



# Married To The Military

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Austin Media Group

# The Concept

- Married to the Military is a self-contained reality television series. It's "Army Wives" meets "The Real Housewives." Married to the Military examines military life from the vantage point of military "dependents"—i.e., the girlfriends, boyfriends, wives, children and husbands of active duty servicemembers and veterans. The show shadows these dependents as they grapple with the unique pressures of building lives and careers around loved ones who have sworn an oath to serve and defend their country.



# 14 Million Potential Viewers

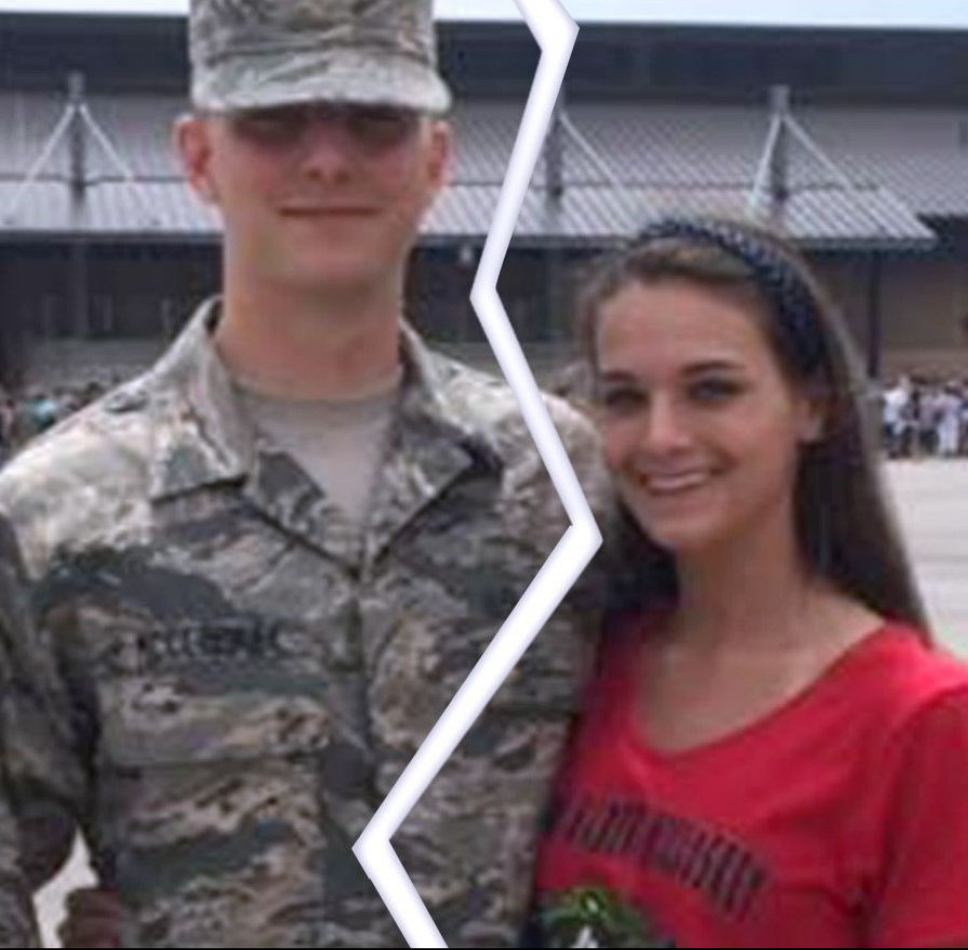
- Active Military: 1.3 million
- Inactive Military: 1 million
- Retired Military: 2.18 million
- Family Members: 2 million (Active-Duty Military)
- Family Members: 1.7 million (Inactive Duty Military)
- Family Members: 6 million (Retired Military)



# The Show

- Married to the Military will provide a window into the overlooked world of military dependents. The show will center on six to eight dependents—some of them spouses, some of them children and some young adults who haven't quite left the nest. Episodes will follow these dependents along their personal journeys and look to build a larger narrative around relationships between castmates.

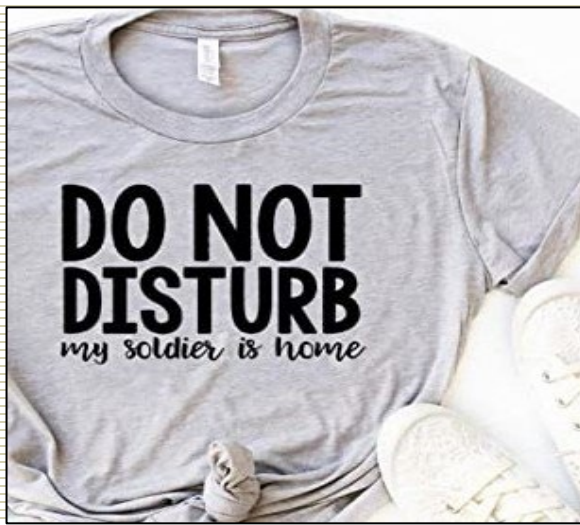




# The Structure

- The dependents unpack their stories through single-camera interviews and through informal group interactions, including promotion celebrations, formal-dress banquets, or even ‘hails and farewells’; These events could serve as tentpole moments throughout the seasons.
- Each episode will reveal more than the last and build toward one of the significant gatherings in the season finale, when all the separate dependent plotlines converge and conclude, and new plotlines are set up.





# The Cast

- The cast is a mix of personalities who produce harmony and conflict in equal measure. They will cut across a range of stage-of-life backgrounds. In a perfect world, some dependents will already have relationships and provide a spark for chemistry in the cast. Either way, we're for big personalities and compelling backstories. In the best-case scenario, that breakout star will helm a spinoff series.



# The Format

- Married to the Military could be produced as a straightforward docuseries similar to MTV's "Teen Mom," or as an unscripted drama along the lines of Bravo's "Real Housewives" franchise, or as a hybrid of the two.
- It could have a cast that draws from different points along the socio-economic spectrum, or it could concentrate on more affluent officer-class families. Dependents could be grouped by location (Married to the Military: Joint Base Charleston) or by branch of service (Married to the Military: Navy Edition).



# Transportable Content

- This is a show with a format that can be exported, that can be reproduced around militaries in other countries and in non-English speaking markets. And above all, this is a show about relationships involving primarily women but also entire families that include the gamut of dependents.



# Messaging

- Married to the Military offers the military a broad vehicle to recruit new servicemembers, enhance its image and promote patriotism all while steering clear of airing tactical information that could compromise missions in progress. In a Bravo-style unscripted format, Married to the Military could even flaunt the glamour of military life and turn it into something to aspire to.
- But if the military would rather not be a partner on the show? It could still be done with a tighter focus on the cast interactions. In the end, Married to the Military is a show about their struggles, their relationships, their triumphs and the unheralded drama of military life.



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