

THE CULTURAL APPROPRIATION HOTLINE

Format: Half-hour single-camera comedy

Episodes: 8 x 30 minutes

Tone: Dry, grounded, ego-driven absurdism

(*Curb Your Enthusiasm*, *Nathan For You*, *The Thick of It*)

LOGLINE

A self-appointed cultural appropriation expert runs a hotline from his apartment, ranking everyday behaviour like a national emergency, until a legitimate City Cultural Compliance Officer moves to shut him down, igniting a petty jurisdictional war that spirals far beyond either of their control.

WHAT THIS SHOW IS

This is not culture-war satire.

It is a character comedy about jurisdiction.

Two men who need to rank the world to feel important.

The world is sane.

They are the problem.

SERIES PREMISE

Declan Marr operates The Cultural Appropriation Hotline from a self-constructed “command centre” in his apartment. He has no credentials, no oversight, and absolute confidence.

Every harmless question becomes a Level Two or Level Three cultural emergency.

When Rowan Hale, an official City Cultural Compliance Officer, discovers Declan’s operation, he accuses him of “unauthorized cultural intervention.”

What begins as a cease-and-desist becomes a territorial war.

Declan believes culture is under constant threat.

Rowan believes cultural authority must be centralized.

Neither can tolerate losing jurisdiction.

Each public clash expands the fallout.

THE ENGINE

Each episode follows a clear escalation loop:

1. A caller raises a harmless cultural concern.
2. Declan upgrades it to a crisis.

3. Rowan intervenes to assert official authority.
4. Their ranking systems collide.
5. Public chaos.
6. Declan reframes the damage as validation.
7. Rowan loses a little more control.

The comedy comes from:

- Bureaucratic language applied to trivial behaviour.
- Institutional seriousness over nonsense.
- Ego disguised as civic responsibility.
- Escalation as a personality flaw.

The engine is infinite because Declan's need to matter is infinite.

CHARACTERS

Declan Marr

Self-appointed cultural expert.

Intense. Apocalyptic. Administrative in tone.

He treats everyday life like a structural emergency.

Declan does not want power—he wants recognition.

The more he is challenged, the more necessary he feels.

Rowan Hale

City Cultural Compliance Officer.

Rigid. Pedantic. Professionally composed.

His identity is tied to jurisdiction.

Rowan believes oversight must be regulated and centralized.

The more Declan grows visible, the more Rowan reacts.

His attempts to contain the situation only amplify it.

SEASON ONE ARC

Season One tracks Rowan's attempt to shut Declan down.

What begins as:

- A warning

Becomes:

- Formal complaints
- Public confrontations
- Media exposure
- Official sanction

Declan interprets every attempt to stop him as validation.

Rowan's authority slowly erodes as the feud becomes more visible.

By the finale:

Rowan formally sanctions Declan for unauthorized cultural intervention.

Declan frames it as proof of importance.

The rivalry has grown beyond local jurisdiction.

SEASON ONE ENDING

INT. FEDERAL CULTURAL OVERSIGHT OFFICE – NIGHT

A junior analyst watches footage of Declan shouting about shredded cheese in a school cafeteria.

ANALYST

Is this ours?

A supervisor barely looks up.

SUPERVISOR

It is now.

Cut to black.

The conflict expands.

Not louder.

Just larger.

EPISODE GUIDE

EPISODE 1 – “LEVEL THREE”

Declan upgrades Taco Tuesday to a cultural emergency and storms a school. Rowan publicly challenges his authority, igniting their rivalry.

EPISODE 2 – “THE ACCENT AUDIT”

Declan launches an Accent Verification Program in an apartment building. Rowan intervenes when Declan inadvertently invalidates his own speech patterns.

EPISODE 3 – “THE WEDDING REVIEW”

Declan inserts himself into a multicultural wedding as an unofficial “Cultural Officiant.” Rowan arrives mid-ceremony with compliance paperwork.

EPISODE 4 – “THE DOG KIMONO CASE”

Declan stages a tribunal to determine a dog’s cultural identity. Rowan produces municipal documentation for the dog.

EPISODE 5 – “THE YOGA INTERVENTION”

Declan storms a yoga studio to “liberate” it. Rowan reveals the instructor is from the culture Declan claims to defend.

EPISODE 6 – “THE FESTIVAL FIASCO”

Declan accidentally segregates a community festival through contradictory rules. Rowan files a public complaint.

EPISODE 7 – “THE SANCTION”

Rowan’s investigation peaks. Declan gains viral attention. Jurisdiction fractures.

EPISODE 8 – “UNAUTHORIZED”

Rowan formally sanctions Declan. Declan interprets it as validation. Federal oversight expands.