

# Dog Moms

A series about care, community, & LA bitches



**Dog Moms is a series that explores the unique community of Los Angeles pet parents.**





# THE PLAN

Film 10 x 15-minute episodes

Release 1-minute increments of each episode  
on Instagram Reels and TikTok

Post Full Episodes on YouTube

Additional Content: Film Podcast-Style “Behind the Episode”  
Interviews with Director, Cast, Dog Trainers, etc.

Continue Building Audience

Develop into 30-minute TV Series

# CASE STUDIES

High Maintenance ([Vimeo](#) to HBO)

Broad City ([YouTube](#) to Hulu)

Insecure ([YouTube](#) to HBO)

Oddballs ([Youtube](#) to Netflix)

Dana and the Wolf ([Instagram](#); [YouTube](#))

Pretty Gay ([Instagram](#); [Patreon](#))

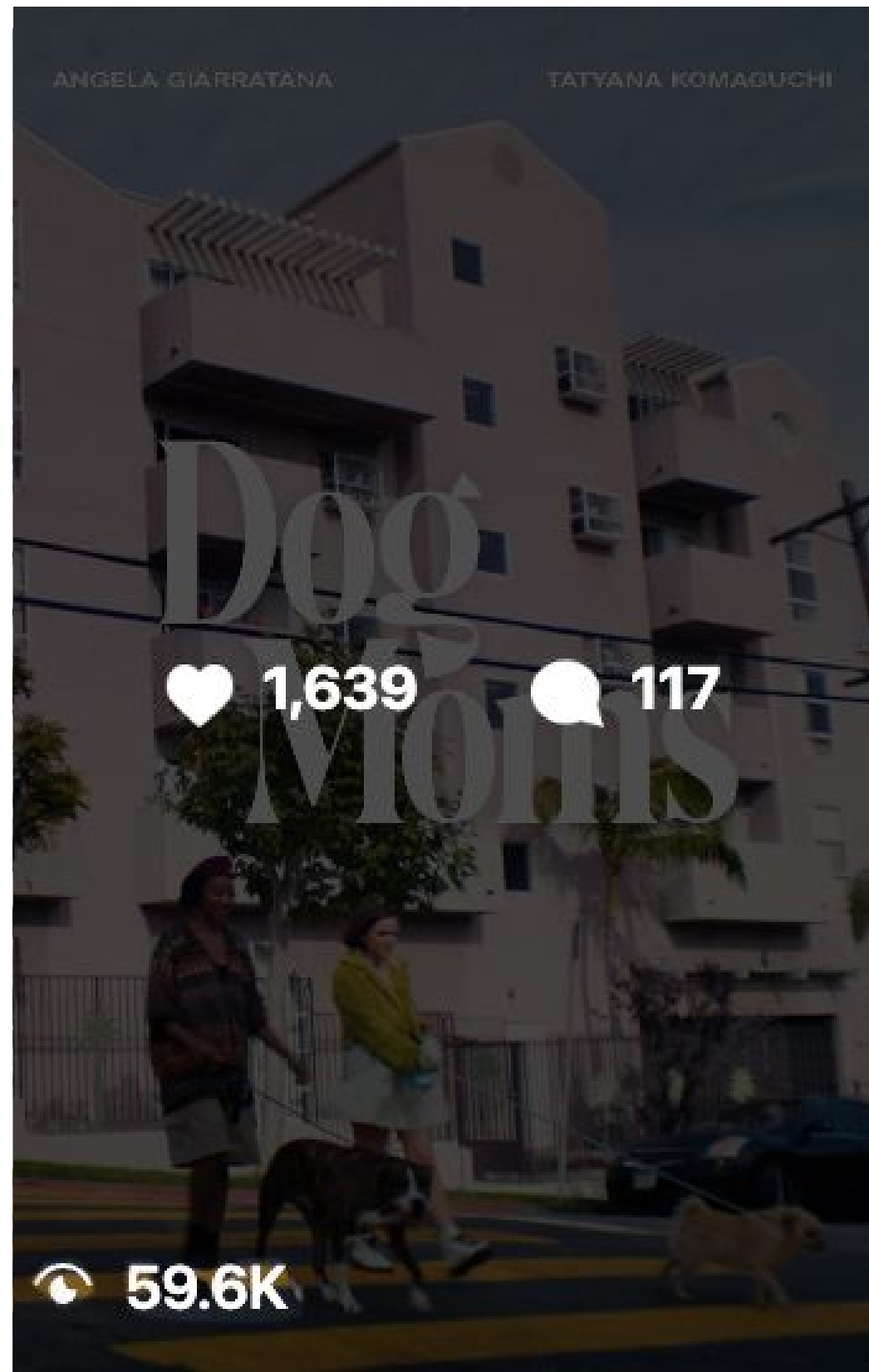
# THE PILOT

We filmed a 10-minute proof-of-concept pilot episode starring [Angela Giarratana](#) (Smosh, StarKid, Dropout) and [Tatyana Komaguchi](#) (Nick Cannon: The Daily Cannon, Kevin Lange Show).

The pilot will have its world-premiere at the Oscar-qualifying film festival deadCenter in June 2025, and will have its West Coast premiere at LA Shorts International Film Festival in July 2025.



# WE RELEASED THE TRAILER ONLINE TO A TON OF EXCITEMENT!



**wackidoodlenoodle** WHEN AND WHERE CAN I WATCH THIS????

19w 19 likes Reply



**taylove\_91** I know I'm crazy late, but I just watched this 11 times in a row 🥰

6w 1 like Reply



**ogetheyogi** Order to series NOW!!! So good 🥰🌟

19w 1 like Reply



**sofieglad** I'll pray for you 😂 it's so funny and I want to see more! Looking forward to it, way to go!

19w 4 likes Reply



**iamnursenik** Where can I watch

11w 1 like Reply ...



**someyoungasian** ANGELA 11!??? I'M SCREAMING AND CRYING 🥰💖

19w 4 likes Reply



**thereal\_tossgirl** I literally can't wait to watch it! Looks amazingggg 🙌🙌🙌🥰

19w 1 like Reply ...



**spud\_hut** this is everything. i am already obsessed

19w 14 likes Reply ...



**smam.mac** Where can we watch this? Looks so good!!

19w 2 likes Reply



**ieshamdaniels** so excited to see this come to life. SO DOPPEEEEE 🥰

19w 2 likes Reply





[WATCH THE TRAILER HERE](#)



# SERIES STRUCTURE

10 episodes (10-20 minutes)

There is an overall connective tissue that unites the 10 episodes, weaving together a tapestry of a community of people with varying levels of familiarity, from strangers with familiar faces, to your family members, their lovers, and everyone in between.

Our dog moms' lives are constantly intermingling at places like the dog park, the dog cafe, the vet's office, doggy day care and dog training classes.



# EPISODE STRUCTURE

The episode begins with a cold open that tells us who the protagonist is. We meet her dog, and get a glimpse into their dynamic. This should immediately endear us to the character.

We then setup the central conflict of the episode. We see what the main roadblock will be, and why it seems there will be no hope of redemption.

Our midpoint brings us to the peak of vulnerability, despair, or heartbreak.

Through the power of community, our protagonists take action to remedy their situation. Often, the protagonists' issues with their dogs are the same ones they need to address in their own lives.

Our resolutions are heartwarming, hopeful, and therapeutic.

In each episode, we will have a small B-story, which acts as the through line for our next episode.



# THE EPISODES

## 1 - “Sasha” (The Break-Up Dog)

A chaotic 30-year old woman fresh off a break-up must deal with family criticism and rejection as she tries to get her life back on track. She finds solace in a long walk with another dog mom prompting her to confront her own fears about the future in an unexpected way.

## 2 - “Jorja” (Top Bitch)

An entrepreneur’s independent dog cafe (“Top Bitch”) takes an unexpected financial hit, so she must face her greatest fear and ask her community for help.

## 3 - “Keith” (Cat Daddy)

Keith — the dog photographer from Top Bitch — is secretly an Onlyfans celebrity called “CATDADDY” online. But when his in-person life and his online identity unexpectedly collide, he must decide which to be faithful to.

#### 4 - "Este" (Pink Crocs)

An over-the-top artist thinks everything is art, including her dog's pee ("When he sniffs on his walks, he is searching for the perfect canvas"). She hits it off with Sasha at Top Bitch event, but tensions rise when Sasha realizes she is the owner of the mysterious pink crocs mentioned in the Pilot episode, i.e. her ex's new partner, and her dog's new step-mom.

#### 5 - "Cynthia" (Workaholic)

Sasha's "bitch boss" who makes no time for play until she has a psychotic break at work. Her doctor puts her on suspended leave and she finds herself at home alone with her dog. At first, they are strangers under one roof. But slowly she learns to embrace the joy of play, and the bond between her and her dog strengthens.

#### 6 - "Henry" (The Family Dog)

Jorja's dad. Henry, a recently retired drill sergeant, finds companionship in Jpeg, his daughter's beloved pup. New to dog sitting, Henry is at first wary before realizing just how intelligent Jpeg is. Before long, Henry is training Jpeg to do all sorts of tricks and unwittingly finds himself becoming a social media influencer.

### 7 - “Clara” (The Pet Psychic)

An older woman’s dog becomes deeply depressed, so she takes the dog to a pet psychic, who says her dog misses her soul mate from a previous life. The psychic informs her that this soulmate lives in Los Angeles. So, the woman and her dog go on an adventure across LA, finding unexpected connections along the way.

### 8 - “Poppy” (The Dog Sitter)

A pet sitter who is lined up to watch Sushi while Sasha is out of town, but when she gets a last minute opportunity to star in a music video in Joshua Tree, she decides to take Sushi with her. It’s all going great, until he escapes!

### 9 - “Dr. Bone” (Hot Vet)

We see all the pets so far from the episode at the vets. A mom who is obsessed with setting him up with her daughter. The daughter accidentally falls for him without realizing he is a vet.

### 10 - “I’m Your Dog” (The Finale)

The culmination of all the cliff-hangers — this is the juicy season finale. Hosted at a fundraiser at Top Bitch called “Pupchella.”



**THANK YOU**

JESS FEE

(408) 410-8231

JFEE.TV@GMAIL.COM