

Written in a multi-camera format each episode is a stand alone story that leads into the next. The pilot episode "The Menagerie" is inspired by a newspaper article Nellie wrote about the conditions of the animals at the Central Park Zoo. Finding the conditions deplorable, Nellie, an animal rights advocate, takes it upon herself to correct the the situation with the help of Joseph Pulitzer her willing boss and John Haines head of the first ASPCA.

The cast of the show would consist of four main characters with new guest appearances based on the next respective newspaper article for the episode. Nellie Bly wrote many articles that included Scam Artists, Thieves, and Politicians just to name a few of the unsavory characters she dealt with. So in each episode some of these characters will make an appearance.

Nelly Bly, the protagonist, does not take no for an answer as she tries to swim against a tide of a world of chauvinistic men with long held beliefs that includes her chief antagonist Greg Hopkins. The mysterious character of Barbaro DeVille, an acquaintance of Joseph Pulitzer, is progressively revealed in later episodes as to his true nature..

The pilot episode ends with Nellie Bly receiving a challenge to spend the night in the haunted Minton mansion in New York. In episode two, based on her newspaper article for "The World" Nellie accepts the challenge and successfully spends the night there only to wake up to find Gentleman Jim Corbett, the heavyweight champion boxer of the world, has challenged her to a fight at Madison Square Gardens in episode three.

Each episode of "Bly's World" would close a COLD OPEN with a stock image of the Statue of Liberty for which Joseph Pulitzer was a patron and raised money for after it arrived from France. The start of a TAG to close each episode would begin with a newspaper that shows the actual headline and date of the article Nelly Bly wrote for the newspaper,