



# Cult-ish

**created by: sean kearney, brittany ross, and lisa schwartz**



# The Show

Two lifelong best friends move to a hippie commune to ease their financial stress, but soon realize they're in over their heads when they find themselves leaders of *The People's Earth* CULT.

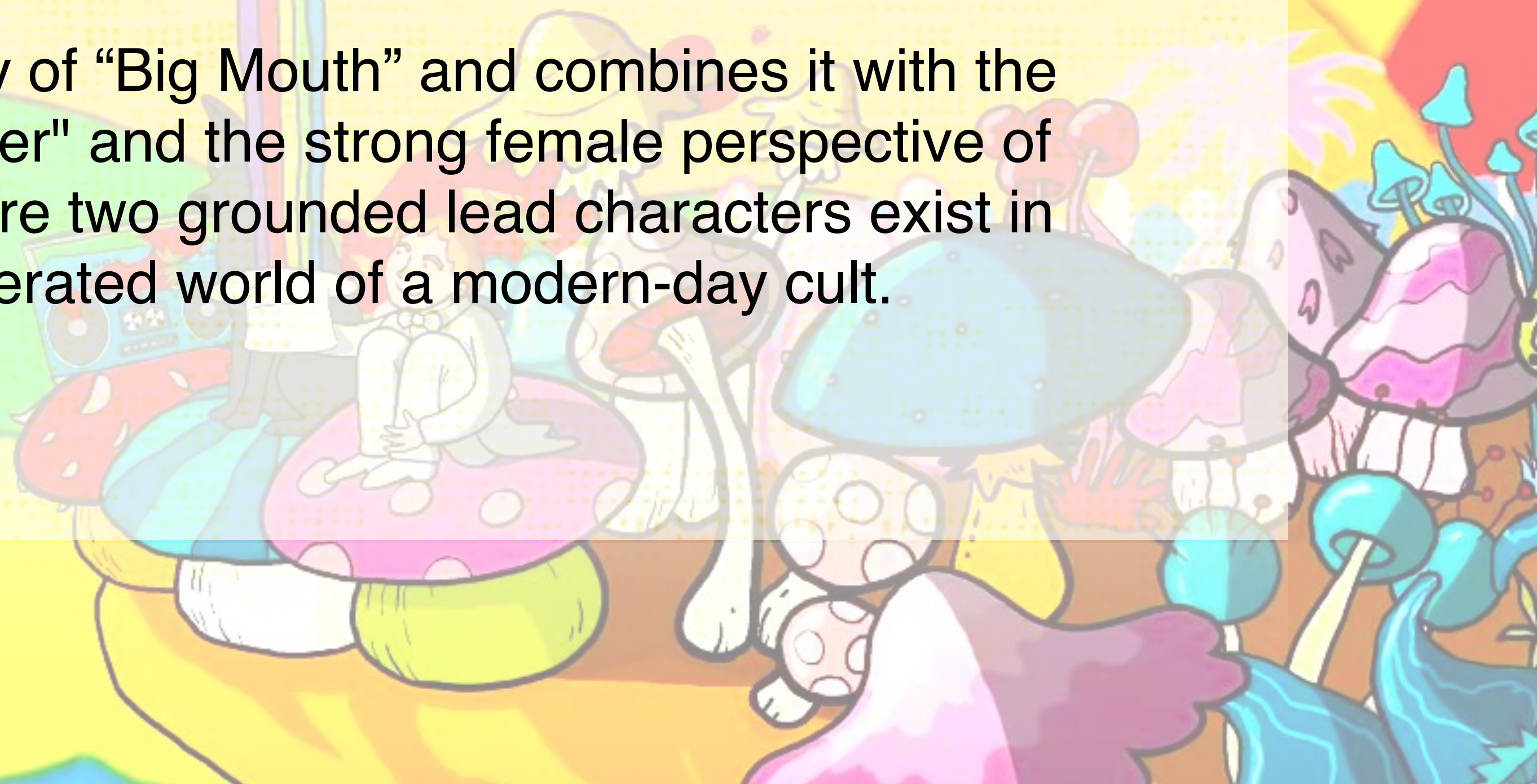




# The Tone

Cultish is an absurd animated acid trip of a comedy that explores the dynamics of power, family, religion and the universal desire to belong.

It takes the heightened reality of “Big Mouth” and combines it with the eccentric characters of “Archer” and the strong female perspective of “Daria” to create a show where two grounded lead characters exist in the strange and exaggerated world of a modern-day cult.








# The People's Earth

**(Created to make money off of gullible hippies)**

It all started in 1979, during a peyote trip in Barstow. While gazing at an abandoned Fitness Camp, Adrian Galant, an amateur hippie musician, saw a homeless man jerking off onto a tree, and imagined a psychedelic creation story about a God-character named "Father Universe" summoning "The Tree of Life," the catalyst for all of existence, with his cosmic jizz.

Adrian set off to turn his "vision" into a concept album for his band but, after seeing the reaction of the band's small gang of groupies to his songs' messages of anti-consumerism, anti-technology, and anti-avarice, Adrian realized he might be able to make more money with a religion than an album. So he turned his lyrics into scripture, and his album into a bible. He purchased the fitness camp, established The People's Earth compound, and anointed himself as the group's "messiah".





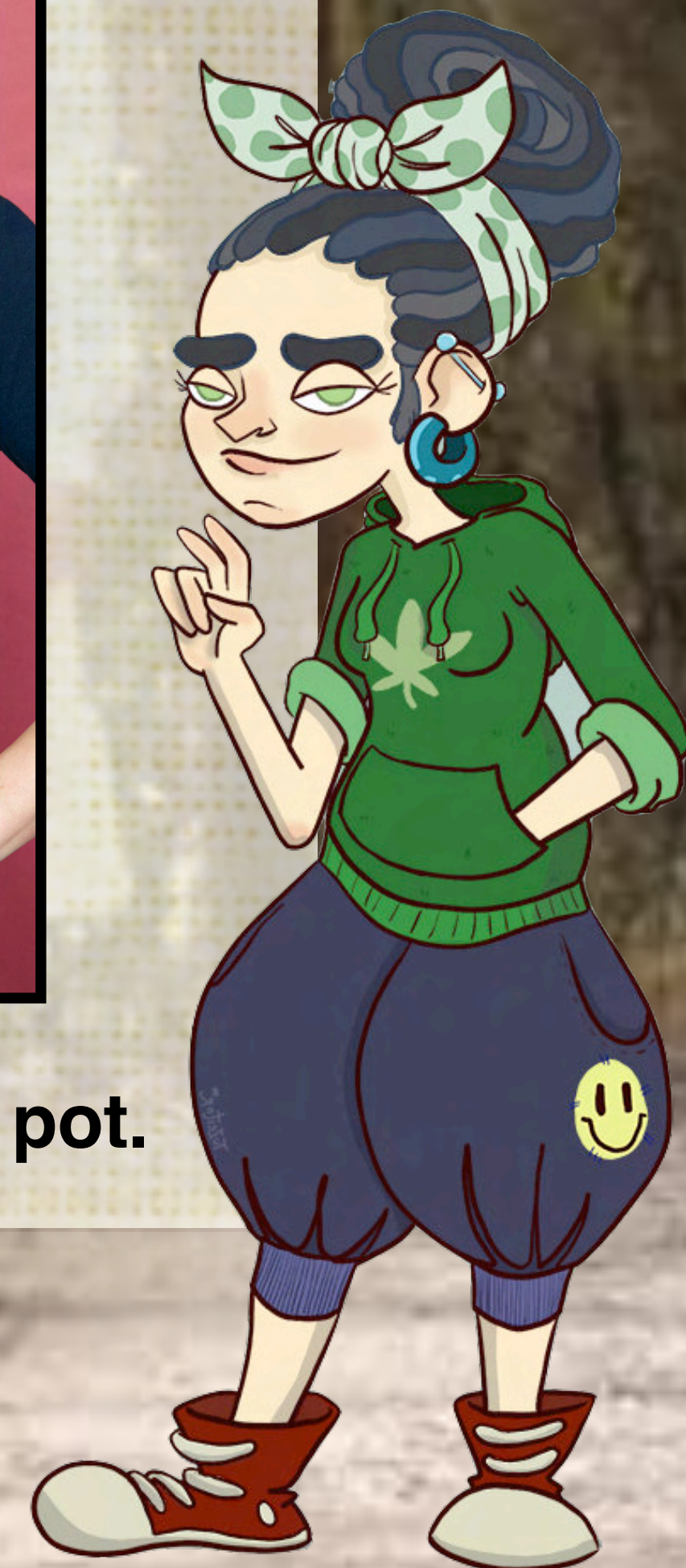
# Alex Kinter, late 20s

Adrian's step-daughter Alex was raised in The People's Earth. A rebel by nature, she quickly developed an intense disdain for the cult life and abandoned the group to attend theater school at 17.

Presently, Alex is an "aspiring" actress who, approaching her 30s, is burnt out on auditioning for tampon ads (to play the part of the tamon). Like a lot of older millennials who did "everything right" growing up, she's not just struggling- she's barely ALIVE. She crashes Hollywood events for free food, sells her plasma on occasion, and dreams of the day when someone will LISTEN TO HER, TAKE HER SERIOUSLY and RECOGNIZE her inner beauty, intelligence, and power.

She's charismatic, carefree, and will always tell you what you want to hear even if it's the dumbest shit ever, making her the perfect leader for the gullible members of The People's Earth to put their blind faith in.

**Re-joined the cult for ADORATION, a paycheck &... free pot.**





# Christine Levine, late 20s

Born into a family of intellectuals who were too busy doing “research” to notice her, Christine grew up to be an overeducated aspiring writer who scrapes by writing Facebook posts for cellphone games. Her lone novel, a YA fantasy, completely flopped, topping out at 775,723 on the Amazon list of “Young Adult Novels with a Romance between a Female Dragon and Male Wizard (U.S.)”.

Her confidence shot by the failure of her novel, Christine has all but given up hope of writing again when Alex pitches her the idea of writing the next “bible” for the cult. A perpetual people pleaser, she initially goes along with the plan in order to make Alex happy (and to live rent-free), but as soon as she sees the way the cult responds to her writing, Christine loses herself in her research and begins to truly believe that she’s found her calling as “Elle Ron Hubbard”.



*Joined the cult for **VALIDATION** &...  
because she has nothing else going on.*



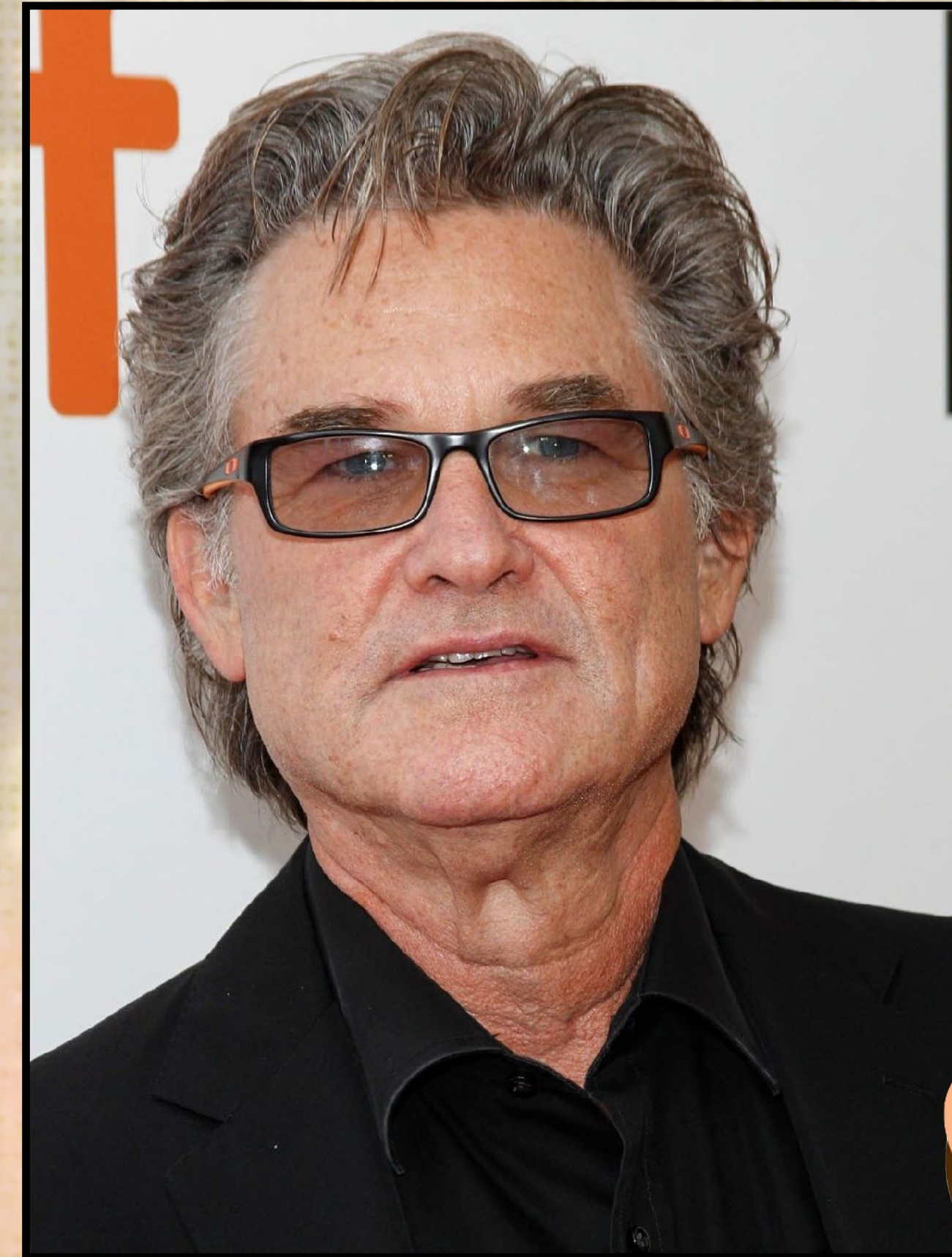


# Adrian Galant, 50s

The man, the myth, the legend....at least in the eyes of the fifty followers who drank his Kool-Aid... BUT to Alex he's just her scumbag step-dad who recently abandoned his cult to go on the road with his band.

Adrian lies, steals, and cheats, but his intense eye contact always makes you feel like you're the only person in the room. He's a seductive narcissist who's conned many followers out of their worldly possessions, and used them to fund his failed attempts at rock stardom. The girls will be forced to clean up the financial catastrophe he left behind.

***Created the cult for SPIRITUAL REASONS... like stealing money.***





## Helen Galant, 50s

Helen has been a “groupie” from the time she was old enough to wear a bra she could throw on stage. When her first husband left her after she gave birth to their baby girl Alex, Helen decided it was her mission to find a purpose/new man. Helen met Adrian, married him, and moved her daughter to The People’s Earth all within the same week.

Helen organized her life around Adrian and can’t seem to function without him. She invites the girls to move onto the compound rent-free, and begins her secret plan to install Alex as the group’s next leader. She has the best of intentions.... most of the time.



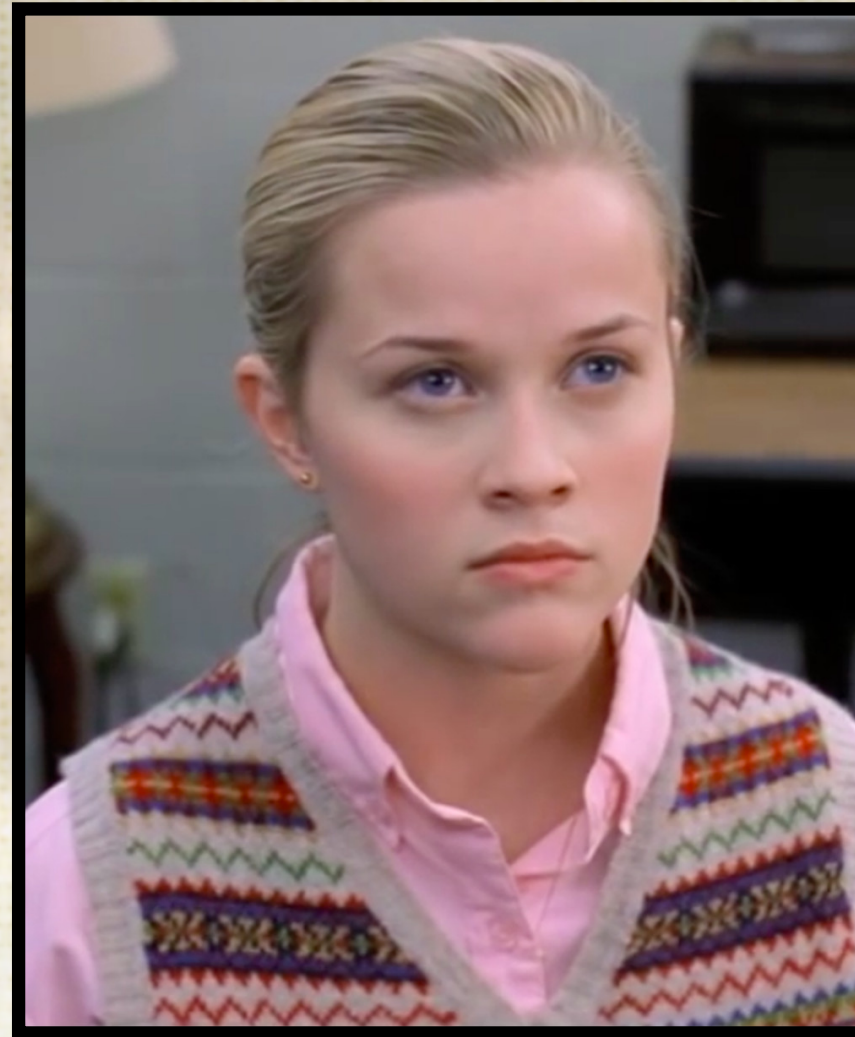
***Joined the cult for LOVE....  
& great sex.***





# Skye Ray, 20s

A die-hard believer who dedicated her life to the cult, constantly vision-boarding her dreams of running it one day. She's Alex's childhood BFF, but looks down on her for leaving after high school and is quietly suspicious of her new role as leader. Oh, and she doesn't like Christine because she feels replaced as Alex's bestie. Actually she fucking hates her.



***Born into the cult... making her insufferable in social settings.***



# Stuart Jones, 30s

A scrawny man who loves Dungeons and Dragons, reading The Hobbit, and basically anything with a sword fight. What he didn't love was being labeled a loser his whole life. He's a longtime admirer of Christine's YA novel, and ultimately Christine herself. He often gets himself in trouble by taking things too literally, and is known to go overboard. Luckily, Stuart's Precious Moments doll collection comes to life and talks to him whenever he needs someone to bounce an idea off of.



***Joined the cult to escape his shitty life... & stockpile his guns in the empty warehouse.***



# Levi, 70s

An old hippie stoner who looks straight out of a Woodstock documentary. He's an O.G. People's Earth member and the resident herbal healer of the group. He's been around since Alex was a kid, and she often visits him for advice... and to get stoned.

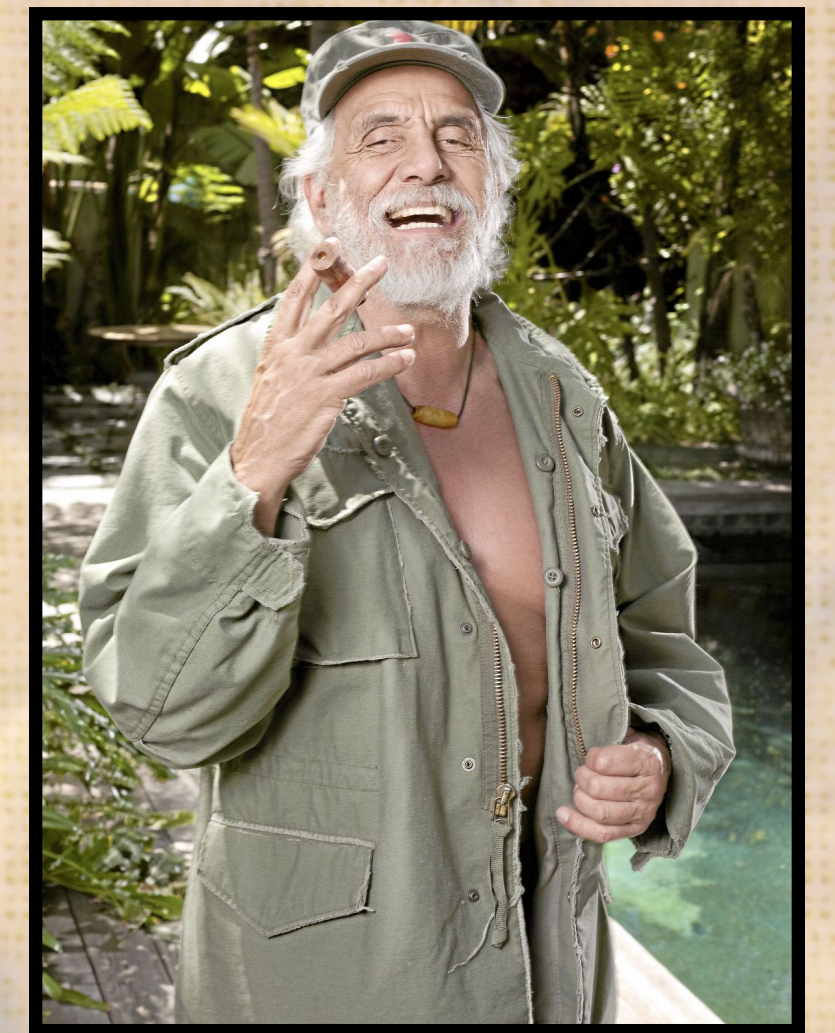


***He can't remember why he originally joined the cult but he loves this shit.***



# Father Universe

Father Universe is the deity that the group worships. According to Adrian's acid trip, he's a wise old man who created the Earth with his semen. If you're not on acid he's just a homeless man Adrian saw jerking off onto a tree. While Father Universe isn't actually real, Alex sees and converses with him whenever she's high (portrayed as a wispy ghost-like character, ala The Genie in Aladdin).



***He is the cult, bitches.***



# OG CULT MEMBERS

**They've been around since Adrian started the movement.**

Wise in the ways of the cult, but gullible in the ways of the world which makes it impossible for them to ever leave...

## Wildflower

Wildflower is the resident healer, and her naiveté allows her to hold deep compassion for others. She will frequently offer the girls a shoulder to cry on or extra batteries for their vibrators - whichever is more soothing.

**Joined the cult when her car broke down nearby... AKA - She was ABDUCTED.**



## Rainbow Fish

Had just graduated with a C-average in Agricultural Sciences when he met some of the cult members. They were so alive and living from their hearts - he wanted to get him some of that! He's the one everyone goes to with tough questions because he'll always give you the answer you want ("you're right.")

**Joined the cult for BUILT IN COMMUNITY... it's hard to make friends post college!**



## & CRAIG

Craig left his corporate job, wife, and kids in the throes of a severe mid-life crisis. He misses them but can't admit he made a giant mistake joining this cult. He's a loyal supporter of Alex and Christine because he believes they'll run the cult into the ground, therefore giving him a guilt free reason to get out.

**Joined the cult for the ANSWERS to LIFE'S PROBLEMS... and to get some fucking sleep.**





# THE TECHIES

These tech entrepreneurs are the newest members of The People's Earth.  
They bring new life to the cult, and also new money!

## Luke

Believes he ruined the lives of the entire human race by inventing the first social network, E-Quaintance. Friendster ripped them off, but he was first! Now he's left with the crippling anxiety of starting the damaging trend that led to Facebook, Twitter and Instagram.

He's not much for socializing, but he is happy to offer unsolicited advice on improving cult life.

Joined for a 5G CONNECTION TO HIMSELF... & and absolution for his sins.



## Holmsey

She just wanted to revolutionize the health care system. She didn't know her machine actually had to work! A narcissistic sociopath who uses her charm, FAKE deep voice, & lack of remorse to help the girls when the cult gets in trouble.

Joined to ESCAPE DIGITAL DISTRACTIONS... & jail time.



## Chip

He was just trying to make an anonymous chat app. He never meant for Neo Nazis to use it! Chip's obnoxious yet highly encouraging of the cult's team spirit. He also just discovered weed and feels like a paranoid teenager again!

Joined to EXPERIENCE GREATNESS... & make friends. Boy, does he want friends (who aren't skinheads).



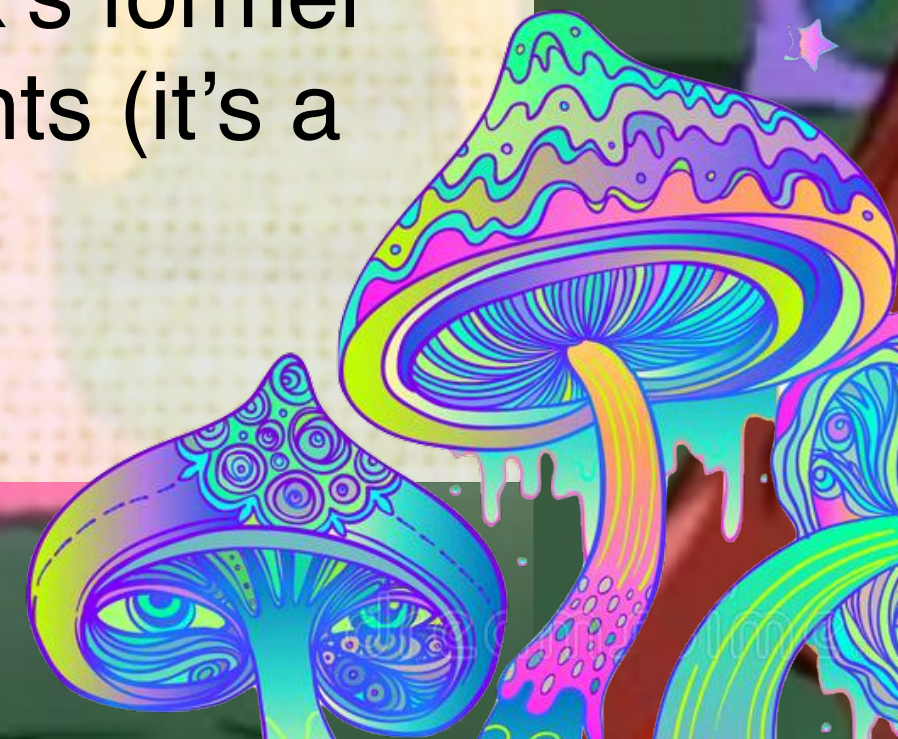


# THE PILOT

The pilot opens with Alex's history growing up in a cult... told through a one woman show (over)acted by Alex. After the curtains fall, Alex and Christine, best friends and roommates, find out they're being evicted from their rent-controlled Hollywood apartment.

Broke, aimless, and with no place to live, Alex approaches her mother to ask for some cash. Alex's mom, Helen, instead offers to let the girls stay for free on the compound of her cult, The People's Earth, an offer that both girls reluctantly accept because they literally have no other choice. Alex is concerned that her mother has an ulterior motive since, well, she always has an ulterior motive.

Arriving at the cult, the girls are introduced to the rest of the supporting cast, including Stuart, a slightly weirder than normal nerd and Skye, a "true believer" of the cult, who is also Alex's former best friend / burgeoning frenemy. Oh, and Skye also had a threesome with Alex's parents (it's a long story).





## THE PILOT (cont.)

The girls join the cult members for dinner, with everyone seated around “The Tree of Life,” a giant oak tree in the center of the compound that all of the cult members seem to envision as a living, animated character, who delivers their food with its branch-like arms. The girls, as non-believers, only see a tree with some plates tied to its branches with twine.

Later that evening, at a welcome ceremony for the girls, Helen blindsides the cult, and the girls, by announcing that Adrian has left the group to pursue his music career, and that Alex has rejoined them to take over as leader. There’s that ulterior motive!

As the pilot ends, the girls are faced with a tough decision: do they accept free room and board (and a hefty paycheck- with benefits!) in exchange for a living the lie that they are spiritual leaders to a group of strange and gullible followers? Of course they do!





## EPISODE 2 “LET’S BE CULT LEADERS!”

Alex decides to accept her Mom’s invitation to lead the group, and sets out to convince Christine to write the final tome of the cult’s “Bible” that the members study to ascend through “F.U. Levels” (Father Universe Levels). Christine is initially skeptical, but after a solid ego-stroking from Stuart, she’s in! Now the only problem is that the girls have no idea how to run a cult. Realizing the members will do ANYTHING they say, Alex directs their new followers to treat both of them like queens, as they live the high life — at least for a few days. The fun abruptly ends when Stuart leads Alex to a small shed, revealing a stockpile of automatic weapons. Shit, Christine’s crush is a psychopath!

## EPISODE 3 “THE POWER OF PRAISE”

Alex gets unbelievably high, and has a vision of a jovial, stoner Father Universe. While maintaining her skepticism of the cult as the whole, Alex doesn’t miss the chance to ask what she is sure is just a figment of her imagination for some tips on running her first sermon as leader. Father Universe obliges, and Alex nails the sermon, much to the dismay of her rival, Skye. Meanwhile, Christine participates in a group “Unburdening Ceremony,” gorging on desserts alongside fellow cultists while they surround a member who can’t stop eating, in an effort to take on his “burden” of overindulgence. Not able to fully commit to the group’s ethos, she makes a quick exit before the overburdening ceremony moves onto another member with chronic masturbation problems. High off of her success with the sermon, Alex asks Christine to leak a chapter of the “Cult Bible” to the group, and they awake the next morning to find that Alex has been fully accepted as leader by the whole cult! Well, almost the whole cult —it seems that Skye’s suspicions have only grown.



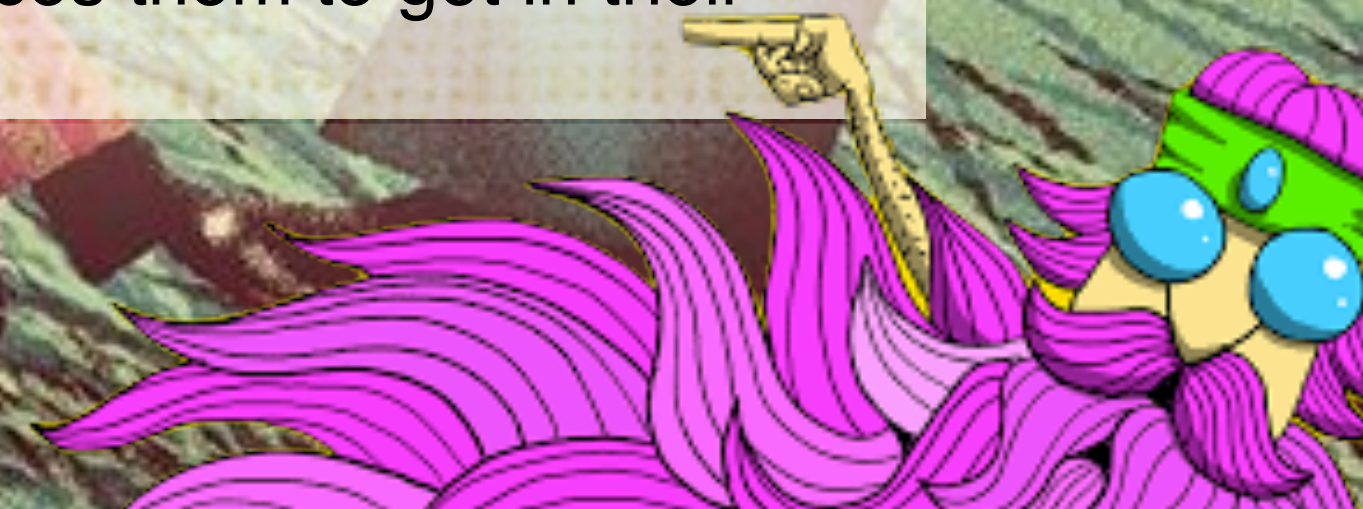


## EPISODE 4 “A SENSE OF BELONGING”

Digging through the cult’s financial records, Christine discovers that they’re in deep financial trouble. Turns out that when Adrian told the members he was locking up their earthly possessions in “The Cave of Avarice” to protect them from greed, he was actually stealing their life savings to fund his and Helen’s lavish lifestyle, as well as his unreleased solo album, “The Cave of Avarice.” With the cult in more financial trouble than a Trump casino, the girls need to make some money, and fast. Eager to translate her cult leader success into something more “Hollywood,” Alex invites the Duplass Brothers to visit the cult in an attempt to convince them to make a documentary about The People’s Earth. With the Duplasses in attendance, Alex puts on a ceremony that is equal parts Indiana Jones and the Temple of Doom and Midsommar, complete with wild pyrotechnics and a giant Jumbotron video segment. Her insane showcase ultimately scares the shit out of the Duplass Brothers and causes a majority of the members to quit the group, leaving the cult at its lowest point yet.

## EPISODE 5 “RECRUITING FOR DUMMIES”

After the Duplass catastrophe, Alex encourages the members to be more independent by giving them a free day to figure out what sparks their interest. Christine decides recruitment should be their priority, so Alex sets out to pitch the cult to the Faux LA Hippie Hot Spots, where she’s turned down by one lame LA excuse after another. Back at the compound, Christine tries to write in peace, but all hell breaks loose due to the freedom Alex has issued; naked members head into town horrifying the locals, a group of cultists start a “gun circle” (a drum circle with automatic weapons), and Stuart sets a cabin on fire (completely by accident, he claims). Defeated by rejection in LA, Alex heads back to the compound, but makes a pit stop at Venice Beach to contemplate her life. There she finds herself amidst a ton of Silicon Beach Techies doing the same thing. Turns out they’re ashamed of ruining humanity with their technology. Seizing upon this, Alex convinces them to get in their Teslas, head to the compound and join The People’s Earth!







## EPISODE 6 “BUG PROBLEM”

Christine gets deeper and deeper into her writing, and starts to believe she’s the next Elle Ron Hubbard, even getting a visit of her own from Father Universe. Meanwhile, Alex finds a small hidden video camera in the girls’ cabin, and is convinced that there's an FBI agent hiding among the group. She visits Adrian’s Room of Secrets – An underground bunker where member’s deep dark secrets have been collected and stored for blackmail — and while she doesn’t find any evidence of a mole, she spends a good few hours getting high on “secret” aka very old weed and reading (and watching) all of the embarrassing info on her fellow cult members she can find. Christine decides to solve the mystery on her own, and enlists the help of the Tech Bro’s to trace the video signal and find the remote receiver. It turns out that Helen and Adrian bugged the cabin to record themselves having sex — with most of the members of the cult. And Christine shows Alex the video evidence of her moms kinky sex live to prove it!

## EPISODE 7 “WE’RE IN SOME DEEP SPIRITUAL SHIT”

Alex and Christine are summoned to a town hall meeting to discuss complaints from the surrounding community. The town is planning on pulling their lease, as they have grown sick of the cult’s relaxed opinions on sex, drugs, and guns. In particular, the mayor brings to their attention a giant billboard that Adrian had commissioned before he left, depicting a larger than life orgy between all of the members of the cult, including a photorealistic image of Helen. After a heartfelt speech by Alex, the Mayor agrees to renew the cult’s lease, if they can get a majority of the town to sign on to the plan. On a mission to get enough signatures of approval, Alex, Christine, and company go door to door pleading their case, doing (incredibly) odd jobs for the odd residents of the town, and handing out cookies. Pot cookies.





## **EPISODE 8 “SKYE’S THE LIMIT”**

Alex leaves Christine to prepare for the Sun Ceremony while she sets out on a “vision hike” with the cult’s elders. When she can’t find the mushroom tea she had bagged, Alex instantly realizes what must’ve happened: Christine is tripping balls at home! Afraid they won’t be able to achieve anything without the help of psychedelics, Alex and group decide to turn back, but are impeded when the rickety bridge they crossed a few hours before collapses before their eyes. With the help of a flashback to her childhood survival lessons from Helen, Alex summons her inner MacGuyver and gets the elders back safely in an epic action movie montage. Meanwhile, Christine has her own “vision quest” at the compound, including a visit from a Cheshire Cat that impresses upon Christine the need to stand up for herself and stop letting Alex walk all over her.

## **EPISODE 9 “CEREMONIOUSLY SCREWED”**

The cult kicks off preparations for their “Sun Ceremony,” aka the cult new year. They begin with the harvesting ritual in which Members gather in the fields and masturbate to “water” the crops with their seed. During the harvest, Skye confronts Alex and Christine with proof that they’re frauds, and gives them an ultimatum: if they leave the group, and let Skye take over as leader, she won’t expose them at the Sun Ceremony. Knowing they are going to have to leave, Christine breaks down and tells Stuart the truth about everything. He tells her he can handle Skye for them, but Christine doesn’t believe talking to her will work. As the girls share a joint, they’re visited by Father Universe, who, in a trippy “It’s A Wonderful Life” moment, shows them what would have happened to the cult if they never took over. Realizing everything that they accomplished, and deciding that they actually love this place, the girls decide to be completely transparent with the members and ask for forgiveness during the Sun Ceremony.





## EPISODE 10 “THE SUN HAS RISEN”

The Sun Ceremony kicks off with the members buried up to their necks in the ground so the Earth's energy can run through their bodies and they can truly feel what it's like to become “rooted.” As the ceremony draws to a close, Alex takes the stage, prepared to come clean about everything to the assembled cult. Before she can speak, she's interrupted by an overwhelming applause. Alex looks behind her to see her mom and Adrian, who have gotten wind of the positive changes the girls have made and have now returned to selfishly reclaim the group. Alex heads backstage to tell Christine, but is stopped in her tracks when she sees Christine standing over Skye's dead body, courtesy of Stuart's undying, psychotic love. OH MY FATHER UNIVERSE!





# SEASON TWO

The second season is a power struggle between Helen and Adrian, who have returned to lead the group now that the girls have solved their money problems, and Christine and Alex, who are newly confident in their role as the true leaders of The People's Earth.

The girls take a serious step into the world of the cult by burying Skye's body and coming up with a cover story for her disappearance as well as Stuart's.

Helen, sensing that something is up, begins to investigate the disappearances on her own. This leads to an epic finale where Stuart returns, and Alex reveals both that Adrian's confession is built on a lie and Skye's true fate, in an effort to force the members to abandon Helen and Adrian once and for all.





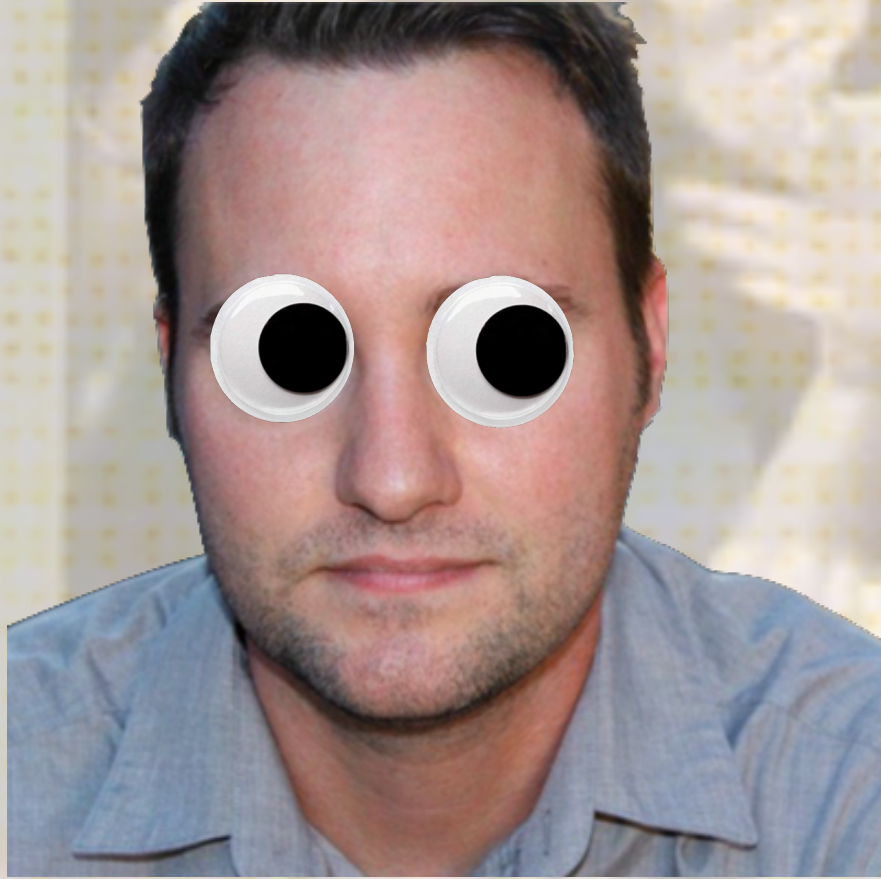
# FUTURE SEASONS

Following the pattern of Seasons 1 and 2, future seasons of Cultish would revolve around a season arc focused on a looming threat to the cult or the girls' leadership, while individual episodes would have their own arcs focused on cult-specific challenges.

With a wealth of material to draw on from real life cult stories (FBI infiltration, a la Waco, voice over class recruitment, a la Scientology, etc) as well as the backstories of the eclectic mix of cult members, the world of Cultish will keep you around after you've drunk the Kool Aid - something most cults can't promise.



# Join Our Cult



**SEAN KEARNEY** is a writer / improviser from the San Fernando Valley, the pornography capital of the world. In addition to co-creating and writing *This Isn't Working*, a comedy series that premiered on ABC digital and Hulu, Sean has written and performed with his sketch group Rat Pageant at theaters such as the UCB, iO West and The Improv, and had sketches and web series featured on Funny Or Die, College Humor, and YouTube through Maker Studios. Sean also performs regularly with his improv group, Direct To Video, an improvised movie team, and writes and records electronic music under the pseudonym, "Skrillex". That last credit is a lie. He had to

**BRITTANY ROSS** is a Los Angeles based actor, standup, and writer who grew up moving all around the world; Alaska, Scotland, Colombia, Venezuela, Texas, Chicago, & Hawaii. Being the "New Kid" is her special skill. Aside from the Coco Krispies commercial that not only starred a 5-year-old Brittany, but probably changed ALL of your lives, you can catch her on Netflix's *Huge in France*, ABC's *The Rookie*, and the Netflix film *Like Father*. Other notable credits include her long running recurring role on ABC's *The Middle*, CBS's *2 Broke Girls*, TBS's *Clipped*, Disney's *Bizaardvark* & more.



**LISA SCHWARTZ** is best known for her YouTube channel, "Lisbug", that has garnered more than 2.1 million unique subscribers. She can also be seen hosting various digital segments for ABC's *The Bachelor*, *Seventeen*, *ATTN*, and *Yahoo*. Previously, Lisa co-created, wrote, and starred in *PARTY GIRL*, an original scripted series for Freeform as well as *THIS ISN'T WORKING* for ABC Digital. She can be heard as the voice of talking Angela on the *TALKING TOM AND FRIENDS* series on Netflix and Rube in the animated feature film *THE LADYBUG*. Schwartz has her first published book "THIRTY-LIFE CRISIS", which immediately shot to number one on Amazon's comedy and autobiography list. Her Grandma hated



# Join Our Cult

**LYLAS Pictures** was founded in 2018 by Lauren Miller Rogen and her longtime manager Jen Ray to produce smart, commercial content for a female audience. Lauren and Jen previously produced the 2012 film FOR A GOOD TIME, CALL... which premiered at Sundance and was released worldwide by Focus Features. LYLAS Pictures' first feature was the original Netflix film LIKE FATHER, also written and directed by Lauren, starring Kelsey Grammer and Kristen Bell, which opened as Netflix's #1 movie in 100 countries and was watched by 30 million households its first weekend alone. Since then, they've put together a slate of TV and film projects such as GALENTINES DAY with Hello Sunshine and Lionsgate, BABIES with the Tannenbaum Company and Lionsgate Television, and NOT MITZVAH and TANGLES with Point Grey Pictures.

