



FROM THE DESK OF JOE DOKES, CLU

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FROM THE OFFICE OF JOE DOKES, CLU

To The Attention Of: Mr. Jeff Zucker, President of NBC Universal

Hey Jeff, baby:

I am writing to give you first shot at a comedy-drama series that you'll be very interested in taking a closer look at because this could really bolster your network's rather underachieving fall lineup of TV programming. My idea has a format and a concept that have never been used before and so we have that whole "novelty" thing going for us which seems to be so popular with the younger demographic. In fact, my TV series idea is sort of "quirky-perky," if you catch my drift.

Here is what I have so far. The main character is a brilliant detective type (nothing new there), but the "hook" to the series is that our star detective, one Joseph Doaks, is really an insurance agent. That's right, each episode actually starts out with Joe on an insurance sales interview with a client, only during the sales presentation, the prospect mentions some mystery that has taken place and "detective" Joe gets involved by offering to check out some particularly baffling area of the case, just as a "value added" extra service for the prospective client, sort of like a free Social Security benefit review or something. Boffo stuff here, Zucker-dude!

I mentioned that it is a comedy-drama, and the laughs come from the whacky characters who work down at the insurance agency office where the very independent producer Doaks works. The agency manager is a cantankerous old fellow and the agents are always laughing at him behind his back and doing funny impressions of him and stuff. They crack me up! This even includes his wife, the office secretary, who doesn't even wait until the manager leaves the room sometimes. She's hilarious! And some of the other "quirky/perky" agent characters that Joe offices with include a female agent who seems to have a crush on Joe; an older "senior" agent who is the best producer in the office, but who says funny things all the time - and sometimes on purpose; and a young agent just starting out who is so depressed that he most often just "invites" his prospects to tell him no. You know the type? I try to help him sometimes, but he mostly refuses to even listen. Naturally, other characters show up in the office periodically with plenty of funny lines and jokes. The insurance company regional director character who drops by each week or so always seems to have some stupid "blonde" jokes to tell, and we'll have the censors to deal with on some of those, I'm afraid. Basically, however, the show is about Detective Doaks solving the crime and saving the day by the end of the program. But it's laugh out loud funny also!

Okay, that ought to be enough to get your interest and creative juices flowing. Just think *Magnum P.I.* only with the insurance angle and better actors.

So what's the show's title? Well, Jeff, my soon to be new partner in crime (pun intended), I saved the best for last. It's called: *Joe Doaks, Chartered Life Detective*

Let's look into *your people* getting together with *my people* at the very first opportunity.

I'll be in touch,

JD -- Joe "the Dokester" Dokes, CLU

PS. I also have an idea for a variety show idea as an answer to Fox's American Idol where only licensed insurance agents are invited to perform, but let me line up a few more acts before we officially sign off on that one!