

A comedic tale of life in the pursuit of happiness

EAST

The Series

Written & Directed by Dana Marisa Schoenfeld

SERIES OVERVIEW

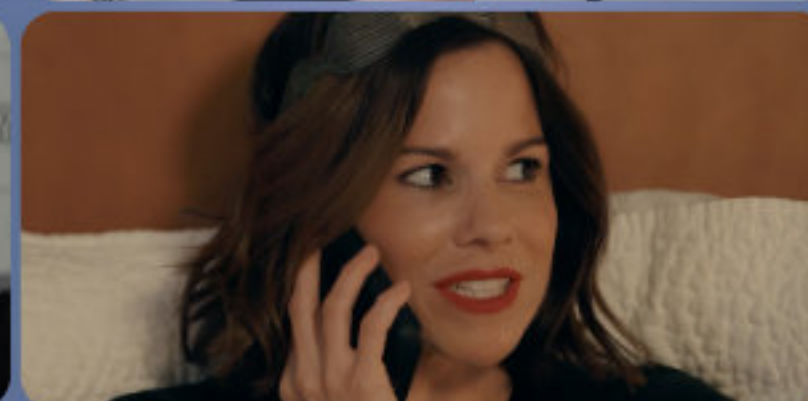
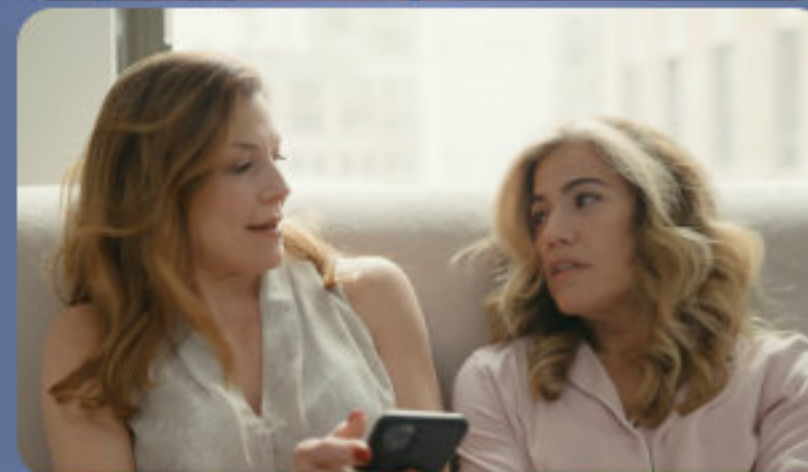
EAST is the universal story of what it takes to pursue a big dream against all odds.

We follow Ella Goldman on her journey to discover her inner artist after life-changing events force her to re-examine what makes her happy. As she embarks on her new path, we meet an eccentric and passionate cast of characters with their own agenda and ambition.

The dramedy follows Ella, and the day-to-day struggles of the people working in New York City's entertainment industry as they do what it takes to survive and succeed.

Written & Directed by Dana Marisa Schoenfeld

Produced by Jolie Curtsinger & Dana Marisa Schoenfeld



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PW: EastTheSeries

www.easttheseries.com



PILOT SUMMARY

When Ella Goldman, a New York City Corporate attorney, gets engaged to her longtime boyfriend, Josh, she is ecstatic to embark on the next stage of her life. With a wedding to plan, and a blossoming career, Ella thinks she has it all. But when she suddenly loses her job and catches her fiancé cheating, her world comes crashing down. This devastating turn of events forces her to confront the truth about her life – and what it is she really wants. Convinced that this is a "wake-up call", Ella embarks on the journey to pursue her childhood dream of being an actress.

Ella finds little support for this new endeavor except from her friend Jackie, a former actress turned marketing executive. Her uptight upper east side, weight-obsessed sister Jocelyn thinks it's time to freeze her eggs and find a rich husband. Her mother, Margaret, urges Ella to reconcile with Josh. Her father, Robert, a lawyer himself, insists she apply for law jobs immediately. None of these solutions satiate Ella's desire to pave a new path of self-discovery. With her family and self-doubt breathing down her neck, Ella forges ahead and refuses to give up.

Meanwhile, in the land of opportunity, an actress dies on a Stone Studios set during production. As studio head Lacey Stone and her staff scramble to put out this fire, the industry speculates and the actresses vie for the chance to land the newly available role. Rising star Ava Thomas is thrilled, top casting director Ellen Day jumps at the chance to recast, and the hot director Jarred just wants to honor the memory of a lost talent. Simultaneously, Ella begins her study of the craft of acting from singing and dancing to meditation and animal work. She encounters other ambitious actors along the way as they all live out the day-to-day grind of making it big. Ella finds a vibrant new community where she meets desperate and wide-eyed Sabrina, cocky yet charming Jordan, and potential love interest Jonah.

In the final act, Ella faces her family over dinner. Their attempts to redirect her focus do nothing to shake her resolve. But when doors slam in Ella's face, will she have the strength to carry on?

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CREATOR'S VISION

When I was a student at the University of Michigan I majored in political science, minored in history, and was on track to go to Law School. Once a college graduate, I started to question my future and what it was I really wanted to do with my life. After some soul-searching, I discovered my truth. I surprised my family and announced my decision to pursue a career as an actress. With no experience in the entertainment industry, I set out to learn the ins and outs of the business. My first job was as an NBC Page, and I was exposed to all aspects of television. From there I worked for some of America's most talented writers, directors, and producers. While I enjoyed every opportunity, my heart was always called back to my own creative endeavors.

EAST is a heightened version of my story – the heartbreaks, the failures, the dreams, the friendships, the wins, and the setbacks. It is a story about the pursuit of happiness and self-expression. I draw loosely from my own experiences and people I've met along the way. I believe that anyone who has ever had a dream and dared to make it come true can relate to this journey.

A born and raised New Yorker, I spent time on both coasts but always yearned to create a show set in my hometown. The city has always inspired me – the energy, the diversity, the creativity, the passion and grit of its artistic community, and the tenacity of its people. I was always told if I wanted a career in the industry that I would have to live "out West". New York has it all: untapped talent, breathtaking locations, and inspiring stories. This is a love letter to whom and what makes this city the best – this is EAST.



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TONE

Comedic yet poignant, EAST explores the trials and tribulations of Ella's adventure into show business. The show is fast-paced, witty, self-deprecating, and honest. The ensemble cast of characters will offer insight into this colorful and competitive world. Similar in tone to Sex and the City – the show makes a character out of New York while focusing on careers, friendships, relationships, minutia, and milestones of its main cast. If Marvelous Mrs. Maisel were set in modern times, Hacks followed the journey of an actress, and Fleabag lived in New York City, – you would have EAST.

Shows similar in tone



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CHARACTER BREAKDOWN

ELLA & HER FAMILY



ELLA GOLDMAN

When Ella's life is turned upside down and she loses her fiancé and her job, she realizes she wasn't being true to herself. Against all odds, she pursues her childhood dream of being an actress. Well-educated, genuine, quirky, ambitious, and self-deprecating. Lawyer turned actress, she is the hero of our story.



MARGARET GOLDMAN

Ella's mother. Margaret is a sophisticated New Yorker. Her neurosis about weight, appearance and social status offer comedic relief. Underneath the shallow comments, is a dynamic and loving woman. She means well.



ROBERT GOLDMAN

Ella's father. Robert is a successful Wall Street Attorney who believes his daughter is just like him and should follow in his footsteps. He loves his daughter but vehemently opposes her decision to be an actress.



JOCELYN GOLDMAN

Ella's sister. Uptight and judgemental, Jocelyn is always put together, cares what everyone thinks, and doesn't support Ella's decision to become an actress. Jocelyn often puts Ella down but deep inside loves her sister.

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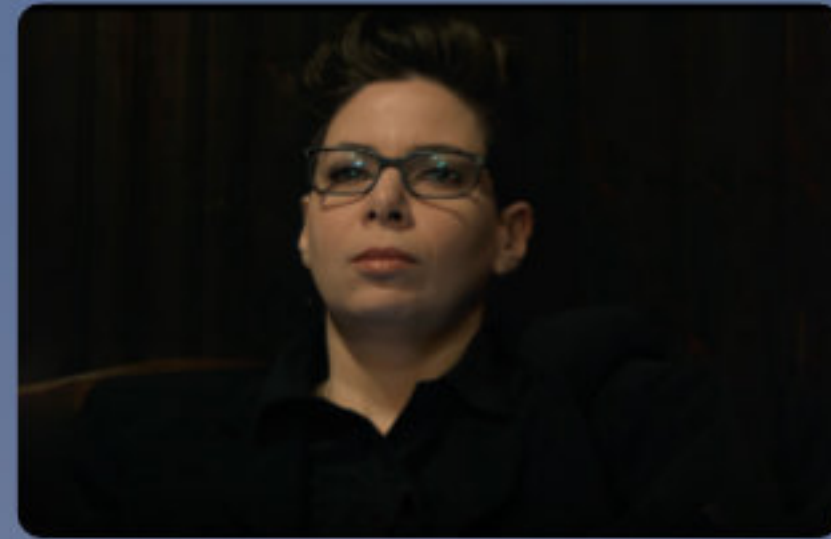
CHARACTER BREAKDOWN

THE STUDIO EXECUTIVES



LACEY STONE

A brilliant, powerful, no-nonsense film studio executive with a passion for three things: her films, the bottom line, and her next hot sexual partner. Lacey is a complex woman, but a straight shooter, and fearless leader.



ELLEN DAY

The most worshipped casting director on the East Coast, Ellen takes after her boss, Lacey - business first. She has an eye for talent, a love of the business, and is not afraid to speak her truth.



JARRED

A visionary director – a handsome, rising film director who yearn to tell great stories and has finally achieved some success in his career – now working on studio films. He is often hit on by women, and his morality tested, but he'll prove to be a champion.



QUINN

Ambitious, brilliant, stylish, Quinn is the new creative exec on the block who Lacey hires to help reinvigorate the studio and with her bold ideas, she does just that.

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CHARACTER BREAKDOWN

THE ARTISTS



SABRINA

Sabrina befriends Ella in acting class. Sabrina is sweet and desperate to be a working actor. Anxious to be liked, she missteps, which sends her on an unexpected journey.



JONAH

Jonah is a handsome, former medical student who is now pursuing acting. Jonah and Ella have a lot in common. Sparks fly!



AVA THOMAS

Ava is an egomaniacal rising star with little time for anyone but herself. Her flawed and selfless approach to her career will be her biggest demise.



JORDAN

Jordan is in Ella's acting class. He is overconfident and selfish, yet charming. His love of himself offers great comedic moments.



JACKIE

Jackie is Ella's best friend from college. She's an experienced actress, but quit acting for a marketing job. She offers Ella advice and support.

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TECHNICAL SPECS

SERIES RUNTIME: 270 min

MAIN CAMERA

RED DSMC2 Gemini

*Resolution: 5k
Recording format :
R3D RAW IPP2
Gamma : Log3G10
Gamut : RWG RGB
Aspect ratio : 2.39:1
FPS : 23.98*

SECOND CAMERA

Sony A7S2

*Resolution: 4K
Recording Format: Prores 422
Gamma : S-log 3
Gamut : Cine 3
Aspect ratio: 2.39:1
FPS : 23.976*

SECOND UNIT CAMERAS

Canon C-log 3

*Resolution: 4096 x 2160
Gamma : Gamut
Aspect ratio: 17:9
FPS : 23.976*

Blackmagic 6K Pro

*Resolution: 4K
FPS : 24
Lens: Rockinon Lens,
24 mm, 35 mm, 50 mm*



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