

Treatment - Dixie Dynamite

Title: Dixie Dynamite

Genre: Episodic Comedy / Family Dramedy

Target Audience: Adults (21-60)

SERIES OVERVIEW: Dixie Dynamite is a family dramedy that irreverently pays homage to the traditional family while redefining what that can mean in 2025. A typical family in middle America with a Mom, Dad, and two kids who, from the outside, seem to have it all. The family is financially stable, the children are vibrant and intelligent, and they all love each other even if they can't always stand one another. But looks can be deceiving, and the series explores what 'having it all' really means and how that reality varies across the Baby Boomer, Gen X and Millennial generations by exploring what Penny and Darrell's immersion into OnlyFans means for them and for those they are trying to keep it secret from. Three generations attempt to come to grips with Penny and Darrell's decision and understand what their life looks like now that Dixie Dynamite is part of the family.

TONE AND GENRE: A Comedy / Family Dramedy with an irreverent, crude, and timely examination of living your best life in 2025.

MAIN CHARACTERS:

DARRELL - Since he was 12, he has had two goals driving decisions in his life: escape poverty and have as much fun as possible. He has worked 38 straight years, and his view of his career has evolved significantly based on conflict at work and conflict at home.

PENNY - Penny has pursued more than what her parent's limited world view provided and instinctively knows there is SO MUCH to experience and explore. Her view of comfort is different from Darrell's as she needs less to be satisfied but stagnation is her kryptonite.

JAQ - She is in many ways the antithesis to her parents while remaining a complex synthesis of both of their personalities. This creates internal conflict and anxiety as she tries to figure out how to establish her approach to life. She doesn't want to be LIKE her parents but she wants to out-achieve her parents and receive their admiration.

CHARLIE - He thinks his conception of life is 180 degrees apart from his family's. 17, his journey is filled with pain and rage for the oppressed and marginalized in society, as his empathy and wisdom are uncommonly mature, while his emotional IQ is still naive and idealistic.

RICKY - Grew up in an abusive home, his mother was a stripper to support the family, but also religious in a zealous way. His life is simple on the outside, but his brain works in complicated ways that don't always make sense to others; however, he has more insight than people give him credit for.

DAVE WEDDING - Former Sheriff of a mid-sized midwestern town who has been on a lifelong quest for acclaim and celebrity. In his late 50's, he recognizes that the amount of time he has left to make his mark is dwindling and the next 3-5 years will likely be his ultimate epitaph.

MATT - Former attorney turned sports radio Icon in the state of Kentucky. Everything he touches turns to gold but there is a darkness in his life that motivates him to achieve.

SEASON ARC: Season One of Dixie Dynamite progresses from the decision made in the pilot to pursue Dixie Dynamite and OnlyFans as a new way of life for Penny and Darrell through the dynamics of planning the adventure while trying to keep it secret from family and friends who may negatively judge the pair for making an impulsive decision to upend their lives for online sex work to the final episode where Penny is arrested at a block party for dealing weed, potentially compromising the whole adventure and landing her in jail.

In between, a cover story must be established to hide the real reason for their decision, a determination on who they will reveal the truth to, and the implementation of the Dixie Dynamite Business Plan Darrell has been developing for over a year begins. As part of that process, Penny becomes an actress and Executive Producer for a 'C' level horror film production company, Darrell works on his long-held desire to be a stand-up comic, and the pair devise a plan to convince Darrell's man crush to help them get a show about Dixie on a streaming platform.

PILOT SUMMARY:

Act I - Set Up and Catalyst

Darrell is in a rut at work and facing pressure at home. He feels unappreciated, and his views on how to live his life are changing in dramatic ways. He has been exploring other options, and when his 17-year-old son, Charlie, begins to challenge his views and beliefs, a transformation begins.

Penny is the picture of domestic bliss and contentment as long as there is enough weed to get her through the day. However, she also feels an internal nagging as well; perhaps it is time for a change. But what to change? She's a successful, retired business owner who has been married for 35 years and has two nearly grown kids. She has a house to die for and smokes weed with her buddies a couple of times a day while she manages the house. She's arrived at the pinnacle of what most would strive for, and yet she still feels a longing for something more meaningful.

Jaq is in a developing relationship that is getting serious fast. She longs for the life that her parents have achieved, but has a very difficult discussion with Penny ahead of her that she is dreading. She leans on her boyfriend, sometimes without even realizing it, for support, and he is a rock, there every step of the way.

Charlie has bombshell news that will rock his parents. He is a tireless social justice warrior, especially when it comes to his best friend, a transgender female named Star. He goes to great lengths to protect her and is prepared to completely change his life for her.

Act II - Rising Action and Conflict

Penny, during a normal daily smoke session with the Chandler Square Potheads, engages in a conversation that goes off the rails and causes her to experience a tipping point; forcing her to realize a change is indeed needed. She's still not sure what that change needs to be, but her intuition tells her it's something big and her intuition is rarely wrong.

Charlie drops the bombshell news that he intends to quit high school, but he needs Darrell and Penny's permission to do so. He gives an impassioned defense of why they should support the decision before storming off to his room and texting Star confirmation that the revelation did not go well. Star tries to indicate her feelings for Charlie but he is not hearing her and doesn't comprehend what she is trying to communicate. Star explains why it is so imperative for Charlie to convince his parents to support his decision.

Jaqueline doesn't get to have the conversation she was hoping, and dreading all at the same time. She finds out Colton knew Charlie was preparing to announce his decision to quit high school and his failure to notify Jaqueline causes friction.

Darrell can't believe the turn of events and is in despair. Where did he go wrong as a parent? Why doesn't Charlie see that what he is doing is short-sighted and fraught with implications for his entire life?

Act III - Climax and Resolution

Act III begins with crushing blows to both Darrell and Penny. Darrell gets a double dose of bad news at work and the unexpected death of Heidi is a blow on multiple levels as Penny loses one of her best friends and finds out that she was just getting ready to act on a long held dream to have a food truck and travel America, escaping the mundanity of Evansville.

Penny devises an impromptu photo shoot for OnlyFans to temporarily distract her and Darrell from the horrific turn of events, but can't help but use the opportunity to stress to Darrell that in light of Heidi, she has made a decision that something must change. Further insight into the Dixie Dynamite Business Plan is revealed. As the night ends, the photo shoot outcomes are uploaded to OnlyFans, and as the couple sleeps, an amazing event is occurring, the results of which Penny discovers during her morning wake and bake.

Penny rushes to tell Darrell the news, and in a wave of excitement, a life-altering, impulsive decision is reached.

EPISODE GUIDE:

Episode 2 - Family Meeting

Episode 2 focuses on telling the kids that Darrell and Penny have decided that Darrell will retire and will travel the world. Darrell has been conflicted with work for some time, and that conflict has had an impact on relationships at home. They decide it can be the cover story for why Penny and Darrell have made this decision. Secondary characters are introduced in this episode and the initial thought process and future of Dixie is revealed in depth.

Episode 3 - DPG Has A Stand Up Special

Free from the restraints of a professional job, Darrell discovers weed for the first time, and his creative side is unleashed as his stand up comic aspirations are publicly revealed. Jaq's struggle with making the transition from being a girl to a self-sufficient young woman is explored as a significant, life-altering event occurs that could change the entire course of the newly developed plans and the dynamic between the Chandler Square Potheads is further developed.

Episode 4 - Now What?

The t-shirt idea of the Dixie Dynamite Empire is revealed. Additional steps in the plan emerge as Dixie contracts to be an Executive Producer, on-screen talent, and social media spokesperson for Spookhouse Media Productions. Penny and Darrell reveal the new plans to their parents and their reactions explore the ways different generations view the 'proper' way to live life.

Episode 5 - Movie Day

Penny has decided that since she is going to be in movies, a day at the theater is imperative research. A phone call from Penny's dad provides more insight into how difficult it is going to be to keep Dixie secret. The episode further explores the Darrell and Charlie dynamic and how it has led to Darrell taking stock of his life. Who would have guessed a March For Peace in Palestine could be the break-through Darrell has been looking for? The son leading the father dynamic starts to be more fully explored as each is struggling to find their way in life.

Episode 6 - A Look To The Past

This episode starts with Darrell seeing Penny for the first time in 5th Grade Sunday School, each 10 years old. For Darrell, love at first sight. Literally. A time-lapse approach shows how Darrell and Penny have established their life since that chance meeting in 1979. The episode ends with

the initial discussion of Dixie occurring 3 years in the past, giving the viewer a glimpse into the genesis of Dixie.

Episode 7 - Dixie Takes Flight

Establishes Darrell's approach that even in creative endeavors, he has a plan and a goal. The first Dixie photo shoot outside of the house occurs as Dixie pumps gas in view of convenience store customers and workers. An exchange between two girls working in the store helps to underline the idea that no matter how different we may be, we are all pretty much the same. Discussions between Penny and Darrell about the Dixie concept illustrate the competing mindsets at play. The Comic Book Penny demands starts to take shape; this is a development to keep track of.

Episode 8 - Out Of The Bag

Episode focuses on how their current life is concluding before they start this new adventure. A weekend trip back to their hometown, where their closest friends reside, to reveal their plans; a final attempt at swinging with a local celebrity weatherman and his girlfriend; and a major dilemma for Penny as Dixie meets a very young fan named JuJu.

Episode 9 - The Pitch

Darrell is a nervous wreck as he gets news that Matt Jones is willing to listen to a pitch about a streaming show on Dixie. Penny is supportive and tries to make sure the Pitch is worthy and ready, so that Darrell delivers the presentation of his life. They go to Lexington for the weekend, as finally, the day for The Pitch arrives. Penny delivers her best Knute Rockne impersonation as only she can, and the scene is set. It is a DISASTER! Matt did what??

Episode 10 - The Big Reveal

The annual Pennington Party has arrived. A decade-long annual event of live music, alcohol, food and more than a little weed. It has everything, including Ju Ju! Penny and Darrell will make public that they are quitting their current life to travel the world. But wait. At episode's end, Penny is in the back of a police cruiser looking helplessly at Darrell as the party goers are left in shock. Will they get to travel the world? Will Dixie go viral? Will she become an undercover agent for an unacknowledged Federal drug task force run by her friend, Dave Wedding? Is that a text from Matt Jones to Darrell as the police haul Penny to jail?

MARKET POSITIONING: Dixie Dynamite is a story that champions the love a family has for one another while examining how generations can successfully cope with and learn from those changes and transformations. The themes addressed are wrapped in humor, absurdity, and

heartfelt emotion, allowing the viewer to fall in love with the family and series characters. As a result, both young and middle-aged adults will find the show speaks to them insightfully and lovingly, opening a wide-ranging market of adults 21-60 years old primarily.