

But what should we direct?

WHAT SHOULD I DIRECT?	Primary Audience	Typical Protagonist	General Morality	Age you can expect to be solvent enough to start a family	Frustrating Limitations	How your Collaborators See You	What You Influence	How to Break In
Indie Feature	hipsters	quirky yet sad 29-year-old with bedroom eyes	liberal	48	dwindling significance	spoiled demigod	story, acting, camera	make one for \$20,000, be discovered for your genius at a film festival
Studio features	14 year old boys	broken hero with winning spirit	imperial	n/a (you are probably already wealthy)	the suits want everything explained to the audience	spoiled actual god	story, acting, camera	be someone's nephew
Network drama	suburban zombies	Incredible looking doctor/lawyer/cop	conservative	n/a (you are probably already wealthy)	the writers and actors hate you	interloper who better make his day or else	camera	be someone's nephew
Pay cable drama	yuppies, liberal-leaning baby boomers	terrible decision-maker played by former movie star	contrarian	n/a (you are probably already wealthy)	the writers and actors hate each other	punching bag	camera	be someone's nephew
Plays	affluent retirees, other theatre artists	wealthy, articulate American beset by family trouble	bourgeois	70	the playwright	opinionated obstruction	acting, design, context, blocking	launch a theatre company (but please don't)
Musicals	14 year old girls, gay men, New York tourists	free spirit with big dreams and a song in their heart	saccharin	40	injuries, working with spazzes, cast sexual intrigue	camp counselor	acting, non-choreography blocking, design	"assist" another director or start your own musical theatre troupe
Web series	procrastinators, high school and college students, sketch comedians, the overweight	snarky mcsnarkperson	cynical	190	maxing out at 89 views	friend who owes me big time after this	story, acting, camera, production design, wardrobe, editing, marketing distribution	buy a camera
Commercials	the phantom consumer as imagined by ad executives	weary suburban moms	capitalist	29	not art	staff sergeant	camera, "acting"	work in post production or advertising
Music videos	teenagers with disposable income	lead singers	triumphalist	38	working with musicians	uptight nag	story, camera	befriend bands
Opera	the upper crust	counts, countesses, their servants	high	36	horrible acting	music fan	blocking, design	assist someone
Military pageants	Kim Jong Un	He's watching from the balcony.	authoritarian	n/a	starvation	cannon fodder	choreography	have horrible luck, combined with weirdly good luck