

Markel Media & Management | Markel Productions

The Amicicidal Massacre

Every love story needs a witness.

A Psychological Thriller Series by Isaiah M. Lesley

What happens when love, content, and confession collide?

When a glamorous engagement party ends in blood, a maid of honor's survivor story becomes her most dangerous performance yet.

Told through found footage, therapy & police tapes, and viral confessions, The Amicidal Massacre dissects the modern obsession with being seen.

Isaiah M. Lesley — Director, Writer, Producer

**I shoot emotional horror like psychological realism — silence, symmetry, and stillness
become weapons.**

- Camera as confession.
- Beauty as discomfort.
- Horror as truth.

Color Arc | Lighting Evolution | Symbolism

- Mia's World — bright whites/pinks → exposure.
- Lily's World — muted blues/reds → repression.
- Aftermath — sterile cyan → detachment.



Controlling Idea

When the desire to be seen replaces the desire to be loved, truth becomes performance — and performance becomes survival.

- Identity as content
- Visibility vs. repression
- The loneliness of curation
- Faith in performance

Character	Archetype	Core Conflict
Lily Jameson	The Caretaker	Love turned obsession.
Mia Brooks	The Idol	Public perfection vs. private denial.
Liam Brooks	The Fiancé	Guilt disguised as chivalry.
Elisha Ruiz	The Witness	Survivor guilt and vengeance.
Olivia Thomas	The Mirror	Exposes what others hide.

Episode Breakdown

EP 1 — “THE ROOFTOP”

Logline: The perfect engagement vlog collapses into blood and silence.

Summary: Mia’s influencer brand peaks with a rooftop engagement celebration planned by her maid of honor Lily. What begins as champagne and curated joy unravels into jealousy and death when Lily’s secret slides of love and betrayal project across the skyline.

Tone / Look: Golden-hour warmth curdles into LED blue; handheld intimacy turns to shaky chaos.

Key Emotion: Shock → Dissonance → Stillness.

Purpose: Hooks the audience, establishing found-footage language and the controlling question: What really happened on that rooftop?

EP 3 — “THE ARCHIVE”

Logline: Deleted footage re-emerges online, shattering the survivor narrative.

Summary: A tech blogger leaks clips of the rooftop party showing contradictions in Lily’s story. The footage goes viral, triggering flashbacks that bleed into hallucinations. Lily insists on “re-contextualizing” the truth—by editing her own documentary.

Tone / Look: Digital noise, glitch overlays; pastel → teal color shift.

Key Emotion: Exposure → Panic → Control.

Purpose: Reveals Lily’s transformation from witness to content-creator of her own myth.

EP 2 — “PLAYBACK”

Logline: Survivor Lily begins retelling the story—on camera.

Summary: Police interviews and therapy recordings position Lily as both victim and narrator. Each retelling slightly shifts detail. The bodycam footage mirrors her performance—controlled, gracious, fragile. The audience senses she’s editing herself in real time.

Tone / Look: Cold daylight, minimalist compositions; echoing police rooms.

Key Emotion: Denial → Reconstruction → Self-mythologizing.

Purpose: Introduces unreliable narration; moves from horror to psychological thriller.

EP 4 — “REHEARSAL”

Logline: Love confessions return to the surface, blurring memory and fantasy.

Summary: Flashbacks reveal Mia and Lily’s teenage intimacy and the night it ended. Lily revisits those moments through staged recreations with actors, insisting she’s “healing through art.” The reenactments feel realer than memory itself.

Tone / Look: Dreamlike lens flares, Super 8 textures, muffled dialogue.

Key Emotion: Nostalgia → Delusion → Obsession.

Purpose: Shows how repression and artistic control merge into manipulation.

Episode Breakdown (cont)

EP 5 — “EXPOSURE”

Logline: A live-streamed confrontation unravels the facade in real time.

Summary: During a podcast interview, Elisha confronts Lily about the hidden footage. The broadcast spirals when hacked clips play mid-stream, forcing Lily to face the audience she’s been performing for. The ring light becomes interrogation light.

Tone / Look: Harsh whites, flicker cuts between 24 fps and 60 fps.

Key Emotion: Pride → Collapse → Confession.

Purpose: Culmination of the social-media critique: visibility becomes punishment.

EP 6 — “THE WITNESS”

Logline: Lily records her final confession—but someone else finishes the upload.

Summary: Police footage, server logs, and one last video diary intercut as Lily spirals into transcendence. She admits she “just wanted to be seen,” then vanishes from frame. Hours later, a new upload appears—Mia’s voice, unseen hands editing Lily’s face into light.

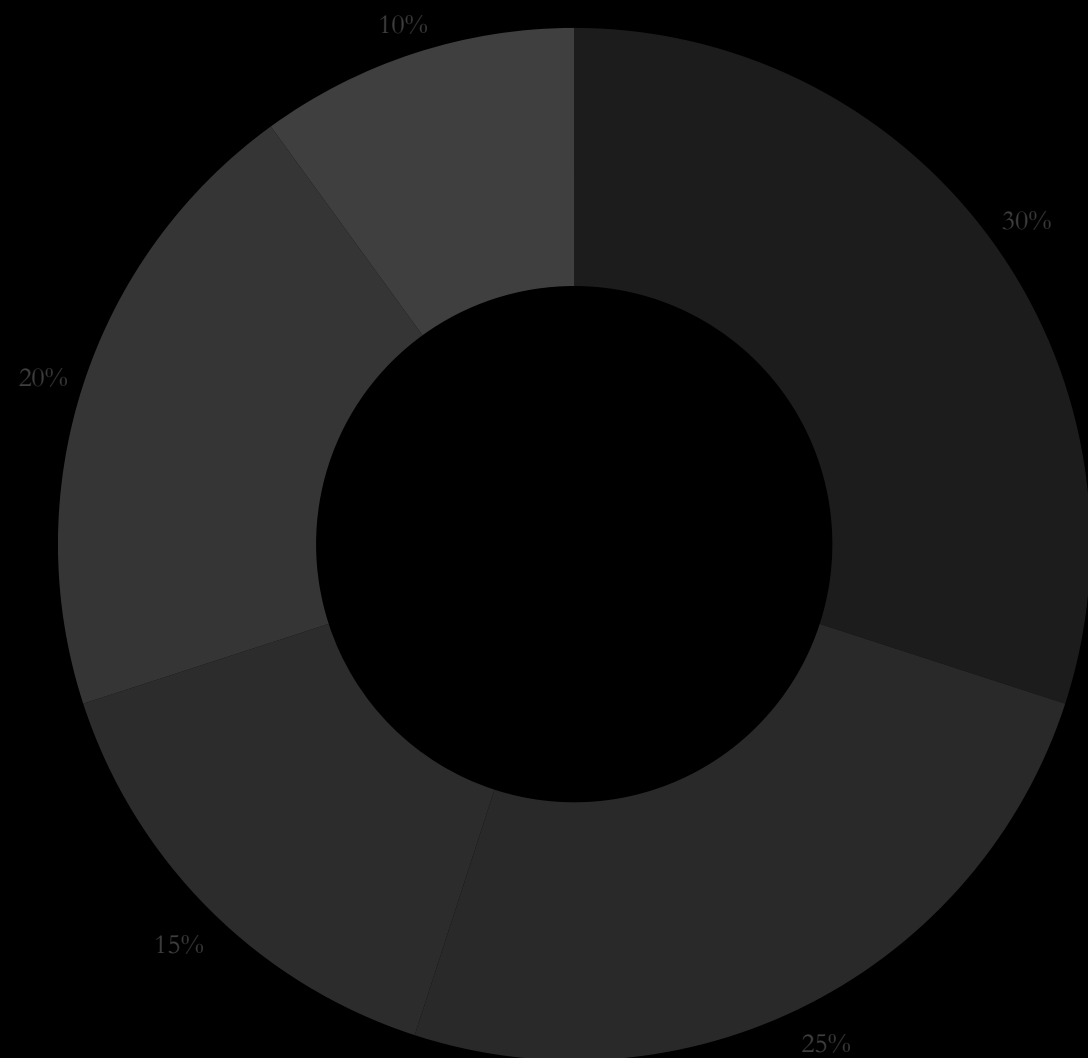
Tone / Look: Monochrome → overexposed white; sound dissolves to breath.

Key Emotion: Absolution → Erasure → Silence.

Purpose: Closes the loop—truth destroyed by overexposure; the audience becomes the final witness.

Smart Scale. Studio Quality.

- **Total:** \$37K–\$40K
- **Avg. per Episode:** \$6K–\$7K
- **Core Cost Divisions**
 - Cast & Crew – 30%
 - Camera/Lighting – 25%
 - Location & Set – 15%
 - Post-Production – 20%
 - Contingency & Marketing – 10%



Distribution & Strategy

- Filmhub (AVOD/SVOD) → Primary
- YouTube Episodic Rollout → Viral audience
- Festival Circuit (SeriesFest, Urbanworld) → Prestige
- Streaming expansion (Tubi, Revry, Prime Video) → Long-tail income

Visibility as Strategy.

- **Hashtags:** #BeSeen #TheWitness #MassacreVlog
- **PR Targets:** Essence, Blavity, AfroTech, IndieWire
- **Influencer Strategy:** True crime, psychology, and queer culture creators.
- **Community Outreach:** Chicago creative networks, LGBTQ+ film orgs.

In an age where everyone is confessing online, *The Amicidal Massacre* turns the camera back on us.

We live in an age where everyone performs authenticity, where confession has become content and vulnerability is a marketing strategy. *The Amicidal Massacre* cuts into that illusion — the way we curate trauma, sell intimacy, and confuse exposure for connection. It's not about a killer—it's about the quiet horror of a world that mistakes being watched for being known.

About the Creator

Isaiah M. Lesley

Director • Writer • Producer

Founder, Markel Media & Management

Chicago-based filmmaker (Columbia College graduate).

Real estate professional turned storyteller.

Work explores faith, identity, and emotional truth through art.

About Markel Media & Management

Divisions:

Markel Productions — Film & series division.

Markel Estates — Real estate & community partnerships.

Markel Management — Branding & digital strategy.

Mission Statement:

Empower Midwest creatives and communities through ownership, storytelling, and visual excellence.



Witness the Beginning.

www.theamicidalmassacre.com