

MR. WENDELL

Half-Hour Single-Camera Ensemble Dramedy

MARKETING & AWARENESS PLAN

Recovery television without the after-school special. A half-hour ensemble dramedy that earns Ted Lasso level warmth from a subject most shows are afraid to make funny.

4	5	5	Feb 2027
CONTENT PILLARS	TIMELINE PHASES	FESTIVAL TARGETS	CAMERAS ROLL

THE PLAN

PILLAR 1

MEET THE HOUSE

One character card a week. Build an ensemble the audience knows before a frame is shot.

PILLAR 2

BEHIND THE BIBLE

Table read and writers room clips. Wendell Harris as a first-person creator voice.

PILLAR 3

RECOVERY, TOLD HONESTLY

Careful posts on accountability and second chances. Invite the community in, never exploit it.

PILLAR 4

COUNTDOWN TO CAMERAS

A dated push to February 2027 once financing closes. Converts followers into audience.

WHERE TO TAKE IT

FESTIVALS & LABS

Austin Teleplay, ATX Pilot, SeriesFest, Sundance Episodic Lab, Blacklist and Coverfly

TRADE PRESS

Deadline, Variety and THR on a real milestone, never cold. IndieWire on the independent financing angle

CULTURE PRESS

Recovery and culture outlets once a sizzle exists

MARKETS

AFM and Content LA. Local finance meetups and family offices are often the faster path

Streaming has proven sustained appetite for half-hour comedies with real emotional stakes. MR. WENDELL sits at an underserved intersection: recovery and redemption as the engine of the comedy, not an issue-of-the-week detour.

TIMELINE TO CAMERAS

Q3 2026 Foundation · Q3 to Q4 Outreach · Q4 2026 Momentum · Q4 to Jan Pre-Launch · Feb 2027 Cameras Roll

WHO IT IS FOR

Streamers building half-hour dramedy slates · Financiers wanting a contained independent series with a clear licensing path
· Managers and casting seeking a distinctive ensemble showcase

TONE

Development-stage in tone, not a launch campaign. Build verifiable momentum without prematurely marketing a show that does not have a home yet.