

Proposal for The State - Microsoft's 15 Seconds of Fame

15 Seconds of Fame is a weekly Internet program to for the web hosted by (hopefully) The State. It is a framework that allows viewers to participate as a contestant for the funniest home-page on a particular topic of the week. They send 'em in, we hack them up to make them entertaining, either by making fun of them, cracking jokes about them, or re-enacting them. In addition, viewers can also send in the URLs of their favorite weird or way-out pages elsewhere on the web and we'll let our comedian hosts have at them!

Our ultimate goal is to build a loyal following of viewers that will show up each week to view, submit, react and vote on the home-pages of the week.

We think that the combination of The State and Microsoft would be a unique blend that could really make a statement on the Internet this fall. Our expectation is that there will be a considerable amount of press surrounding both this show and the launch of MSN 2.0.

We would like to have The State host and provide comedy material for 15 Seconds of Fame, specifically:

Initial 13 Weeks

The State receives \$70K

The State members would remain located in NYC (studio recording would take place in NYC, exact studio TBD)

Minimum 4 hours performance time in the studio (on average per week)

Minimum 40 hours writing prior to studio performance (likely spread among several members) on average per week

The State spends two weeks in Redmond this summer working with our Redmond-based production group to kick-off production (likely last two weeks of July). From this I would expect to produce our initial 4 weeks of material, as well as promotional photography, audio, video etc. Travel arrangements to be paid for by Microsoft.

We would want the participation of Michael Ian Black and Ben Garant in initial conceptual development and writing, and would like their participation in the weekly writing process.

This would be work for hire

Automatic renewal for an additional 39 weeks unless notified otherwise (no kill fee)

Subsequent 39 weeks

The State receives an additional \$200K

Minimum 4 hours performance time in the studio (on average per week)

Minimum 40 hours writing prior (likely spread among several members) on average per week

The State spends an additional two weeks in Redmond sometime during the course of the 39 weeks to produce 4 "specials" as well as promotional photography, audio, video etc. Travel arrangements to be paid for by Microsoft.

We would continue to want the participation of Michael Ian Black and Ben Garant in the weekly writing process.

This would be work for hire

If you have any questions, feel free to contact Jon Kimmich @ 206-936-3843