

A TEN PART WEB SERIES

# CROCKETT SCIENCE

*Common Sense Politics Isn't Rocket Science.  
It's Crockett Science.*

A 10-PART DOCU-SERIES

THE PREMISE

# As America approaches its 250th anniversary —

Congresswoman Jasmine Crockett steps into a nation fractured by economic anxiety, cultural division, and political exhaustion. Crockett Science is a cinematic political docu-series exploring the collision of policy, identity, media, and everyday American life through the lens of one of the country's most outspoken new political figures.

**A portrait of  
America in  
transition.**

THE GUIDE

# Why Jasmine Crockett?

*She occupies a singular position in American public life.*

## PUBLIC DEFENDER

Formerly on the front lines of the justice system — representing those most affected by the policies she now debates.

## MEMBER OF CONGRESS

A sitting legislator with unrivaled access to the rooms where decisions are made.

## NATIONAL MEDIA FIGURE

Moves fluidly across television, social media, and cultural spaces — with a platform that transcends politics.

## COMMUNITY PRODUCT

Born from the communities most affected by the issues at the center of today's national debate.

## CREATIVE APPROACH

# Observational. Cinematic. Immersive.

Verité cinematography captures the texture of real life. No staged setups, no artificial lighting rigs — just authentic proximity to power, pressure, and humanity, all through the latest iPhone technology.

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## VERITÉ

Handheld, embedded filmmaking. Events unfold in real time.

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## FIELD JOURNALISM

On-the-ground reporting meets documentary intimacy.

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## CHARACTER-DRIVEN

Unexpected moments embraced over unscripted beats.

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## SOCIAL-NATIVE

Designed for both cinematic screens and social-first audiences.

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THEMATIC PILLARS

# Five themes. One America.

01

## Economic Survival

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Housing, wages, healthcare,  
debt — what does stability  
look like today?

02

## Justice

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How do laws and  
institutions shape everyday  
lives?

03

## Identity

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Race, gender, class,  
geography — reshaping  
American society.

04

## Power

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Who has it? Who doesn't?  
And who gets heard?

05

## The American Experiment

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At 250 years, is America  
living up to its ideals?

# Episodes 01 — 05

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## EP 01 **America at 250**

As the nation prepares to mark 250 years, Crockett attends Essence Festival to take the pulse of a generation. She asks everyday Americans whether the promise of this country still feels within reach.

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## EP 02 **The Cost of Living**

Rising prices are squeezing families from every direction — groceries, gas, rent, healthcare. Crockett visits homes and small businesses to understand how inflation is reshaping daily decisions.

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## EP 03 **Education Nation**

Students are taking on record debt for degrees that don't always deliver. Crockett walks classrooms, campuses, and workforce programs to ask whether education is still the great equalizer.

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## EP 04 **Justice Delayed**

Drawing on her background as a public defender, Crockett explores how justice is experienced beyond courtrooms and headlines. She speaks with attorneys, advocates, and families navigating a system built on unequal footing.

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## EP 05 **The Rent Is Too Damn High**

Affordable housing has become a crisis in cities and suburbs alike. Crockett tours neighborhoods, meets renters and landlords, and confronts the policy failures driving people out of their own communities.

# Episodes 06 — 10

## EP 06 **Working for a Living**

A job used to be enough. Now workers across industries question whether employment alone can provide stability. Crockett spends time on factory floors, in gig economy vehicles, and behind service counters.

## EP 07 **How Government Works**

Major decisions affecting millions happen behind closed doors. Crockett takes viewers inside hearings, negotiations, and constituent meetings to show how policy actually gets made — and who gets left out.

## EP 08 **The Midterm Machine**

Election season reveals everything about American politics — the money, the messaging, and the fatigue. Crockett moves between campaign events and community gatherings to understand what drives people to vote or walk away.

## EP 09 **Government by Investigation**

Congressional hearings, investigations, and political battles dominate headlines — but government accountability often becomes political theater. Can oversight still reveal truth? Verité footage mixed with hearing clips, congressional coverage, and street-level reactions.

## EP 10 **The American Experiment**

In the season finale, Crockett revisits the people and places that defined the series. She reflects on what the stories of ordinary Americans reveal about where the country has been — and where it might still go.

# Rwanda: The Future in Motion

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## INCIDENT

Rwanda emerges as one of Africa's fastest-growing nations, attracting global attention for its economic development, innovation, and post-conflict transformation.

## MISSION

Explore what Americans can learn from a country that has rebuilt itself through long-term planning, investment, and national ambition.

## OBSTACLE

Differences in history, culture, governance, and scale complicate direct comparisons between Rwanda and the United States.

## HOW WE IMAGINE CROCKETT INTERACTS

Crockett travels through Kigali and surrounding communities, meeting entrepreneurs, students, policymakers, and local residents. Through conversations about economic opportunity, technology, infrastructure, and civic participation, she examines how Rwanda's development story challenges assumptions about progress and possibility.

ANCHOR: KIGALI, RWANDA

## REACH & DISTRIBUTION

# Digital-First content for a socially aware audience.

## PRIMARY AUDIENCE

- 35–64 year old Americans who feel like something isn't working.
- Political independents and politically homeless voters.
- Black audiences, particularly Black women.

### YouTube

Digital First

### Streaming

SVOD Platforms

### Broadcast

Linear TV

### FAST Channels

Ad-Supported

### Education

Curriculum Use

### Social

Short-Form Extensions

JASMINE CROCKETT

*"I want people to be inspired by politicians because they have a heart for the people, because they absolutely want to be a part of what that representative government looks like."*

— Congresswoman Jasmine Crockett

EXECUTIVE PRODUCERS

**Earl Cox & Lynnette Khalfani  
Cox**

PRODUCER

**Shannon Love**

DIRECTOR

**Fritz Archer**