



WIP CHONKY WRITER'S BIBLE

February 2021

NOTE: This bible contains a lot of ideas that are subject to change as we get into the scripts and find where these characters take us. Writers, if you get into a script and have an idea that contradicts or takes another direction from this bible, let's discuss! Some things are malleable, some are not, but we always want to explore the best story possibilities.

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INTRO

Monster High was an instant hit. It turned out there were so many kids who felt like the monsters — weirder, darker, somehow separate from the world around them. Monster High gave them a place to belong, a place where “weird” was the norm. We’re all strange, and it’s not just okay...it’s the best! But kids of today are bolder and savvier than ever, and they’re not content with just finding their place — they want to change the world for the better.

Freaky may have been fabulous in 2010, but 2010 was about a million lifetimes ago (I ran the numbers, the math checks out). Now expressing yourself isn’t just about confidence and fun -- it’s about showing the world who you are, standing up for what you believe in, and pushing for

a future that's as bright as the minds that dream of it. That's why it's never been a better time to revive Monster High *and* take it to the next level with edgier scares, more progressive heart, sillier laughs, and ten times the puns (just kidding -- no one can out-pun the original Monster High. It was *fangtastic!*).

Proudly weird and unapologetically powerful, monsters are the heroes of this story, giving kids a place where their differences are celebrated and uplifted. It's a world where "four eyes" are a boon, "mummy issues" are a given, and "braindead" is the Zombie way of life. With vibrant, lovable and diverse characters, a fully fleshed-out and immersive world, relatable high school stories mashed-up with exciting monster adventures, heaps of funny, just the right amount of edge, plus a sprinkling of tater tots -- Monster High is back and better than ever!

This progressive new Monster High series is all about *identity* -- accepting, creating, embracing, and empowering identity...and our monster identities are multifaceted fun. Walt Whitman may have contained multitudes, but our characters contain a *multitude of monsters*. Like the kids watching our show, our monsters are trying on different identities and have more sides than a D&D dice. They can authentically *be* many things without being untrue to themselves.

Our Monsters are empowered by their differences and use that power to change their world. Monster High is where monster-ness is the key to greatness and greatness is only achieved through positively impacting our friends, families, communities, and world. When we recognize we're all monsters, there is no "them," there is only *us*.

THE SERIES

Clawdeen Wolf gets more than she bargained for when her instincts lead to the gates of MONSTER HIGH. Though Clawdeen is sure that this school is where she belongs, the fact that she's a HUMAN gets her quickly expelled from the grounds. But dogged Clawdeen won't give up. And as she discovers, there's a reason she's so drawn to this place -- she's actually half-werewolf!

As the first half-human, half-monster admitted into Monster High, Clawdeen has a lot to learn. Luckily, she has a great mentor/roomie in **Draculaura**, a vampire who wants to be a witch, and an instant bond with her other roomie/fellow newbie monster, **Frankie**, a non-binary monster who is still figuring out how their pieces fit together and who they want to be. Together, these three teen monsters are finding, changing, and embracing their identities -- plus, turning an inclusive hand toward their classmates, offering intersectional support and friendship wherever they go.

Within "embracing your identity," our sub-theme is all about "Trusting your instincts." While embracing who they are, our monsters are also learning to trust who they are and develop their instincts (both the monstrous and heart sides of themselves). Look for stories where our

characters are faced with a decision to “trust their instincts,” or give into peer pressure, follow traditions, etc.

Each 11-minute episode will be told through the POV of one of our main trio. As part of a Monster High class assignment, each girl has an iBall -- a disembodied eye in a crystal ball -- which takes video journal entries. We use this narrative device to switch the main POV and V.O. narration and give us more insight to each of our three main characters. Though season one is firmly anchored around Clawdeen, Frankie and Draculaura, future seasons could add other characters to the V.O./POV mix.

THE STORYTELLING

Our comedy/adventure stories delve into the fun and freaky sides of being a teen monster. Whether our main Monster Trio (Clawdeen, Draculaura, and Frankie) are on the hunt for the troll who posted a totally embarrassing video of Cleo on BooTube, dealing with the fallout of Draculaura failing a test, or tracking down the source of the counterfeit brains in the zombie lunch trade, our monster trio is taking on every adventure at Monster High while simultaneously juggling their school lives and teenage problems.

As the monsters tackle comedy/adventure stories in each episode, we will also introduce larger series arc. There are six ancient talismans, each representing a breed of monster-kind -- Werewolf, Vampire, Frankenstein, Mummy, Gorgon, and Sea Monster. When these talismans are inserted by the appropriate monsters into the corresponding insets on a circular hatch in the catacombs of Monster High, it will unlock some serious magic portal action.

This talisman magic is connected to the overarching mystery of season one -- where is Clawdeen’s missing mom, Harriet? As the series progresses, we learn that while Clawdeen was a little girl, Harriet used the moon-claw (the Werewolf talisman) to open a portal to the “PRIMORDIAL MONSTER DIMENSION” (title work-in-progress). She did this to trap a ravenous Leviathan (official monster type to TBD) in the Primordial Monster Dimension. But to keep that monster there and close the portal, Harriet had to sacrifice herself and stay in the Primordial Monster Dimension. The moon claw that was left in the catacombs was later found by Headmistress Bloodgood and sent to Harriet’s family (i.e. Clawdeen).

Following the clues, Clawdeen partially solves the mystery, opens the portal and brings back... her brother Clawd!? Now, it’s up to Clawd and Clawdeen to work together and open the portal for Harriet. (Please see the “**ARC BEATS**” section later in the bible for a whole lot of information on how the arc will play out across the season.)

In addition to reuniting Clawdeen and her mom, unlocking this portal will solidify Draculaura’s identity. At first, Draculaura tries to use the Vampire talisman, but it won’t work as it recognizes the truth of what Draculaura feels -- Draculaura *is* a witch. Draculaura must fashion a new,

seventh talisman -- the Witch talisman -- which is the final piece to unlocking the portal. Meanwhile, her dad, Dracula, will demonstrate his full approval and support of his daughter by stepping into the vampire role to help the monsters unlock the portal.

Through the many layers of action, comedy, mystery, and intrigue, our characters always find that embracing their monstrosity is the key to solving their problems. This world is weird, but luckily our monsters are weirder, which gives them the leg-up in dealing with whatever they're up against. Clawdeen can use her werewolf athleticism to win the Casketball Championship. Draculaura uses her spells and potions to aid their quests, plus her ability to go "bat" lets her hide in the tightest spaces. And freaky Frankie has a wardrobe full of gadgetized-accessory-body-parts that switch out for their regular parts to cybernetically enhance their skills. If it wasn't for their weird, they wouldn't be so wonderful.

Though it looks a little scary and there are plenty of spooks along the way, Monster High is a haven for all kinds of kids. Monster High is where everyone, especially the weird and wild, can have a "spookily ever after."

THE STYLE

This as a CG animated show, with comedy-centric self-contained 11-minute episodes with occasional 22-minute tentpole episodes that are more serialized and deal with the larger arc. The style will be vibrant, colorful and appealing, with a more cartoony and creepy gender-neutral appeal than the original. We'll push the characters to have distinct silhouettes and body, racial, and gender diversity to stay as relevant to today's audiences as possible.

SILLY HUMANS!

Turns out, humans have been wrong about a lot of things, including their ideas about monsters. Whenever we want or need to change some monster lore to fit our stories and characters, we can explain this by noting that humans misunderstood or got the facts wrong about monsters. For example, we all know that Dracula is from Transylvania, right? WRONG! That's one of those silly human misconceptions. Werewolves are humans that were turned? NOPE. Plenty of werewolves were born werewolves and were never humans. (Humans often make it all about themselves!) Gorgons are only women? Well, meet Deuce!

Gender also works differently in the monster world. While humans have been slow to realize that gender isn't binary, monsters have long understood that there are many genders. Frankie's non-binary identity is not at all unusual or really worth much comment in the monster community.

CHARACTERS

CLAWDEEN WOLF - EMBRACING HER FULL IDENTITY

As a biracial (Black/Latinx) human kid, Clawdeen is used to defying the boxes that others want to put her in. And when this sixteen-year-old discovers that she's also half-human, half-werewolf, Clawdeen eagerly meets the challenge to explore the newfound facets of herself. She finally has a label that fits, and she's absolutely thrilled to join Monster High. But even though she belongs here, it's still hard as a half-human to fit in among full-monster peers. Why does fitting in have to be so hard?!

Being biracial (her dad, Apollo, is Black and her mom, Harriet, is Latinx) means that Clawdeen has learned how to "code-switch," which comes in handy in her monster life. In one story, Clawdeen uses this skill to broker an alliance between Heath Burns and Abbey Bominable who have an intense battle over the classroom thermostat. Her biracial identity means she's also empathetic for those who feel "outside the box," and is conducive to her deep bond with Draculaura.

Throughout the series, Clawdeen is realizing that embracing all of herself is essential to finding self-actualization. When she does that, she reaches the top of Maslow's Pyramid ("Why does he get a pyramid? I'm supposed to be the one with a pyramid!" says Cleo), and is able to creatively and joyously impact the world around her.

Though embracing the vastness of her identity is difficult, Clawdeen has the bravery and determination to do it. This inquisitive girl is unfazed by the spookiness of Monster High. Her willingness to jump into danger isn't only due to overcompensating to avoid the human stereotype -- she revels in the spooky side of things.

Clawdeen's werewolf side is especially helpful during our action-packed stories. Her acute sense of smell and hearing help her follow clues. Her enhanced speed and strength allow her to take down anything in her way. Dogged Clawdeen also has incredible instincts. Closing her eyes, she sees an instinctual POV of the world and hears the whisper of her own inner voice. During the series, she'll learn to listen to, feed, and trust this voice. See pilot for how this works.

Just because she's cheerful doesn't mean that Clawdeen doesn't struggle with anxiety (not to mention some underlying mommy issues). Sixteen years of feeling different takes a toll and her anxiety about doing the wrong thing can affect her confidence. She'll spend plenty of nights lying awake in her den, worried about that time she pronounced "chimera" incorrectly in front of everyone (hey, she only read it, never said it aloud before!) or that everyone thought her chair squeaking was her farting!

Clawdeen strives to be a great friend to all around her, and she's self-sacrificing in her relationships. But when this proclivity is taken too far, she's a people pleaser and susceptible to

peer pressure. She's still learning that her wants and needs are important too, and that sometimes, she needs to stand up to her friends.

Clawdeen's creativity comes out through writing, which is connected to that whole instinctual inner-voice thing. She can write great speeches, poems, and heartfelt notes. She also has a flair for fashion, and always customizes her clothing.

Clawdeen is roommates with Frankie and Draculaura in the Monster High dorms. Her human Dad is adjusting to his daughter's new life and calls often. He would visit more, but half the student body tries to eat him when he does.

- **CLAWDEEN CASTING VOICE REF:** Zendaya
- **CLAWDEEN'S PET:** Crescent, a dog. *STORY FOR SOMEONE TO PITCH:* Crescent sniffs out Clawdeen at Monster High. He's not allowed because he's a human pet and Clawdeen tries to hide him from Headmistress Bloodgood.
- **CLAWDEEN'S ARC:** Clawdeen is learning to embrace her whole self (both the monster and human sides, as well as the Black and Latinx sides) and trust her innate instincts. She will need her humanity as much as her monster side to complete her overarching series goals (such as: get her mom back and defeat the Leviathan Monster from the portal -- more on that later!).
- **CLAWDEEN'S VOICE:**
 - Clawdeen is goofy. Most likely to use puns.
 - Fearless of monster/spooky stuff. Prides herself on being un-scare-able.
 - Her fears revolve around fitting in.
 - NOTE: There are other half-human/half-monster creatures at Monster High, so Clawdeen isn't the only one.
 - Uses human slang.
 - Language should have nods to her biracial identity, but not be "Dora the Explorer" style.
 - Since she hasn't seen her mom in a long time, she did not grow up with a Spanish-speaking parent. There may be nods to Spanish in Clawdeen's life because of her mom's early influence.
 - Writers -- let's discuss where Harriet is from and give specificity to her Latinx background. If there's a culture you can speak to and/or would like to represent, please let me know!
 - Clawdeen is book smart and street smart, but not as monster smart as she thought she was. She may have incorrect knowledge about the specifics of the monster world, but she's very intelligent and quick to learn.
 - Her attempts to act cool make her look more like a geek.
 - Clawdeen *intentionally* says funny things and makes jokes.

- **MONSTER CLAWDEEN**

- Clawdeen can change between werewolf form and human form, but she's still mastering doing that on command.
 - Her body hair should NOT be the butt of jokes but can have its own issues. Hair everywhere is totally normal and acceptable for monsters.
 - Clawdeen currently has two model versions -- human and werewolf. If story dictates, we can introduce an in-between form. But please stick to the two forms unless otherwise necessary.
- Initially, Clawdeen tries to hide her human physicality from her monster friends. She tries to act "full werewolf" and thinks her humanity is gross and embarrassing.
 - Clawdeen doesn't initially have a monster mentor figure she can call on for help dealing with her werewolf side. She's a werewolf power novice.
- Werewolf powers: super scent, strength, hearing, and speed.
- Werewolf instinct mode -- a distinct visual mode where she feels the world around her and is guided by her instincts.
- Clawdeen is sensitive to silver. Before she knew she was a werewolf, she did try to wear silver earrings and her ears swelled to three times their size.

- **THE OTHER WEREWOLVES AT MH**

- Unlike what human mythology teaches, in the Monster High world, werewolves primarily stay in their werewolf form and only change into human form during the full moon. Because Clawdeen was born half-human, she can theoretically transform at will and isn't totally subject to the lunar calendar (but she hasn't mastered that transforming stuff yet).
- Clawdeen's ability to transform at will makes other werewolves jealous and distrustful of her.
- We do not have any other werewolf characters in our initial MH build, so Clawdeen won't interact with other werewolves until episode 004 or beyond. *BUT THIS IS A STORY TO BE EXPLORED. PLEASE PITCH ON THIS IDEA!*
- Werewolves are pack animals.
- Clawdeen's mom, Harriet, was the WEREWOLF QUEEN. She led the werewolf pack and her disappearance led to the pack disassembling. The pack structure has been chaotic since she left. We'll later learn that Toralei's mom has forcefully taken Harriet's spot as ALPHA WEREBEAST.

- **CLAWDEEN'S DAD RELATIONSHIP**

- See more later in the bible on Clawdeen's dad, **Mr. Wolf**.
- Clawdeen has always felt totally accepted by her dad.
- Dad knows that Harriet is a werewolf and knows that Clawdeen might be too. But he's chosen to let Clawdeen discover this on her own and come to him about it. He's nervous and uncomfortable about having "the talk." Even though he knows a lot about monsters, he feels underequipped to deal with Clawdeen's monster side.

FRANKIE STEIN - ESTABLISHING THEIR IDENTITY

Frankie Stein isn't just new to being a monster -- they're new to *being*. Brought to life just fifteen days before the start of our series by their two moms, Dr. Mary F. Stein (a phoenix physicist) and Shelly Stein (a mermaid biologist who gets around in a special, bionic water suit), Frankie is just figuring out who they are and who they want to be.

Frankie identifies as non-binary and uses *They/Them* pronouns. In our Monster High world, this is generally unquestioned. Lots of monsters don't have binary genders.

However, there are a few students at Monster High who still want to put Frankie in a gender box or exclude them for another box. (*ANOTHER POTENTIAL STORY FOR A PITCH IF ANY OF YOU WRITERS WANT TO EXPAND ON THIS IDEA:*) When Frankie gets the lead role in the school play - a role usually played by a male actor -- their male understudy finds this unfair and fakes a haunting of the theater in an effort to scare Frankie from the role. Luckily, Frankie employs Clawdeen's help in uncovering the source behind the haunting and in the end, the show will go on, with Frankie in their rightful place (and the *real* ghost of the theater back reclaiming their rightful place).

Frankie is naïve, but they're not unintelligent. When building their brain, the doctors focused on the book-smart parts and didn't leave room in their skull for the street smarts. On the plus side, Frankie knows a lot of facts and figures from the parts of their brain made-up of various experts in their fields. (Some of their knowledge might be dated, given that all these experts are deceased!)

On the negative side, without street/social smarts, Frankie has few social skills, no filter, and often misses the nuance. They take idioms literally and don't understand sarcasm, deception, or subtext.

Frankie is full of surprises. They often don't know what they know until it comes up in the moment and they can access the appropriate info stored in their brain. Only when thrown into the deep end do they realize that they're a champion swimmer... or rebuild an engine, play the ukulele, or crack the combination to any safe.

Frankie is the sweetest of our main monster trio. They're trusting, kind, and never second-guess their friends. They have no ulterior motives and wear their heart on their sleeve. If Frankie promised to keep a secret for you, they would take it to the grave and through the next lifespan of their reanimated body.

Frankie revels in the joy of discovering their new life. It's messy and confusing, but most of all, life is FUN. They don't get hung up on their mistakes or dwell in the past. They're a blank-slate, fully capable of constructing themselves into who they want to be -- and if something doesn't fit, they just toss that aside and try something else.

Frankie's body is composed of various parts, stitched together, and is fueled by electricity. They're often unintentionally falling apart, but this can be a superpower. Frankie can exchange their humanoid body parts for handmade, bionic parts. They can attach a telescoping grabber arm to their elbow or fishy fins to their feet. Whatever the mission calls for, Frankie has a bionic part for that.

Frankie's creativity lies in crafting. They can take scraps of anything and upcycle it into something amazing. They're the MacGyver of the group, able to make bionic sprinter legs out of six paperclips, washi tape and a hair scrunchie.

- **FRANKIE'S CASTING VOICE REF:** Sarah Silverman or Lisa Kudrow as Phoebe
- **FRANKIE'S PET:** Watzit. To be introduced in Episode 003. See springboard later in this doc.
- **FRANKIE'S ARC:**
 - Frankie is learning that they can work on themselves. Yes, there are pieces of themselves that need to be accepted, but they also have the ability to hone and enhance the pieces they like about themselves and put in the work to change the pieces they don't like as much. They are not a sum of their parts. They have choices.
 - Frankie is learning to "trust their gut" -- the part of them that is really the essence of them, rather than the other voices in their head.
- **FRANKIE'S VOICE:**
 - Frankie has pockets of genius but is relatively naïve. They often explain their genius with a statement like, "I have a little cortex of a concert violinist!"
 - Sweet and well-intentioned. Always believes the best of everyone and can be manipulated.
 - Does not understand idioms. Does not use idioms, metaphors, or slang. Very straightforward with their speech.
 - Does not tiptoe around sensitive subjects because they don't know they *are* sensitive subjects.
 - Asks a lot of questions and recognizes their lack of knowledge. Doesn't make assumptions. Often frames poignant perceptions as questions.
 - They are figuring out humor and sometimes attempt jokes that fail (in funny ways for our audience).
 - Frankie is less likely to use "I think" statements and more like to use "Do you think..." questions.
 - Frankie *unintentionally* says funny things and makes jokes.
- **FRANKIE'S MONSTERNESS**

- Frankie has ELECTRICITY POWERS. They are still figuring out how to use these and their electricity is affected by their emotions. When “sparks fly,” it’s literal.
 - Frankie can glow in the dark.
 - Frankie can electrify or charge gadgets. (However, also think about other ways things are powered in the monster world. Are fridges powered by Yeti-powers instead of being plugged in? What monster jobs exist in which monsters power or use their powers in the way humans use technology?)
 - Frankie has X-Ray Vision with their tech-enhanced eyeballs.
 - Frankie uses prosthetic limbs and body parts, which can have varied specific purposes: Telescoping legs, magnetic hands, fins, etc.
 - Frankie’s limbs are held together magnetically (not stitched together).
 - Are their modern ways for Frankie to get their “spark” -- solar power?
- **FRANKIE AND THEIR MOMS**
 - Frankie was created by Dr. Shelley (a mermaid) and Dr. Mary (a phoenix). Dr. Mary’s phoenix “rebirth powers” were integral to bringing Frankie to life from the various parts. Shelley and Mary wanted a child and created one. That’s a lot to live up to!
 - Frankie’s moms have very high standards and high expectations for Frankie. Frankie’s own life desires can conflict with what their moms want for them.
 - Frankie’s moms valued book smarts and hard skills when compiling the pieces of Frankie’s brain, at the cost of other skills that Frankie might have appreciated.
 - As Frankie “grows up,” they will need to work through some of their issues with how their moms choose to assemble them.
- **MORE ON FRANKIE**
 - (STORY IDEA FOR SOMEONE TO PITCH!) Frankie might focus on the parts they or others find “imperfect” and try to remake themselves in order to please others.
 - (STORY IDEA FOR SOMEONE TO PITCH!) A Frankie/Cleo love connection. Understand each other’s struggles with their hearts and various parts.
 - (STORY IDEA FOR SOMEONE TO PITCH!) Frankie is obsessed with personality quizzes as they try to define who they are. Needs to learn to let others and themselves be multifaceted.

DRACULAURA - *CREATING A NEW IDENTITY*

Draculaura seems like the perfect, dictionary definition of monster. She’s smart, chic, confident, and literally gliding through un-life. Draculaura loves to show off her smarts by correcting others. Draculaura’s favorite human myth to debunk is the origin of her dad, Dracula. Most humans believe that Dracula is from Transylvania -- but Dracula is actually Chinese and happened to be vacationing in a quaint Eastern European castle one century and the whole story took on an undead life of its own.

Through the ages, Dracula has crossed the veil between worlds and was spotted by humans. Some humans have tried to compile the bits of information they allowed to see into specific lore. On the western side, they called the creature that is Dracula a “vampire.” In Chinese lore, they called him a “jiangshi.” These and many others are just different terms for the same type of monster. In the English-speaking world, Dracula is totally fine with the “vampire” label.

According to Dracula, the human myths about her monster type are often wrong or confused, on all sides of the globe. For instance:

- Vampires and Jiangshi are both known for being “undead.”
 - But that doesn’t mean that Dracula used to be human and was “turned.” With two undead parents, she was born undead.
- Jiangshi are colloquially known as “hopping vampires” -- something that came about after Dracula stubbed his toe really hard and was seen by humans hopping around while yelping at the top of his lungs. They’re not really that into hopping, though one of their traditional dances does have a bit of hopping to it. Hopping *is* fun.
- It’s true that they feed off of chi or someone’s life force, as is known in the Jiangshi lore. In the mythic vampire style, some do drink blood as a way to consume chi but it’s not necessary.
- The whole can’t go out in the sun thing that’s attributed to Jiangshi and Vampires is totally true. Sun is ouchy!
- Yes, just like the lore in both Europe and China claims, they sleep in coffins.
- Mirrors are a problem -- people think that Jiangshi are scared of mirrors, but it’s actually just because they don’t have a reflection. That’s where the Vampires lost it right.
- Dracula can’t stand strong smells. Vinegar (a known Jiangshi deterrent) and garlic (a known vampire deterrent) both gross her out.

As a Chinese vampire from the monster city of *Fang-hai* who has done plenty of globetrotting with her dad, worldly Dracula is *in* the global monster scene. When Dracula throws a Chinese New Year party, every monster who’s any monster is bound to show up. But when Dracula gets too wrapped up in the party details, Clawdeen and Frankie must help her discover that parties (even if it *is* the Year of the Bat) aren’t about perfection.

Beneath her perfect exterior, Dracula has a secret. She doesn’t want to follow in her father’s bat-steps — she doesn’t want to be a vampire at all! She wants to be a *witch*. The big problem is that witchcraft is considered a human pursuit and is a huge taboo in monster society. Dracula feels stifled by the vampire rules. For Dracula, the rules of being a witch fit, while the rules of being a vampire feel like an itchy sweater that is three sizes too small and smells like a barnyard.

Monsters look down on witches because they’re humans who are messing around in the “monster power world.” Of course, there are monsters who have powers that are very similar to what witches do. But monster powers are innate while witches must harness the magic

around them. Monster purists see the need for outside power as a weakness and as “stealing.” However, good witches are really only channeling the magic and combining it creatively, never stealing it.

The creativity of witchcraft is what draws Draculaura to the practice. Being a vampire is very strict and also involves a lot of taking of energy. At her core, Draculaura wants to create and put something back out into the world. She wants to be seen through her creation.

Draculaura isn't ready yet to let others, particularly her Dad, in on what she feels inside about her identity. But when Clawdeen and Frankie discover Draculaura's secret, they offer her unconditional acceptance, which helps Draculaura truly embrace herself. During the course of the series, Draculaura will fully embody her own version of monsterness and will find that her Dad is supportive of her, no matter how she identifies.

Draculaura believes in the world's potential, wants to improve society, and engages in a lot of activism, which is often very visible and performative. Not that she's doing the activism for the *performance* part -- she's proud of what she stands for and states it loudly. She truly believes in equality, acceptance, anti-bullying, and any other justice-centric initiative that comes to her attention. She wants to help everyone, including her two pet-projects, er, *friends* Clawdeen and Frankie.

As a perfectionist, Draculaura curates herself to show only her best side in whatever situation she finds herself. With teachers, she's the straight-A student. As “student bloody president,” she's there to represent her peers and fight for what they need. With her friends, she's going to bolster them into being all they can be. This curation is not unauthentic -- we all have varied pieces of ourselves. Her public persona is authentic but incomplete.

The problem comes when Draculaura holds herself to a standard of pure perfection in each curation. Setting herself up as an activist makes her feel like she can't mess up, or it will destroy and undermine everything she stands for. She can be hard on herself if she falls short. Trying to seem perfect and unimpeachable all the time makes it hard for her friends to get to know the real goofball that lurks behind her cool exterior. But little by little, her friends are breaking down her walls and helping her overcome her secret insecurities so she can be the authentic and complete version of herself with them.

Draculaura's creativity comes out in her stage performances. She has a knack for all performing arts, especially singing and acting. Some lesser souls may think that she's a great actor because she's good at being “fake.” But us artsy folk know that, like all great actors, what she's actually good at is revealing the universal truth and honest emotion through her performance. Also, she just likes doing funny voices. (PLEASE PITCH EPISODES WHERE SHE HAS A STORY-SPECIFIC NEED TO SING.)

Draculaura is aloof and cool, but she has one weakness -- KITTENS. She loves those little fluffballs! The exterior of Draculaura's locker is all badass goth but open it up and you'll find a

collage of kitten pics. During our series, she will adopt **Count Fabulous**, her bat/cat as her witch familiar.

- **DRACULAURA'S VOICE REF** - Elle Woods or Greta Lee as Celeste in *What We Do in the Shadows*. Modern pep.
- **DRACULAURA'S PET** - Count Fabulous, a shapeshifter who goes between winged-cat and bat form. When Draculaura is in witch-mode, Count Fabulous will be her cat familiar. (*Looking for a story to introduce Count Fab. Please pitch!*)
- **DRACULAURA'S VOICE**
 - Draculaura is decisive and opinionated.
 - Draculaura assumes she knows the answers to most questions and presents her assumptions as statements rather than asking questions.
 - Draculaura is very comfortable with "I" statements.
 - Draculaura uses modern-monster slang (we will make this up and add to the lexicon as we go). Try to think of original takes on slang that would have naturally evolved from a monster world instead of pun-centric takes.
 - Draculaura has had a rather spoiled, sheltered life, but she's still able to have empathy (though sometimes misguided).
 - Draculaura takes herself seriously and sometimes that *is* the joke. (Think a teenage Moira from *Schitt's Creek*.)
- **DRACULAURA'S MONSTER POWERS**
 - **VAMPIRE**
 - She can turn into a bat
 - How can we honor the chi-sucking of the Jiangshi? Does she need attention and act as an energy vampire? Does she need to go into the human world to get her fix? (PLEASE PITCH STORIES AROUND THIS!)
 - Cannot be in the sun.
 - **WITCH**
 - She's learning how to cast spells. Her magic is primarily spell-based but could use potions if necessary.
 - Her witch identity is informed by her Chinese heritage.
 - Later in the series, Draculaura can find a human witch mentor to help her achieve full witchiness.
 - Look for ways to incorporate her Chinese heritage in the way she goes about her powers.
- **DRACULAURA'S PARENTS**
 - **DAD**
 - Dracula lives near Monster High and sees Draculaura more than her mom does. He's a very doting, involved dad.

- Dracula wants to be a good dad but does not always have the tools needed.
- Dracula thinks he knows what's going on with Draculaura, but really has no clue.
- Though there will be some initial confusion and conflict, Dracula will accept Draculaura's witch side.
- MOM
 - Draculaura's mom is still among the undead.
 - Draculaura's mom is a monster CEO and is very busy. Draculaura's mom lives in Fang-hai.
 - Draculaura can refer to her mom and her mom can "portrait chat" at different moments in the series. For season 1, Draculaura's mom won't be as involved, but it could be a great avenue for Season 2. Do the monsters visit Fang-hai?
 - Would love to have Draculaura speak Chinese with her mom.
- Draculaura's parents are divorced.

DEUCE GORGON - SON OF MEDUSA

Deuces tries to portray himself as a "monster's monster" with a tough exterior, tragic past, and deep inner darkness. Truth is he's from a loving family -- think *My Big Fat Greek Wedding* but with monsters. His helicopter mother, Medusa, who would do anything for him and sends him a weekly care package of her homemade baklava. (Medusa is also the head of the PTA and likes to decorate her garden with statues of other PTA parents who annoy her).

As the only male gorgon with lots of sisters, Deuce is supposed to be extra special and is treated as such. Sometimes, he wishes he could be less special in his family and not be the center of attention in his family. He just needs some space to be his own gorgon.

Deuce is often influenced by the snakes that live on his head. The seven snakes each embody one of the seven deadly sins -- pride, greed, wrath, envy, lust, gluttony, and sloth -- and they hiss-whisper into Deuce's ears throughout the day. Sometimes, he listens to them and gets himself into trouble. And sometimes, he's too lazy to get into trouble -- oh, wait, that was Sloth's influence... Sloth, you sneaky sin!

Deuce is never seen without his shades, which he thinks makes him look very cool as he strikes a brooding pose (although the sunglasses also means he tends to run into things in dim lighting). But he needs the shades to block his glare, otherwise he'd be turning people to stone all day (although it's temporary since his powers aren't as strong as his mom's). His power makes it really hard for him to get close to people, which makes him seem aloof, but he's really doing it for their own good. He longs for eye contact.

Deuce has an affinity for baking. In one story, a mysterious batch of “chocolate chip spookies” are discovered, eaten, and beloved by the other monsters. Craving more spookies, Clawdeen tracks the spookies to Deuce. Being used to keeping others at a distance or risk “stoning” them, Deuce doesn’t want the attention. The monster trio helps Deuce realize that his baking talents are a way for him to connect with the others at Monster High. Through the baking arts, he can reveal himself without the risk. *“A gorgon is basically a baker who bakes people into stone with their eyes.” -- Deep Thoughts by Deuce.*

- **DEUCES’S VOICE REF:** Keanu Reeves
- **DEUCE’S PET:** Perseus, a mouse. Perseus only needs to appear if there’s a story reason for him to show up. Perseus and the snakes don’t get along.
- **DEUCE’S VOICE:**
 - Deuce uses California bro cadence and speech patterns.
 - The real Deuce (when not influenced by the snakes) is NURTURING. Behind the façade, he loves to take care of people and pets, listen to their problems, help out.
 - Because his powers interfere with his ability to get too close to anyone, he sometimes does his nurturing from a distance and in secret, which can be misinterpreted.
- **DEUCE’S ARC:**
 - Deuce is learning to stand up for himself against the snakes and not be so susceptible to their peer pressure.
- **DEUCE’S MONSTERNESS:**
 - Deuce can turn living beings into stone, but that doesn’t work out exactly right every time. He might half-stone someone or turn them to sand.
 - Deuce’s snakes are verbal. They are heard whispering to Deuce. They also whisper to people around Deuce, trying to influence his peers.
 - Deuce can wear a hat to cover his snakes as necessary. Please keep him in the hat unless there’s a good reason to have the snakes out (animating seven snakes isn’t as fun as we thought).

CLEO DE NILE - DAUGHTER OF THE MUMMY

Cleo knows she was destined for greatness -- if only everyone else would just admit it and get out of her way! Second in line for the throne, first in line to be overshadowed by her older sister, Nefera (future Undead Queen, current Homecoming Queen), Cleo is the frustrated royal. Look, it's not easy being born undead, even if it is into one of the most powerful Egyptian dynasties in the monster world.

Cleo usually doesn't have time for petty commoners because she's busy adhering to her time-consuming, ancient Egyptian beauty rituals -- removing all her organs and soaking them in perfume, exfoliating (mummy) wraps, and grinding up bugs for makeup (gives a whole new meaning to winged eyeliner). Following the customs of her native roots can cause issues -- if Cleo is acting completely heartless, it's because her heart jar was mistaken for a biology project and taken to the lab. When her heart is too far away, Cleo goes from "slightly self-centered" to "totally selfish." But when our trio finds the jar and reunites Cleo with her heart, she apologizes and does the work to be redeemed.

Instead of butterflies in her stomach, Cleo's wrappings conceal a posse of scarabs who live in her ribcage. These scarabs are part minions, part buddies, part parasite. They do her bidding (with mediocre results), offer her companionship (with even worse results), and occasionally snack on her organs that she keeps in jars in her dorm room (with great results for them, bad results for Cleo).

Once Cleo accepts that she won't ever displace Nefera, she decides she must carve out her own place. And, she's sure that place is FAME. In her pursuit to become a "star of *whatever, fill in the blank*," she constantly develops new life passions, and then just as quickly loses interest when she realizes it's not her key to getting famous quick. Cleo joins every sport, club, and extracurricular at Monster High. Because of this, she's particularly valuable source of information and gossip for our monster trio.

Cleo is a human-phile. She's fascinated by humanity, particularly human pop stars and celebrities. This is partially because she harbors a secret desire to be one of them — she's obsessed with the concept of being truly ALIVE, seen and beloved by all. She often picks Clawdeen's brain for human insight. Unlike other monsters, Cleo values Clawdeen's human side which allows them to form a friendship. She may be a bit spoiled and snobby, but Cleo has a big heart, and a lot of big ideas (even if a lot of those ideas involve cursing her enemies with swarms of scarabs).

At first, Draculaura hides her secret witchcraft hobby from Cleo, but quickly Cleo ends up dragged into their supernatural shenanigans and is at first REALLY annoyed about it. But when Cleo sees the positive side of witchcraft (especially how it might help her), she's Draculaura's number one fan.

Cleo adores Frankie's ability to make fashionable, bionic bits. At some point, she may even have Frankie build her a real, beating heart so she can feel what it's like to be alive... and to love.... and to have heartbreak... and to get revenge! Cleo and Frankie will have a romantic relationship.

- **CLEO VOICE REF:** Jameela Jamil
- **CLEO VOICE:**

- Cleo is high class and follows the rules of royalty and propriety.
- Cleo uses big words because she thinks it makes her look fancy. She doesn't always use these words correctly which Frankie innocently points out.
- Cleo is self-centered and extremely self-conscious.
- Cleo's inferiority complex is worn on her sleeve (or her mummy wrapping). The more she tries to hide it, the more evident it is.
- She doesn't ask how anyone is doing or generally care about their personal lives. She only cares about what they think of her.
- Cleo is motivated by power.
- **CLEO'S ARC:**
 - Cleo is learning that titles and birthright aren't the most important things. She must embrace choosing her own path, even if that means forsaking her royal heritage.
- **CLEO'S MONSTERNESS**
 - Her scarabs do her bidding.
 - Preserves her organs in jars. Effectively immortal and can't be physically hurt. But distance from her jars, particularly her heart, can cause problems.
 - Literally puts on her face in the morning and secures it with mummy wrap glue.
 - Can summon the powers of ancient Egyptian gods to cast curses.
- **CLEO AT MONSTER HIGH:**
 - Cleo is NOT Cleopatra. It really gets under her skin that there's a more famous Cleo than her.
 - Cleo can be an antagonist but she's not your average mean girl. She wades in and out of the antagonist waters depending on the day.
 - Cleo and her family just "woke up" after being in their sleeping mummy states for a few thousand years. Cleo struggles to catch up on modern culture.
- **CLEO'S RELATIONSHIPS**
 - Cleo is bi (or whatever the monster version of that is given that there are a lot of genders -- pan?).
 - Cleo and Deuce are exes.
 - Cleo has an on-again, off-again relationship with Heath. They are terrible for each other, but also have a lot in common.
 - Cleo and Frankie will have a relationship and Cleo will undermine that relationship/betray Frankie in exchange for achieving some fame goal (← story for pitching).
 - Cleo should not be shamed for her romantic past. It's fine to date around in high school.

Having grown-up in an ancient underwater Mayan *castillo* off the coast of Slay Islands of Central America, Lagoona doesn't know much about life on land and fills in her knowledge gaps with romantic fairy tales and high-drama telenovelas. Idealistic Lagoona wants her life to be just like the fictional characters she adores, and she doesn't cope well when reality interferes. When faced with any disagreement, her eyes go into shark-eye mode and reveals a ridiculous number of huge needle-sharp teeth! She may be cute and bubbly, but Lagoona is actually the most bloodthirsty monster at school.

With her Mayan roots, Lagoona is the school's top chocolate connoisseur and consumer. And as a sea monster, Lagoona is never satiated. When she discovers that Deuce is behind the delicious chocolate chip spookies, she doesn't realize her plan to kidnap him and force him to make the treats (inspired by one of her favorite telenovela plot lines) for her isn't actually romantic. With Clawdeen, Frankie and Draculaura's help, they'll save poor Deuce and help Lagoona learn to make the cookies on her own.

Lagoona's romantic notions means that she doesn't do well in the face of relationship (whether friendships or romantic) conflict. She's learning you have to work at it to make it work, which is nothing at all like a fairy tale, but maybe it's worth it.

Growing up in a dark sea grotto, sheltered Lagoona is extra excited to finally be out on land — she's basically the Little Mermaid if the Little Mermaid ate people. Optimistic and cheerful to the point of being manic, Lagoona can't wait to make new friends at Monster High — she loves trying new things and will never back down from an adventure. She has a lot of romantic ideals about high school — she wants to be head cheerleader, have lots of secret admirers on Valentine's Day, and get the quarterback's letterman jacket...even if she has to eat him.

- **LAGOONA VOICE REF:** The Little Mermaid with a dark side
- **LAGOONA'S VOICE**
 - Lagoona loves love. Her romantic perspective is usually at the forefront. Lagoona is straight, but she's all for love is love.
 - Lagoona is violent, and her imagination tends toward the most gruesome scenarios (in a kid appropriate way!).
 - Lagoona uses language like "tasty," "sweet" and "I could eat him up with a spoon" when describing potential beaus... because she's literally going to eat them.
 - Lagoona is wildly jealous of everyone else's relationships and might sabotage or suddenly take an interest in someone else's boyfriend.
 - Like a shark that can't stop moving, Lagoona is super energetic and fidgets a lot. She struggles with focus.
 - Lagoona is specifically Honduran. Please keep this in mind with her stories.
- **LAGOONA'S ARC**

- Lagoona needs to learn that relationships (romantic or otherwise) take work.
- **LAGOONA'S MONSTERNESS**
 - Super swimmer, incredibly athletic.
 - Dries out. Being out of water too long is a problem for her. She needs to rehydrate.
 - Super stealthy, even when she doesn't intend to be. Like an untraceable sea monster, Lagoona has incredible stealth powers and often pops up behind others, causing them to flinch.
- **LAGOONA AT MONSTER HIGH**
 - Lagoona and Gil Webber can have a romantic interest when Gil shows up.
 - Lagoona and Frankie don't do well together. Electricity and water don't mix.
 - Lagoona puts a damper on Heath's fires. She is so into him, but he's not into her.

OTHER CHARACTERS

FIRST WAVE TEENS

These are the initial "secondary priority" characters for content. These characters do not need to be in every episode but should be used as needed for story. While one of our main trio should always be the POV of the episode, these characters can "team up" with a main trio character for an episode.

TORALEI STRIPE – DAUGHTER OF A WERECAT

Ne'er-do-well werecat and the "bad girl" at Monster High. She also comes from an elite monster family...one that just happens to have a centuries-long beef with Clawdeen's werewolf family (even in the monster world, cats and dogs have a problem with each other). With a strong anti-human / anti-change sentiment, Toralei doesn't trust Clawdeen and is aghast at Draculaura's witchiness. Toralei's values are old-school, more in line with the Headmistress's, when it comes to what a monster should be. She is a monster purist with a "monsters first" mentality. Toralei wants Clawdeen out of Monster High and doesn't have a problem with framing her to see that happen.

- **TORALEI'S VOICE REF:** Cranky Kristen Schaal
- **TORALEI'S VOICE:**
 - Toralei defines herself more by what she's against, rather than what she's for.
 - Toralei uses cat-isms and cat-noises within her speech.
- **TORALEI'S POWER**

- Can transform into human form during a full moon. She would rather not be human (yuck!) but does recognize that this ability gives her lots of opportunities to be devious in the human world.
 - Toralei can spread bad luck. That's where the whole "black cats are bad luck" thing got started.
 - Toralei has cat-like reflexes and always lands on her feet. She also occasionally pushes things off tables for the fun of it.
- **TORALEI AT MONSTER HIGH**
 - Toralei's mom has taken Harriet's place of power. Clawdeen accomplishing her goal of bringing Harriet back would mean that Toralei's mom is displaced. This is one of the reasons that Toralei wants to get in Clawdeen's way.
 - Toralei comes from a traditional nuclear family with a mom and dad. Werecats have a more matriarchal society than humans.
 - Clawdeen isn't afraid of Toralei and her mean girl ways, which makes Toralei target her even more.
 - Toralei will be a vessel/ally for the scary leviathan monster (or Big Bad TBD).
 - Toralei is also a vocal anti-witch-ist.

MANNY TAUR - SON OF MINOTAURS

Bull-headed Manny may look like a brute of a teen boy, but with his penchant for solving puzzles, he's actually one of the smartest kids at Monster High. This know-it-all monster is the one who could displace Draculaura as the top student, which makes competitive Draculaura wary of him. Despite Draculaura's misgivings, well-read Manny knows a whole lot about monster history and his assistance will be integral in Clawdeen's mission to find her mom.

Manny is a refined bull/gentleperson who loves the finer things in life -- which is why it's so frustrating for him to be a "bull in a China shop" every time he wants to sit down to a nice cup of tea. He has broken so many delicate teacups with his beefy hands. Think of him as a young Frasier but in bulky body that gets in the way of his delicate desires. On more than one occasion, he's dropped and stepped on his glasses and unable to see clearly, he unwittingly tears through the halls as if on a rampage. How humiliating.

Manny's size means that he's ultra-aware of his surroundings and tries to be extra gentle to subvert the stereotype. He would never want to hurt anyone.

- **MANNY'S VOICE REF:** Tom Holland as Spider-Man or Guillermo from *What We Do in the Shadows*
- **MANNY'S VOICE:**
 - Manny is an introvert.
 - Manny is super supportive of everyone around him.

- Manny is a fanboy. Whenever we want to integrate the anime/comics/video games of this world, Manny is the one who knows pop-culture.
- Manny pre-apologizes, even though he doesn't need to. "Sorry for pointing this out..."
- Manny is naturally smart and good at puzzles.
- **MANNY'S FAMILY**
 - Manny's family was raised by his grandparents.
 - They're very midwestern, "Oh my goodness, ain't that somethin'!" folks who are entirely supportive of their "special little guy."
 - What you see on the surface is what you get.
- **MANNY'S GOALS**
 - He wants to be a good boy. He likes following the rules and making his grandparents proud.
 - He'd love to be valedictorian but would humbly stand aside if someone outperformed him.
- **MANNY'S ARC**
 - He needs to learn to think more for himself rather than just learn to ace the test.
 - He'll learn that soft/submissive isn't always best. He needs to be able to stand up for himself and be honest about hard truths. He'll learn to say no.
- **MONSTER POWERS**
 - Extreme puzzling abilities
 - He is actually super strong, even though he'd rather not show off those skills.

HEATH BURNS -- SON OF FIRE ELEMENTALS

Temperamental and passionate, Heath is prone to fiery outbursts and can get worked up over anything. On a good day, crusade-driven Draculaura can direct Heath's eternal indignation toward righting wrongs, taking up others' issues, and protesting injustice. On a bad day, he's just spewing anger at whoever crosses his path.

Like a budding politician, Heath is a talented orator who can spread his figurative "fire" to others by speaking passionately about a topic. The problem is when he does this, flames shoot out of his head and often catch things on fire. The *other* problem is Heath has no sense of varying magnitude of transgressions. A small infraction like accidentally bumping him in the hall warrants the same fiery response as destroying the underlining moral fabric of monster-hood. He often turns on his supporters when they "fail" him and undermines his own missions.

- **HEATH'S VOICE REF:** A young, honey-tongued Jon Hamm.

- **HEATH'S VOICE**

- Heath is persuasive/manipulative.
- He's not the loudest kid, but whenever he speaks, it's with intent and hidden subtext.
- Heath is a schemer.

- **HEATH'S PARENTS:**

- Heath is the son of Hades.
- Hades is not a good dad. He's a "throw Heath into the swimming pool to teach him to swim" dad. He's not "tough love" -- just "tough."
- Heath doesn't want to go into the family business but does have a natural proclivity for torturing souls.
- As series progresses, Heath will rebel against his dad by championing climate change causes and fighting global warming (← somebody pitch an episode around this!).

- **HEATH'S PRESENCE AT MONSTER HIGH:**

- Heath hungers for fame and is a social media influencer in our world. He can get his fans to do his dirty work for him.
- On the flip side, under his hot-headed and manipulative layers, what he really needs is GENUINE FRIENDSHIPS and to feel that he can be loved unconditionally.
- Just because Heath rebels against his dad and has these nicer inclinations, doesn't mean he has to be redeemable. He can be antagonistic whenever we need him to be for story.

- **MONSTER POWERS**

- Can hypnotize if you look into his fiery hair long enough
- Fire powers (think fire bender capabilities)

GHOULIA YELPS – This zombie is anything *but* braindead. Curious and clever, Ghoulia can usually be found reading in the li-bloody or researching synthetic brain-meal in the lab. Ghoulia is quiet and contemplative, preferring the company of her books to social interaction. Her scientific knowledge will be especially important to Frankie throughout the series. In some ways, Ghoulia is the intellectual child that the Doctors desired, which can cause a rift in the friendship between Ghoulia and Frankie. (Ghoulia's race is currently open -- writers, as you think about integrating her into stories, consider if there is an interesting and authentic way to expand the racial diversity of our cast with Ghoulia.)

SKELITA CALAVERAS – Daughter of Los Esqueletos, Skelita is our goth girl. She longs for new depths of darkness, which are pretty hard to find in this monster world. She's unfazed and uninterested. With her appetite for rebellion -- which is so hard to satiate in a world of

monsters. She appreciates the disruptiveness of Draculaura's witchiness and Manny's goody-two-hooves ways. Skelita is Mexican.

AND BEFORE WE GET INTO THE NEXT CHARACTER, FIRST WE MUST GET SOME CONTEXT BY LEARNING...

ARC BEATS aka WHAT THE HADES IS GOING ON HERE?!

Season 1 of Monster High will have **FIVE TENTPOLE SPECIALS**, 22 minutes each, that delve deeper into the mystery and overarching Season 1 arc.

- **SPECIAL #1 - THE PILOT (Episodes 001 and 004)**
 - This is where Clawdeen shows up at Monster High and learns that she's half-werewolf. For more on this, see the script.
- **SPECIAL #2 - OH, BROTHER (Episodes 009 and 012)**
 - With Manny's help, Clawdeen will learn that there's a mysterious, circular vault door on the wall of the catacombs beneath the school. The vault is surrounded by SIX SYMBOLS, one of which corresponds to Clawdeen's moon claw necklace. With a little library time, Clawdeen realizes that this vault is a portal to another dimension, which can only be opened on the LUNAR ECLIPSE, with a little werewolf power.
 - Clawdeen finds something in the school archives (or info from someone who has been at the school) that gives her good reason to believe that her mom went through this portal. Clawdeen believes she must open the portal to get her mom back!
 - Clawdeen uses the special chant to call for the return of the "blood of my blood" (real dialogue tbd). The chant along with the magic of the moon claw... kind of works!?
 - The portal dilates opens. Nothing.
 - BUT! The portal dilates open again. A tiny, furry, super adorable monster pops out. We'll call it "SPLITSY" for now. Adorable, but not mom.
 - Clawdeen tries once more and the portal spasms open. Flash! Fog! Spooky! As the fog clears, a werewolf stands in the catacombs. Mom?!
 - Nah. It's not Mom. It's a teen boy werewolf. This is **Clawd** and he's FEROCIOUS. Clawd is on defense mode and has no idea what just happened.

- Clawd rampages through the school. Clawdeen and pals must stop him.
 - WEREWOLF LULLABY. Clawdeen starts singing a song she remembers from her childhood to calm the out-of-control werewolf boy. Clawd joins in. HARMONY! “My mom sang me that song.” “No, my mom sang ME that song!” OMG, we’re brother and sister? Unexpected!
 - Clawdeen and Clawd are just getting a grip on the idea that they’re related when we realize that SPLITSY has been splitting. OMG, there’s a hundred identical SPLITSIES running around, terrorizing the school and causing mischief and mayhem. These little monsters might be cute, but they’re THE WORST.
 - Clawd knows all about the Splitsies from his time in the “PRIMORDIAL MONSTER DIMENSION.” He knows how to stop them but needs help.
 - Third act: Clawd and Clawdeen work together to save the school. Woo! The cute Splitsies can then be integrated into the school and be our “Minions.”
- **SPECIAL # 3 - PARENTS’ DAY (Episodes 024 and 027)**
 - It’s Parents’ Day at Monster High and time for a lot of drama to happen, particularly between Clawdeen and her Dad and Draculaura and Dracula.
 - Clawdeen and Draculaura hatch a plan to tell each other’s dads their big secrets. Then they don’t have to face the backlash themselves!
 - Clawdeen will tell Dracula that Draculaura is a witch.
 - Draculaura will tell Mr. Wolf that Clawdeen is a werewolf (this may change depending on where we end up with the pilot) and that he has a son that he didn’t know about.
 - Comedy ensues. But this plan fails. They will have to tell their own dads.
 - Clawd has been living at Monster High since his appearance through the portal. It’s been deduced that Harriet was pregnant with Clawd when she went through the portal. But since time works differently in the portal (timey-wimey), Clawd is actually older than Clawdeen.
 - Since the portal can only be opened during special lunar activity, Clawdeen has not been solely focused on getting her mom back. She has to wait (which allows us other standalone stories between specials).
 - We learn from Clawd that Harriet going into the portal was an act of great self-sacrifice. The only way to shut the portal was from the

Primordial side. So, to keep the leviathan out of the Monster World, and thus, keep Clawdeen and Mr. Wolf safe, Harriet sacrificed herself by going into the portal. She did not know she was pregnant with Clawd at the time. Her moon claw was left on the Monster High side. She could not open the portal from the Primordial side.

- Parents' Day is the first time that Clawdeen has seen her dad since Clawd has shown up. It's time to come clean to Dad about being a werewolf and time for Clawd to meet his dad.
 - This will also be where Clawdeen finally learns the truth about her dad -- he's a monster researcher and knew that Clawdeen's mom was a werewolf. He also knew that Clawdeen was a werewolf.
 - Learning that Mr. Wolf has been keeping this info from her "for her own good" hurts the trust in the relationship.
- Dracula is the "vampire in residence" of Monster High and is eager to bring Draculaura to the next level of vampire-hood. But with the support of her friends, Draculaura has chosen this weekend to tell her dad she's a witch.
 - Dracula is so busy with his "vampire in residence" duties that Draculaura can barely get in a word.
 - Draculaura ends up publicly shouting out "I'm a witch!" during Dracula's comedically boring Powerpoint presentation on "HOW TO KEEP YOUR KIDS OUT OF DISGUSTING WITCHERY."
- Not all the parental tension will be resolved by the end of this episode.
- **SPECIAL #4 - BRINGING BACK MOMMY (episodes 035 and 038)**
 - Manny and Clawdeen have figured out that the SIX MONSTER TALISMANS are required for the most controlled opening of the portal. Each of the six main monsters must put their talisman in the appropriate engraving at the same time.
 - These six monster categories are some symbol of overall monster-hood, what it means to be a monster, and monster archetypes: Werewolf, Vampire, Franken-monster, Sea Monster, Mummy and Gorgon.
 - In the episodes leading up to Special #4, we will have a few "Monster McGuffin" episodes in which the monsters must find their appropriate talismans.
 - This could allow episodes where our monsters go home. Lagoona back to the Slay Islands, Deuce home to his mom and sisters, etc.
 - The six monsters put their talismans in the slots, but it's not working. Draculaura's slot doesn't light up.
 - This confirms Draculaura's feelings about herself. Draculaura is really a witch. Dracula must take the vampire slot. Draculaura fashions a witch talisman that she believes will further stabilize the portal.
 - They open the portal and Harriet comes back. Yay!

- Uh-oh, not yay! TAG: Unbeknownst to our monsters but seen by the audience at home: The Leviathan (or whatever TBD original monster that we come up with) is also let out of the portal!
- **SPECIAL #5 - SEASON FINALE (Episodes 049 and 052)**
 - This one is murkier, but we have an idea of what we're working toward and it will become clearer as we progress!
 - The whole monster gang, along with Mr. Wolf, have to conquer the Leviathan.
 - Levi wants to turn all humans into monsters.
 - Maybe Levi used to be a human and Draculaura does a spell that restores his humanity?
 - We find out in this special the line between humans and monsters isn't as stark as both sides believed. They find some artifacts that make us realize that one of the sub-species of "monster" is HUMAN. Their previous distinction between human and monster is basically meaningless.
 - Because the portal must be shut from the Primordial Monster World side, Frankie will have their big, self-sacrificing moment! They will leave their disembodied hand on the Primordial side to shut the portal. In Season 2, Frankie will return with a more awesome robo-hand.

MORE CHARACTERS

And now, back to our regularly scheduled character bios...

CLAWD WOLF – SON OF THE WEREWOLF

Voice Ref: Michael B. Jordan in Black Panther but make it teen

Clawd is the werewolf brother that Clawdeen never knew she had. Born in the primordial dimension where Harriet has been all these years, Clawd is totally out of place in this world. But underneath that fierce survival instinct is a funny, fluffy guy.

Having grown up in the scariest world imaginable, full of monsters who were hungry for werewolf meat, Clawd is a survivor. He's always on guard and distrustful. Clawd is hardcore and goes all out. He's either at zero or one hundred, never in between. When it comes to pure instinct, Clawd is the most monster teen at Monster High. He thinks these other monsters are pretty soft.

Monster High is even more foreign to Clawd than it is to Clawdeen. He is the most fish-out-of-water character in our school. But finding sports really helps Clawd integrate into his new life. Sports become an integral outlet for him and a way for him to work through his trauma. Initially, the idea of teamwork is totally confusing for Clawd but he will grow to be the best team player in class.

Clawd is in many ways the flip side of Clawdeen's coin. He grew up as a werewolf, not knowing he was half-human. He was raised by Mom, thus identifies more with her Latinx culture.

As Clawd grows and relaxes into our world, he and Draculaura will have a romance. Clawd really appeals to Draculaura's instinct to save hurt creatures and she'll need to learn that she can't make his decisions for him.

(TIP FROM HAN-YEE: check out Full Metal Panic Fumoffu for how this character type can be done in a funny way.)

ADULTS

DRACULA

Dracula Voice Ref: Major Tom Cruise Energy

Draculaura's Dad and the biggest celebrity in the monster world. He's full of charm, charisma and bad Dad jokes. He's the top of the monster food chain, a star of monster movies, rich beyond measure, and active in monster politics. He even has his own cereal.

Dracula tries to stay up on the current trends and seem hip, but he can't help but be flabbergasted by some of these young monsters and their lax attitudes towards tradition. I mean, there are now vampires using mattresses instead of coffins! A disgrace!

Though originally from China, Dracula is fluent in nearly every monster language, most human languages and even a few dead languages. Being incredibly old (not just regular "my dad is so old!" -- this guy is easily 3000, but he lost track of a few birthdays), he spends his time wisely, always delighted by learning something new.

Dracula's love for his daughter is unconditional. Though his not initially comfortable with her decision to be a witch, nothing can stop him from loving her. He may have taught her everything he knows, but now she's teaching him and helping him grow into a better monster.

Dracula should be played by a Chinese actor and should not be your stereotypical "I want to suck your blood!" Dracula. That whole Transylvania thing was just a phase in a very storied, 3000+ year old life. We all know what it's like to get pigeonholed because of a thing you tried once in your early 2000s.

HEADMISTRESS BLOODGOOD

Bloodgood Voice Ref: Octavia Spencer

Headmistress Bloodgood is the headless overseer of the school. As a Dullahan, Headmistress Bloodgood has a natural proclivity for wandering around at night, keeping an eye on things. She tends to have more conservative ideas about monsterhood and part of her job is upholding the traditions of Monster High.

However, Headmistress Bloodgood is *not* entirely unreasonable or traditional to the point of illogical. She understands that forward progress has its place. Her heart is in the right spot with these high school kids and she truly wants the best for them. When she sees the error of her ways, she will apologize.

Headmistress Bloodgood has a horse named, NIGHTMARE, who functions as transportation, pet, and fill-in hall monitor as needed.

For discussion -- I would like to make Headmistress Bloodgood Black to have more representation of Black women in leadership roles.

MR. APOLLO WOLF

Mr. Wolf Voice Ref: Will Smith

Around his friends and colleagues, Apollo Wolf is logical, grounded, and work obsessed. Luckily, Clawdeen brings out the jocular side of Mr. Wolf and they provide each other with the space to be goofballs.

Mr. Wolf is one of the top researchers at the local lab. What Clawdeen doesn't know is that Mr. Wolf's secret specialty is MONSTER RESEARCH! Dun-dun-DUN! This is actually how Mr. Wolf and Harriet (Clawdeen's werewolf mom) met. Unbeknownst to Clawdeen, Mr. Wolf knows a whole lot about Monster High and the monsters therein.

When Mr. Wolf goes to Monster High for the first Parents' Day, he's in monster-nerd heaven. Everything he's ever wanted to know is finally at his fingertips.

Early in his life, Mr. Wolf dallied in the monster hunting world, but meeting Harriet turned his world upside and changes his opinion on monsters. Their meet-cute happened on a moonlit hike in the woods. Harriet was about to eat him, but he was just so handsome! He swept her off her paws.

Now, Mr. Wolf strives to help monsters, particularly any who find themselves in human society. However, after Harriet disappeared, he did return to the monster hunter world for a period in an effort to find her. In further stories, we'll discover that some of his former monster hunter companions knew there was more to Mr. Wolf. They might follow Mr. Wolf and Mr. Wolf unwittingly reveals the position of Monster High.

As a dad, Mr. Wolf completely trusts Clawdeen, but sometimes that means he's a little more hands-off. He's a "let them learn from their own mistakes" parent, who doesn't want to interfere. He knows that Clawdeen might be a werewolf but is leaving that up to her to discover on her own. He feels ill-equipped to deal with that conversation.

In the end of Season 1, Mr. Wolf's research will be integral to bringing back Harriet.

MRS. O'SHRIEK

Voice Ref: Goldie Hawn

Mrs. O'Shriek is a banshee and the arts teacher at Monster High. She's all about being zen, communicating through art, and encouraging her young monsters to embrace their inner scream.

She gives the students their iBalls with the assignment of recording every day. Since she's the giver of this device, she will likely interact with the students more throughout their journeys using this device. She's part teacher, part therapist, and part terrifying harbinger of death.

Mrs. O'Shriek is Irish/Caucasian.

HARRIET WOLF -- THE WEREWOLF QUEEN

VOICE REF: Lucy Lawless

Harriet Wolf is the most stunning, powerful werewolf the world has ever known. She's equal parts "den mother" and "badass, alpha protector of her pack." As a natural leader, she led her pack from a place of truly caring about them. She was never power hungry but rather accepted the mantle that she was given and gave her all to her pack and her family.

When Harriet met Apollo, she wasn't just attracted to him because of his perfectly fitting last name. That was just an added bonus. She loved his incredible passion for knowledge and the way he regarded her, fearless but respectful. While the other werewolves bowed and trembled in her presence, Apollo was her equal. Not in size, oh no. Harriet is thick, pure muscle, while Apollo is lithe. But in ability to love, to adore the essence of the other, they are equal.

In the Primordial World, she's gotten stronger as she fended off all manner of monsters and protected her son. She's ripped.

When she comes back to Monster High, Harriet will be way overprotective of her kids. She lost both of them once and it's not happening again!

Harriet is Latinx. (As above, let's discuss cultural specificity for Harriet.)

AND THE REST!

After we've introduced/explored the characters above, here are other characters that can be introduced or given larger roles.

IAN PUNDULU * - IMPUNDULU

Ian is the son of South African Impundulus, a type of bird monster with the ability to summon lightning.

Ian is a jock who loves sports, both as player and spectator. His flight powers make him an adept athlete and he's usually "first pick" in CasketBall (and other sports we will make up as the season progresses). His social life revolves around athletics. He was recruited to Monster High for his athleticism and his confidence sometimes veers into cockiness.

Ian is gay.

(* Will be included in pre-build and included in background for character diversity. Can be given larger roles earlier in season.)

KUMA* - ONIKUMA

Kuma may be a giant bear monster, but inside he's as cuddly as a teddy bear. As a Japanese Yōkai (hailing from Tokyōkai) who first comes to Monster High in our pilot episode, Kuma is adjusting to the customs and culture of this school. Kuma initially speaks in bear grunts, but his friends seem to understand him just fine. Kuma brings the kawaii with his extreme adorableness and gentle demeanor.

As monster whose primary ability is throwing rocks, Kuma will excel on Monster High's "skull put" team.

(* Will be included in pre-build and included in background for character diversity. Can be given larger roles earlier in season.)

FINNEGAN WAKE* - MERMAN

Finnegan Wake is a merman who uses a wheelchair. Like his aunties, the Sirens, Finnegan has a beautiful singing voice. Finnegan is our most musical monster and should be given opportunities in story to show off his music talents. He would love to do a duet with Draculaura. In fact, he'd love to do a duet with just about any girl in school because he's a bit of a lady's merman. The mermaids swoon over his sultry songs.

(* Will be included in pre-build and included in background for character diversity. Can be given larger roles earlier in season)

NEFERA DE NILE* – Daughter of the Mummy and Cleo’s older sister. Nefera is the mummy who has it all -- beauty, popularity, royalty, and, just to be really annoying, a heart of gold (literally, she dipped her heart in gold and keeps it in a jar in her room). It’s hard to dislike her when she’s so nice, but Cleo *mostly* manages. Unfortunately for Cleo’s sibling rivalry, Nefera is also the mummy who most relates to her and occasionally, Cleo will find solace and friendship with her sister.

Nefera has the power of Ra and literally spreads sunshiny good cheer wherever she goes. SO ANNOYING. Nefera’s sunny outlook doesn’t jive with Draculaura’s aversion to the sun.

(* Will be included in pre-build and included in background for character diversity. Can be given larger roles earlier in season)

ABBEY BOMINDABLE -- Abbey is a Yeti who will be introduced in our Winter Special. She is tall and strong, like Brienne of Tarth. Writers are thinking on pitches for her now, so we’ll know more about her soon!

SPECTRA VONDERGEIST -- This ghostly girl makes up for her translucent appearance by being super chatty. She just wants to be seen. She’s Indian with Mindy Kaling vibes.

...AND EVEN MORE OF “THE REST”

These are lower priority from the brand POV so we don’t need to feel pressured to use them in the first half of season 1, but they are available if you need them.

SLOMAN “SLO MO” DEADOVITCH - ZOMBIE

Slo Mo is a follower. Maybe he’s just trailing the smell of bigger brains, but he tends to glide from group to group, following whoever is willing to lead. He doesn’t seem to notice if they’re leading him right into trouble. He plays snitch-zombie to Headmistress Bloodgood, helps along with Cleo’s latest scheme, and falls in line behind Toralei and her werecat crew. Only Heath’s fiery explosions keep fire-fearing Slo Mo away.

While others see an opportunity to exploit Slo Mo, Clawdeen empathizes with Slo Mo’s reticence to stand up for himself and wants to help him become more confident. In their friendship, Slo Mo will finally find his voice (well, more of his voice than just saying “Braaaaaaaiiiiiinnnnsssss...”).

PURRESPHONE AND MEOWLODY

Purresphone and Meowlody complete Toralei's pride, acting as her lackeys and obeying her every command, like blackmailing Draculaura, sabotaging Frankie, or bringing Toralei a nice, warm bowl of milk before bed.

THESE CHARACTERS ARE OPEN TO BE EXPLORED AND DEVELOPED HOWEVER STORY TAKES US.

ROCHELLE GOYLE - Gargoyle

VENUS McFLYTRAP - Plant Monster

ROBECCA STEAM - Steampunk Robot

TWYLA BOOGEYMAN - Daughter of the Boogeyman

OPERRETTA - Phantom of the Opera-style Phantom

JACKSON JEKYLL /HOLT HYDE - Son of Jekyll and Hyde

GIL WEBBER - Fresh Water Monster

THE WORLD

MONSTER HIGH

Monster High is an esteemed ancient establishment, and a character of its own in our story. This very haunted mansion has been renovated through the ages and is now a boarding school boasting every modern luxury (although the ancient monsters on staff still insist that electricity is “just a fad” and keep replacing light bulbs with torches). But even though everyone at Monster High is a freak, it’s not a conflict-free paradise. Teenage problems and struggles still exist, and we see them all through a monster lens (and as we all know, a *monocle* is the preferred lens of monsters).

It’s safe to say that life at Monster High is never dull, as the characters encounter infinite staircases, rooms that only exist every other Thursday, possessed furniture and wardrobes with teeth, mirrors that lead to alternate realities, or carpets that force students to play elaborate games of “the floor is lava” – because they have ACTUALLY turned to lava! The monster trio might have to foil a swarm of gremlins intent on ruining their metal shop project, figure out how to stop the oozing gelatinous blob they accidentally unleashed in chemistry class that just absorbed the whole fearleading squad, or compete in “dodge pitchfork,” the old Monster P.E. game. (← pitches on this please!)

But while the teen hijinks inside Monster High provides adventure and mystery galore, the building itself is a mystery — who built Monster High, and why? What secrets are hiding in its many secret passageways, dark catacombs, and hidden rooms? (← and pitches on this please!)

When they do leave the school, they might visit Draculaura’s castle on a private island to help her prepare for the Deadbutante Ball. Or they may go to Cleo’s resort-esque golden pyramid, to help her deal with her feuding Kardashian-style family (just watch out for the many, MANY booby traps). They might even visit the human world, disguising themselves as what they think humans are like so that they can go to the mall (“Hello, it is me, a hu-man! I can die, just like you!”).

LOCATIONS IN MONSTER HIGH (will be expanded through series):

Auditorium
Creepeteria
Li-Bloody
Dorms
Catacombs
Headmistress Bloodgood’s office
Secret Passageways

THE HUMAN WORLD

The Monster world is a shadow world of our own human world. (Or is the human world a shadow world of the monster world? It's all perspective!) The places of the monster world correspond to our known world but exist on a slightly different plane. So, the Slay Islands or Fang-hai have similarities to their human counterparts, but all from a monster POV.

The stylization of the human world should be markedly different than the monster world. Human world can be dull and faded, while the monster world is vibrant.

EXISTING HUMAN WORLD LOCATIONS

Clawdeen's House

Woods

Spooky Cemetery (alignment with the cemetery of Monster High)

Human School

THE PRIMORDIAL MONSTER WORLD

Clawdeen will discover that the Monster World isn't the only shadow world though. Through the portal within the catacombs of Monster High lies the PRIMORDIAL MONSTER WORLD. This is a different dimension where the scariest, uncivilized, and uncivilizable monsters resides. It also works a prison dimension, ala the Phantom Zone, where any monsters who terrorized the Civil Monsters were sent. Time moves faster in Primordial Monster World than in our world. Clawdeen's Mom has been missing from our world for 10 years, but Harriet has been in Primordial Monster World for 17 years.

THE TONE

Equal parts funny and freaky, creepy and cute, pratfalls and poltergeists, Monster High is a comedy about identity, belonging, and making the world better. The tone is light and playful, even though we use monster metaphors to find the emotional reality in a lot of heavy topics. The show targets Kids 6-11 with humor and heart that feels a little edgy but is still kid-appropriate. Our stories are hopeful, elevate positive themes, and have happy endings. It's an aspirationally accepting world.

There is a ton of fun to be had playing with classic monster tropes and high school tropes, but the tone is always sincere, never snarky or cynical. We want to lean into the creepy, monstrous, and genuinely scary side of Monster High, but mine it for comedy by juxtaposing with the goofiness of high school life, leaning into the absurdity, and elevating the ridiculous.

Monsters don't have to be destined to become the villain of the story. They are about expressing and loving yourself exactly the way you are, but they're also about strength, power, and fearlessness, because what is fear to a monster? The original Monster High captured the imagination of countless kids from the toy aisle, but we can take it a step farther and create something sharply relevant to the next generation of kids who feel somehow "different," making them feel accepted and understood while still making them laugh and bringing joy. Monster High is a world we all want to be a part of. It's not perfect, but hey, perfection is boring. Don't you wanna be a monster too?

THE NEW MONSTER HIGH LEXICON

(Please pitch other ideas! We will move this to an editable Google doc so everyone can add to the lexicon as we proceed.)

While past versions of Monster High relied heavily on taking a regular human object and making a monster pun to “monsterfy” it, we want to rely less on puns in this series. I love puns, but it shouldn’t be our only way of showing something is monstrous.

As we create of the world and technology, think of not only the monster versions of human things, but also the specifically monster-oriented objects/ideas that would have been invented and evolved from a monster POV.

Boos and Fiends -- Non-gendered group. Please do not use “Ghouls” (ala “girls”) for groups including Frankie.

CLASSES:

- Creative Monster-loguing (taught by Mrs. O’Shriek)
- Biteology
- Dead Languages
- Study Howl
- Theater (taught by Noel Where)

MONSTER HIGH IDOSYNCRACIES

- The class bell is a Wilhelm scream
- Technology is monstrous. For example, projectors are actually monsters that can project images through their mouths or eyes.
- “Video calls” are done via portraits that show a live feed of whoever is calling.
- The “school day” is at night and the monsters sleep during the day.

UPCOMING STORIES

UNFINISHED BRAIN-NESS

Episode 003 - Springboard

Frankie is being haunted -- by their own brain! One piece of their brain has some unfinished business, a *mistake*, which Frankie is certain they need to fix to get some peace. But because they have only a tiny piece of the brain, they can’t get a clear picture of what that unfinished business is. Clawdeen and Draculaura are eager to help. Following the clues from Frankie’s head leads them deep into the secret passageways of the Monster High, where they find freaky

scratching, haunted howling, and spooky shadows disappearing around corners. Along the way, Frankie taps into the unique skills of their brain to track the mysterious haunter, but begins to question -- if that bit of their brain created the *mistake*, does that mean that Frankie is doomed to repeat it? With their new friends' help, Frankie comes to understand that they're more than the parts that make them. We aren't our brains. Frankie realizes that they can lean into and emphasize the parts they like and are beneficial, like the clever, crafty part that helped her make this X-Ray eyeball! The X-Ray eyeball scans the catacombs and homes in on the source of the trouble, a creepy pet created from animal parts named WATZIT. Frankie doesn't see a "mistake" like Watzit's creator saw. They see a new pal, in need of help. Frankie trusts their feelings and makes their own bold choice -- to keep Watzit as their pet.

THE SPOOOOOOOKY MYSTERY

When a mysterious and absolutely delicious plate of chocolate chip spookies is left in the dorm common room, everyone wants to find the baker behind the goodness. Clawdeen uses her investigative werewolf instincts to track the recipe to Deuce. But when she's ready for her big "rip off the mask" reveal, the mystery deepens: Deuce has disappeared! Clawdeen must follow the clues and finds that Lagoona has taken Deuce hostage, wanting him to bake her an endless supply of spookies. Clawdeen must help Lagoona see that her approach is not the best way to get spookies and help Deuce embrace his inner baker as a way to connect with his friends (without risking turning them to stone).

THE BIG CHEESE

A Gorgon-zola monster is terrorizing Monster High, but instead of turning her prey into stone, she turns them into...CHEESE! As the students evade the monster, Deuce realizes this monster is actually one of his sisters who has been infected by a rare cheese-ease. Deuce and Clawdeen must venture to find the antidote while Frankie and Draculaura protect the school from dairy-doom!

OTHER STORY AREAS THAT NEED DONE AND ARE OPEN FOR PITCHING...

PETS:

- Clawdeen's dog, Crescent, sniffs her out at Monster High and must be hidden from Headmistress Bloodgood.
- Introduction of Count Fabulous
- About 10% of our stories should contain pets. Please keep pets in mind when thinking of stories!

The Holiday Special

- This should be a monster-specific winter holiday. The story should be perennial and thus not connected to our overall arcs.
- This episode should have a monster holiday song.

SONG/MUSICAL EPS:

- Finnegan Wake/Draculaura duet episode

WRITING MONSTER HIGH

WHAT MAKES A MONSTER HIGH STORY?

Find the *Monster Joy* -- where's the fun and wish fulfillment of being a monster? Find the heart of the stories in monster joy rather than only monster angst. While we'll certainly "put characters in trees and throw rocks at them," beyond asking how to give them challenges, ask what will give them the most joy by the end of the story. Monster High is earnest and hopeful, not overly angsty or cynical.

Lean into the Monster -- there will be plenty of high school tropes with monster spins and puns, but we also want to explore the uniqueness of being a monster from a monster-based world. "What's a monster mating ritual?" is better than "What's the monster version of prom?" It's the overlay of high school on a monster world rather than "putting monsters in human high school." We don't want this to be just a 1:1 of human life.

Finding the funny and levity in spooky. We can be spooky, creepy and dark -- as long as we have laughs to release the pressure.

Gender neutral -- we want everyone to enjoy Monster High and are striving for a gender-neutral audience. Please do NOT take that to mean that we can't do feminine-skewing stories. Feminine things are valid and can be enjoyed by people of all genders. It's all about balance and being funny. Everybody likes funny.

Each episode will be narrated by one of our main trio. When pitching stories, please include who is the POV of each episode and consider how that character drives the story. Rarely (but possible) another character can be the POV. This should be one of our boy characters to make it a bit more gender neutral.

Lean into the monster characteristics and powers of our characters. How can we show they are monsters and not just weird-looking humans?

Lean more into the monster family and friendship stories rather than the pure high school stories. We will care more about relationships than classes. The stakes should be more around the emotional, character-driven side than the "Oh noes! A test!" side. Not that we can never have those stories, but they should be buttressed by something deeper. The high school is background from the monster character fun.

MAKING THE MONSTER WORLD

This is a CG show. Do keep this in mind when you're tempted to write things like, "We see a crowd of ten thousand monsters, each more horrifying than the next." Probably not gonna fly. We need to be conscious about assets per story (FYI: an "asset" is any character, prop, background, location, or character costume change/adjustment). But always up for discussion -- if you absolutely need a crowd of 10,000, let's talk about it and see if we can make it work. But if you could equally okay with a crowd of 10, our production department would be much happier.

OTHER OUTSTANDING QUESTIONS AND THINGS TO WORK INTO STORIES

SPORTS -- Past iterations of Monster High have included pun-driven sports like Casketball. But let's think on a uniquely monster sport that isn't derivative of a human sport.

WHAT'S THIS SCHOOL ALL ABOUT? What is Monster High's place in the monster world? What are the jobs for monsters that aren't just monster versions of human jobs?

SONGS

We have a limited budget for songs. If there is a natural way for a song to be included in story, please pitch that, but no pressure to include songs.

MONSTER REFS

(Got any great monster refs you love? Add them here!)

What We Do in the Shadows (on Hulu)

iZombie (Netflix)

Los Espookies (HBO)

40 Monsters of the Night <https://www.dreams.co.uk/sleep-matters-club/40-monsters-and-where-to-find-them/>

99% Invisible episode on Japanese Yokai <https://99percentinvisible.org/episode/return-of-the-yokai/>

Stuff You Missed in History Class - Mary Shelley <https://www.iheart.com/podcast/stuff-you-missed-in-history-cl-21124503/episode/who-was-the-real-dr-frankenstein-30208587/>

Stuff to Blow Your Mind: Monsters of the Shān Hǎi Jīng

<https://podcasts.apple.com/ge/podcast/monsters-of-the-sh%C4%81n-h%C7%8Ei-j%C4%ABng-part-1/id350359306?i=1000508355505>

Lore - <https://www.lorepodcast.com> (Lore is a bit hit and miss for me -- look for the more general episodes on monsters and skip the “here are some weird footprints someone found and/or created!” and the “a bunch of people died -- was it dysentery or...A CURSE!?” episodes)

Coraline

Lower Decks (watch for pacing, slapstick comedy, and integration of comedy and monstrous/alien action)

MODERN HIGH SCHOOL REF:

<https://www.chicagotribune.com/news/breaking/ct-met-high-school-cliques-change-study-20190218-story.html>

SCRIPT LOGISTICS

SUBMITTING MATERIALS

Send all drafts to Shea at sheafontana@gmail.com

SPRINGBOARDS

Springboards should be one paragraph long. Please feel free to pitch additional springboards at any time.

PREMISES

Premises should be around 1 page. They do not need to be too detailed but give us a general sense of the arc and major beats of the story.

OUTLINES

Outlines should be 3-4 pages long.

Outlines should be broken down scene-by-scene with scenes numbered.

Please include the logline at the top of your outline.

SCRIPT DRAFTS

First draft scripts should be 15 pages long and around 100-120 lines (if you submit a first draft script that is over 15 ½ pages, Shea will make you cut it down before it is read and notes are given. Shea is mean like that. If you are really struggling to keep a story to length, please reach out and we can review the outline for potential cuts together.)

Please include line numbers on all script drafts.

*****When doing new drafts, use revision mode so that revisions are clearly marked.***** In subsequent drafts, please accept all previous revisions, and use a new revision mode.

Include the LOGLINE on the title page.

I also have a huge thread on twitter that includes a lot of things I consider when evaluating an animation script: <https://twitter.com/SheaFontana/status/1270064346018635779> (this is not just a weird way of saying “follow me on twitter,” but also, like, smash that follow button).

LEGAL

It is important that we only reference the public domain versions of our monsters, and not a trademarked movie version. Universal’s lawyers are protective and have given us the following

additional guidelines re: Frankie.

- Description:
 - We should not directly say the daughter of Frankenstein, but for content describe her as the “Daughter of Mary & Shelly Stein”.
 - That said, we can say the word Frankenstein as a noun or verb, as it applies to the book, but never say “bride of Frankenstein”, which Universal owns.
 - VISUALS: Frankie must have grey skin (not green) and cannot have bolts in her neck.