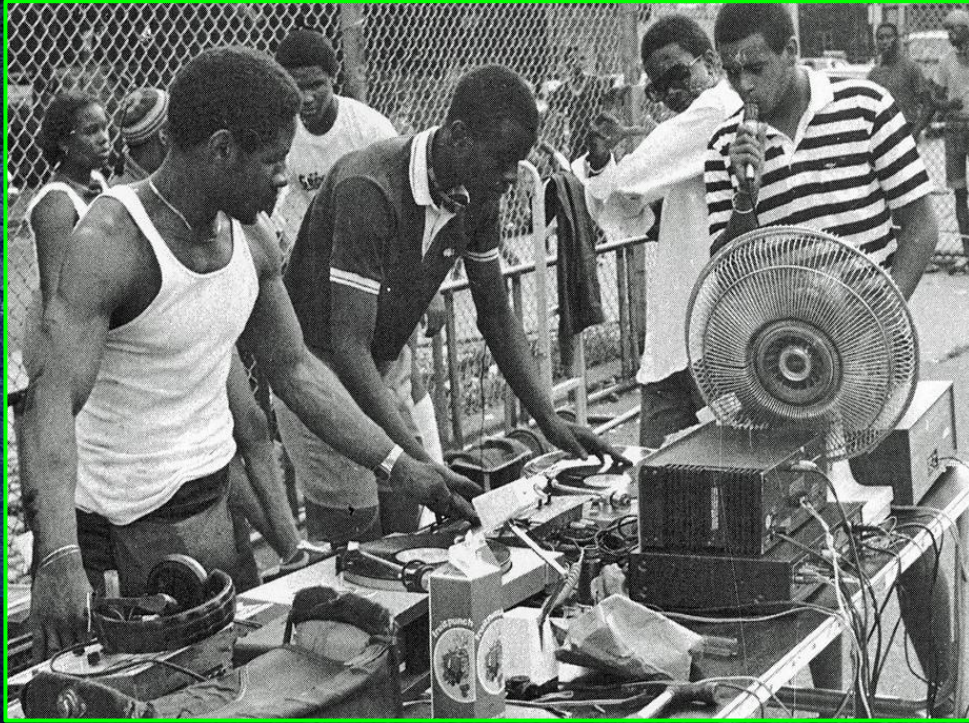




ROCK  
STAR

PARENTAL  
ADVISORY  
EXPLICIT CONTENT

# THE ORIGINS



Hip Hop is a way of life. It's a culture. From a whole lot of nothing, to a whole lot of imagination and creativity, the elements came together out of the Bronx Boroughs of New York. Like a phoenix rising from the ashes, turning circumstances into art, Hip Hop took form and united a movement.



Rap overtakes rock as the most popular genre among music fans. Here's why.



**The Guardian**

Hip-hop and R&B overtake rock as biggest music genre in US



**Forbes**

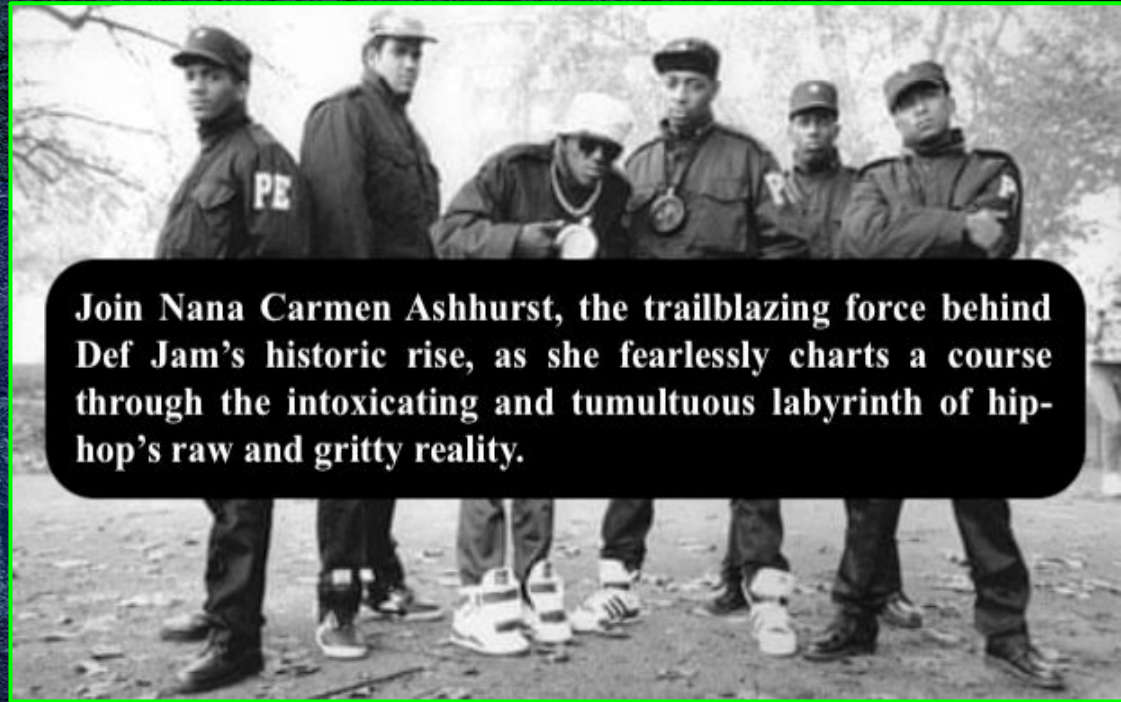
Report: Hip-Hop/R&B Is The Dominant Genre In The U.S. For The First Time



In 2017, hip-hop



# LOBLINE



**Join Nana Carmen Ashhurst, the trailblazing force behind Def Jam's historic rise, as she fearlessly charts a course through the intoxicating and tumultuous labyrinth of hip-hop's raw and gritty reality.**



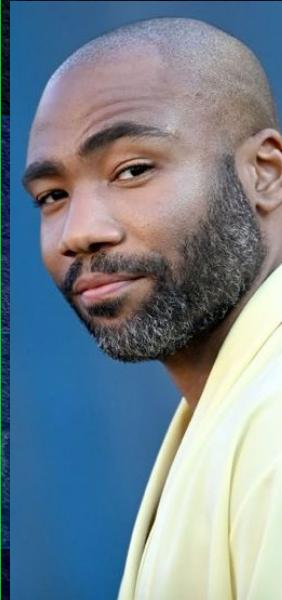
# SYNOPSIS

Nana Carmen Ashhurst, assistant to Def Jam's publicist observes the chaos that is Def Jam and Rush Artist Management and decides to orchestrate the impossible: create from scratch a corporate powerhouse, including Def Jam, raking in hundreds of millions.

Bear witness as Nana drives to the genre's awe-inspiring metamorphosis, as hip-hop sheds its underground roots and ascends to global stardom. Yet, Nana's path is far from smooth; not everyone applauds her relentless business acumen. Along the journey, her unwavering spirit is tested, morals compromised, and a chilling threat looms over her very existence.

In the face of adversity, tenacity becomes the guiding beacon, illuminating the path to a pivotal moment in history. This is the story that defies conventions, challenges norms, and redefines the music industry. The stage is set; the world awaits. Now.....

# RUSH PLAY





Donald Glover  
"Russell Simmons"



Solange Knowles  
"Nana Carmen Ashhurst"



John Krasinski  
"Lyor Cohen"

TRIBE

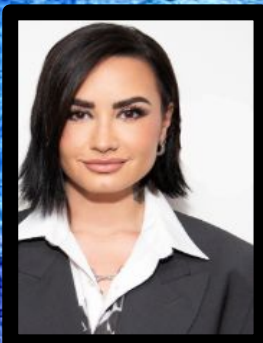
PAST



Chris Warren  
"Slick Rick"



Caleb Warren  
"Flava Flav"



Demi Lavoto  
"Francesca Spero"



Justin Timberlake  
"Bill Adler"



Leon Thomas III  
"Chuck D"



Trevor Jackson  
"Will Smith"

# **PRESS PLAY**: A Limited Series

1. (PILOT): "MIKE DROP"
2. "BENEATH THE SURFACE"
3. "CONTRADICTIONS"
4. "AFTER HOURS"
5. "RISE UP"
6. "NEW ERA"
7. "PARENTAL WARNING"
8. "BEYOND BOUNDARIES"
9. "CHAOS"
10. "TRANSACTIONAL OPPORTUNITIES"
11. "REDEMPTION"
12. "HEARTACHE"
13. "IN THE SHADOWS"
14. FINALE: "CROSSROADS"

# TONAL COMPARISONS





MPAA Rating: **TV MA** “Mature Audiences”

Genre: **Drama**

Run Time: **53m**

Production Country/State: **United States**

Production Method: **Live Action Series**

Creative Type: **Fiction: Inspired by real events.**

Target Audience: **Male/Female 18+ who are interested in behind-the-scenes hip-hop industry anecdotes.**

Themes: **Adversity, Moral Rationalization, Conflict, Power, Greed, Sexism, Drugs, Transformation, Materialism, and Ambition.**



## The Writer

Aaron K. Braxton is an award-winning screenwriter, playwright, actor, and director whose fearless, genre-bending storytelling cuts deep into the intersections of race, faith, identity, and redemption with unapologetic clarity. A bold voice in contemporary Black cinema and theatre, his emotionally charged narratives challenge convention and amplify underrepresented perspectives across stage, screen, and literature. Known for crafting socially conscious, character-driven stories that both entertain and disrupt, Braxton stands among a new generation of independent creators exposing the humanity beneath the headlines and redefining what it means to tell the truth through art. Discover more of his award-winning work at: [www.aaronkbraxton.com](http://www.aaronkbraxton.com).



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