

# CHICKS DIG SPORTS

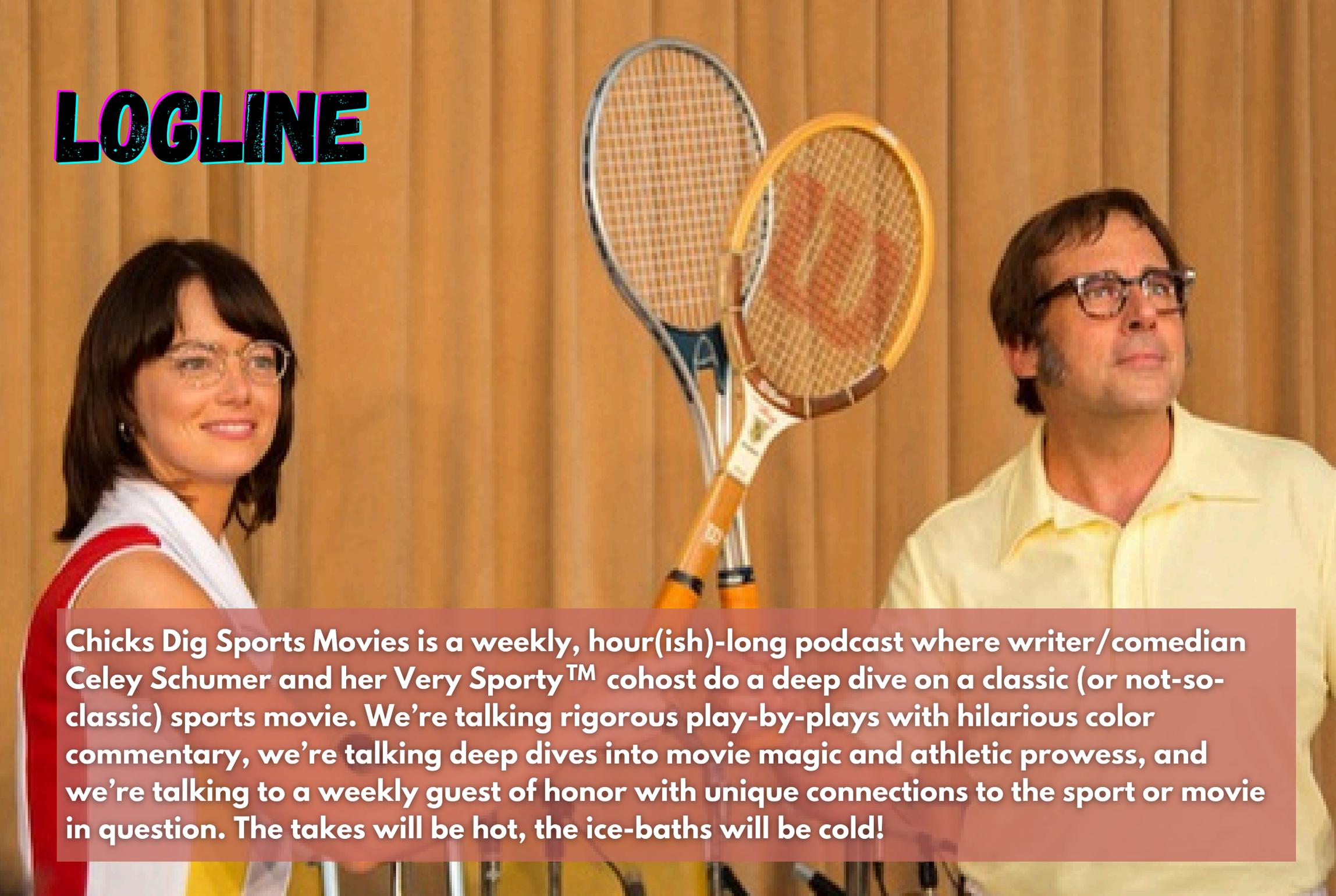
# MOVIES

A MOVIE PODCAST!  
A SPORTS PODCAST!!  
A SPORTS MOVIE PODCAST!!!



*puff*PIECE  
PRODUCTIONS

# LOGLINE

A woman with dark hair and glasses, wearing a white top with a red strap, is smiling and looking towards the camera. To her right, a man with glasses and a light-colored shirt is looking off to the side. Two tennis rackets are leaning against the wood-paneled wall between them.

**Chicks Dig Sports Movies is a weekly, hour(ish)-long podcast where writer/comedian Celey Schumer and her Very Sporty™ cohost do a deep dive on a classic (or not-so-classic) sports movie. We're talking rigorous play-by-plays with hilarious color commentary, we're talking deep dives into movie magic and athletic prowess, and we're talking to a weekly guest of honor with unique connections to the sport or movie in question. The takes will be hot, the ice-baths will be cold!**

# VIBE

**Our show will delight in both informed and UN-informed opinions.**

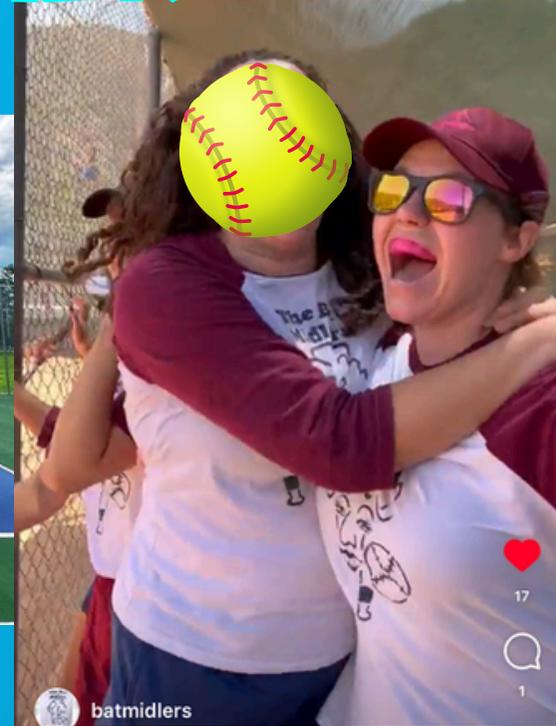
**About movies and how they get made, and sports, and how they get played!**

**From HAPPY GILMORE and LEAGUE OF THEIR OWN, to GRAN TURISMO and IRON CLAW, we will run the gamut of sports films. The guests will be athletes that play or played the sport, OR occasionally comedians, actors, writers, other personalities with passion for 'the game.' We're not going to box ourselves in, but we are going to respect the worlds of sports and entertainment while we have fun, wax poetic, and...probably dish out a few hot takes. With love!**

**The goal is to both have a fun time reviewing and analyzing the movie and the sport it portrays, while also getting a unique 'anti-interview' with our guest. No practiced media-friendly answers here. Athletes (and celebrities in general) get asked the same questions all the time, and their answers are often...stale. But this is a way to engage them on a different level, and in a more fun and comfortable way than a traditional interview, bonding over a shared experience and a passion for sports and its representation on the big screen.**

**A cross between a movie review podcast, and a sports show that interviews athletes, while being able to toggle between nostalgia and the current cultural zeitgeist. Each episode will be focused by the chosen film and guest, while the show as a whole can have incredibly broad reach. Much like sports themselves!**

# COHOST 1: CELEY SCHUMER



Raised in northern Vermont, Celey has been playing hockey since the age of 5 and working in a movie theatre since the age of 9. (Don't worry, child labor laws, it was her family business, and she loved it!) In high school she took up lacrosse, in college it was rugby, and now in 'old' age, it's all pickleball all the time, baby. As a lifelong athlete, AND someone who grew up watching people watch movies, her passion for sports movies runs very deep. As does her passion for talking about everything that takes a story from script to screen. For almost 7 years she hosted and produced the nostalgic movie review podcast *STILL GOT IT*, growing the audience from virtually nothing to thousands of listens per episode, and she is so excited to get back on the mic with an--if possible--even more fun concept! Every movie is a miracle, and sports are rich ground for so many of our real life miracles. It's a match made in heaven. In all honesty, the only thing she loves more than sports and cinema, is a perfect chocolate chip cookie--and that would be a boring podcast, with too many mouth sounds.

From Celey...

Damn it I love sports. I love to play, love to watch, and even though I am only ever 'OK,' it so happens that I have a naturally athletic stance which inspires more confidence in me than is warranted. It's why the Bat Midlers (my rec league softball team) immediately put me on second base without asking me if I'd ever played softball before. (Reader, I had not.)



Blue Crush with Rachel Scanlon (2 Dykes & a Mic)



Free Willy w/ Mike Cabellon (Mr Mayor, CITNB)

## **SAMPLES!**

Click the microphones to enjoy a few choice samples from Celey's previous podcast: **Still Got It**



Drop Dead Gorgeous with Chrissy Shackelford (Last Week Tonight)



Switching Goals with the cohosts of "They Thought I Was You!" Podcast

# CO-HOST 2: BLAKE BOLDEN

## BLAKE BOLDEN

Is a former professional Ice Hockey player, frequent ESPN contributor, and currently works in scouting for the LA Kings. She brings a true athlete's perspective to every conversation about training montages and inspirational coaching monologues, and her insider savvy about what makes professional sports organizations and their media eco-systems tick. Between Blake and Celey, every angle is covered and every episode is a truly unique conversation about sports, movies, and the ways we love this iconic cross section of entertainment.



# HUDDLE UP, LISTEN UP



TAKE A QUICK DETOUR AND  
ENJOY THIS SAMPLE PROMO



CLICK TO LISTEN



# POTENTIAL EPISODES



**Ilona Maher**  
Olympic Rugby Bronze Medalist  
& Body positivity advocate



**Coco Gauff**  
Tennis champion  
& Activist



**A'ja Wilson**  
USA & WNBA basketball  
Star



**Bianca Bustamante**  
Formula 1 Driver (barrier  
destroyer)



**Kendall Coyne-Schofield**  
3-time Olympic Medalist  
first ever PWHL champion



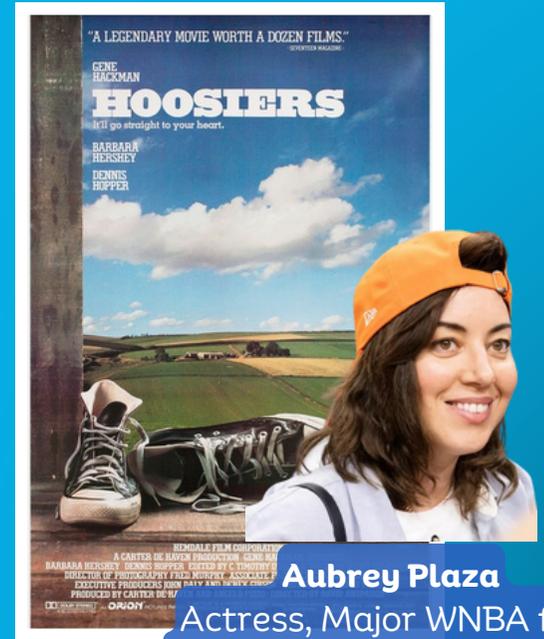
**Leslie Jones**  
SNL Alum, Comic,  
Olympic Correspondent



**Simone Biles**  
Possibly the greatest gymnast to ever live



**Rose Lavelle**  
USWNT star, multiple gold medals



**Aubrey Plaza**  
Actress, Major WNBA fan, Rec league basketball hero



**The Powers Brothers**  
NHL Correspondents, Bull Durham Superfans, Film producers



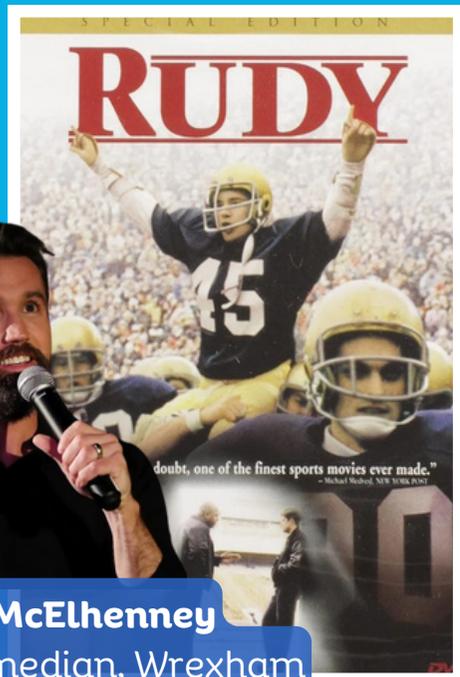
**ER Fightmaster**  
Actor, Comedian, Sports podcaster



**Johnathan Van Ness**  
Queer Eye, re discovering  
gymnastics as an adult



**Katie Ledecky**  
Most medaled female  
Olympic Swimmer -- ever



**Rob McElhenney**  
Actor, Comedian, Wrexham  
FC owner, Eagles Fan



**Ronda Rousey**  
MMA fighter, WWE wrestler,  
Actress



**Erin Andrews**  
Journalist, Iconic NFL Correspondent

# SPECS



**Runtime: 60-80 minutes**

**Personnel: 2 regular hosts, a special guest, and an optional BTS producer chiming in if needed.**

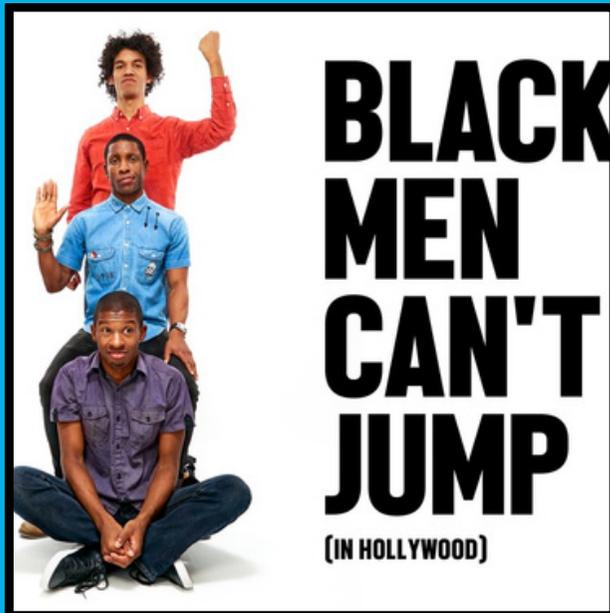
**Release Schedule: Weekly. (With the option to alternate 'full' and 'teaser' episodes bi-weekly)**

**Target Demographic: ages 25-50. May swing depending on the episode special guest.**

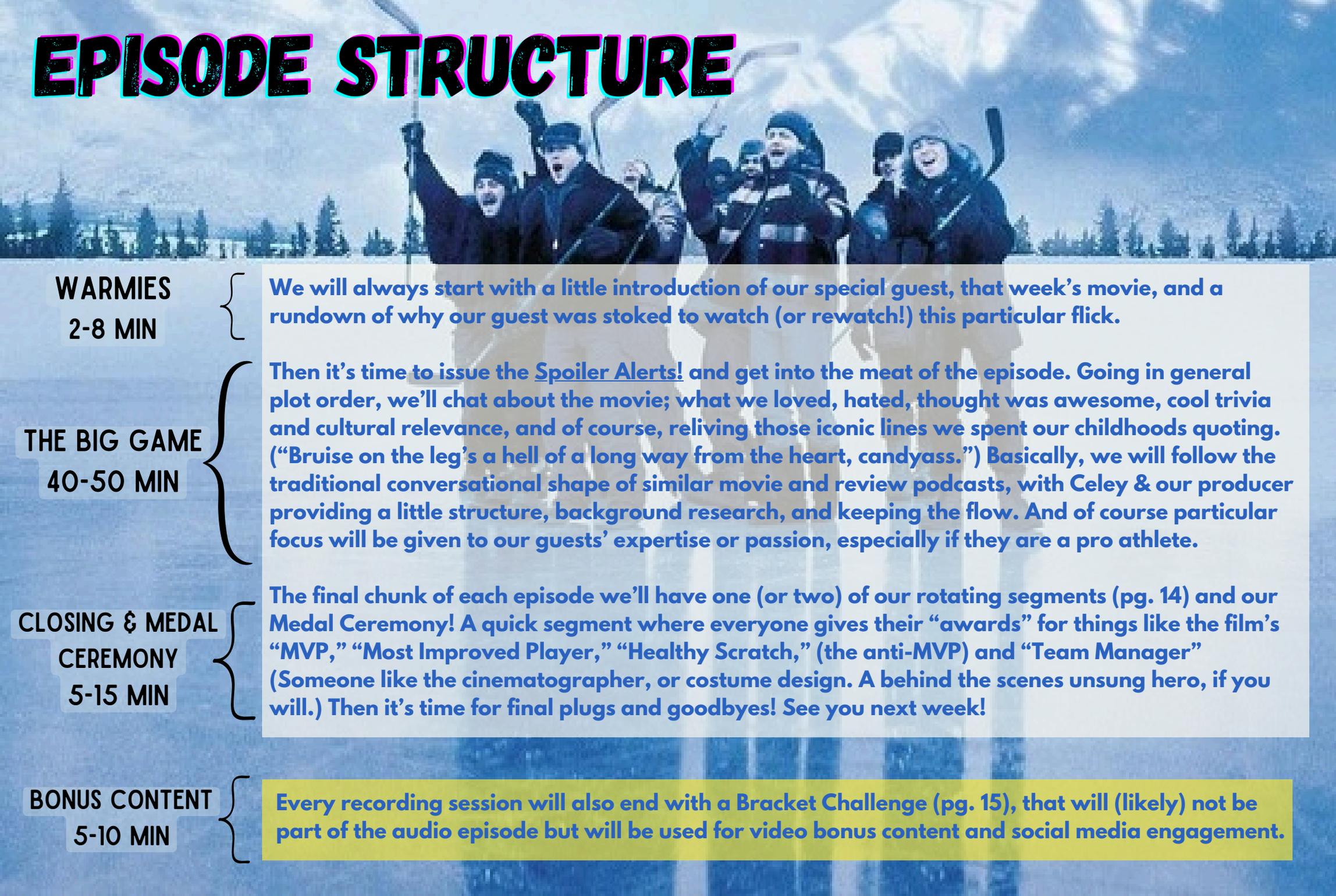
- Sports fans of all stripes - anyone looking for some more non-male voices in their sports content.
- Movie Buffs
- Millennial and Gen-X nostalgia seekers.
  - (and Gen Zers hunting that same nostalgia. Which is apparently a thing!)
- Overall likely to skew female and LGBTQ+ but not exclusively so.



# COMPS



# EPISODE STRUCTURE



WARMIES  
2-8 MIN

We will always start with a little introduction of our special guest, that week's movie, and a rundown of why our guest was stoked to watch (or rewatch!) this particular flick.

THE BIG GAME  
40-50 MIN

Then it's time to issue the Spoiler Alerts! and get into the meat of the episode. Going in general plot order, we'll chat about the movie; what we loved, hated, thought was awesome, cool trivia and cultural relevance, and of course, reliving those iconic lines we spent our childhoods quoting. ("Bruise on the leg's a hell of a long way from the heart, candyass.") Basically, we will follow the traditional conversational shape of similar movie and review podcasts, with Celey & our producer providing a little structure, background research, and keeping the flow. And of course particular focus will be given to our guests' expertise or passion, especially if they are a pro athlete.

CLOSING & MEDAL  
CEREMONY  
5-15 MIN

The final chunk of each episode we'll have one (or two) of our rotating segments (pg. 14) and our Medal Ceremony! A quick segment where everyone gives their "awards" for things like the film's "MVP," "Most Improved Player," "Healthy Scratch," (the anti-MVP) and "Team Manager" (Someone like the cinematographer, or costume design. A behind the scenes unsung hero, if you will.) Then it's time for final plugs and goodbyes! See you next week!

BONUS CONTENT  
5-10 MIN

Every recording session will also end with a Bracket Challenge (pg. 15), that will (likely) not be part of the audio episode but will be used for video bonus content and social media engagement.

# SAMPLE ROTATING SEGMENTS

A young boy in a blue baseball cap and light blue shirt is swinging a baseball bat on a field. The background shows a chain-link fence and other people.

**OCCASIONAL SPECIAL SEGMENTS WE'LL MIX IN DEPENDING ON THE GUEST/MOVIE/WHIM OF OUR PRODUCER**

## PLAY OR PERISH?

Would you play this sport? How good would you be? Or would you never participate no matter how much someone paid you? (Ahem, NYAD...I'm sorry. I can't)

## CINEMA vs. SPORTS

A little fact-checking of the movie and how it portrays its sport. Particularly fun if our guest is a pro in that sport. For example: the flying V in the Mighty Ducks...you're gonna be offside, or called for interference. But damn does it work as a plot device, so cinema demands we let it slide!

## TRUE STORY

A moment to acknowledge any 'true story' elements in the movie. How they differed, where are they now, etc. (like there was a SIXTH tragic brother in IRON CLAW they just...wrote out?!) A moment for research and perhaps guest expertise to shine.

## TROPE WATCH

A speedy little segment in which we try to call out as many iconic tropes in the movie as we can. Like "Dad living through his son!, Underdog story!, Mean coach redemption arc!" etc.

# THE BRACKET SEGMENT

AKA: "THE VIDEO WE'RE GONNA PUT ON SOCIALS EVERY WEEK TO SPARK MAJOR ENGAGEMENT AND HOPEFULLY ONLY A \*LITTLE\* OUTRAGE

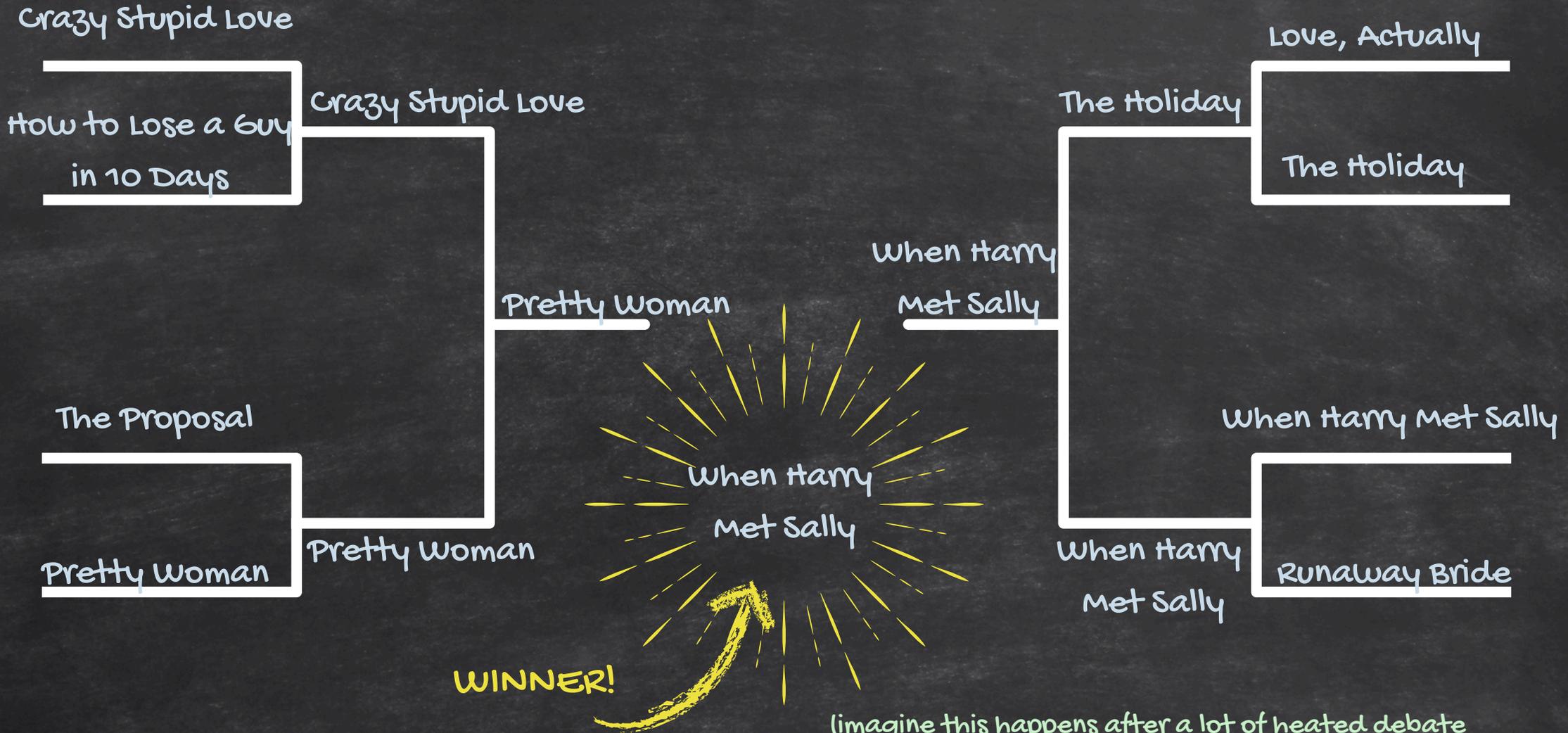
Every recording session will end with a **BRACKET CHALLENGE!** A roughly 10 minute segment that can either close every show, or be lifted for use as exclusively video and/or bonus content.

Our hosts & guest will be presented with a themed bracket and have to argue their way through to agree on a final winner. It could be anything from brands of sneakers, to breakfast cereals, to Julia Roberts movies. For example, if we're watching Jerry Maguire with Erin Andrews and she also loves romcoms, the bracket will be Iconic Romcoms. Only our producer will know the 8 entries ahead of time.

The goal is to inspire a fun debate and segment on a new topic--in a way that can easily translate to audience engagement, and encourage listeners to post their own brackets on the week's theme. (And probably also heckle us--what are sports without a good heckle?) We're talking whiteboards. We're talking dying on hills. We're talking big swings.

# SAMPLE BRACKET

Topic: Iconic Rom-Coms



(Imagine this happens after a lot of heated debate and possibly Geely threatening to burn the studio down if we don't respect CRAZY STUPID LOVE...)

# SHOW ME THE MONEY

(AHEM...POTENTIAL MARKETING & BRAND PARTNERSHIPS)

**poppi**  
prebiotic soda



amc **Stubs**  
A\*LIST

**Thinx!**



**ATHLETA**



**TAMPAX**



**opopop**  
Popcorn

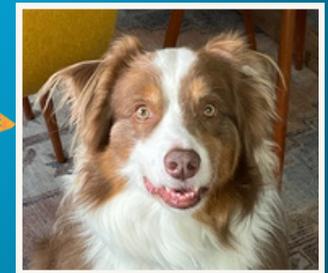
# PRODUCER BIO



## **CELEY SCHUMER – PRODUCER/HOST**

A writer, actor, and comedian, Celey grew up in Vermont and has been playing ice hockey her whole life. Notable writing projects include half hour fertility drug trade dramedy **INCONCEIVABLE**, in development with The Mark Gordon Company (**GREYS ANATOMY**, **CRIMINAL MINDS**) & Ley Line Entertainment (**EVERYTHING, EVERYWHERE, ALL AT ONCE**), women’s hockey feature **BEAUTIES** with Nicol Paone (**THE KILL ROOM**, **LURKER**) set to direct, and romcom feature **HASHTAG PROPOSAL** produced by Reel One Entertainment in 2023. Her commercial acting credits include Snickers, Yoplait, Comedy Central, and Aflac. Celey also loves a wild cartoon voice and currently voices multiple characters for children’s podcast network GoKidGo. She attended Middlebury College and the University of Washington for an unused degree in Structural Engineering (“Money well spent!” -her dad), and now lives in Los Angeles with her girlfriend and their very fluffy/mischievous Australian Shepherd.

Confession time: I have never seen **FIELD OF DREAMS**. This entire podcast might just be so I have a reason to finally watch **FIELD OF DREAMS**. Let’s realize this dream together!





**THANK**

**YOU!**

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