

Treatment for

Celebrities Strike Back

a reality-style, partial hidden camera show

starring

Anna Nicole Smith

WGA registration #993389

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Celebrities Strike Back

In today's age, celebrities have no privacy. Tabloids and even legitimate media have no mercy. Now, with Anna Nicole Smith's reality-style, partial hidden camera show, celebrities get revenge on the overzealous media. And we're all there to watch. The media is fascinated with celebrities. A celebrity can't step outside without the entire world knowing. The media capitalizes off of every detail of a celebrity's private life.

A new relationship, a spending spree, much less any misstep (break-ups, drugs, fights, arrests, accidents, wardrobe malfunctions - the list goes on and on), is certain to become the next big scandal.

But what if Anna Nicole Smith and other celebrities turn the tables and capitalize off of the overzealous media?

What if the next big supposed scandal is not a scandal at all? What if everything is staged, but the media, and therefore the public, don't know it? What if it's an elaborate hoax, a prank played on the media - and ultimately the entire world? And what if we learn that we've been duped, and see exactly how it was done, in a ½ hour t.v. show?

This is "Celebrities Strike Back."

Anna Nicole and other celebrity guests, take aim at the media and push all the limits.

Anna Nicole and the guest celebrities plan and engage in conduct (separately and/or together) certain to cause a massive media reaction and a big scandal. The entire process - i.e., from the idea, to the planning, to the execution, to the resulting media reports, along with the celebrities' reactions throughout - is covered reality-style, using hidden cameras when necessary. We see it all. Not until the episode airs, do the media and the public realize that the supposed scandal is fake - a staged hoax to exploit the media's never ending obsession with celebrities' personal lives.

Imagine, for example, if Brittany Spears' marriage and quick annulment, or Courtney Love's recent incidents, were staged to trick the media - and we could watch everything being carried out.

When possible, the pranks are tailored to the previously publicized scandals, negative rumors or preconceptions about the participating celebrities.

At least the first 1-3 episodes involve a staged scandal or series

of scandals by Anna Nicole alone, the likes of which have never been seen before. Before the episodes air, the media and the entire world will be convinced that Anna Nicole has absolutely lost it. Afterwards, everyone will think she is brilliant, a la Andy Kaufman.

Thereafter, episodes feature 1-2 pranks, depending on the complexity of the prank and the media's reaction. As people catch on to Anna Nicole and the show, Anna Nicole will be forced to be less involved in the public aspects of the pranks. However, Anna Nicole will still be intimately involved in all other aspects with the guest celebrities to insure that the staged hoaxes go off without a hitch.

It's time for the overzealous media to get its comeuppance. And Anna Nicole Smith, with help from some celebrity friends, is just the person to make it happen. Because of the never-ending fascination with celebrities' personal lives - the potential is limitless. After "Celebrities Strike Back," we will forever question whether the next big celebrity scandal is actually a scandal or an elaborate hoax.

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