

# The Bad Coach

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## TV Series Treatment

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## OVERVIEW

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“Bad Coach” is a drama television series about sports, lasting for about 35 to 40 minutes per episode. The series takes a different perspective to look at one of the most popular sports across the world by showing what is going on in the backdrop in addition to what is captured by the cameras on the pitch. These include the negotiations between football club owners, coaching decisions as well as corruption and bribes.

“Bad Coach” is going to pay homage to the series like “House of Cards” and “Breaking Bad”. As Walter White who develops from an ordinary high school teacher into a dangerous criminal gangster or Frank Underwood who gradually rises from the rank to become the President of the United States through his covetousness and conspiracies, the protagonist in “Dirty Couch” is either an ordinary, middle-class football fan who then becomes a manager through taking advantage of opportunities and achieves big money and great fame little by little by winning more and more games. To maintain his status, he then resorts to every kind of dirty deed to change the game in his favor.

The initial idea crossed my mind in 2015 when FIFA faced serious allegations on bribery and financial corruption followed by ejection of Sepp Blatter from the office and arrestment and imprisonment of some others top FIFA officials by the FBI. This scandal was an eye-opener for me in that corruption could also creep into the world of sports and infect it more vastly than other domains like economic and politics.

## SETTING

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The “Bad Coach” is going to take the audience to the UK, where is recognized to be the origin of football and, in the club level, its popular teams, such as Manchester United, Aston Villa, Chelsea, Arsenal and so, play entertaining football. However, the city of Sunderland is where the story takes place.

Protagonist in the drama is a Sunderland’s inhabitant who loves football and Sunderland F.C. If you wonder why Sunderland I should say that the Club hasn’t appeared in the Premier League since 2010 and I thought that it would be good to start the story from a Club, which is regularly in crisis, plays in the Championship where they should compete with Leicester City, Crystal Place, and Watford to win promotion to the Premier League.

## STORY

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In 2015, Jacob McFarland was the janitor in the Stadium of the Light, Sunderland home ground, and lived a humble life. He was one of Sunderland loyal fans, dissatisfied with the current situation of the club, and he was not the only fan felt like this.

Mike Jefferson, the right hand of the club owner, Billy Cylinder, seems to be the only guy in the hierarchy fed up with the club's dire condition. He decides to make a change in the club by firing the current head coach, Bruce Bexel. But, Bexel, who is the club owner's brother-in-law, takes advantage of his connection and objects to Mike's decision.

Jefferson fascinated by the McFarland's total knowledge of the game decides to make him the next head coach. In the face of the fact that Jacob hadn't have any managerial experience nor the football coaching license of any level, he couldn't afford to turn down the tempting offer and grasps the opportunity. Having forged document and made a false identity for himself, McFarland is introduced to Billy Cylinder. Negotiations run well under the influence of Jefferson, and Bruce gets the axe at the end.

McFarland, who becomes the head coach of the team, visits the players. He gets stressed but manages to cope with it until the match day comes around. Having lost the first half, McFarland goes to the dressing room and uses his charisma and antics to motivate the player. It will pay off and Sunderland comes from behind to win the game in the second half.

McFarland's popularity in the Club continuously soars and he achieves fame and money. Nonetheless, he is charmed by money and fame so much that he wouldn't write off any dirty deed to win the game when expedient.

## Structure

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AS mentioned before the "Bad Coach" is going to emulate "House of Cards" and "Breaking Bad" series. However, regarding the shooting of scenes happened on the pitches and during the matches, it tries to resemble movies like "Goal", "Kicking and Screaming", "The Blind Side", and "Paterno".

One thing that makes it more entertaining is the presence of big football stars and head coaches. For example, McFarland could have a meeting with Giaccherini, Italian player in one episode and in another play against Chelsea F.C coached by Jose Mourinho. In addition to my emphasis on the presence of football stars and great head coaches, I want the series to feature some of the

popular male and female British comedians. I think Simon Pegg, the talented comedian, would be a great choice to play McFarland's role.

The first season consists of 9 episodes and the next seasons, in case if the first one is successful to grab people's attention, will also include 9 or 10 episodes.

The first three episodes (1 to 3) is dedicated to the normal life of McFarland, before fame, and the Club's poor form and consecutive losses it suffers against the opponents. McFarland is continuously humiliated and embarrassed by Bruce and his bodyguards. To get rid of this situation, McFarland makes an appointment with his boss and submit his resignation when he comes across Jefferson.

The second three episodes (4 to 6) is dedicated to the meeting between McFarland and Jefferson where McFarland is tempted to be the head coach when receiving Jefferson's offer. However, McFarland is required to take some steps to prevent his real identity to be disclosed. Jefferson offers McFarland to Billy Cylinder and asks him to fire Bruce, his brother-in-law. When Bruce gets the axe, McFarland is officially introduced to fans and the media and becomes the head coach. McFarland claims a narrow win as the coach in his first match and takes the first step to become the fan's hero.

During the third three episodes (7 to 9), McFarland achieves money and fame. He is given a house, more like a mansion, by Jefferson as a gift. Meanwhile, McFarland falls in love with his office secretary. He claims more wins and climbs the table gradually to the first spot. But, difficult days are looming as his center forward picks up an injury against Crystal Palace. In the next match, they should play without their forward against Leicester city, who is also a favorite to promote to the PL. McFarland asks Jefferson to buy a center forward but the transfer window was closed months ago. To win the game and establish his position in the club, McFarland asks one of his close friends, George, for help. He tries to fix the match result by bribing Leicester defender to intentionally picking up a red card by fouling inside the penalty area. The Leicester player accepts the deal, but on the match day, the plan goes wrong, as Sunderland player misses the penalty and Leicester even scores in a flashing counter attack. However, Sunderland manages to score the leveler and then the winner in the extra time. McFarland claims another victory but well knows that he would get oneself into huge trouble by what he did.

## *Music*

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I would preferably like to use sports soundtracks in "Bad Coach", like those played in the stadiums and previously used in sports ads. For example, songs like a remix of "A little Less Conversation" by Elvis Presley, or "1977" by Ana Tijoux have been used in FIFA 10 and "Breaking Bad". Chosen songs should help to support the comedy atmosphere of the series.

Rather than composing specific music, I would prefer famous soundtracks to be played in the series.

## *Characters*

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**Jacob McFarland:** 46 years old, the major character in the story, sentenced to imprisonment by a court in the US for corruption, bribery and illegal activities in football. In 2015, he was employed as a simple janitor in Sunderland F.C. and later would become the head coach of the club following a series of events and conflicts.

**Mike Jefferson:** 38 years old, vice president of the Sunderland F.C. He chooses McFarland the next head coach of the club by forging documents and using his financial sources.

**John Bleak:** 45 years old, team coach and assistant to McFarland at Sunderland F.C. First opposes McFarland philosophy and playing style but starts believing in him when McFarland clinches a couple of wins.

**Ali Maheri:** 40 years old, Asian, F.B.I Agent, previously arrested McFarland. He is investigating the process McFarland has got through to become the head coach at Sunderland F.C.

**Billy Cylinder:** 55 years old, the owner of Sunderland F.C. Serious and cold, deeply under the influence of Mike Jefferson.

**Bruce Bexel:** The ex-head coach at Sunderland F.C. Stubborn and pig-headed, have a bitter disagreement with McFarland, fired from the club following poor results.

**George:** 43 years old, McFarland close ex-friend, originally Italian living in England as an immigrant, McFarland's accomplice in bribes and helping him deal with difficulties during his tenure at the Sunderland F.C. as the head coach.