

'VERNON JAMES'

Fake it 'til you make it.

A 6 x half hour comedy drama series about a Gen Y city slacker bullshitting his way to success as a Kalgoorlie TV reporter.

'Vernon James' is all about ambition, opportunity... and a healthy dose of bullshit.

This series shares the Gen Y attitudes of its lead character: youthful, post-PC, and somehow able to balance idealism and compassion with 'taking the piss'.

It takes place in a world where prostitutes and booze are as much a part of life as the mining industry and indigenous heritage... Yep, Kalgoorlie has its fair share of stories alright: with a daily paper and two TV reporters, it's a hub of regional news.

How better to explore 'Kal' than through the eyes of the latest rookie journo to blow into town?

Vernon's an idealistic city slacker who wants to become the next 'Kerry O'Brien'. But he's no natural talent... he's learning that sometimes you just have to 'fake it til you make it'; to act as if you are a success, until eventually your confidence leads to real success.

But how much do you need to fake? Vernon James wants to be someone... is that 'someone' ... him?

The Town

A regional journalist has an 'Access All Areas' pass to the town they report on. They experience its people and places like no one else can. And Kalgoorlie is one hell of a town.

The three brothels and thirty pubs suggest a town punching above its weight in debauchery; the new housing developments and ultra-modern community facilities suggest a move towards suburban banality. The 'Superpit' gold mine, a 4km long hole in the ground, is so close that you can actually feel the ground tremble every few hours from mine blasts: a constant reminder of the money that built this town and continues to sustain it.

There are four categories of residents: Bogans, Businesspeople, Blow-ins, and Blackfellas; all with their own stories. Some of those people desperately want their stories told... the rest are desperate to hide them.

The Job

Every single day a regional journalist has to file a story, whether there is 'hard news' happening or not. As far as story engines go, this one's a super charged V8... with a 'P' plater behind the wheel.

When news happens, we'll watch Vernon slog his guts out researching, filming, writing, and furiously editing, all to get the story to air by deadline. When news doesn't happen, we'll watch Vernon work twice as hard trying to *make* it happen.

By hitting the 'beat' with this unlikely journalist, we have a chance to explore Kalgoorlie in the best way possible; Not just through the lead stories about murder, corruption, and race relations, but the 'second break' stories; about neighbourly disputes, street parades, wild weather, and questionable local 'characters'.

The people

The dynamic and developing relationships between our core characters will keep the audience tuning in. Who does Eva want more; her long-distance boyfriend or Vernon? Who will go further in the industry: Chris, who is cocky yet ignorant; or Vernon, who is intelligent yet unprofessional?

The job, the town, and the people are experienced through Vernon- the unlikely journo with an ability to stuff up, get over it, and soldier on.

Vernon's relationships, his desire to succeed, and his humorous take on even the most serious news stories are endearing. He is a likeable character, even when he is acting like a loser. We want him to do well at his job, we want him to hook up with Eva, but most of all, we don't want him to change.

And that's the question that faces Vernon; does he need to change if he wants to succeed? His perception of a TV Journalist is that of a serious, dedicated, square-jawed man who everyone respects. The reality is that Vernon is none of those things. Does that matter?