Scream Queens Season 1

Publicity Report

by Mathew Leroy
Ryan Murphy

Ryan Murphy, an American award-winning screenwriter, film and television director, and producer, was born November 30, 1965.

Murphy attended Indiana University for Journalism and started his professional career as an entertainment journalist several new sources, including L.A. Times and Entertainment Weekly, before moving to production. He created a quick series, *Popular*, before making it as the executive producer of hit drama show *Nip/Tuck*, which became really successful. He went on to create more successful television hits in different genres, like the popular, comedy musical series *Glee*, followed by the terrifying *American Horror Story* anthology. Now Murphy’s newest project mixes the genres to create a new comedy-horror, *Scream Queens*, a show revolving around the mysteries of who is killing the members of a college’s sought after sorority, Kappa Kappa Tau.

Murphy wanted to mix comedy with horror while keeping them separate to accommodate as many viewers as possible. Murphy says, “What I love about [Scream Queens] is when it’s funny, it’s funny. And when it’s scary, it’s scary,” which caters to many audiences.

When working on a project, show or film, Murphy puts into perspective the little details to make each as successful as it can be. “We spent five months working on the prototype for that devil outfit,” says Ryan Murphy, referring to the amount of effort he put into creating his newest television series *Scream Queens*. As a man who helped write, create, and direct popular television shows like *Glee* and *American Horror Story*, Ryan Murphy makes the perfect individual to be involved in a project that simplistically mixes the two.
**Jamie Lee Curtis**

Jamie Lee Curtis is an American writer and award-winning actress starring as Dean Cathy Munsch in Ryan Murphy’s new horror-comedy series, “Scream Queens.”

Jamie Lee Curtis was born on November 22, 1998, in Los Angeles, California, to two legendary actors, Tony Curtis and Janet Leigh. She began her acting career in a 1970’s television series *Operation Petticoat*, based on the film from 1959 and where she played a supporting role. However, it wasn’t until her breakout role as babysitter Laurie Strode in the 1978 slasher-horror film classic, *Halloween*, which really took off her career. Following this film, Curtis also starred in *The Fog* (1979) and *Prom Night* (1980), two other horror flicks.


Jamie Lee Curtis now takes both her horror and comedy backgrounds to star as Cathy Munsch, Dean of Wallace University, in Fox’s newest comedy-horror “Scream Queens.”
Emma Roberts

Emma Roberts is an American actress and singer starring as Chanel Oberlin in Ryan Murphy’s new horror-comedy series, “Scream Queens.”

Emma Roberts was born on February 10, 1991, and first gained exposure from her father, award-winning actor Eric Roberts, and her aunt, award-winning actress Julia Roberts. She started her acting career from her first big motion picture role in Blow (2001) alongside lead actor Johnny Depp and later starred in Nickelodeon’s television series Unfabulous. She continued to play small roles and grow her acting experience.

It wasn’t until recently that Roberts shifted from teen media to the horror and comedy genres. She took on more horror work including the lead role in the final installment of the Scream franchise, Scream 4 (2011), and supporting roles in American Horror Story: Coven and American Horror Story: Freak Show. Roberts was able to take on a supporting role in the comedy We’re The Millers (2013), as well.

Emma Roberts now takes on the lead role of Chanel Oberlin in Fox’s newest comedy-horror “Scream Queens.”
Skyler Samuels

Skyler Samuels is an American Actress starring as Grace Gardner in Ryan Murphy’s new horror-comedy series, “Scream Queens.”

Skyler Samuels was born on April 14, 1994, in Los Angeles, California. She started her acting career through small comedic roles in kids television shows, including *Drake and Josh, That’s So Raven, The Suite Life of Zack & Cody,* and *Wizards of Waverly Place.* She went on to play bigger roles in horror, including *The Stepfather* (2009) and award-winning television show *American Horror Story: Freak Show.* She also starred in the comedy, *The DUFF* (2015).

Skyler Samuels now stars as Grace Garden in Fox’s newest comedy-horror “Scream Queens.”
CHAOS IS UNLEASHED ON THE SPECIAL TWO-HOUR SERIES PREMIERE OF “SCREAM QUEENS” PREMIERING TUESDAY, SEPTEMBER 22, ONLY ON FOX

NEW ORLEANS – September 1, 2015 – 20th Century Fox Television teams up with Creator and Executive Producer of “American Horror Story” and “Glee”, Ryan Murphy, to bring you "Scream Queens,” a comedy-horror that keeps the senseless weak on their graves as a masked murderer strikes members of Wallace University’s most popular sorority, Kappa Kappa Tau (KKT).

Chanel Oberlin, portrayed by Emma Roberts (“American Horror Story: Freakshow,” “Scream 4”), aims to become the president of Kappa Kappa Tau to secure herself as the role model for everyone out there who wants fortune, popularity and the perfect boyfriend. She will stop at nothing to get what she wants and uses her power and authority to get it. After a violent assault on the Kappa president, the rich and famous Chanel Oberlin is pronounced the new leader of the house, reigning over her minions and other members of the house. Chanel now has to keep her leadership secure and her drama in-control through all the chaos erupting on-campus and in Kappa Kappa Tau.

Jamie Lee Curtis (“Halloween,” “Prom Night”) plays Cathy Munsch, Dean of Wallace University, who took part in a tragedy that occurred 20 years ago in Kappa Kappa Tau. Dean Munsch tries closing down Kappa Kappa Tau and its ruthless rules, but she isn’t able to. In order to really stir up trouble, she declares a change in the Kappa house rules, where they must allow anyone to become a pledge.

After the acceptance of several pledges, Chanel looks for ways to scare the new ones away through different methods until an accident caused a house member to be brutally injured. The Red Devil
murders begin here and continue with the death of Kappa Kappa Tau members, one-by-one.

The show also stars Ariana Grande (as Chanel #2), Billie Lourd (as Chanel #3), Keke Palmer (as Zayday Williams), Skyler Samuels (as Grace Gardner), Diego Boneta (as Pete Martinez), Oliver Hudson (as Wes Gardner), Lea Michele (as Hester Ulrich/Chanel #6), and Glen Powell (as Chad Radwell).

Scream Queens is produced by 20th Century Fox Television and Ryan Murphy Television. The series is executive produced and created by Ryan Murphy, Brad Falchuk, Ian Brennan.
August 22, 2015

Dear Editor:

Horror, although terrifying to some, can be exciting for others. People feel excitement when they get caught on the edge of their seat and it’s even more exhilarating when they know there is more than just gore and violence. Our upcoming television series pairs the delights of horror and the comfort of humor to bring a refreshed spin to horror-comedy.

After a continuous run of successful entertainment, executive producer Ryan Murphy, who created popular shows “Glee” and “American Horror Story,” partners with 20th Century Fox Television once again to mash two popular genres together creating a brand new killer series, “Scream Queens.” This 15-episode series brings the dramatic comedy of young adults in school with the staggering excitement of being frightened.

Premiering Tuesday, September 22, and regularly every Tuesday thereafter on FOX, the series stars Emma Roberts (“American Horror Story: Freak Show,” “Scream 4”), Jamie Lee Curtis (“Halloween: Resurrection,” “Freaky Friday”), Skyler Samuels (“American Horror Story: Murder House,” “The Stepfather”), and Lea Michele (“Glee”).

The enclosed press kit includes background information on the show and its stars, as well as additional promotional material. Please feel free to give me a call at 607/262-6956 if you need any additional information or would like to schedule interviews with our cast and/or crew.

Sincerely,

Mathew Leroy
Social Media Engagement

Social media is the most reasonable and efficient method of promoting a series because of its high reach, quick flow of information, and low-cost. In order to engage audiences, there will be incentives offered for those with high participation and involvement.

There will be a post made every day with questions, facts, trivia or announcements. There will be live posting during the show by the characters and the official show’s accounts. Audiences with the largest engagement will be chosen to receive a prize pack.

Ten “Scream Queens” Merchandise Pack Prizes will be given out per outlet.

- Each pack includes One Hat, One T-Shirt, One Tumbler, Stickers, One Signed Poster by the Cast and Producers, One Signed Letter by the Chanel Oberlin, and a chance to meet and greet any of the stars.

A “Scream Queens” account will be made for Twitter, Instagram, Facebook, and Snapchat.
Demographics and Positioning

*Scream Queens* takes place in the fictional college campus of Wallace University and revolves around the murders of members of a sorority house. The target demographic will include students in high school going into college, students currently in college and recent college graduates, about 18-29 years old.

This series targets the same audience that watched or would be interested in *Glee* because Scream Queens follows with a similar vibe and tone. Pop sensation guest stars Ariana Grande and Nick Jonas will attract fans within the target demographic and age range because of their already developed audience. A minor target audience includes individuals over the age of 50 who are familiar with Jamie Lee Curtis and are fans of her and her previous work.
**THE LEGACY CONTINUES**

Actresses Emma Roberts and Jamie Lee Curtis are more similar than ever and pairing them in *Scream Queens* marks the continuation of horror, comedy and acting from their own history. Jamie Lee Curtis’ involvement in Fox’s newest project was easy to say yes to because of her previous attachment to horror hits like *Halloween* and comedy hits like *Freaky Friday*. Producer Ryan Murphy says, “I’ve always wanted to work with her. Being on the set with Jamie Lee Curtis and hearing stories about how they were shooting Halloween and the bad wig she had in Halloween II.” Emma Roberts’ previous collaboration with Murphy in *American Horror Story: Coven and American Horror Story: Freak Show* exposed her as a growing icon in the horror genre, also after her role in *Scream 4*. Jamie Lee Curtis and Emma Roberts are better known as the scream queens of the show.

**THE PSYCHO IS BACK**

Jamie Lee Curtis’ familial connection to the horror film *Psycho* leading star, Janet Leigh, creates a great tie to the fear factor of the genre and the show. Towards the middle of the series, Jamie Lee Curtis takes the place of her mother to remake the iconic shower scene from *Psycho*. "My entire life I have refused to step into the shower because it belongs to my mother," says Curtis. "[but] it felt like they’re both gone, and enough time has passed. "To get audiences engaged and watching, Jamie Lee Curtis will post a status on Twitter hours before the episode with the scene. This is a very interesting mix to have the shower scene from *Psycho* is very well-known in communities outside of film and tv–almost a household name. Bringing a lot of attention to the reenactment of a famous horror scene by the daughter of the casted lead is not only a great way to get viewers to watch but also a way for Jamie Lee Curtis to feel connected to the legendary performance that is her mother gave.
Production Notes Cont’d

DRESSING THE KILLER

Emmy award-winning costume designer Lou Eyrich takes on the challenge of designing the wardrobe for Ryan Murphy’s new sorority-killer show, Scream Queens. The set design directly correlates with the actors and their wardrobe, dressing the horror and putting it under chic apparel. The Kappa Kappa Tau sorority house is evil and holds secrets, but looks elegant, chic and heavenly, as do the characters. Emma Roberts notices the design and says, “Everyone has shades of good, but there’s always that little twinkle of darkness in their eyes.” Nobody knows who’s the killer is, but somebody has to be, under all that style and glamour. Even the pledges, who are not official members of Kappa yet, are not only suspects but are dressed to impress. They should all be similar in style, but with slight differentiation. “We made a ton of stuff because there were many times we wanted all the girls to be matching. So we would just make [the pieces] and each girl would have the same color, but a different silhouette.” Eyrich says. Don’t let style deceit you, any of these girls could be the killer.