



FOR IMMEDIATE RELEASE

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Sharen “The PR Guru” Rooks Introduces THE POWER PLAY

Original television drama series centers on a self-made Memphis media mogul navigating ambition, friendship, power and romance on her own terms

MEMPHIS, Tenn. (Oct. 30, 2026) — Sharen “The PR Guru” Rooks introduces **THE POWER PLAY**, an original television drama series following Victoria Powers, a sophisticated, self-made media executive whose growing business empire places her at the intersection of corporate competition, political influence, personal relationships and complicated choices.

Set against the vibrant backdrop of Memphis and the Mid-South, **THE POWER PLAY** blends high-stakes business drama with sharp humor, enduring friendships, mature romance and the realities of being a powerful woman determined to define success on her own terms.

Victoria Powers has spent decades building Powers Media Group into a respected media enterprise. With success comes influence, opportunity and an expanding circle of competitors eager to challenge her reputation. As Victoria navigates new business ventures and unexpected personal developments, she quickly discovers that some people mistake access to her world for permission to control it.

“I wanted to share lived, challenging experiences from thought to the screen in hopes of encouraging others to lean into their purpose,” said Sharen “The PR Guru” Rooks, creator and writer of **THE POWER PLAY**. “This series is about ambition, resilience, relationships and the courage to reinvent yourself. Victoria Powers represents a woman who has worked hard to build her own success and refuses to allow anyone else to determine her worth or her future.”

The project is currently developing a **micro-episode proof of concept**, designed to introduce the characters, establish the visual identity and demonstrate the storytelling direction of the series. The proposed first season will feature **160 episodes**, exploring the intersection of professional influence, personal independence, friendship and romantic relationships.

The proof of concept episode, titled “**The Power Move**,” follows Victoria as a major new media account transforms a glamorous charity gala into a public test of her credibility. While two accomplished men compete for her attention, a rival's probing questions threaten the professional achievement she arrived to celebrate.

Created and written by Rooks, THE POWER PLAY draws inspiration from the complexities of entrepreneurship, leadership and the experiences that shape women who have built successful careers while navigating life's unexpected transitions.

THE POWER PLAY is produced by Worldfamous Energy Media, LeVeda McCou serving as Executive Producer, Series Director, and the official Marketing, Branding and Digital Architect Firm for the series. The Houston-based media and brand development company brings creative direction, strategic positioning, digital innovation and production expertise to the project, supporting its development into a distinctive entertainment property with broader audience appeal.

Production updates, casting announcements and showcase details will be released as plans are finalized.

About THE POWER PLAY

THE POWER PLAY is an original television micro-drama series centered on Victoria Powers, an independent, self-made media mogul determined to protect the business, reputation and lifestyle she has built. Set in Memphis and the Mid-South, the series explores corporate rivalry, political influence, friendship, romance and personal reinvention through sophisticated storytelling and humor.

Official Website: <https://powerplayseries.com/>

Social Media:

- Facebook: <https://www.facebook.com/powerplayseriestv/>
- Instagram: <https://www.instagram.com/powerplayseriestv/>
- TikTok: <https://www.tiktok.com/@powerplaydrama>

About Worldfamous Energy Media

Worldfamous Energy Media is a Houston-based luxury media, marketing, branding and digital innovation company specializing in brand architecture, strategic communications, entertainment production, digital development and business innovation.

Rooted in Memphis with a vision for international reach, the company partners with entrepreneurs, executives, entertainment professionals and organizations to transform creative concepts into influential brands, compelling media properties and sustainable business opportunities.

Guided by its signature philosophy, **“Speaking A Language The World Understands,”** Worldfamous Energy Media integrates storytelling, emerging technology, creative production and strategic marketing to build brands that command attention and create lasting impact.

For THE POWER PLAY, Worldfamous Energy Media serves as Executive Producer, Series Director, and Marketing, Branding and Digital Architect Firm.

Official Website: <https://www.worldfamousenergymedia.com>

Instagram: @worldfamousenergy

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