning

- ▶ Creative (original content)
- ▶ References (scripts, book manuscript, approved content)
- ▶ Format (i.e. How will the content be presented?)
- ▶ Distribution (i.e. When and where will the content be available?)

1.6 Content Sources

See below ("2.2 Content Development")

1.7 Delivery

See below ("2.3 Content Delivery")

1.8 Production

Contact Elizabeth Levine for details.

1.9 Schedule

1. *First draft* due **December 11th, 2007.**
2. *Final draft* due **December 14th, 2007.**
3. *Final revision* due **December 18th, 2007.**

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2.0 Content Development

2.1 Benchmark Study

The following are real, currently active “lifestyle blogs” compiled as a list of examples:

- ▶ **Her Fab Life** (www.herfablife.com) *All-in-one lifestyle magazine aimed at hip female urbanites*
- ▶ **XYVR** (www.xyvr.ca) *Vancouver-based lifestyle guide for men*
- ▶ **AskMen.com** (www.askmen.com) *The ultimate online man's portal.*
- ▶ **Sarah and Nic's Lifestyle Blog** (msnuklifestyle.spaces.live.com) *The personal lifestyle blog of two MSN Lifestyle Editors.*
- ▶ **The Office: Dwight Schrute's Space** (blog.nbc.com/DwightsBlog) *Fictional blog for The Office's character Dwight Schrute.*

2.2 Content Sources

The development of original creative content for Kam Fong's Blog may explore several creative directions:

1. Referenced Source Material

| | |
|--------------------------|--|
| <i>Content Sources</i> | Episode scripts, original book manuscript, approved character biographies, Facebook profiles, Douglas Coupland |
| <i>Creative Method</i> | Original content is developed using specific references from verified source material as its basis. |
| <i>Considerations</i> | Sustaining reader's interest, generating substantial content, redundancy, stale jokes, cliches, relevancy |
| <i>Delivery Strategy</i> | Engage readers with entertaining references from the existing material in creative and novel ways. |
| <i>Marketing Appeal</i> | Reward faithful and informed fans, review episode narrative arc, generate interest in new fans. Moderate potential to cross-reference and directly link to external media (e.g. eBay store, Facebook profiles, other jPod site components) |

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2. Format Satire

| | |
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| <i>Content Sources</i> | Lifestyle blogs, magazines, portal websites, “guy” and “gal” niches, infotainment gurus |
| <i>Creative Method</i> | Word play and humourous satire of typical “lifestyle magazine” features. |
| <i>Considerations</i> | Relevant content, appropriate content, copyright sensitivity. |
| <i>Delivery Strategy</i> | Engage readers with a variety of interesting content presented in conventional yet satirized formats (i.e. reader polls, Top Ten lists, guest interviews, etc.) |
| <i>Marketing Appeal</i> | Present content in a variety of formats in easily-digestible segments to combat short viewer attention span, facilitate broader variety of creative to keep content format “fresh”. High potential to cross-reference and directly link to external media (e.g. eBay store, Facebook profiles, other jPod site components) |

2.3 Content Delivery

The development of original creative content for Kam Fong's Blog may explore several creative directions:

1. Running Commentary

| | |
|--------------------------|---|
| <i>Content Sources</i> | See above (1.3 Content Development: 1. “Referenced Source Material”) |
| <i>Creative Method</i> | Original “personal commentary” is posted in the form of individual journalistic blog entries written “straight from the horse’s mouth” in the voice of Kam Fong. |
| <i>Considerations</i> | Word count and length, sustaining reader’s interest, graphics vs. text-only, keeping content engaging, staying in character, stale jokes, cliches, relevancy |
| <i>Delivery Strategy</i> | Engage readers with a privileged look into Kam Fong’s personal thought process through his personal journal entries. Reference relevant show content per episode. |
| <i>Marketing Appeal</i> | Appeals to dedicated fans. Content may be demanding for casual/new fans. Moderate potential to cross-reference and directly link to external media (e.g. eBay store, Facebook profiles, other jPod site components) |

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2. Spoofs & Satire

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|--------------------------|--|
| <i>Content Sources</i> | See above (1.3 Content Development: 2. "Format Satire") |
| <i>Creative Method</i> | Content is delivery within "features" in satirized formats of typical "lifestyle magazines" (e.g. articles, guest posts, interviews, reader polls, contests, Q&A) |
| <i>Considerations</i> | Content organization, user interactivity (user polls, email your question, tell-a-friend, downloadable content?), "stickiness" (i.e. how often do readers come back to check for content?), update email notification, expandable website design (as content unrolls per episode). |
| <i>Delivery Strategy</i> | Engage readers with a variety of interesting content presented in conventional yet satirized formats. Encourage site exploration. Facilitate user interaction and promotion (e.g. Tell-a-friend, SMS text messages, email notification). Encourage "stickiness". |
| <i>Marketing Appeal</i> | High potential to cross-reference and directly link to external media (e.g. eBay store, Facebook profiles, other jPod site components). Potential to sell merchandise or services directly to readers through user contests, and SMS text messaging. |

3. Real World Connection

| | |
|--------------------------|---|
| <i>Content Sources</i> | Cast participation, merchandise |
| <i>Creative Method</i> | Reward users with real-world prizes (e.g. Signed cast photos, signed copy of jPod the book, jPod t-shirts, paid opportunity to fly to Vancouver and meet a cast member) |
| <i>Considerations</i> | Participation, liability, legality, budget, logistics |
| <i>Delivery Strategy</i> | Entice readers into participation and promotion with contests and door-prizes. |
| <i>Marketing Appeal</i> | Revenue from fee-based services (SMS messaging), merchandise sales, increased website traffic, generate "buzz" and reward user interest |

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2.4 Content Vernacular & Tonality

The following are samples of the vernacular and tonality Kam Fong may use when voicing his thoughts:

- ▶ *Addressing his audience:* Dear readers, My dear friends, My loyal followers, Brothers and Sisters
- ▶ *Prefacing:* I would like to share some of my most valuable insights, My father once told me, Today I offer you the privilege of my thoughts on/the opportunity to/a touching story of/for your deepest consideration
- ▶ *Self-disclosure:* (refers to self in third person), avoids contractions (e.g. "I am" vs "I'm"), speaks with absolute authority, assumes he is always correct, avoids all "feeling" words, lacks any sense of intentional humour or self-depreciation
- ▶ *Self-aggrandizing:* Grandiose self-descriptors (venerable/honourable/illustrious/eminent/esteemed/noble/renowned/celebrated, lavish vocabulary of descriptors (immaculate/impeccable/omniscient/bountiful/opulent/majestic), name-dropping, storytelling
- ▶ *Intimidation:* Implied threats, abrupt or disturbing vague statements, awkward context, stilted delivery, stoic reservation
- ▶ *Blunt statements of absolute authority:* You will be pleased, It will not disappoint you, I am confident in your success, There is no alternative

2.5 Personality Profile

Kam Fong's personality can be informed by a number of external sources which are relevant to his character profile:

- ▶ Clinical DSM-V criteria for Antisocial Personality Disorder, Psychopathy, Sociopathy, Narcissistic Personality Disorder
- ▶ Kim Jong Ill
- ▶ Mafia/gangster movies and their associated characters of intimidation - Al Pacino, Christopher Walken, Jet Li in his more memorable moments
- ▶ Success gurus and salesmen - Tony Robbins, Brian Tracy, Robert G. Allen, The Rich Jerk
- ▶ Seduction gurus - David DeAngelo, Mystery, Fastseduction.com

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3.0 Blog Ideas

3.1 Title

Below is a compilation of ideas brainstormed for the title of Kam Fong's Blog.

- ▶ TRIAD LIFE (www.triadlife.com)
- ▶ Modern Mogul (www.modernmogul.com)
- ▶ KQ (kq.jpod.info)
- ▶ Ask Kam (www.askkam.com)
- ▶ Confessions of a Massage Parlour Billionaire (www.kingpinconfession.com)
- ▶ Better Than You (www.unworthyswine.com)
- ▶ Get For The Win! Successful Living with Kam Fong (www.get4win.com)
- ▶ The Fist of the Dying Swan Screams Mirth Upon the House of the Burning Lotus, (www.chinesefortunecookies.com)

3.2 Format

KAM FONG'S BLOG may be presented as a mixture of running commentary ("blog roll"), editorial articles, how-to tutorials, tips and insights, top ten lists, (pre-recorded) video segments, guest interviews (transcript), interactive features (daily SMS texting), special features, and reader contests.

3.3 Ideas

Below is a compilation of ideas brainstormed for the content of Kam Fong's Blog.

| # | IDEA | PITCH | DETAILS |
|---|---|--|-----------------------------------|
| 1 | Scoring & Whoring: A night on the town with Kam Fong | Kam Fong details an eventful "night on the town" with his good friend Jim. | Link to Google map of the journey |

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| # | IDEA | PITCH | DETAILS |
|----|--|--|---|
| 2 | “Ask Kam” Q&A | KF responds to user-emailed questions on love, life, and dealing with stalkers. | |
| 5 | What happened next? | KF expounds on what happened “after” certain televised events. | Include (unseen) production stills |
| 6 | Identity -2.0: Putting the Humanity Back in Human Trafficking | This helpful tutorial makes identity theft easy. | Link to “anonymizing” tools (disposable email, surf cloaking, etc.) |
| 7 | Do-It-Yourself Body Disposal | Another great tutorial for the aspiring “professional”. | Include a handy checklist of “Things to Remember” |
| 8 | 13 Ways To... List | KF lists his favourite insights in this popular blogging format. | |
| 11 | Kam Fong’s Guide to Style | The personal style bible of the world’s snappiest dresser. If you can’t buy the best, settle for the rest: Hugo Boss, Armani, Guucci | Includes sidebar on fakes and forgeries. |
| 14 | Pornstars Are People Too | KF reminds us of the heart behind those impressive... ribs. | Bonus feature: Porn-star naming tool |
| 15 | Move Your Feet with Kam Fong | KF explores his passion for dance in a series of lessons in hip hop, tap, salsa, bellydancing, line-dancing, disco, hardcore, fluid, breakdancing, crumping, and modern dance. | KF rating and commentary |
| 16 | Guest Interview: Carol Jarlewski | Carol shares her considerable knowledge regarding the value of customer service in the drug trade. | Frame as a Martha Stewart spoof |

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| # | IDEA | PITCH | DETAILS |
|----|--|---|---|
| 17 | Feng Shui for Dummies | KF offers a smattering of inaccurate and vague knowledge in this ancient Chinese art. | Confirm |
| 19 | How to Spend \$10,000,000 in 10 Minutes | The ultimate shopping spree for the disgustingly wealthy. | Links to very expensive things online (private island real estate, dating sites for millionaires, absurd eBay auctions, etc.) |
| 21 | Off The Beaten Track: Poochang or Your Next Big Investment: Buying a Village | Travel advice for those with a one-way ticket. Don't miss out on this "cultural exchange" program! Kam Fong explains why third world labour camps can maximize your returns! | Sidebar: tips for ruling by fear and running an effective dictatorship |
| 23 | How to Host a Karaoke Dinner Party | Plan your next party Kam Fong style with this easy-to-use fill-in-the-blank planner template. | Recipes for Zima punch, Cowboy's Chuggatussin' Cocktail, and Jim's signature rum & gateraide mix, now featuring "More booze, less 'tude!" |
| 24 | Valentine's Day Special | Love advice from the man who's never loved. | |

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3.3 Delivery Format

Below are ideas for how the above content could be rationally organized within a single “blog” framework.

| # | SECTION | TOPICS | EXAMPLE |
|----|----------------------------|--|---|
| 1 | FASHION & STYLE | Putting the snappy back in your happy | Kam’s fashion guide |
| 2 | TRAVEL | “Lonely Planet”-like travel recommendations and advice | Poochang |
| 3 | FOOD & DINING | Everyone can <i>eat</i> . Learn how to <i>dine</i> . | Karaoke dinner party, recipes |
| 4 | FITNESS | Your body isn’t a temple until it has a ballroom. | Dancing reviews / tips |
| 5 | HEALTH | In China, the only difference between torture and ecstasy is a matter of where you stick the pins. | Acupuncture, Feng shui, Learning to laugh with Kam Fong |
| 6 | LOVE & LIFE | Advice from the man who has never loved. | Ask Kam, Valentine’s Day special |
| 7 | FINANCE | “Why I’m rich, and you’re not.” | Buying a village |
| 8 | SHOPPING | Money can’t buy happiness; that’s what drugs are for. | How to spend \$10 million |
| 9 | WHAT’S HOT | “Because I say so.” | Kam’s Top Ten lists |
| 10 | ENTERTAINMENT | Kam Fong reviews city night life. | Scoring and whoring |
| 11 | HOW-TO COLUMNS | It’s the things you don’t know that will kill you. | Body disposal, Identity -2.0 |
| 12 | ARTS & CRAFT | Everyone needs a hobby. | Home gardening grow-up tips by Carol |

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| # | SECTION | TOPICS | EXAMPLE |
|----|------------------|------------------------------|---|
| 13 | EDITORIAL | Deep thoughts by Kam Fong | Pornstars are people too, Putting the humanity back in human trafficking, Nothing's that sacred, Sweatshops explained |
| 14 | CONTESTS | Linked to relevant sections. | Signed merch, shopping spree, meeting cast members |