

Bartelt Maj Brad S

From: Casey Kriley [Casey.Kriley@RDFMedia.com]
Sent: Wednesday, August 21, 2002 5:08 PM
To: Bartelt Maj Brad S
Subject: RE: Faking It

Dear Major Bartelt,

Thanks for trying! Take Care,
Casey

-----Original Message-----

From: Bartelt Maj Brad S [mailto:BarteltBS@hqmc.usmc.mil]
Sent: Tuesday, August 20, 2002 2:15 PM
To: Casey Kriley
Subject: RE: Faking It

Casey:

Although there are potentials to highlight the professionalism of our DIs and recruit training process, as well as the developing relationship between a novice and his mentors, untapping hitherto unknown potential, self-discovery, and an opportunity for the viewer at home to gain a unique insight into our esteemed organization, my higher headquarters and I cannot overcome the basic fact that you can't fake being a Marine. Real Marines are just that, the real thing. "The Change is forever." "The title lasts a lifetime." "There are only two kinds of people who understand Marines: Marines and the enemy. Everyone else has a second-hand opinion." Therefore, the Marine Corps will not support the "Faking It" proposal. I wish you well and thank you for your patience and professionalism.

V/R, Maj. Brad Bartelt

-----Original Message-----

From: Casey Kriley [mailto:Casey.Kriley@RDFMedia.com]
Sent: Tuesday, August 13, 2002 8:02 PM
To: BarteltBS@hqmc.usmc.mil
Cc: Sam Anthony; Sam Feirstein
Subject: RE: Faking It

Dear Major Bartelt,

I understand that it might be difficult to sell the idea in terms of the title "Faking It". To be honest, I don't feel the title truly does full justice to the show itself. The developing relationship between a novice and his mentors is what lies at the heart of the show, and there is nothing fake about that. For mentors, it increasingly matters that their pupil succeeds. For the participant, it's three weeks of finding their hitherto unknown potential.

Americans are constantly plagued by their fears which often get in the way of their true potential/success. This show allows people to discover a new side that exists within themselves.

Yes, after three weeks of training we put them to the test, a timeline that isn't true to the depth of training needed in the USMC. But, if they succeed and pass the test, their new found persona and

potential are solidified, and the viewer at home gain a unique insight into your esteemed organization. For me, the USMC represents the epitome of commitment and discovery of untapped potential. Not only would the segment display the rigorous training involved in becoming a Marine and the excellent instructors you have, the show may make those who don't feel they have what it takes to become a marine think twice and peak their interest in applying.

If the participant succeeds, it demonstrates truly how amazing your Drill Sergeants are at their job. If they fail, it confirms the fact that as you said in your note "Marines are Marines -- the real thing"

Watching our participant go through the process and take the test makes our viewers feel that they too can accomplish whatever they put their minds to. This is surely the best message that the USMC could put out there.

My Executive Producer, Sam Anthony, who created the show in England, would welcome the opportunity to meet with you in person at headquarters, and can rearrange his calendar this Wednesday or Friday, if you could possibly find the time for a brief chat. I truly believe that if you met us both, and talked through some of your concerns, then you would realize that we are sincere, and come round to the idea that the show would be a valuable, exciting and worthwhile project for the USMC to be involved in.

Please let me know if you can fit us in today, or on Friday.

Thanks for your time and consideration,
Casey

Casey Kriley
Associate Producer "Faking It"
RDF Media
818-817-5202
casey.kriley@rdfmedia.com

Bartelt Maj Brad S

From: Bartelt Maj Brad S
Sent: Monday, August 19, 2002 5:29 PM
To: Krusa-Dossin Col MaryAnn
Cc: Kay LtCol Stephen H; Miller Maj Kimberley J; Haney Capt Shawn D
Subject: Faking It

Ma'am:

As you are aware, the L.A. Office has been contacted by RDF Media, producers of Faking It USA, for the conceptual development and eventual support of filming of a reality show aboard MCRD San Diego. The 60-minute show, airing on the Learning Channel, bills itself as a My Fair Lady for the 21st Century -- the story of what happens when real people take up the challenge of transforming themselves into someone entirely different. The proposal was to turn a faker into a "Marine." Drill instructors, through rigorous training in drill, discipline, and physical fitness, would transform a faker into a "Marine." The faker will then compete against real Marines in a test -- Marine of the Quarter Board -- or something similar with a panel of experts judging and then being explained that one of the contestants is a faker and asked to choose the faker.

Although there are potentials to highlight the professionalism of our DIs and recruit training process, as well as the developing relationship between a novice and his mentors, untapping hitherto unknown potential, self-discovery, and an opportunity for the viewer at home to gain a unique insight into our esteemed organization, I can't overcome the basic fact that you can't fake being a Marine. Real Marines are just that, the real thing. "The Change is forever." "The title lasts a lifetime." "There are only two kinds of people who understand Marines: Marines and the enemy. Everyone else has a second-hand opinion." Therefore, I recommend that the Marine Corps not support the "Faking It" proposal and ask that you support my recommendation.

V/R, Brad

Major Brad S. Bartelt
Director, Marine Corps Motion Picture
and Television Liaison Office
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Los Angeles, CA 90024
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cell (310) 628-6253
e-mail: barteltbs@hqmc.usmc.mil

Tracking:

Recipient

Krusa-Dossin Col MaryAnn
Kay LtCol Stephen H
Miller Maj Kimberley J
Haney Capt Shawn D

Delivery

Delivered: 8/19/2002 5:29 PM
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Bartelt Maj Brad S

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Sent: Tuesday, August 13, 2002 8:02 PM
To: BarteltBS@hqmc.usmc.mil
Cc: Sam Anthony; Sam Feirstein
Subject: RE: Faking It

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Please let me know if you can fit us in today, or on Friday.

Thanks for your time and consideration,
Casey

Casey Kriley
Associate Producer "Faking It"
RDF Media
818-817-5202
casey.kriley@rdfmedia.com

8/14/2002

Bartelt Maj Brad S

From: Bartelt Maj Brad S
Sent: Monday, August 12, 2002 1:51 PM
To: Miller Maj Kimberley J
Cc: Krusa-Dossin Col MaryAnn; Haney Capt Shawn D
Subject: Faking It

Major Miller:

As per our phone conversation here is the e-mail on the latest reality show proposal for the Marine Corps. The L.A. Office has been contacted by RDF Media, producers of Faking It USA, for the conceptual development and eventual support of filming aboard MCRD San Diego.

Background: The show bills itself as a My Fair Lady for the 21st Century -- the story of what happens when real people take up the challenge of transforming themselves into someone entirely different. Coached by mentors/experts, a faker is transformed into his new persona over a three-week period. The faker then performs a test before a panel of experts. Faking It originated in the UK -- one of the highest rated programs in England on their Channel 4 (a hip version of our PBS) -- and will air on the Learning Channel -- 60 minute show. RDF Media has a reputation of producing quality programming.

Proposal: Turn a faker into a "Marine." Drill instructors, through rigorous training in drill, discipline, and physical fitness, will transform a faker into a "Marine." The faker will then compete against real Marines in a test -- Marine of the Quarter Board -- or something similar with a panel of experts judging and then being explained that one of the contestants is a faker and asked to choose the faker. The show will be doing five segments, each with different start dates. The shoot length for each segment is three weeks. The dates they are proposing for a Marine segment are Sept. 30 thru Oct. 18 (other possibilities are: Sept. 9 thru Sept. 27 or Oct. 14 thru Nov. 1.)

Take-always: The producers understand it takes 12 weeks to make a basically trained Marine, not three and it is not something you can fake. They feel that with 3-weeks of intense one-on-one training, which does not occur in recruit training, a faker can be ready to compete at the basic level. Whether or not the faker is detected, the Marine Corps is portrayed in a positive light because the professionalism of our DIs and the difficulty of becoming a Marine will be the focus. I feel the show and its premise is supportable. The show would be another vehicle the Corps could use to highlight recruit training and the professionalism of the process and the DIs. But support comes with a price. Another film crew aboard MCRD could be too much of a hassle. Please take this for action to determine if we move forward. Thanks in advance.

S/F, Major Bartelt

Major Brad S. Bartelt
Director, Marine Corps Motion Picture
and Television Liaison Office
10880 Wilshire Blvd, Suite 1230
Los Angeles, CA 90024
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cell (310) 628-6253
e-mail: barteltbs@hqmc.usmc.mil

Tracking: Recipient
Miller Maj Kimberley J
Krusa-Dossin Col MaryAnn
Haney Capt Shawn D

Delivery
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LAPAO PROJECT TRACKING SHEET

Name: Casey Kriley

Date/Time: 19 July 02

Organization: RDF media

Phone: 818-817-5202 Fax:

Project Name:

"Faking It"

Feature Film / ☒ TV / Doc

Other: ☒ Reality

Request:

- Filming with "Fake" at either MCRD San Diego or PISC for 3 weeks
- Team of experts for training
- Team of experts for "judging" panel

Propose: team of DI's / Instructors / Peer Marines to train "Fake"

Received by: Capt Haney

Response / Action:

Source: _____

Phone #: _____

Concern: Fake beats the Marines

- making of the Marines
- real trng

13 days - How much will be trng

Intrns with the DI

Maj Steve Kay

Sept/Oct

Response provided by:

Project Officer:

Project Completion Date:

7/22/2002

To: Captain Shawn Haney
From: Casey Kriley - Associate Producer, RDF Media
RE: "Faking It" Television show

Dear Captain Haney,

To follow is the information you requested:

Faking It is a *My Fair Lady* for the 21st century - the story of what happens when real people take up the challenge of transforming themselves into someone entirely different. Coached by mentors who provide the expertise needed to transform the faker into his new persona over a three-week period, our real people must try and pass the test, performing in their new identities before a panel of experts. The show, which originated in the UK, is one of the highest rated programs in England. This will be the first season of *Faking It USA*, an American version of the hit British show, which will air on The Learning Channel, running sixty minutes in length. 1 hr show

We are extremely excited by the prospect of turning a real person into an active marine. We would choose a faker from an opposite lifestyle, such as a surfer, and put them through extensive training with several mentors from the Marine Corps. The primary mentor, as suggested by Captain Haney, could be a top drill sergeant. The faker could live in the barracks under his command. Other mentors could be a variety of young marines. After three weeks of rigorous training and education, the faker would be put to the test. A panel of judges, possibly the Quarter Board, would observe a specifically designed day of training with a group of marines, the faker included. The board would choose which person they believed to be the fake, evaluating their performance.

Our company, RDF Media, is one of Britain's largest, and most prestigious independent television production companies, with offices in London and Los Angeles. The company was formed seven years ago and has established a reputation for exceptional quality and innovation, having produced hundreds of hours of documentary, 'reality', and drama programming for broadcasters all over the world.

Marine of the Quarter

From: Haney Capt Shawn D
Sent: Monday, July 22, 2002 4:24 PM
To: 'Casey Kriley'
Subject: RE: Just checking in...
Hey, Casey!

It has been a little busy, had a couple of days filming with two TV projects so I have been out of the office a little lately. But I did speak with my boss about the project and while a little skeptical at first we do think this is something we could possibly work on. However, I'm sending Maj Bartelt the e-mail from you and I will see if he can run this idea through Headquarters and the Recruit depot while I am gone. I do depart tomorrow and return to work the following Tuesday. I will give the Major your contact information as well.

The main concern will be that it takes 12 weeks to make a basically trained Marine and it is not something you can just fake. I think our answer to that is a team of very qualified and dedicated Marines can take a guy off the streets and train him into a Marine in terms of drill, discipline and physical attributes.

As far as follow-on training...

Upon completing twelve weeks of basic training, the new Marines receive 10 days of leave. Then they attend Marine Combat Training (MCT) for about a month (unless they are an infantry Marine and they go straight to the School of Infantry). Then after completing MCT, the Marines attend the applicable school for their assigned Military Occupational Specialty (MOS school). The length of these schools varies. I don't think there is really a show idea in terms of MOS. That is simply a Marine who is then taught a job...the true test is in becoming a Marine.

Thanks!

r/s Capt Haney

-----Original Message-----

From: Casey Kriley [mailto:Casey.Kriley@RDFMedia.com]
Sent: Monday, July 22, 2002 11:38 AM
To: HaneySD@hqmc.usmc.mil
Subject: Just checking in...

Happy Monday!

Just wanted to touch base with you as I believe you are leaving town tomorrow. Wondering if you had a chance to speak with Camp Pendleton and Parris Island re: "Faking It". Also, once someone becomes a Marine, what happens to them? Are there other specific positions they continue on to train for? Would any of these positions be interesting for us to explore for our faker?

Hope you're having a great day!
casey kriley- rdf media

Bartelt Maj Brad S

From: Haney Capt Shawn D
Sent: Monday, July 22, 2002 6:43 PM
To: Bartelt Maj Brad S
Subject: FW: Just checking in...

Sir,

The reply from Casey re: "Faking It"...

-----Original Message-----

From: Casey Kriley [mailto:Casey.Kriley@RDFMedia.com]
Sent: Monday, July 22, 2002 6:05 PM
To: Haney Capt Shawn D
Subject: RE: Just checking in...

Thanks for replying. Focusing on drill, discipline and physical attributes are exactly on the right track of what we were thinking. All of us here know that it would be impossible to truly take it as a marine. With the help of your drill sergeants and top marines, our faker would at least have a chance to pass a simple, remedial test - probably having to do with the attributes you mentioned. There in lies both the challenge and the beauty. The show would demonstrate both the difficult task of becoming a marine as well as the excellent trainers and teachers you have. Have a great trip!

casey kriley

-----Original Message-----

From: Haney Capt Shawn D [mailto:HaneySD@hqmc.usmc.mil]
Sent: Monday, July 22, 2002 4:24 PM
To: Casey Kriley
Subject: RE: Just checking in...

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As far as follow-on training...

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Thanks!

7/23/2002

- 3 wks of one-on-one
is unusual

condense to 3

r/s Capt Haney

-----Original Message-----

From: Casey Kriley [mailto:Casey.Kriley@RDFMedia.com]

Sent: Monday, July 22, 2002 11:38 AM

To: Haneysd@hqmc.usmc.mil

Subject: Just checking in...

Happy Monday!

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Hope you're having a great day!
casey kriley- rdf media

7/23/2002

Maj Dave Griesmer
703-784 9454

Bartelt Maj Brad S

From: Bartelt Maj Brad S
Sent: Friday, July 26, 2002 1:16 PM
To: 'Casey Kriley'
Subject: RE: Faking It

Casey:

The dates look promising, especially dates with more lead time. Operational tempo for the Corps is rather hectic right now. Parris Island is where we train our female recruits. The portrayal of our training and the professionalism of our instructors and Marines is paramount. I'm glad you agree. Let's talk Monday about this and the ideas you have for future segments. I'll call then. Have a nice weekend!

S/F, Brad

-----Original Message-----

From: Casey Kriley [mailto:Casey.Kriley@RDFMedia.com]
Sent: Friday, July 26, 2002 12:02 PM
To: Bartelt Maj Brad S
Subject: RE: Faking It

Major Brad S. Bartelt:

Thanks for contacting me. We are doing five segments, each with different start dates. The shoot length for each segment is three weeks. The dates we are looking at for the US Marine segment are Sept. 30 thru Oct. 18 (other possibilities are: Sept. 9 thru Sept. 27 or Oct. 14 thru Nov. 1.) We are discussing the idea of working with a woman versus a man. What do you think about this? I believe you only train women at Parris Island? We have the means to shoot at either location. As I mentioned to Captain Haney, the show is 60 minutes long and would consist entirely of the transformation of an individual into a marine. The test is the tricky part. We would need to create a series of tests in which our "faker" is mixed in with real marines and observed by top military personnel. They would not know that there is a "fake" in the group. Afterwards, we would disclose to them that there was a fake. They would try and pick them out. Whether they detect the fake or not, the Marine Corps is portrayed in a positive light -- the segment would demonstrate how difficult the training is as well as what great instructors there are in the Marine Corps. This show is NOT like most reality shows. It has a great deal of integrity, really delving into the details of the featured profession. The British show aired on channel four in Britain, a channel that is considered to be a hipper version of our PBS.

Let me know if you have any other questions. I've been doing quite a bit of research, coming up with ideas for the segment which I would love to discuss with you at some point. My number is 818-817-5202. Thanks for your time!

If I don't talk to you before the end of the day -- have a great weekend!

Casey Kriley
Associate Producer
RDF Media

-----Original Message-----

From: Bartelt Maj Brad S [mailto:BarteltBS@hqmc.usmc.mil]
Sent: Friday, July 26, 2002 10:46 AM
To: Casey Kriley
Subject: Faking It

7/30/2002

Casey:

I am Major Brad Bartelt, Director of the Marine Corp's L.A. Office. I wanted to touch base and further explore your proposal, plus I need more information. What is the timeline/deadline for your shoot, length of shooting, etc. The premise of your show and proposal is something we would consider. Please call/e-mail and we can discuss. Thanks.

S/F, Maj Bartelt

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7/30/2002