

PREPARED FOR JOHN LERNER AND JEREMY BARKER

Above the Law. **in motion.**

Three video shows for Above the Law, built from your reporting for a B2B legal audience, with one production engine behind them and a sponsor slot in every episode.

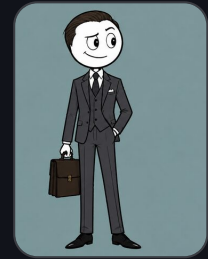
From
Chris Mole, Atlas

Proposed kickoff
Mon, Oct 19

First roundup live
Fri, Oct 30

Walkthrough
Fri, Nov 6

Welcome to
Super!Intelligence Week.
Four stories. Zero billable
hours.



THE OPPORTUNITY

Strong stories, a loyal audience, and no video format yet to sell against them.

WHAT EXISTS

- Above the Law reaches the lawyers, firms and legal vendors that B2B sponsors want, and sponsors are already buying in. Bar Review sponsors the annual law school rankings.
- Three show concepts on the table: a weekly roundup, a rankings melodrama and a summer associate guide.
- The microdramas Atlas has already made for Above the Law.

WHAT IS MISSING

- A repeatable video format at a cost Breaking Media can price.
- A version of the show a sponsor can see with their own brand inside it.
- Real numbers on cost and volume, so the 13-week plan rests on measurement.

One show, reskinned for each sponsor.

The reporting is the script

Atlas reads your articles and turns them into scripts. Nothing is invented, and real people are never named or drawn.

A look that repeats

A recurring cast: a wigged Judge and a sharp-suited Counsel for the roundup, mascot characters for the top five schools. The same faces return every episode, so the audience does too.

Legal reads first

Scripts go to your reviewer before anything is animated, and every video is labeled satire.

The sponsor slot is built in

A logo on a prop, a product on a desk, a sponsor tool that resolves the plot. Swapped per client without remaking the show.

Your distribution does the rest. Site, email list and social carry the videos, and the show gives your sales team a new unit to sell and a fresh reason to send. John owns the sponsor conversation and the pricing. Atlas makes the product easy to sell.

THREE SHOWS, ONE R&D SPRINT

We find what works before you commit to twenty-six videos.

Phase 1 is a short, focused R&D sprint. We prototype all three shows, test the looks, the formats and the sponsor placements side by side, and measure what each finished minute really costs. What we learn becomes the plan, and the price, for the 13-week run.

TEST 1 · LOOK

Characters people remember

Hosts and mascots drawn in a hand-inked stick style, tried in several variations so we keep the cast the audience wants back every week.

TEST 2 · FORMAT

Pacing and drama

Cold open length, how much of each story is dramatized, where the joke lands. We cut the roundup more than one way and keep the winner.

TEST 3 · SPONSOR

Where a brand fits

The same episode with a logo on a prop, on a jacket, or as a tool that resolves the plot, so a sponsor can see which placement feels natural.

TEST 4 · COST

Real numbers

Time and spend per finished minute, tracked from the first prototype, so the per-video price for Phase 2 rests on measurement.

RECURRING • EVERY FRIDAY

The weekly roundup

THE CONCEPT

- A week in review in a comic book, funny AI spirit.
- A recurring host pair, a Judge and Counsel, introduce the show and move between stories, with a dramatization of each.
- Episode one covers the prior week. The goal is a template we can re-create every week.

WHAT ATLAS PROTOTYPES

- The Judge and Counsel, designed once and reused, in several looks to test.
- A Friday template: cold open, four dramatized stories, sign-off, sponsor tag.
- Episode one, finished, from the stories on the right.



Your hosts. The Judge hears the week, Counsel argues it. Drawn in the same hand-inked stick style as our other shows.

Super!ntelligence Week

Working title, with the exclamation point standing in for the I.

OPEN	Host introduces the week
STORY 1	Kirkland tops \$10 billion and decides revenue rankings are gauche
STORY 2	Lawyers want a watchdog for the Pirro reflecting pool case. Good luck finding one
STORY 3	Self-proclaimed cartel attorney gets 20 years in federal prison
STORY 4	Dave Grohl dedicates "My Hero" to Jack Smith in an Iowa Hawkeyes shirt
CLOSE	Host signs off
SPONSOR	Tag, prop or tool, swapped per client

The rankings melodrama

THE CONCEPT

- Seven years of law school rankings as a romantic melodrama, with plot twists and a cliffhanger ending each episode.
- The top five schools are the characters: each school's own mascot, so the audience recognizes them instantly, acting out the rankings drama.
- When a school drops out of the top five, its character exits. It can get sick, get shoved away or get dumped.
- Each episode covers one year of change, with the years on screen in every scene.

WHAT ATLAS PROTOTYPES

- Five mascot characters for the current Top 5, each the school's own mascot, ready for sign-off.
- An outline of all six episodes.
- One finished episode, built from the rankings pages for 2020 through 2026.

THE CAST: THE 2026 ABOVE THE LAW TOP 5, EACH AS A MASCOT



NO. 1
University of
Chicago



NO. 2
Duke



NO. 3
Virginia



NO. 4
Penn



NO. 5
Yale

Chicago rose to No. 1, Duke slipped from No. 1, and Yale jumped from No. 8. Cornell, last year's No. 2, fell to No. 8, which is exactly the kind of exit the plot needs.

THE SEASON

EP 1

2020-21

Cliffhanger

EP 2

2021-22

Cliffhanger

EP 3

2022-23

Cliffhanger

EP 4

2023-24

Cliffhanger

EP 5

2024-25

Cliffhanger

EP 6

2025-26

Season finale

How Not to Get Hired

THE CONCEPT

- "How not to get hired by a law firm: a guide for summer associates."
- Dramatized however makes sense. The story should write itself.
- Built from your 2023 to 2025 summer associate coverage.

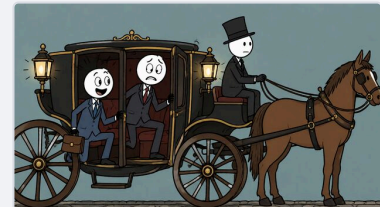
WHAT ATLAS PROTOTYPES

- The script, with composite characters. No real associate is named or drawn.
- An animated storyboard: illustrated scenes with voice, ready to react to.

STORYBOARD, FOUR OF THE SOURCE STORIES



The toddler impression



The horse carriage



The firm that wasn't full of attorneys

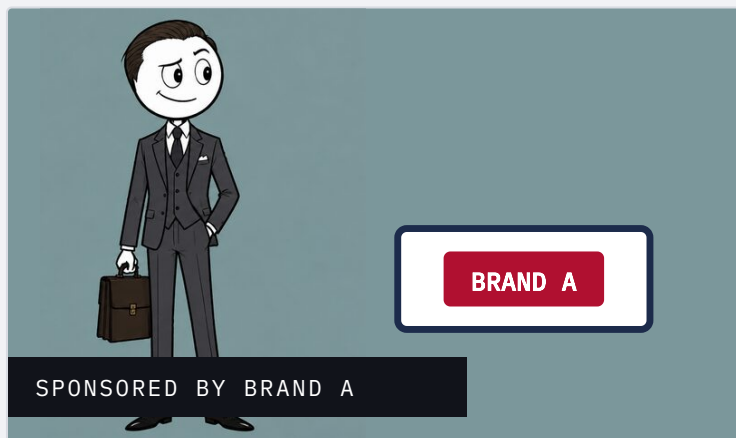


The summer outing

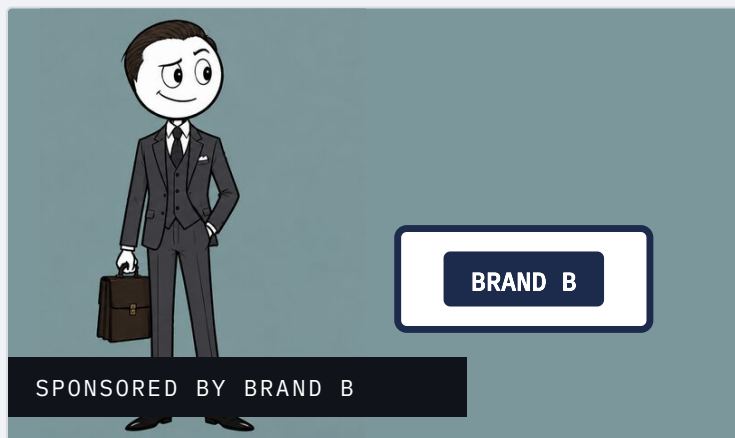
Sample frames in the same hand-drawn look as the hosts. Final scenes use composite characters, never real associates.

The same Friday show, with a different sponsor inside it.

The deliverable your sales team can use is a pair of finished roundups that differ only in the sponsor. That is the whole pitch, shown instead of described.



VERSION A · LOGO ON A DESK PROP



VERSION B · SAME SCENE, NEW SPONSOR

Swap-in brand elements

A logo on a prop or a jacket, a product on a desk, a sponsor tool that resolves the plot. Replaced per client without redoing the show.

Your distribution

Site, email list and social are the real value. The video gives your sales team a new unit to sell and a fresh reason to send.

Targets from our October 8 call

Bar Review already sponsors the rankings every year, so the melodrama can join that campaign. Also a deposition transcript service, plus Harvey, Legora and Thomson Reuters. These are prospects, not commitments.

Nothing moves until you have approved the still.

Changes are cheap while a scene is a picture and expensive once it is animated, so the approvals come early.

1	2	3	4	5	6	7
Read	Script	Legal ♦	Stills ♦	Animate	Voice	Verify ♦
Atlas reads the articles and rankings pages.	Dramatized from the reporting. Nothing invented.	Your reviewer reads every script.	Every scene appears as a still frame first.	Approved stills are brought to life.	Host and character voices recorded.	Every spoken word is checked against the script by machine.

Three weeks to a sponsor-ready show.

The roundup is built first because everything else reuses its template.
Dates assume a kickoff on Monday, October 19.

	WEEK 1 · OCT 19					WEEK 2 · OCT 26					WEEK 3 · NOV 2				
	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Scripts, legal, looks	Scripts · legal · looks														
Weekly roundup			Stills			Animate · voice				Live					
Rankings melodrama			Stills			Animate · voice					Finish				
How Not to Get Hired						Stills			Storyboard · voice						
Sponsor versions											A and B				
Cost report											Measure · write				
Approvals															

■ Build □ Stills for approval ■ Goes live or shown to a sponsor
◆ Approval: scripts and looks (Thu Oct 22), stills (Mon Oct 26), final cut (Fri Nov 6)

WEEK 1 · OCT 19

Scripts, looks and stills

Kickoff Monday. Scripts for all three formats reach your legal reviewer by Tuesday. Character designs for the five schools and the host reach Jeremy by Wednesday. Stills of the first roundup and rankings episode by Friday.

WEEK 2 · OCT 26

The first roundup lands

The roundup is animated and voiced, ready to post Friday, Oct 30. The rankings episode is animated. Stills for How Not to Get Hired.

WEEK 3 · NOV 2

Sponsor ready

Rankings episode and storyboard finished. The roundup reskinned for two placeholder sponsors. Cost report written. Walkthrough with John and Jeremy on Friday, one round of revisions on each video, and a decision on the 13-week plan.

Who does what, and what we need to start.

WHO	RESPONSIBLE FOR
John Lerner	Go-ahead and kickoff date. Owns the sponsor conversation and pricing.
Jeremy Barker	Story picks, character looks and tone. Approves scripts and stills.
Your legal reviewer	Reads every script before animation. To be named.
Your sales team	A contact who can react to the sponsor version.
Chris Mole, Atlas	Runs the engine: scripts, characters, animation, voice, checks and delivery.

- ☐ **Go-ahead and kickoff date**, from John By Fri Oct 16
- ☐ **A named legal reviewer** for scripts, from Jeremy By Mon Oct 19
- ☐ **The roundup story list**. The October 9 email repeats the cartel attorney link, so we are working from four unique stories including the Dave Grohl piece. Tell us if a different one was meant. By Mon Oct 19
- ☐ **Permission to use the Above the Law name and rankings pages** in the prototypes By Mon Oct 19
- ☐ **Placeholder sponsor names and logos** for the swap, or approval to use invented ones By Fri Oct 30
- ☐ **A sales team contact** for the sponsor version By Fri Oct 30

INVESTMENT

Spend little until it works.

PHASE 1 • R&D SPRINT

\$5,000

Flat fee, approved by John on October 12.

- Character looks, format and sponsor-placement tests across all three shows, plus the cost report
- The production engine and Chris Mole's time
- One round of revisions on each video
- Invoiced by MoleHole, Inc. d/b/a Atlas: half at kickoff, half at delivery

PHASE 2 • 13-WEEK TEST

26 videos

John's plan from October 8: one of each type per week for 13 weeks.

- Priced per video, from the measured costs in the Phase 1 report
- Breaking Media adds its own sponsor margin knowing the real cost

13

WEEKS

2

VIDEOS A WEEK

1

FRIDAY ROUNDUP

1

SPONSOR VERSION PER CLIENT

GUARDRAILS

Protecting *Above* the Law.

Fiction, labeled

All characters are fictional. Real attorneys and summer associates are never named or drawn; the summer associate stories become composite characters. Schools appear as mascots. Every video is labeled as satire.

Legal before motion

Nothing is animated until your reviewer approves the script and you approve the stills. Spoken words are checked against the approved script.

Ownership

Breaking Media owns the finished videos and its brand elements. Atlas keeps its tools and methods. Who owns recurring characters is the one open point, and we settle it before Phase 2.

Confidentiality

Breaking Media's drafts and sponsor details stay private to this project.

NEXT STEP

Let's make the first one.

Reply with a go and a kickoff date. Monday, October 19 holds this calendar, and the first Friday roundup is live on October 30.

Chris Mole · Atlas
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Draft for discussion. Prepared by Chris Mole, Atlas, October 2026. Sponsor names are prospects, not commitments.