

## So I'm Knocked Up..Now What?

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Inspired by the box office megahit movies of *Knocked Up* and *Baby's Momma*, *So I'm Knocked Up..Know What?* dares to explore the real life-challenge of modern parenting with an entertaining comedic twist.

The first English/Spanish language show that focuses on the experience of modern parenting for the 18-45 Generation X/Y demographic. We aim to break stereotypes and old wives—tales about raising children. This show will have a sense of irony and humor to what it means to have children in 2009.

*So I'm Knocked Up..Now What?* will be the new hip expose program that everyone watches during the day, as they do their work around the house or Tivo at night when they get home. This show will become the gift that every mother wants at their baby shower! We will make it cool and fun to learn about being a parent. We will learn about new subjects, with the most current products and hip gadgets, without having to spend hours and hours researching stuff on the internet by yourself.

This show has a lot of potential in terms of marketing revenue and sponsorship. Product placement with a very healthy green-friendly slant. Most parents spend a ridiculous amount of money preparing for their children! They want everything to be perfect! We want to feature as much organic products as possible, hopefully can get a sponsorship from Target or a store that has a wide-ranging sales area so everyone can find items that we feature. The aim is to make new product designs available to everyone, not just for a group of elite people.

### SAMPLE EPISODES:

EPISODE 1: THIS BABY THING IS KINDA, UM, WE-IRD.

What is just plain weird about having babies? One funny episode where we explore every bizaree-o thing that can happen during a pregnancy, birth, after, etc. All the weird things, from the conception to being gas-y, to cravings to the bloody show, to sexual intercourse for induction to nipple stimulation to placentas. All the crazy stuff that no one ever talks about in a public place. We will have female comedian mothers like Tina Fey or Amy Poehler come on and entertain us with anecdotes from the “real life is stranger than fiction” file, where we will have real life moms lwrite us with their own crazy shocking stories and we will retell them and send the mom a present or gift certificate.

EPISODE 2: MY PERFECT BIRTH, OH HA! YEAH RIGHT.

The myth of the “Birth Plan.” Doula, midwife, c-section debate. We explore crazy eccentric water births, hypnobirths, and natural births in dramatic situations. What happens when you make a crazy detailed birth plan and life sends you down a completely different path. Also, the side effects of birth drugs, pitocin, painkillers, epidural, etc. on life after birth. Also, the great side about these drugs, when they have really helped real women through this trying time. We tell everyone things they didn’t know, like you can’t move your legs on an epidural and go pee by yourself! All the little things that you probably don’t know till it’s happening to you.

### EPISODE 3: IS THAT A DIOR OUTFIT FOR THREE BUCKS?

Fun, and I mean, FUN ways of being environmentally-conscious with your kids. Green childhood to try to prevent the rise of asthma, allergies, etc. that are so prevalent today. New ways of raising kids with a green-conscious way from the minute they are born. PBA-free bottles, pacifiers, organic bedding choices to try to prevent SIDS. Going green doesn’t have to be expensive or for only rich people. We see the George organic line of stuff at Walmart or Target. We explore shopping in Goodwills, hot consignment shops, the reuse aspect of being a parent. Have a celebrity known for her extravagant taste, like a Nicole Richie-type, hit the resale kids clothing shops and make up an outfit. Cloth diapers and what’s up with them, what’s it really like to use them twenty times a day for months. We will have a sweepstake for the “Mom Who Has Successfully Used Cloth-Diapers” the Longest” where women can nominate themselves, their friends or family for a prize like a gift card at Target and a little public recognition for doing this amazing and challenging act for a long period of time!

### EPISODE 4: THE 24/7 MILK FACTORY

We explore everything that has to do with breastfeeding and what a challenging experience it is. We debunk the myth that it’s such an easy natural uncomplicated thing and really talk about how it is painful and mentally challenging, yet also rewarding and beneficial to the baby. The pressure of being the perfect mom and having the perfect breastfeeding experience. We also explore bottle feeding and how that’s okay to if you need to do it. This is a very important show as women really need support in this area! We explore bras, creams, pumps, the whole kit and kaboodle that we all need to know, as this is all so expensive stuff! We may even test three pumps like a consumer reports study and give them ratings, along with formulas that don’t smell disgusting and bottles that baby’s like! This is an area where most women are totally in the dark in, what the heck do you feed that screaming baby when breast feeding is not working for you?

### EPISODE 5: UM, MOM, CAN YOU PUT MY BABY DOWN NOW?

Parents parents. Grandparents and all the challenges of having them involved with YOUR kids lives. When they give bad outdated advice and how to handle it. What do

you do when you don't like what they are doing to your kid, how do you handle it tactfully. What happens when YOU don't get along with your parents? Can having a child help change things? What do experts recommend when it comes to communicating with your child when they start asking sensitive questions about your family structure? Also, the joys of having grandparents around, the good times as well. What are the super special memories you have if it being you, your child, and your mom or dad?

#### EPISODE 6: IS IT NORMAL THAT I HATE EVERYTHING RIGHT NOW?

Mental illness in parents. Bipolar issues, anxiety issues, depression, especially in post-partum women. Would be great to have a Gwyneth Paltrow come on and speak in Spanish about her depression with Moses, her second child. What are the warning signs and what can you do if you feel like you are falling into a depression. Mom's still suffer everyday in silence with these conditions! Hopefully Dad's can also watch this show and understand a little bit more about what is going in on her head and to not take everything personally. Medications and what you can do naturally in terms of diet and exercise to try to help improve mood. Stress levels. Placenta pills.

#### EPISODE 7: THE GREY IN GREY'S ANATOMY

Vaccines, medical tests, and children. What are they all about? Jenny McCarthy can come and talk all about her experience with Autism and what she has learned. The importance of asking your doctor questions and not just going along with the "plan". The need to green our vaccines and take out toxic chemicals. What to do when you don't agree with your doctor on something. Also, we will feature some amazing great doctors that are nominated by other moms and viewers as examples that NOT every doctor is mean and scary!

#### EPISODE 8: HONEY, DON'T TAKE THIS THE WRONG WAY, BUT I WANT TO STRANGLE YOU.

Fathers and what the heck to do with them sometimes. The challenges of an average guy becoming a parent for the first time. We meet some average joes becoming Dad's. How do they feel, really feel about it? Are they terrified or is it no big deal to them? Does it bring up their own issues with their fathers? We visit a birth class and we have some laughs at the guys expense at how vivid everything is. Psychological, physical, all the way it effects their relationships and themselves. Have a car seat race off, where the first dad that can put a car seat in right and take it out again wins a prize. What do you do when the father is being a baby himself?

#### EPISODE 9: LET'S GET IT ON... AGAIN

Sex after children. What are the effects? How do women and men really feel about the topic. Does it change the way they look at each other? What can we do naturally to spice things up again? We hear from real couples about it, like a HBO Real Sex, but without being supergraphic. We all want to laugh and learn and feel better about ourselves after.

#### EPISODE 10: MY LITTLE COUCH POTATO

Healthy kids. How to get the kids off the couch and get them active, if we all fall into sedentary habits. How important it is to feed kids as healthy as possible since they are young. Introduce foods so they keep an open mind about things and don't become junk food junkies. Also we take a trip to the supermarket with a nutrition expert and we discuss the packaging that appeals to children and what to be wary of in terms of color, characters, and commercials.

#### EPISODE 11: HOW NOT TO BE THAT LADY IN THE STORE WITH THE BRATTY KID

DISCIPLINE. The challenges of disciplining your kids. What are the three basic steps for it, i.e. let kids know what behavior is expected, warn them when they are not behaving properly and give them a chance to correct their behavior, and then punishment for not listening. What are some safe effective punishments. What happens to kids who are spanked emotionally? Why is it outdated as a punishment? We all know its hard to discipline your child you love, but why it is SO important to them. Fun ideas that can actually be done and work.

Repeating Bits in most episodes:

-Every episode will have a quick book corner, which will have an author reading a little smidge of their work. May also have a famous actress mommy or daddy reading the book.

-Every episode will have a "So Your Kid Won't Stop Crying...this is what I do"... We have moms send in their videotapes of what special UNIQUE secret ways they have of consoling their kids, when all the obvious stuff fails miserably. *Baby Einstein*, playing music, dancing, etc.

-We will also establish a hotline where women can call for help and to ask questions. We will have a professional doctor, therapist, or child care expert answer the call on camera, so the audience feels like they are a part of the show. We will also have an online blog.

-Online Fabulousness. We will feature one website a show that is just so fabulous we have to share it with everyone.

NEW MEDIA ASPECT:

This show will have a HUGE online presence, with a website and also a Myspace/Facebook page. Women and moms need to communicate with each other as much as possible, especially when you meet other women you relate to in terms of world view and sense of humor! This will be a powerful tool in the educational aspect of this show, as we all know the power of Oprah to get the word out to millions of women about book selections, favorite products, medical advice, etc. Let's really put the right products and things on the map! **We will aim to be an hip new Oprah-alternative program for the audience of our peers, ages 21-45 with kids or thinking about having kids!**