

Sabrina

SECRETS *of* a TEENAGE WITCH

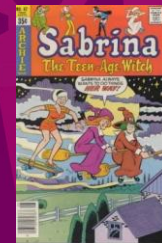


MOONSCOOP

THE SERIES

- α 26 x 26' CGI Animation
- α TV Partners: The Hub, Disney EMEA
- α Delivery Q4 2013
- α Action, Attitude and Comedy
- α Languages Available: English, French, Castilian, German, Italian, Portuguese

ADAPTED FROM THE ICONIC CHARACTER
FROM THE ARCHIE COMIC PUBLICATIONS
CELEBRATING 50TH ANNIVERSARY



THE BACKSTORY

The backstory will be presented in the 1-minute title sequence at the beginning of each episode

It all started when a warlock fell in love with a human woman... and they had a daughter named Sabrina. But one day, when Sabrina was 15, she came home from Witch School to find her parents had vanished without a trace. All that was left were her parents' wedding rings.

Sabrina had no choice but to move in with her only other adult relatives, her Aunts... who live and run a business in the HUMAN WORLD city of Greendale. This was and is a major cultural shock for Sabrina. She has been with them a year (she's 16) -- and it's still difficult to go from "Witch World" to "Human World."

Sabrina has to learn to live as a human (it is against Witch World Law to let humans know there are witches), go to two schools five days a week: Witches School and then Human School, and balance her life in two entirely opposite worlds while going through the emotionally difficult times of being a teenager without her parents.

Besides the obvious fact that she needs to live with her aunts now that her parents are gone, there is a COSMIC reason for Sabrina's situation, a magic decree known only to Enchantra, the Head Witch of Witch World -- THE PROPHECY

The Human World and Witch World are in perfect balance; however, there is a prophecy in Witch World: *"There will be a half-human witch, and when this creature turns 18 years of age, she will have to choose which world to live in, and that chosen world will reign supreme over the other."*

THE BACKSTORY

Enchantra is going to use every evil magic trick at her disposal to make sure Sabrina chooses witch World!

How does she plan to do this? By being "extra-nice" to Sabrina (Enchantra hates doing "nice") in Witch World. And, in the Human World, Enchantra is secretly making every day of Sabrina's high school life MORTALLY MORTIFYING!

The Hour Glass!!!

In the backroom of the aunts' coffee house is a massive wooden door that is the gateway to Witch World. Over this door is a large, ornate HOURGLASS.

Naturally, it's magic.

When Sabrina goes to Witch World the hourglass is turned over. One hour passes in the Human World for all the time Sabrina is in Witch World.



THE CONCEPT

16 years old Sabrina has one foot in the Natural World and one foot in the Supernatural World, the future of both worlds depend on her

She's a DITZ at Greendale High

She's a STAR at Witch School

Her human friends think they need to protect HER

Her supernatural enemies need to be protected FROM her

She can't remember her Earth-school locker combination

She defends Earth against the nightmarish horrors from beyond



CHARACTERS

SABRINA



Sabrina is a star in Witch World. She is the top student. It comes super-naturally to her. She can master magic faster than any other teenage witch or warlock. BUT she's a total klutz in the Human World! It's nearly impossible for a witch or warlock to go from a world where doors magically open whenever you approach to human-world doors that have doorknobs that must be opened by hand!

So, Sabrina has quickly developed a self-deprecating sense of humor that not only covers her mistakes (and keeps her Witch-i-ness secret!) but is appreciated by her human friends. This has also given her insight and sympathy for underdogs in both Witch World and the Human World. Living in both worlds has made Sabrina both a better Witch and a better human!

Despite her comedically-humbling problems there are many, many things in the human world that Sabrina really likes. Typical human "teen" things. She likes human boys (especially Jim), she likes the urban-art-punk vintage clothing from her aunts' shop, she likes her scooter (even when she's not using its magic properties), and she likes the "physicality" of being human.

Sabrina likes being able to free-run, skate, or swim without using magic. And in Witch World it actually gives her a bit of an "edge" over the others. Warlocks and Witches never think to "duck" or "run" when things go bad – Sabrina has discovered most witches rely far too much on their magic and not enough on their own physical resources.

CHARACTERS

SABRINA



Sabrina has to keep her true identity secret. No one in the Human World can ever know she's a witch ; she has to play "human" in the face of supernatural danger if any of her human friends are around. This leads to comic situations -- especially when the human guy she likes best, Jim, decides HE has to save HER.

Her best friend in the Human World is Jessie. As with all teenage girls who have decided they are Best Friends Forever, they will defend and protect each other to the end. And Jessie knows she MUST protect Sabrina because Sabrina is such a "klutz" she will impale herself on her #2 pencil if Jessie doesn't watch out for her.

Around Sabrina's neck, on a silver chain, is Sabrina's amulet ; every witch in Witch World has a similar, but unique, piece of jewelry. Sabrina's amulet alerts her to supernatural danger by glowing in warning. Unlike all the other witches in Witch World, Sabrina also has her parents' wedding rings on the chain. The rings have a magical property that will eventually aid Sabrina insolving the mystery of what has happened to her parents.

CHARACTERS

ENCHANTRA

She is the Head Witch and DICTATOR of Witch World. Her power is absolute. She LOVES her dark side so much that even when she thinks she's being nice -- she's NOT. Why is a "dark" witch in charge of Witch World? Simple -- power wins in Witch World and in a head-to-head battle, NOBODY has defeated Enchantra... yet.

To make sure Sabrina's life in the Human World is miserable, Enchantra has dispatched the former-warlock-now-cat Salem. Salem is under orders to make sure Sabrina never gets a moment's peace in the Human World.

There is only one creature in all existence who knows Enchantra's secrets:

GORQ

Gorq is Enchantra's smallish, roundish, whatever-the-heck-it-is supernatural minion. Gorq gets her water, Gorq brings her wand, Gorq hands out school supplies, Gorq is the unwilling subject of a class project. And Gorq gets kicked around like a football when Enchantra is upset.

But what Enchantra doesn't know is that the socially-invisible Gorq is plotting against her to take over Witch World. It is Gorq who manipulates other supernatural creatures to try and capture Sabrina. It is Gorq who secretly screws-up Enchantra's big plans. And Enchantra NEVER suspects Gorq. No one ever suspects Gorq of anything because Gorq is JUST A MINDLESS MINION to them!!!



CHARACTERS

AUNT HILDA AND AUNT ZELDA

They are "good" witches who are thousands of years old, but look and act like humans in their 30s. They are very "art punk/witch-y" and run a coffee house/vintage clothing store. Much of the clothing actually comes from their personal collection gathered over their millennia of existence.

Sabrina loves her aunts. Because they are "young," they are more hip-sisterly towards her than motherly (always a girl's "favorite" type of aunt). They also mentor Sabrina in how to keep her "dark" side in check. They want Sabrina to carry on the family tradition of being GOOD.

The Aunts also act as Sabrina's "Q" (the mad weapons inventor from the Bond franchise).

They have a secret wall in the back room that drops down to reveal their ever-growing collection of powerful magical artifacts (from both the Witch and Human worlds) that can aid Sabrina in her battles with the dark forces.

Being "hip" witches, they have added a bit of "tech" to each artifact -- such as the "AUTOMATIC" sleep-orb launcher, or Sabrina's own scooter/broom.



CHARACTERS

SALEM

Salem was once a dashing, handsome warlock in WitchWorld, but was turned into a cat because he foolishly challenged Enchantra.

Nevertheless, he is STILL in the “employ” of Enchantra. Salem is Enchantra’s secret Human World spy and minion. Enchantra has presented Salem with a deal: make Sabrina's life miserable in the Human World, and she'll make Salem a warlock again. Salem can't refuse this deal; saying “no” to Enchantra is always a BAD IDEA!

There is one very big and very “unexpected” development in the new life of Salem: Salem is growing to LIKE being a cat. It's a seductive life. Eat, sleep, be pet by Sabrina, annoy dogs, lay in the sunlight and basically contribute nothing to society. Who wouldn't love a life like that!? He enjoys his role as Sabrina's pet. Although he MUST do Enchantra's bidding, it is clear that his sympathies lie with Sabrina.

Salem shares one other thing with real cats: HE HATES TROLLS. Why? Simple. TROLLS EAT CATS – they're a troll “delicacy.”



SABRINA'S FRIENDS IN THE HUMAN WORLD

JESSIE



She is an African-American girl with big dreams and the talent to back them up. She is one of those people who does many things well, and, at this time in her life, she is in the process of deciding which of her talents she will fully embrace. She often appears at "Open MicNite" at the Aunts' Coffee House.

Jessie is fiercely loyal to Sabrina. She will ALWAYS take her side and stand with Sabrina no matter what.

AMY

Every girl has a "frenemy" at school -- Amy is Sabrina's. Amy is the most popular girl at school and uses any tactic necessary to preserve that. And, as with all "popular" girls in the Human World, Amy MUST have the full devotion of every cute boy.

And herein lies Amy's big problem with Sabrina: JIM! He is the only boy at Greendale High who does not worship Amy. He likes Sabrina. Amy can't live with that.



SABRINA'S FRIENDS IN THE HUMAN WORLD

JIM

Jim is a smart, athletic, handsome, self-reliant, and a surprisingly emotionally-mature teenage boy.

Jim is good-looking now. In five more years, he's going to be a full-on "hunk."

Sabrina likes Jim more than any boy: mortal or warlock. He anchors her in the human world. If Enchantra ever gets wind of how much Jim means to Sabrina -- JIM IS HISTORY!

Jim and Sabrina share a love of free-running and often have "friendly races" around Greendale and in the local woods. The races usually end with Sabrina looking the wrong way as she approaches a tree (in Witch World, trees get out of the way).

Jim usually walks Sabrina home after school. Well, Jim walks, Sabrina slowly rides on her scooter next to him. He likes to hang out in the coffeehouse, do his homework, and use the amazingly fast free wi-fi (which, unbeknownst to anyone but Sabrina and her aunts, is supernatural in nature).

Jim has no idea Sabrina is a witch. And Sabrina hates keeping this from him -- Jim is so trusting and sincere. And, unfortunately, in times of supernatural battles in the Human World, Jim thinks he has to protect Sabrina. In reality, Jim is "Lois Lane" to Sabrina's "Superman."



SABRINA'S FRIENDS IN THE HUMAN WORLD

HARVEY KINKLE

Harvey is Jim's best guy friend. He's a geek who embraces every aspect of the geek "entertainment" life. Harvey is the guy who dresses like a wizard for the new HARRY POTTER film, or a werewolf for the premiere of the new TWILIGHT film. Harvey is most comfortable when he's pretending he's NOT Harvey.

Needless to say, Harvey is awkward around girls.

He's also a werewolf: Sabrina accidentally sold Harvey a "cursed" letter jacket without "de-magick-ing" it (see episode: DANCES WITH WEREWOLVES). Anyway, Sabrina and her aunts think Sabrina did this, but it was actually an act of sabotage by Salem.

Every full moon, Harvey turns into a werewolf: an angry mass of muscle, claws and teeth that has an insatiable, mindless hunger for food and violence.

And every full moon Sabrina "dates" Harvey so she can magically stop him from eating the population. However, if Harvey escapes Sabrina's magic, there will be true mayhem.

Harvey's lycanthropic problem is a problem for Sabrina and Jim. Jim doesn't understand why Sabrina goes out with Harvey once every month. It keeps them from actually becoming boyfriend and girlfriend because Sabrina can't tell Jim the truth. Unfortunately, this situation also empowers Sabrina's "frenemy," Amy -- who likes to stir up trouble between Sabrina and Jim.

Harvey NEVER remembers what happened when he was a werewolf -- that is part of his curse. Unfortunately, he often wakes up somewhere bizarre wearing only his Underoos.

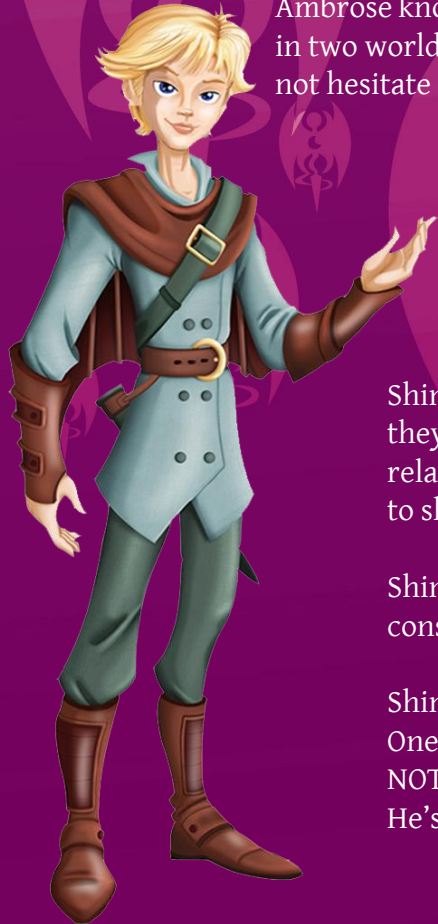


SABRINA'S FRIENDS IN WITCH WORLD

AMBROSE

Ambrose is a flamboyant warlock Sabrina's age. He has a real sense of the "dramatic" and is Sabrina's BFF at the Witches School. Ambrose is fascinated with the Human World and loves the "treasures" Sabrina brings him from the other side -- especially DVDs of hit movies. He loves theatre, movies, anything melodramatic and over the top. They don't have that kind of stuff in Witch World -- but it's EVERYWHERE on Earth. His greatest personal achievement was when Sabrina taught him how to tie his shoes like a human.

Ambrose knows he's "different" -- even for a warlock, and he sympathizes with Sabrina living in two worlds. Therefore, if she needs an ally to help her search for her parents, Ambrose will not hesitate to help.



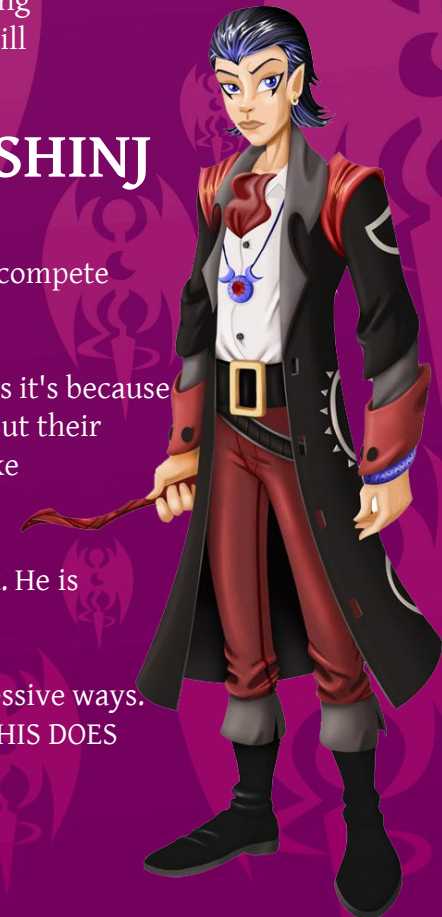
SHINJI

Shinji is Enchantra's rebellious son. He is the only warlock who can compete with Sabrina in terms of intelligence and magical talent.

Shinji KNOWS his mother is trying to make him and Sabrina a "couple." He assumes it's because they are the two best teenage conjurers at Witches School -- and so does Sabrina. But their relationship is strictly competitive. They are both the "best" and Shinji does not like to share this ranking.

Shinji can never be fully trusted, and Sabrina knows this. He's not a "nice" warlock. He is constantly battling with (and losing to) his "dark" side. He doesn't love humans.

Shinji is constantly rebelling against his Mother in various overt and passive-aggressive ways. One way is to "help" Sabrina whenever he knows his mother would be against it. THIS DOES NOT MEAN SHINJI IS "GOOD" - HE'S NOT!
He's just manipulative.



SABRINA'S GIRLFRIENDS IN WITCH WORLD

There are three witches that Sabrina loves to hang out with in Witch World. They are as much her friends as Jessie, Harvey and Jim are in the Human World. Sabrina supplies the girls with something they need from the Human World – POPULAR, TEEN MUSIC!!! They cannot get enough of it, and it does NOT exist in Witch World.

Sabrina's fondest wish is to have her friends from BOTH worlds get together and PARTY!
The three girlfriend/witches are:

ZANDA

Zanda is wild, impetuous, and vigorously righteous. She acts before she thinks. Her hair is the color of fire: gradations of red, orange, and yellow. It suits her. Her magic is very aggressive and "BIG!" She's also a prankster. And her favorite victim is Shinji. She can't stand how arrogant the warlock is and is always looking to take him down a peg.



Lupa is half werewolf and half witch. She looks "wilder" than the other witches and has a quick temper. But at heart and in deed she is as loyal and good as Sabrina. And because Lupa is "half-witch" like Sabrina – they share a special bond.

LUPA



WANDA

She has hair of pale blue and lavender. She's cool. She's the opposite of Zanda. She ponders, considers, and is slow to conjure. She's always looking for the "safe" solution and the "path of least resistance." Unfortunately, being around Zanda, Sabrina and Lupa "forces" her to act against her instincts. However, when her friends become too crazy, she can also bring them back to reason and reality. Her magic is "subtle." It's slow-moving but very effective. One of Wanda's spells may start with a cool breeze – then become a blizzard when least expected.



OTHER CHARACTERS AND THREATS FROM WITCH WORLD

There are many "races" in Witch World: werewolves, vampires, trolls, ogres, elves, dragons, shape-shifters, and assorted evil spirits.

But foremost among the non-witch inhabitants of Witch World are:

MATILDA, THE TROLL QUEEN

Matilda is Enchantra's rival in Witch World. She wants to wrest control of the supernatural world and rename it TROLL WORLD.

LASGARD, THE TROLL PRINCE

He stands 14-feet tall, weighs 3000 pounds, has muscles on his muscles, and eats lightning. And he LIVES TO PLEASE "MOMMY." This is the most dangerous "Momma's Boy" in the known (and UN-known) cosmos.

It is his mission to enter the Human World and get Sabrina. To do this without having the U.S. Army bomb his butt, he goes in disguise. Mother has given him a magic amulet that allows him to look like a HANDSOME HUMAN TEENAGE BOY! And he can look like ANY human boy he wants (so he can keep coming back!).



VEHICLES AND ARTIFACTS

All witches have three important magical artifacts: wands, amulet/jewelry, and vehicles.

WANDS

Each wand is unique to its witch/warlock. And each wand is “connected” to its owner. No witch/warlock can use another’s wand. And each witch/warlock has a name for their wand. Sabrina’s wand is ZAP.

Any witch/warlock can do magic without their wand, but the wand “focuses and enhances” magic. You can “aim” and “focus” your spell precisely with a wand – and get more distance and a bigger “bang,” too. Think of it as taking a giant floodlight and turning it into a penetrating laser beam.



AMULETS/JEWELRY

Each witch/warlock has a unique piece of jewelry they are NEVER without. It is a physical representation of their magic. Sabrina and female witches have amulets on neck chains. Warlock jewelry can vary: Ambrose has a large ring; Shinji has a metal cuff. Each piece of jewelry has a single, unique magical property: it warns the owner of supernatural danger.



VEHICLES

All witches and warlocks fly with the aid of their personal supernatural vehicle. Witches favor high-tech-looking, metal brooms. Warlocks vary their vehicles. Shinji has a “lightboard” that he carries inside his coat. When he brings it out it expands and he rides it like a surfboard/snowboard. Ambrose has “fabric wings” connected between his coat arms and the side of his coat (like bat wings).

Sabrina’s broom is unique because it can transform into her beloved scooter.



BACKGROUNDS

WITCH WORLD

Witch World is a fantastic-looking world. There are aspects of the medieval, the gothic, and dark science fiction. Inside the various stone-and-mortar buildings is a more modern, high-tech world of the supernatural. It's like walking into a medieval castle to find a modern shopping mall inside.

They have cell phones, touch tablets, computers, elevators, mass transit -- but all of it RUNS ON MAGIC. This is the MODERN Witch World. Cell phones magically "dial" themselves, computers have crystal balls instead of monitors and can see the future, and elevators go sideways and don't need cables.

WITCH SCHOOL



WITCH WOODS



WITCH ENCHANTRA DESK

BACKGROUNDS

NATURAL WORLD



AUNT'S SHOP BACKROOM



GREENDALE'S HIGH SCHOOL



AUNT'S SHOP HOUSE



GREENDALE STREETS

STORIES

SERIES STORY ARC

There is a story arc for the 26-episodes: the search for the truth about Sabrina's parents. Is Sabrina going to learn the truth? Maybe. Is our audience going to learn the truth? Yes. But not until we sprinkle the series with progressive clues and put it all together in episode 26. These clues will be subtle and judiciously administered. Each episode must be a "stand alone" that does not require a "to be continued" at the end.

"TROLLING FOR TROUBLE"

The Witches School is under attack by Matilda the Troll Queen and her army. Enchantra rallies the students and they stave off the assault. However, during the battle, Matilda (with a "nudge" from Gorq) observes how Enchantra "protects" Sabrina. Realizing that Sabrina is "special" to the Head Witch, Matilda sends her son, Troll Prince Lasgard, into the Human World to capture Sabrina. She gives Lasgard a magical amulet that turns him into a "human" boy. When Lasgard arrives as "Bobby," the new jock in school, he sets about to capture the unsuspecting Sabrina... and, just for fun, he'll eat her cat, Salem. This time, Salem isn't looking to mess-up Sabrina's life in the Human World, he's looking to her to save him!

Unfortunately, "Bobby's" plans are being complicated by Amy... who just can't leave the "handsome new boy" alone, and is hinting for him to invite her to the movies this weekend. And Amy takes umbrage when Sabrina tries to "break up" Amy (actually trying to SAVE Amy) and her new boyfriend.

"STRANGE BREW"

Sabrina has Witches School "homework" and is practicing her "ZOMBIE BREW" in the backroom of the aunts' coffeehouse. When she brings a certain rare supernatural herb near the pot, her parents' rings glow. The herb could be a "clue" to where her missing parents are in Witch World. Sabrina leaves her brew and rushes to Witch World where she joins up with Ambrose and her three girlfriends to track down WHERE this herb grows. Little do they know, they are being followed... by Shinji. What are his motives? Is he there to help Sabrina, or spy for his mother?

Meanwhile, back at the coffeehouse, Aunt Hilda is unaware that the pot of "freshly brewed tea" is actually Sabrina's Zombie Potion and starts serving it to thirsty customers. In no time, Greendale is filled with zombies and the only cure requires more of the rare herb Sabrina is looking for in Witch World.

STORIES

"DANCES WITH WEREWOLVES"

Sabrina and her Aunts are in the backroom of their shop de-magicking a fresh batch of vintage clothing from Witch World. They're bored and hungry, so all three decide to break and go down the street for lunch. Sabrina has something important to tell her aunts: the Witches School is having a social event and Enchantra has commanded she attend it with Shinji. The dilemma is that JIM has FINALLY asked Sabrina out on a date that same night. What is she going to do? Her aunts encourage her to TAKE BOTH DATES. It could be fun. Afterall, she's a witch, this should be simple.

Unfortunately, the aunts forget to lock the door when they left the coffeehouse/resale store. Harvey enters the empty store, heads to the back looking for Sabrina or her aunts, and finds a "WEREWOLF" coat that would be perfect for wearing to the premiere of the new WEREWOLF MOON III movie. So he leaves a note, some money, takes the coat and heads out. Harvey is unaware that he has just bought a "cursed" jacket. From this day forward, Harvey will turn into a mindless, blood-thirsty werewolf at every full moon.

Guess what? The night of Sabrina's two dates -- is a FULL MOON!!!

"SCREAMS LIKE SCHOOL SPIRIT"

Amy is pressuring Sabrina to become a cheerleader. Sabrina's athletic -- she's perfect. But Sabrina needs the time, she attends two schools, she has no free time... and Amy will accept no excuse. Even Jessie encourages Sabrina to do it. Sabrina's really under pressure until:

Amy suddenly finds a "new girl" who is better for the squad than Sabrina. They don't need Sabrina anymore. However, what no one is yet aware of is that the "new girl" is a vicious poltergeist sent into the Human World by Gorq to capture Sabrina. And this poltergeist "feeds" on big emotions... like those at PEP RALLIES.

By the time Sabrina realizes what's going on -- the poltergeist is super-powered, and it's ready to unleash every kind of "bad" it can think of.

Sabrina must embrace her "dark" side to defeat the ghost -- but can't let anyone see her cut loose. She's got to lure the poltergeist back over to Witch World.

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