



...just a couple of bros, drinking rosé and talking fitness.

Treatment for a Television Series

Director: Kenneth J. Yoder

Log Line

Brosé – Just a couple of bros, drinking rosé and talking fitness.

“Brosé” is a comedy talk show where our resident comedy genius Mike Geraghty and Dr. Dusen Nelson get tipsy on rosé while discussing the complex and broadly misunderstood field of health and fitness. Each episode opens with “rough-around-the-edges-bro” Mike Geraghty sharing a slightly TMI personal anecdote about his own health & fitness to “former-bro” and fitness personality Dr. Dusen Nelson who responds with deep empathy and high-level information that can help Mike along his fitness journey. Also, they get “kinda-drunk-ish” too. (This part is bonus.)

Brosé is meant to be hilarious and engaging in a way that makes the audience highly receptive to Dr. D’s point of view about fitness and wellness. The structure is very much in the tradition of the comedy “double act” wherein one character of a comedy duo is wild and outlandish (Mike) and foiled by a straight man (Dr. D). It’s like Laurel and Hardy but for modern health & fitness.

Main Characters

Dr. Dusen Nelson world class strength coach, WBFF pro and doctor of Chinese Medicine. Dusen is our straight man.

Mike Geraghty rough and rowdy cowboy bro. His comedy comes from being a big bad tough guy who puts it all on the line at the gym but has a limited understanding of the science of fitness.