



**Title: What America REALLY Thinks**

**Description: A panel style talk show hosted not by celebrities but by everyday Americans.**

**Tagline: "The only show that tells you What America REALLY Thinks."**

**Length: 60 Minutes**

**Demographic Profile: Women, 25-54**

**Created by: Warren D. Robinson**

## Benefits/Elements of our Show:



- Extremely diverse panel of hosts including: every race, gender, age and even a transgendered panelist.
- While other shows focus on camaraderie and congeniality we focus on DEBATE. This will allow us to stand out amongst our peers. *(Especially in places like Indiana which has a more moderate view on most issues but are rarely represented on television panel shows).*

- A new stable of primarily young and energetic talents to engage and attract audiences to Circle City Broadcasting (CCB) (without actually representing CCB).
- Opportunity to feature and/or highlight sponsors outside of news programming in a way that is local focused but can still appeal nationally.
- The ability to engage your audience by inviting them to be a part of the show in a way they can't be with solid news coverage. We will even be holding castings for new panelists which will generate incredible goodwill, traffic and P.R. for the station.
- The kind of content/debates that can go viral and draw lots of social media attention/interactions.



- The only panel show with regular Americans (not pseudo or actual celebrities)
- Live DJ to create a fun & fresh 'party' atmosphere.

## Series Overview

***What America REALLY Thinks*** takes a proven successful daytime television technique, panel shows (*i.e. The View, The Talk, The Real,*) and adds its own flare to create one unique and feisty debate style entertainment/lifestyle talk show.

A topical show we focus on hot button stories in the news while mixing in a heavy dose of health, fitness, celebrity, fashion and gossip. Since our show is hosted by everyday Americans (not celebrities) they are not bound to the public sentiment or concerned of running a fowl of a high profile actor or director. To the contrary are panelists are completely **unfiltered, uninhibited and unapologetic** creating what we believe will be the **most honest show on television.**

Lastly, in order to truly call our show ***What America REALLY Thinks*** we assembled a highly diverse cast of panelists who are symbolic of the diversity of America. This is why our hosting pool is so large. Our cast members represent different races, classes, ages, genders, LGBTQ affiliations, income levels, religions and familial statuses.

# Sample 60 Minute Format

CLICK LINKS BELOW FOR VIDEO EXAMPLES OF EACH

- **SEGMENT #1 - (16:00)\***

HOT TOPICS:

- Debates about top stories in the news or on social media
- Debates on Hot Button Social Issues
- Debates on Politics
- ETC...

COMMERICAL BREAK – (2:30)\*

- **SEGMENT #2 – (10:00)\***

Hot Topics (Cont):

COMMERICAL BREAK – (3:30)\*

- **SEGMENT #3 – (4:00)\***

**Lifestyle Segments: (Opportunity for paid or endorsed segments)**

- Audience and at Home Participation Games
- Man on the Street Video Segments
- Celebrity Gossip

COMMERICAL BREAK – (2:30)\*

- **SEGMENT #4 – (4:00)\***

**News You Should Know for Today (but probably don't)**

(A quick recap of celebrity deaths, interesting, funny or emotional stories that are happening in the news but not widely reported.)

COMMERICAL BREAK – (3:00)\*

- **SEGMENT #5 – (6:30)\***

*Advice/Self-help: (Opportunity for paid or endorsed segments)*

- [We answer viewer related questions](#)
- [Discuss sex, love & romance with our relationship correspondent;](#)
- [business or employment questions from our business correspondent;](#)
- [fashion, beauty, hair & make-up tutorials with our former models;](#)
- [True crime stories](#)
- [Etc....](#)

COMMERICAL BREAK – (4:00)\*

- **SEGMENT #6 – (2:00)\***

**What America Really Thinks:**

[We read comments and thoughts from viewers across social media on the topics and stories we have discussed on the show.](#)

COMMERICAL BREAK – (2:30)\*

- **SEGMENT #7 – (1:30)\***

**Goodbye:**

[Preview tomorrow's show; thank the audience for watching, credits and logo rolling.](#)

**END OF SHOW**

**\*=Minutes**

**Program Time: 44:00 Minutes**

**Commercial Time (During Show): 14:30 Minutes**

**Flex Time (After show, station promos/ID Spots): 1:30**

# How the Show Works



❖ We will ultimately have a hosting pool of up to 13 individuals from as many different demographic groups as possible.

❖ Each episode will feature six cast members from our cast of 13.

❖ Each episode three cast members rotate off and are replaced with three different cast members from our cast of 13.



❖ Using the same 13 cast members and ensuring that each day a majority of the faces is the same as the day before will help to keep the consistency for our audience. Yet and still allow us to spice up each episode by adding a new dynamic with different cast members.

## Cast

*\*The following is just a sampling of the dozen or so cast members we plan to have as we can use a casting search to generate publicity.*



### **NATALIE RUSSELL, PANELIST/PRODUCER**

As a 26-year old conservative republican from small town Indiana who now lives in the big city (Indianapolis), Natalie is use to playing offense when it comes to her views. She will bring that fighting spirit to our panel.



### **Jessica Murphy Panelist**

A former model who was engaged and had a child with a Professional Football Player; Jessica was living in the lap of luxury before being dumped and having to rebuild her life on her own. She now uses her story to inspire other women and will bring her survival spirit to our panel.



### **Whitney Kraus Jones Panelist**

A local stage actress, comedian, beauty queen, model and brand new wife & mother, all at just 35 years old, Whitney considers herself the self-proscribed voice of the “millennial generation female” with just a hint of traditionalism. Whitney is from Chicago, Illinois.



## Jana Hopson, Panelist

This Persian and Hispanic bombshell is from Augusta, Georgia. A former model, Jana, moved to Hollywood at 18 to become a star but never quite got her big break. Now living in Indianapolis, the 36 year old is determined to do whatever it takes to not let another opportunity pass her by.



## Aerin Shaw Business Correspondent/Panelist

Ms. Aerin Shaw has been the Chief Operating Officer of Mad Dogg Athletics, Inc. since January 20, 2015. Early in her career, she worked in major advertising agencies in New York City including Grey Advertising and McCann-Erickson. She later was recruited to **Nike**, where she helped to lead the **Nike Equipment Division**. Following her tenure in Equipment, she was chosen to manage the **\$1.6 billion** Global Running Footwear division for the company. She served as Senior Vice President of Worldwide Marketing at the **Walt Disney Company**, where she helped to grow the Consumer Products division to over **\$3 billion** in revenues. Aerin is from Cincinnati, Ohio and is transgendered.



## Dr. Tuesday Tate, Relationship Correspondent/Panelist

Dr. Tuesday describes herself as having, "a voice for radio and a face for TV". As a Certified Life Coach, Dr. Tuesday coaches singles, engaged and married couples in maneuvering through the complexities of relationship blockers. The Bible is Dr. Tuesday's guide on all things and she is not afraid to let you know that. Dr. Tuesday is a native of Benton Harbor, Michigan.



## Arthur Wegley Panelist

A registered emergency room nurse by day Arthur is a wildcard who will say just about anything and has never known the word shy. A passionate supporter of LGBTQ rights Arthur brings deep passions and strong convictions to every panel discussion. He is from the Chicago Heights (Illinois) area.



## Angel Starks Gossip Correspondent/Panelist

The ultimate hustler is what this Little Rock, Arkansas native has nicknamed herself. With a strong southern drawl and a hilarious point of view Angel is sure to keep you laughing in your chair as she brings her trademark sense of humor and non-politically correct opinion to daytime television. Angel shines at all subjects but has fervor for celebrity/entertainment based subjects which she does so well.

# Our Team



**Warren D. Robinson**  
**Creator, Executive**  
**Producer & Host**

Warren is a producer with 13Brains and Scott Sternberg Productions and the founder of WDR STAR GROUP, LLC. He is an award-winning successful playwright, author, motivational speaker and film Producer. Warren is a graduate of Indiana University and Howard University School of Law. His most recent project was *Buried by the Bernards* currently streaming on Netflix.



**Andrea Morehead,**  
**Consulting Producer**

Andrea Morehead is an Emmy Award-winning journalist, originally from Anderson, Indiana. She attended Howard University in Washington DC, graduating *summa cum laude* with a B.A. in Communications/Journalism in 1991. In 1993, she entered the law school at Indiana University, Bloomington. In 1999, Morehead joined WTHR-TV in Indianapolis, anchoring the 5 p.m. and 11 p.m. weeknight news. She has field-anchored various major events,

including the 2000 NBA Championship, the 2000 Summer Olympics in Sydney, Australia, the 2002 Final Four in Atlanta, Georgia, and the 2002 Winter Olympics in Salt Lake City, Utah.

**Joanna White-Oldham**

**Director, Producer**

Joanna is an award winning producer and director from Brooklyn, New York. Her most notable projects are: *The Last Five Years* (2021) Drama League Award nominee (2021); *The Company You Keep*, starring Aixa Kendrick, winner of the Best Actress award at the 2020 Hip Hop Film Festival; *The Takeover* (2019), Semi-Finalist Dumbo Film Festival, Finalist (2019), MicroMania Film Festival (2020); *Waking Up White* (2019), winner Best TV Series, Charlotte Black Film Festival (2020) and *Too Much Love* (2018), a PSA sponsored by the AIDS Healthcare Foundation.



# CONTACT

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