

# Multimedia Custom Content for “Graves”

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To build anticipation for the launch of EPIX “Graves,” WP BrandStudio will create a custom content program that engages readers in the show’s real-life parallels.

## **Phase 1: “*Real Presidents Say They’re Sorry*”**

**Flight:** July 21–August 7 (approximate)

**Execution:** Illustrated timeline + article details noteworthy presidential apologies

## **Phase 2: “*Family Dynamics*”**

**Flight:** August 8–September 25 (approximate)

**Execution:** Article + infographic explores the evolution of presidential family dynamics

Note: Programs will include CTAs that let readers know when the premiere will be and encourage them to tune in.

# Graves Phase 1: “Real Presidents Say They’re Sorry”

## Illustrated timeline + companion article

From kindergartners to CEOs, saying “I’m sorry” isn’t easy for anyone. But it’s especially tricky for the leader of the free world. There’s an art and a science to appearing strong by admitting weakness.

We’ll explore the presidential mea culpa through history, from Woodrow Wilson’s apology for the seizing of Panama to Richard Graves’ recognition of his misguided policies. Who’s done it well—and who hasn’t?



### Illustrated Timeline

- An illustrator will create GIFs of real-life presidents who have made public apologies
- GIFs are placed on a chronological timeline
- Accompanying copy describes the details and significance of each apology
- Richard Graves’ apology is the final example

### Companion article

Includes insights such as:

- The three stages of the political apology
- The difference between an apology and an admission of wrongdoing
- A linguistic parsing of an apology such as: *I sincerely regret that my words were misinterpreted* (John Kerry)

# Graves Phase 2: “Family Dynamics”

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## Article + companion infographic

Symbolizing the human side of the presidency, POTUS’s interactions with his wife and children have become a reflection of the values and characteristics he brings to the office.

To introduce *Washington Post* readers to the Graves characters and other members of the show, we’ll take a look at presidential family dynamics over history.

### Article

Relationships are difficult in any family but even more so in the White House. We’ll ask a leading family therapist to look at several real-life historic presidential families as well as the fictional Graves’, providing insights into the dynamics among children, spouse and president.

### Companion Infographic

First Ladies and presidential children have come to play increasingly active roles in campaigning and shaping policy decisions. A visual snapshot of select First Ladies and First Children will present them by archetype (the Policy First Lady/Child, the Ceremonial First Lady/Child, etc.)

- Graphic will compare data points such as education, marriage age, age at becoming first lady/ first child, life after the White House
- The fictional Graves family members will be included as if they were real historical figures

# Multimedia Custom Content for “Berlin Station”

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Building on its high-profile investigation of covert ops for SyFy’s “Hunters,” WP BrandStudio will create compelling content that humanizes real-life spies and agents to pique readers’ interest in “Berlin Station” and its main character, Daniel Meyer.

**Phase 2: “A Spy’s Life” + “Fact or Fiction?”**

**Flight:** August 22–September 25

**Execution:** Photo gallery + interactive quiz

# Berlin Station Phase 2: “A Spy’s Life”

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## Photo Gallery

Pop culture depictions of espionage might be the profession’s single-best recruitment tool. After all, getting paid to use cool gadgets and drive fast cars in exotic locations sounds like a pretty good gig.

But is this what a spy’s life is actually like? We’ll interview subjects with real-life operative experience to learn the difference between spy fantasy and reality. We’ll break down the idealized image of secret agents to explore how they spend their days (chasing bad guys or wading through data?) and what their personal lives are like (VIP galas or late-night take-out?).

### Gallery elements could include

- Present-day photos of former agents or operatives are matched with images of the subjects at the age when they decided to become a spy
- Detailed captions reveal insights on their actual life as a spy vs. what they thought it would be (e.g. their actual favorite gadget vs. idealized Hollywood gadget)
- Sample subjects could include former intelligence operatives such as Burton Gerber, Alex Finley, Sandra Grimes, Charles McCarry, Melissa Mahle, Milton Bearden
- Final example could be a fictional then-and-now backstory of Daniel Meyer

# Berlin Station Phase 2: “Fact or Fiction?”

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## Interactive Quiz

From Maxwell Smart’s shoe phone to James Bond’s submarine car, what fictional spy gear could be—or in some iteration, has been, turned into reality?

We’ll present made-up spy gear along with actual stranger-than-fiction gadgets and ask readers if they can tell which is which. A personalized score at the end of the quiz will reveal how well they know their gadgets.

## FACT OR FICTION?

U.S. soldiers tracked enemy movements with seismometers inside artificial tiger excrement.

A transmitter in a pimento olive led to the 1968 ban on private recording and wiretapping.

Bulgarian Secret Police agents used a ricin-injecting umbrella to assassinate Cold War dissidents.