

Mayors Matter

with Elaine Culotti

Synopsis

Elaine Culotti is on a mission to fix California. That's why she's packing her bags to visit the state from top-to-bottom in this new documentary series.

She will meet the Mayors of towns and cities across the state, asking if the people they represent are happy, feel heard, feel safe, and are prospering.



Format: Politics and Travel

The Politics:

- Speak directly with the Mayors of the communities about the problems they're facing and how to solve them.
- Find commonality with every Mayor and their community through open discussion about difficult problems facing California.
- Scheduled interviews consist of at least four questions that are answered by every Mayor. We use this data for consensus in California about things that absolutely need to happen.



Politics Look + Feel



Format: Political + Travel

The Travel:

- Show the audience the beauty of California on the drive. Vibe is positive, overwhelmingly optimistic outlook on the natural landscape of our beautiful state.
- Showcase authentic travel moments with crew and the people we meet along the way, both good and bad.
- Stop and visit unique and amazing monuments and historical sites, paying respect for our blessings every day to live in this state.



California Travel



Format - Documentary Series

Episode Format

- Each episode is a region of California (ie Central Valley, Bay Area, etc)
- Every episode there are both major mayoral story arcs and minor, as well as travel stops and crew road moments along the way
- Short episodes under 30 minutes

Season Format

- 10 episodes in length
- Starts at top of California and follows our team all the way to the Mexican border
- We collect knowledge from each episode about problems facing California, and carry those over from episode-to-episode

Music

Musical synopsis: Folk and folk-country will be the main musical influences for the series. This blue-collar, grounded feeling of the series will match the vibes of Elaine's experiences on the road meeting with everyday people in small towns and rural communities. We can tweak the musical selections based on area so that it matches the geography, such as playing Mexican-influenced folk for migrant farmer communities, or surf rock-inspired music for beach communities.



Interviews

- Each interview with each mayor will consist of a set of commonly asked questions in a long form interview
- Ask mayors to help us answer the question, "How can California do better?"
- Find commonality in California by allowing mayors to be heard and articulate solutions conceived by each community, its residents, and its local government.



Interviews (continued)

- Showcases the efforts of small government, forgotten communities, and the power of California's base.
- Lift up California, shine a light on California's amazing people. Give a voice to everyone through the representatives that they have nominated. Stop ignoring small government community councils.
- Secondary interviews can be conducted with experts in the communities trying to solve their biggest problems, called "Only If" interviews



Interviews Look + Feel



Political Effect

- Viewers will understand what real leadership looks like, big and small.
- Awareness of the true California, completely dismantling the notion that we as Californians are not united.
- Each city will provide a backdrop for potential candidates to visit, in order to seek support
- Create a reminder that our big cities are leaving out our small communities that are the backbone of industry in California. Food, farming, transportation supply chain, tourism, manufacturing, infrastructure...the list is endless
- Create a movement for big cities to support all of California. To take notice that we are a United State.



Social Media

- Highlights of what's to come will be carefully edited and posted across all local platforms.
- Selfie lines to be held at every stop, allowing the community to engage on social media with their experience
- Mayors Matter website/Instagram/ YouTube/etc, with all platforms linked directly to followers so they can have input via direct communication.
- Email signup for newsletter and direct email outreach from Elaine



Travel Schedule

15 Major California Cities

37 Towns

52 Mayors

30 - 40 days of travel

Starts October 15th



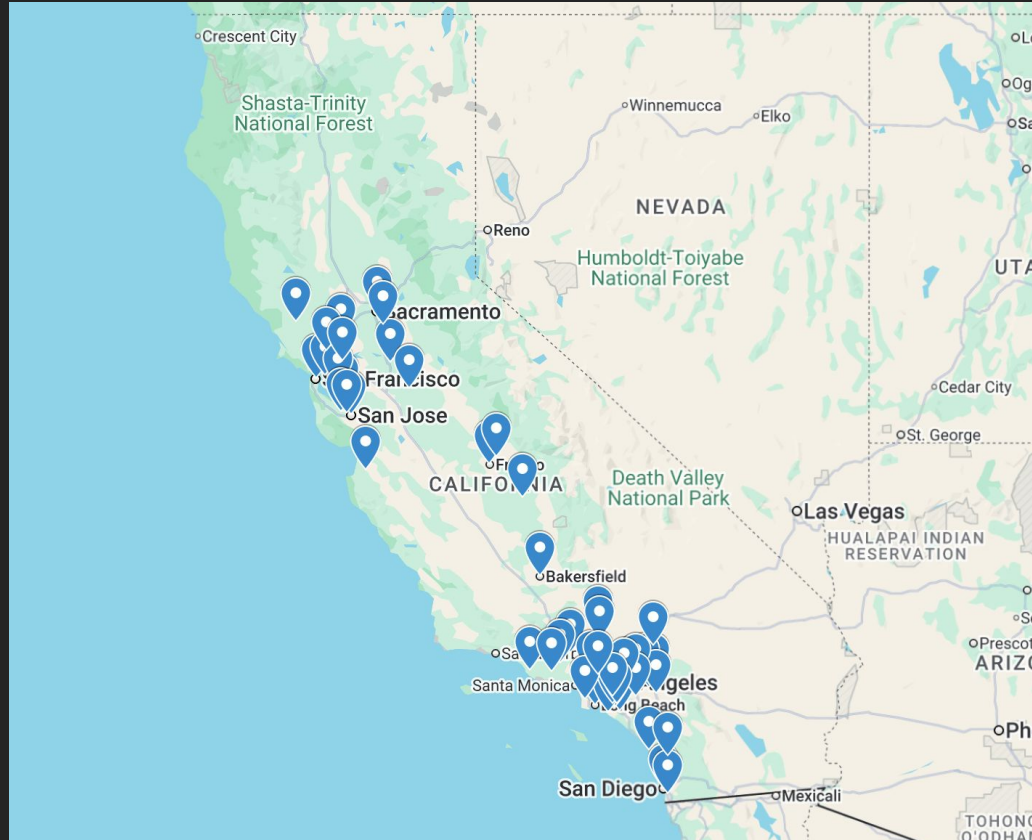
Travel Plan - Major Cities & Their Mayors

- Anaheim, Ashleigh Aitken
- Bakersfield, Karen Goh
- Fresno, Jerry Dyer
- Irvine, Farrah Khan
- Long Beach, Rex Richardson
- Los Angeles, Karen Bass
- Oakland, Shen Thao
- Riverside, Patricia Lock Dawson
- Sacramento, Darrell Steinberg
- San Diego, Todd Gloria
- San Francisco, London Breed
- San Jose, Matt Mahan
- San Luis Obispo, Erica A. Stewart
- Santa Barbara, Randy Rowse
- Stockton, Kevin Lincoln

Travel Plan - Smaller Cities

- Anaheim - Fullerton, Buena Park, Garden Grove
- Bakersfield - Oildale, Delano, Tehachapi
- Fresno - Clovis, Sanger, Reedley
- Irvine - Costa Mesa, Huntington Beach, Newport Beach
- Long Beach - San Pedro, Torrance, Palos Verdes
- Los Angeles - Ventura, Glendale, Northridge
- Oakland - Berkeley, San Ramon, Fremont
- Riverside - San Bernardino, Loma Linda, Palm Springs
- Sacramento - Folsom, Auburn, Davis
- San Diego - Calexico, Del Mar, Oceanside
- San Francisco - Sausalito, Sonoma, Napa
- San Jose - Palo Alto, Mountain View, Cupertino
- San Luis Obispo - Pismo, Morro Bay, Paso Robles
- Santa Barbara - Montecito, Carpinteria, Ojai
- Stockton - Lodi, Manteca, Galt

Travel Map



Pre-Production

- Schedule shoots with Mayors
- Plan all travel logistics
- Build our production team
- Get transportation ready
- Build donations + email signup portals and social media channels
- Preparing fundraising, marketing, and social media schedule while on the road

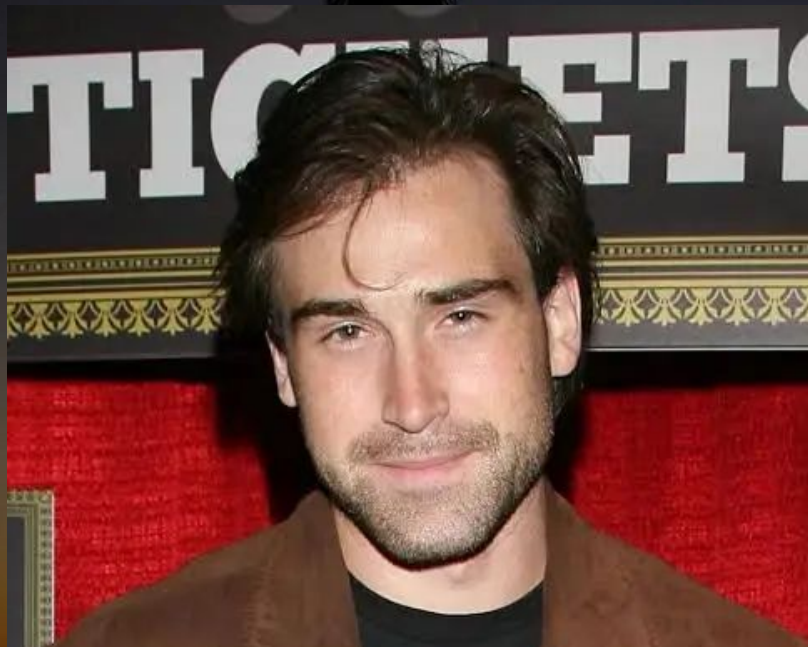


Road Production Team

- Elaine Culotti
- Director
- Producer
- Social Media + Production Assistant
- Audio Technician



Production Team



Sean Stone
Executive Producer



Gabriel Mann
Director

Production Team



Owen Brennan
Producer



Jack Connor
Producer

Fundraising

If you're interested in participating in the cost of this documentary, all donations will be accepted at mayorsmatter.com.

Elaine in the Media



Mike Rowe Podcast



Undercover Billionaire

Elaine in the Media



Adam Carolla Show



The Jimmy Dore Show

Elaine in the Media



Adam Carolla Show



The Jimmy Dore Show