



Miss Juneteenth Blues

She wore the crown once. Now she's coming for the throne.



Logline

When her rebellious teenage daughter earns a spot in the prestigious Miss Juneteenth pageant, a down-on-her-luck former queen fakes her age to re-enter only to uncover a rigged system built on secrets, legacy, and lies. As she fights to secure her daughter's future, she rediscovers her own worth and sparks a movement that redefines what it means to be a queen.



The Hook

A mother-daughter duo unwittingly take down a corrupt Southern pageant empire from the inside out with sequins, gospel, and one viral wig moment.

Tone & Comparables

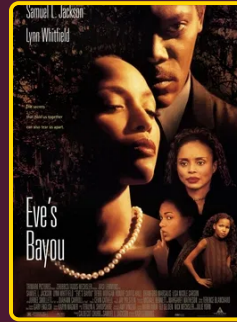
A bold, soulful blend of heartfelt humor and Southern drama



Little Miss Sunshine

Tone

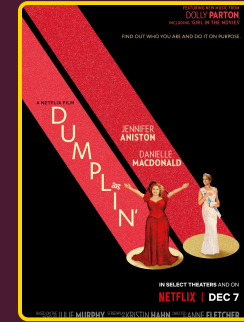
Family dynamics and pageant satire with heart, humor, and unexpected emotional depth



Eve's Bayou

Visual & Emotional Depth

Rich Southern atmosphere with complex family relationships and cultural specificity



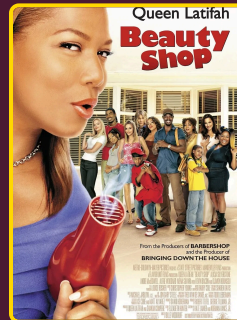
Dumplin'

Mother-Daughter Empowerment

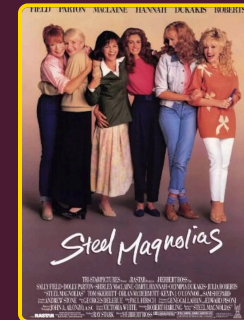
Pageant world critique with body positivity and intergenerational healing



P-Valley



Beauty Shop



Steel Magnolias

Main Character



👑 LaTonya "Toni" Dupree

49 years old

Once crowned Miss Juneteenth 1999, now a cash-strapped nail salon owner fighting for her daughter's future and her own second chance at purpose. Toni's journey from pageant queen to struggling entrepreneur has hardened her exterior but not her heart. When she discovers corruption in the pageant system, her maternal instincts and forgotten ambition reignite as she fights to redefine what it truly means to wear the crown.

Determined

Resilient

Protective

Visionary

Romantic Lead



Darnell Dupree

52 years old

Toni's ex-husband, a smooth-talking musician and pageant coach with unfinished business and a heart that still beats for Toni. His jazz background gives him both artistic credibility and a natural charisma that makes him a beloved figure in the community.

 Jazz Musician

 Pageant Coach

 Romantic

 Smooth Talker

Supporting Characters



Amara Dupree

16

Defiant poet daughter who calls out pageant hypocrisy while finding her own voice and identity.



Corinne Whitmore

50

Toni's rival and pageant director with a dark secret that threatens the entire institution.



Shirley Mae

55

Retired teacher fighting for dignity and respect in a community that's forgotten her contributions.



Candy Sparkles

48

Single mom & salon queen turned contestant with flair, humor, and unexpected wisdom.



Renee

51

Undercover journalist disguised as a pageant hopeful, seeking truth behind the glamour.

Plot Summary

I



The Crown Calls

When Amara earns a spot in the Miss Juneteenth pageant, Toni sees an opportunity to secure her daughter's future. Desperate to guide her, Toni fakes her age to re-enter the competition herself, determined to navigate the system she once conquered.

II



Sequins & Secrets

As mother and daughter compete side by side, unexpected bonds form with other contestants. Together, they uncover the pageant's dark underbelly—rigged judging, exploitation, and decades of buried scandals that threaten the community's legacy.

III



The Reckoning

During the final competition, Toni's dramatic wig reveal exposes the pageant's corruption in a viral moment. Mother and daughter lead a revolution that transforms the institution, redefining what it truly means to wear the crown with dignity and purpose.

Visual Style

Color Palette



Deep Purple



Gold



Mahogany



Cream

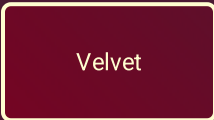


Burgundy

Textures & Fabrics



Tulle



Velvet



Rhinestones



Cracked Tile

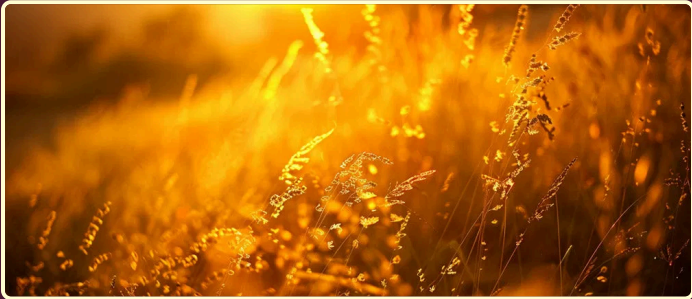


Lace



Satin

Lighting



Golden Hour Warmth



Spotlight Stage Lighting



Candlelit Church Ambiance

Cultural Inspirations



Black Southern Culture



Vintage Pageant Style



Street Gospel



Church Choir

Visual Elements



Rich Contrast Photography



Saturated Color Moments



Intimate Close-ups

Casting Wishlist

Envisioning the perfect ensemble to bring our characters to life



Taraji P. Henson

as LaTonya "Toni" Dupree



Demi Singleton

as Amara Dupree



Blair Underwood

as Darnell Dupree



Vanessa Williams

as Corinne Whitmore



Niecy Nash

as Candy Sparkles



Aunjanue Ellis

as Renee



Why It Works for Cable Networks

Key Selling Points

- ✓ Emotional stakes grounded in Black motherhood
- ✓ Southern flair and intergenerational appeal
- ✓ Built-in cultural relevance: Juneteenth, natural hair movement, church & pageant culture
- ✓ Ensemble-led with female empowerment at the core
- ✓ Lifetime & BET+ friendly with audience-tested themes

LIFETIME

BET+

OWN

Deliverables & Next Steps

Completed Deliverables

- ✓ Full 90-min script
- ✓ Casting deck
- ✓ Poster
- ✓ Character visuals

Project Progress



Next Steps

- 1 Talent packaging with agency partners
- 2 Streamer/network pitch round
- 3 Lookbook buildout with production design
- 4 Budget finalization and scheduling