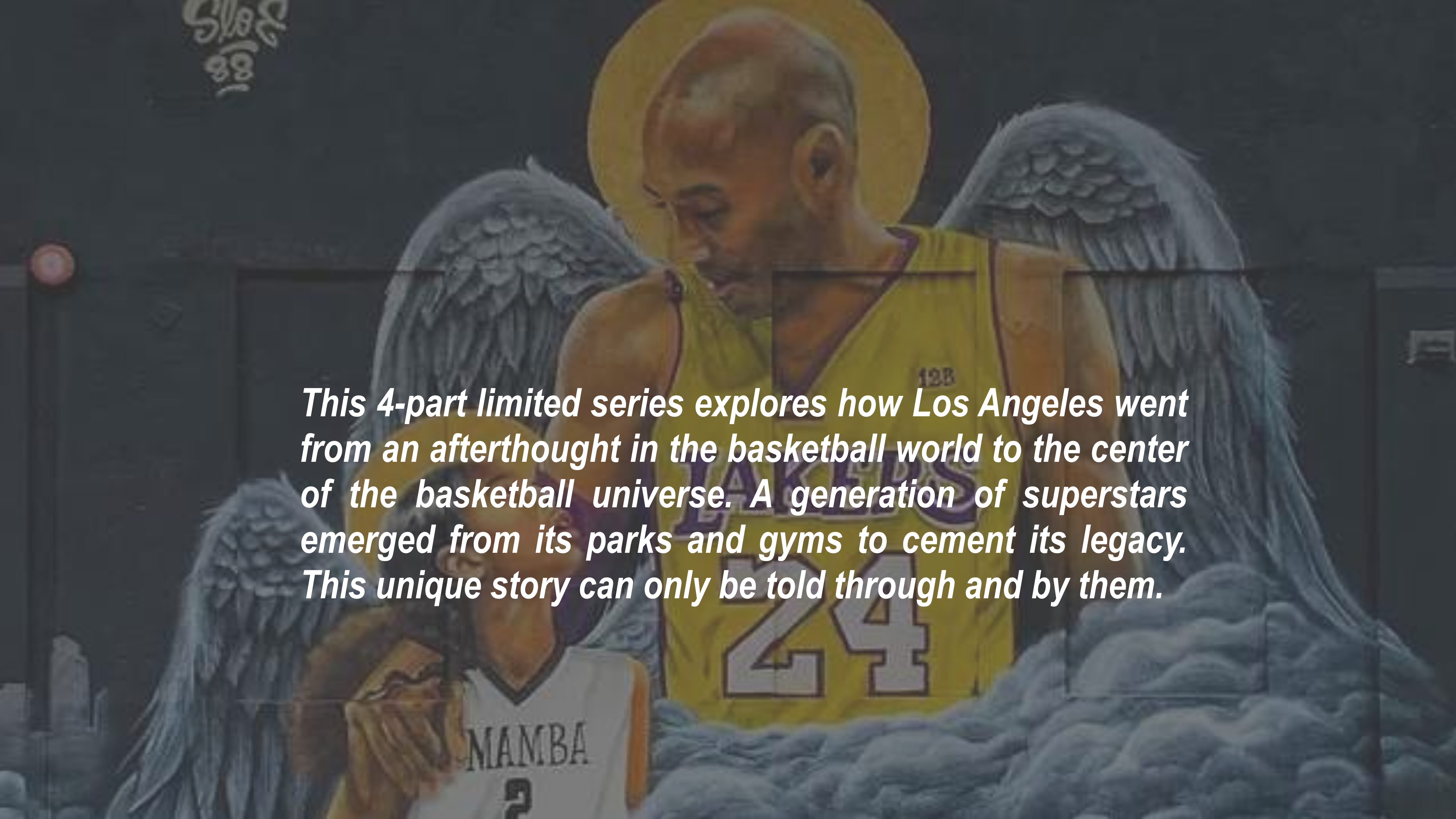


# *LA BASKETBALL*

**Limited Series**

HUDLIN ENTERTAINMENT | ORIGINAL PRODUCTIONS



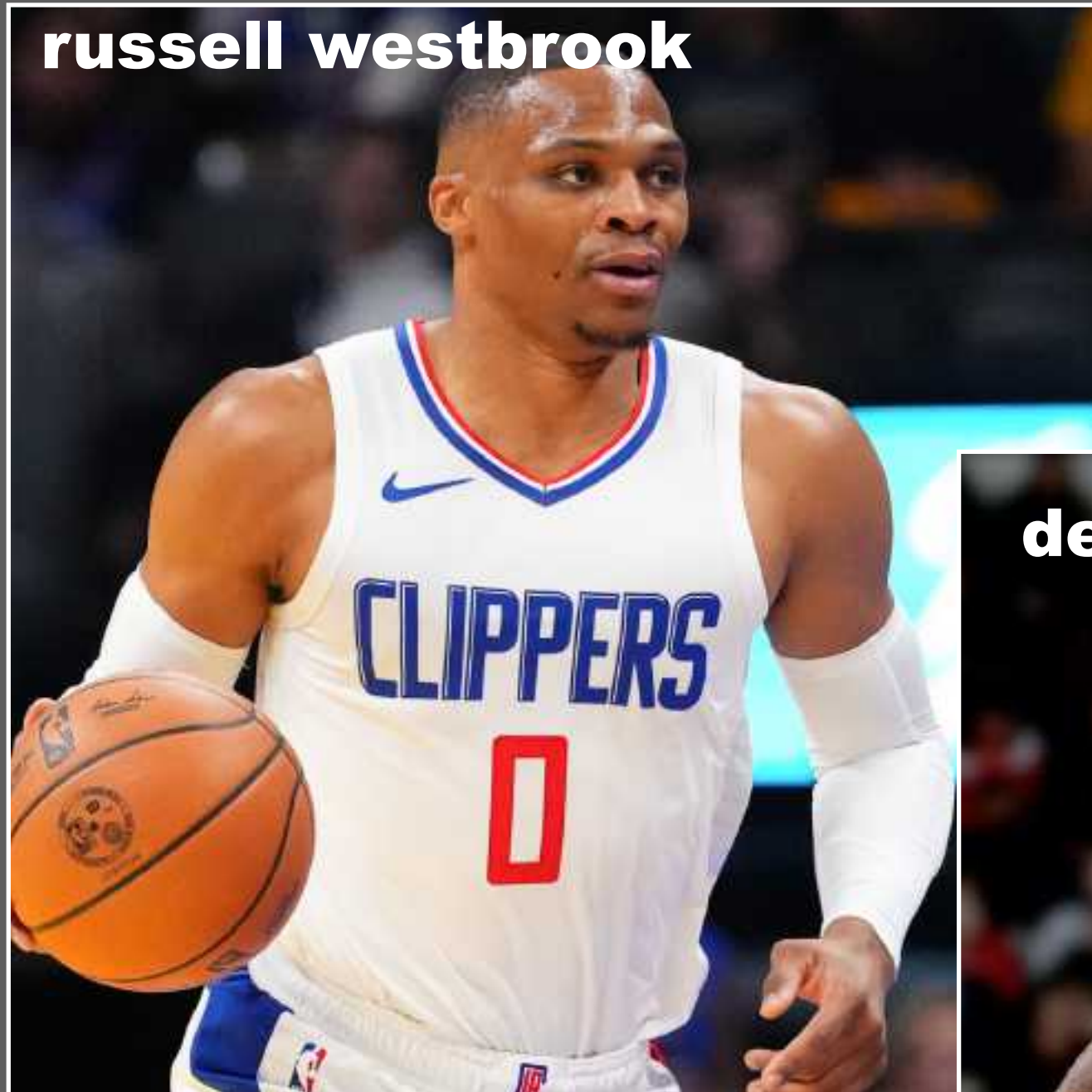
A painting of Kobe Bryant and a young girl, both with angel wings, in Lakers jerseys. Kobe is in the background, wearing a yellow Lakers jersey with the number 24, looking down at the girl. The girl is in the foreground, wearing a white jersey with 'MAMBA' and the number 2, looking up at Kobe. They are surrounded by clouds. In the top left corner, there is a small circular logo with the text 'SILVER' and '88' inside it.

*This 4-part limited series explores how Los Angeles went from an afterthought in the basketball world to the center of the basketball universe. A generation of superstars emerged from its parks and gyms to cement its legacy. This unique story can only be told through and by them.*



# SERIES OVERVIEW

**russell westbrook**



**demar derozan**




**james harden**



NBA superstars, James Harden, DeMar DeRozan, and Russell Westbrook, all of whom are LA natives, guide viewers through LA's basketball culture while introducing us to basketball royalty both known and unknown, and how growing up in Los Angeles shaped who they are not only as basketball players but as men.

While James, DeMar, and Russell will be our main guides we'll also hear a wide range of perspectives from a plethora of other NBA players, coaches, executives, trainers, scouts, community leaders, agents, advisors, and celebrities.



A background image of two basketball players in a game. The player on the left is wearing a red jersey and purple shorts, while the player on the right is wearing a white jersey and maroon shorts. They are both in a low, defensive stance on a blue court. In the background, there are palm trees, a crowd of spectators, and a basketball hoop with a white ball hanging from it.

The series explores the subculture of off-season summer basketball that many don't even know exists. The passionate fans who pack into hot gyms and congregate at the parks just to get a peek at their hometown heroes and rising stars. And just like how music is a soundtrack to a baller's life, it will also play an integral part of this series.

*Remembering where you came from and staying true to who you are is central to our story. This tight-knit basketball community will show you how this new mecca of basketball was created, and how it will stay that way for generations to come.*



# THE FOUNDATION

**russell westbrook**



**demar derozan**



**james harden**



James Harden, Russell Westbrook, and DeMar DeRozan provide insight into what seeing Magic and Kobe in the community meant to them and other young players coming up at that time and how their presence woke generations of players to the possibility of basketball stardom. Particularly to young Los Angeles ballers, Kobe and Magic proved it was possible to be great just a few miles away.

What's important to note is that during this time when nobody was looking at LA, some of its greatest players were still babies. Sure, everyone in the basketball community may have known about DeMar DeRozan and Jrue Holiday, but Russell Westbrook didn't start until his junior year, James Harden's high school coach didn't think James was even his best incoming freshman. What helped ignite what they could even possibly be, is directly connected to LA's transition to basketball relevance... The Showtime Lakers.





# THE EPISODES



# Episode One:

## Welcome to LA, the basketball capital of the world

magic johnson



*In order to understand where we are now, we need to know how we got here. This episode will provide a historical perspective of the basketball scene and how Los Angeles emerged on top.*

Supertease - The Super Tease will be a fast paced, high energy look at the current LA Basketball scene while incorporating important historical highlights. The tease will feature James, Russ, and DeMar as well as NBA greats, the Showtime Lakers, coaches, celebrities, and community voices. We will establish what LA means to the basketball community, as well as set the table for what is to come throughout the series. We'll highlight some of the shining stars that began to wake a sleeping giant.

snoop dogg



But, why was all that community work so important to these budding athletes? Because they grew up in the part of Los Angeles that most people do not know or understand. The nation saw this part of LA highlighted for one of the first times during the LA Riots. We will explore the history and the socio-economic factors of the specific neighborhoods in South Central where James, DeMar, and Russ grew up. Drugs, gang violence, lack of opportunities, and a pocket of poverty surrounded by extreme wealth. But, they were also surrounded by a group of people who cared about them and saw the potential of what they were to become.



# SHOWTIME



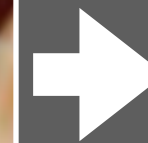
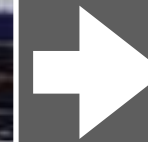
We'll go back in time to 1980s Los Angeles, when the mecca of basketball was still New York City, and West Coast players were thought of as soft and lacking the skills of their East Coast counterparts. LA was not the place to be if you had any real aspirations of playing in the league (NBA). Retired players, current players and basketball experts give a historical perspective of LA basketball back then, and when they noticed a shift happening.

*We'll look at the effect the Magic led Lakers, followed by the Kobe/Shaq teams, had on LA's youth and overall basketball environment.*



# POTENTIAL INTERVIEWS

MAGIC JOHNSON  
JAMES HARDEN  
LAMELO BALL  
LONZO BALL  
LISA LESLIE  
TREVOR ARIZA  
STEVE KERR  
KLAY THOMPSON  
SHAQ  
KAWHI LEONARD  
CHRIS PAUL  
RUSSELL WESTBROOK  
ICE CUBE  
MATT BARNES  
PAUL GEORGE  
JRUE HOLIDAY  
SNOOP DOGG  
BRYON SCOTT  
ANDRE MILLER  
NORM NIXON  
PAUL PIERCE  
BARON DAVIS  
BRANDON JENNINGS  
TINA THOMPSON  
GILBERT ARENAS  
NICK YOUNG  
ROBERT WOODS  
SPENCER DINWIDDIE  
AARON AFFALO  
MICHAEL COOPER





# Episode Two:

## How the community developed the LA basketball scene

*In this episode we explore how the South Central community helped to lay the foundation of Los Angeles Basketball greatness. We explore the LA Basketball ecosystem from up and coming high school players, to the summer league and professional training. We key in on why Los Angeles is where you want to be if you want to be trained and recognized by the best.*

How does the LA basketball ecosystem work in general and specifically what role do the off season basketball leagues and runs play in shaping the entire basketball landscape and the lives of those who are a part of it? We will take you inside some of the legendary runs that help to shape how a player is viewed in the basketball hierarchy. Places like the UCLA summer runs and the world famous Drew league, where the basketball elite come together in a small run down high school gym in South Central LA, without glitz and glamor, to simply ball.





Who are the other LA gatekeepers who determine who gets a shot and who doesn't? There are decisions made everyday that alter the course of basketball history. No question talent matters, but the game is far more complicated than that. We will take you inside the minds of those who weigh a myriad of factors in determining who has the potential to go all the way.

Competition at the pro level is an entirely different beast; training and practices are both a science and an art. We will look at what goes into maximizing the talent of pros in the off- season in Los Angeles. There is a basketball hierarchy in Los Angeles which is tested during the off-season and confirmed during the season. How does the off-season help to determine the basketball hierarchy?



**russell westbrook**



**trevor ariza**

- MAGIC JOHNSON
- JAMES HARDEN
- RUSSELL WESTBROOK
- TREVOR ARIZA
- BARON DAVIS
- MATT BARNES
- SCOTT PERA
- CASSIUS STANLEY
- EVAN BURNS
- JASON HART
- KLAY THOMPSON
- FRANK ROBINSON
- ANTHONY DAVIS
- AMIR JOHNSON
- DAVID FIZDALE
- PAUL GEORGE
- NICK YOUNG
- PUMP BROTHERS
- SHAREEF ONIEL

POTENTIAL INTERVIEWS



# Episode Three:

## The roses that grew from the concrete



In this episode we explore the consequences of growing up in an economically disadvantaged area. The heartaches, the movements, and the passionate causes that have driven these new generations of players and how they hope these movements positively impact where they grew up.

Live hard and play hard. How do the players spend their time in the city of the Angels -parties, vacations, business outside of basketball, bonding with family. Life long relationships are established in the off-season and true brotherhoods are formed. We will go behind the curtain and see how it plays out.

We'll see how these relationships affect the broader community of LA: NBA players are role models, economic engines, community champions and advocates. This is a side of the players that is far too infrequently seen.



A prime example of the LA basketball brotherhood at work is the HomeTown Favorite program, founded by Pooh Jeter. Pooh, along with Bobby Brown, seek out the best high school players in LA and invites them to a camp where they not only work on basketball skills but more importantly life skills. Many of the LA area pro players, like James who regularly participates, come to the camp and speak to the kids about the journey ahead as an elite player. The ups and downs, the expectations, the the demands from friends and family, how to handle suddenly becoming wealthy, and how to think about college choices and transitioning to the pros.

POOH JETER  
BOBBY BROWN  
JAMES HARDEN  
MAGIC JOHNSON  
LAMELO BALL  
DEMAR DEROZAN  
BRANDON JENNINGS  
CHRIS PAUL  
JRUE HOLIDAY  
RUSSELL WESTBROOK  
BARON DAVIS  
TREVOR ARIZA  
PAUL GEORGE  
NICK YOUNG  
KEVIN DURANT  
LEBRON JAMES



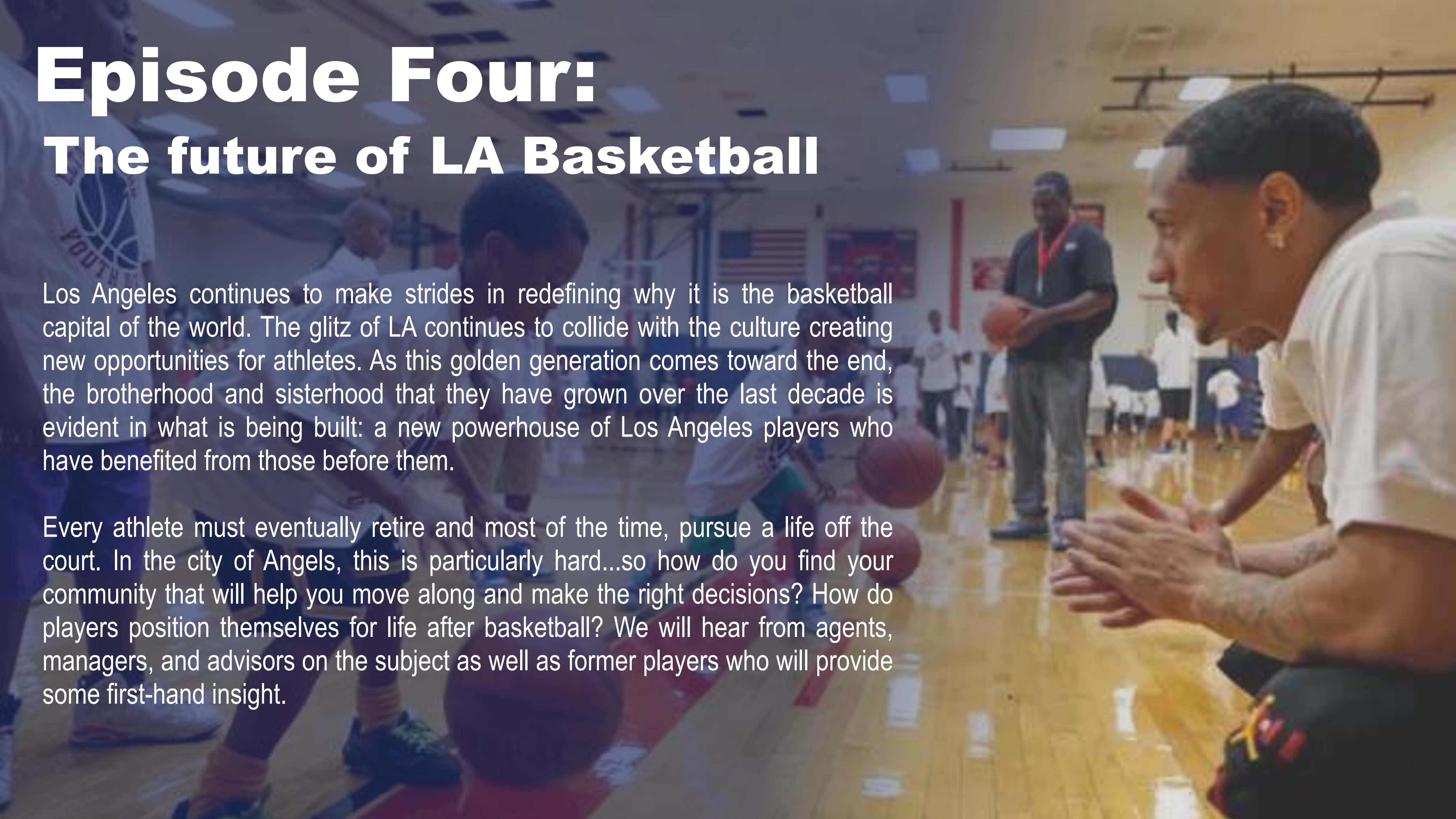


# Episode Four:

## The future of LA Basketball

Los Angeles continues to make strides in redefining why it is the basketball capital of the world. The glitz of LA continues to collide with the culture creating new opportunities for athletes. As this golden generation comes toward the end, the brotherhood and sisterhood that they have grown over the last decade is evident in what is being built: a new powerhouse of Los Angeles players who have benefited from those before them.

Every athlete must eventually retire and most of the time, pursue a life off the court. In the city of Angels, this is particularly hard...so how do you find your community that will help you move along and make the right decisions? How do players position themselves for life after basketball? We will hear from agents, managers, and advisors on the subject as well as former players who will provide some first-hand insight.





How do you transition mentally and psychologically to no longer being in the limelight and is it particularly hard to do in LA? Preparing a player for life after basketball primarily focuses on two things: setting yourself up financially and professionally. Once you're established in the league, it's important that you identify what you're passionate about and use your platform to begin to cultivate relationships in that field. Whether it's through marketing deals, charity work or passion projects, use your playing career to establish yourself in something off-the-court.

The wrong way to go about setting up for a career after basketball is assuming that the money, lifestyle and opportunity will last. Becoming complacent on and off the court will cause the money and opportunities to dry up. You need to recognize your own brand and platform and do more during your career to have a life after it.



## POTENTIAL INTERVIEWS

MAGIC JOHNSON  
SHAQ  
JAMES HARDEN  
PAUL GEORGE  
KAWHI LEONARD  
RUSSELL WESTBROOK  
LISA LESLIE  
REGGIE MILLER  
TREVOR ARIZA  
ICE CUBE  
JRUE HOLIDAY  
SNOOP DOGG  
PAUL PIERCE  
BARON DAVIS  
BRANDON JENNINGS  
GILBERT ARENAS  
NICK YOUNG  
SPENCER DINWIDDIE





**STYLE & TONE**



# style & tone:



**LA BASKETBALL** will be lensed in a premium, cinematic style, immersing the viewer completely into the basketball culture of Los Angeles through intimate story-telling and transportive **archival footage**. Featuring some of the **biggest names in basketball**, interviews will feature subjects in their natural environments and unexpected personal spaces, creating a sense of access. The tone of the series will be raw, bold, candid, textured, and **entertaining**, providing an unflinchingly honest perspective of LA's basketball subculture like you've never seen before.







# ORIGINAL

P R O D U C T I O N S

A Fremontle COMPANY

CLIPPERS