

HOT SHOT'S SECRET × MORGAN EVANS

SQUAREBODY DIESEL SWAP

CONTENT SHOOT / PRODUCTION BOOK

October 11-17, 2026 · Cocoa, Florida

Advance build arrival / prep: October 9-10



One truck. One week. Every detail.

Longform organic: Squarebody Diesel Swap for SEMA

Short organic: Gas vs. Diesel Pros / Cons

Digital ads: Diesel Extreme, EDT, Stiction Eliminator, Gas vs. Diesel

Social organic: build coverage, product lifestyle, finished truck

Internal production reference

Compiled from the supplied itinerary, gas vs. diesel script and build timeline. The year 2026 is inferred from matching October weekdays. Conflicting information is flagged, not silently resolved. On-site times are treated as Eastern; flight time labels are retained from the source. Confirm bookings before travel.

October 2026 / shoot calendar

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9 Advance arrival	10 Prep & pre-work
11 Arrivals & setup	12 Tear down & kickoff	13 Assembly & promo	14 Engine in & handoff	15 Systems & exhaust	16 First fire & final interview	17 Rollers & wrap
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Production week / crew rotation

Oct 11 · Sunday · Arrivals & setup — Crew arrivals

Oct 12 · Monday · Tear down & kickoff — Chad / Jake / Stanford

Oct 13 · Tuesday · Assembly & promo — Chad / Jake / Stanford

Oct 14 · Wednesday · Engine in & handoff — Full crew & handoff

Oct 15 · Thursday · Systems & exhaust — Luke / Annie / Stanford

Oct 16 · Friday · First fire & final interview — Luke / Annie

Oct 17 · Saturday · Rollers & wrap — Luke / Annie

Confirm before the shoot

1. Itinerary contains leftover 5/26 departure / arrival dates; October 11-17 headings are used for production. Year inferred as 2026 from matching weekdays; confirm.
2. Timeline includes advance arrival October 9 and prep October 10-11, but ends with "October 11 / Sunday / Fly out." Confirm intended departure date and travelers.
3. Tuesday sunrise is printed as 7:20 PM; confirm AM and local sun times. Beach return at 8:30 AM conflicts with the 8:00-8:30 AM site setup.
4. Monday afternoon coverage starts at noon, overlapping the 12:00-12:30 PM lunch.
5. Annie / Luke return lists both JX5X95 and JZC5ND; the latter is also used for Stanford. Verify all bookings and flight numbers.
6. Confirm RV location, beach and driving routes, lunch pre-orders, airport drive estimates and a diesel / electronics technical advisor (Justin / JH Diesel, Dirty Hooker suggested in timeline).
7. RV pickup / return window is not supplied. Confirm before wrap.
8. Wednesday's script needs both engines accessible for on-camera comparison; coordinate with the engine-drop team.
9. Saturday is driving / finished shots in the itinerary and a contingency day in the timeline. Preserve priority afters if the build runs late.
10. Script references animations and archive footage; these are post-production / existing-media dependencies, not all new on-site shots.

October 9 / Friday

Advance arrival

Advance fly-in per build timeline; travelers and flight details not specified.

Afternoon • Advance crew fly-in

Timeline only; confirm who is arriving.

October 10 / Saturday

Prep & pre-work

Advance preparation before the production crew arrives.

TBD • Prep / pre-work

Confirm build-team call and capture requirements.

October 11 / Sunday

Arrivals & setup

Production crew travels to Cocoa; RV delivered.

3:00 PM • RV delivery

Kevin Marin Ocasio; Morgan / Jason / Ryce to decide placement.

7:58 PM • Chad / Jake land at MCO

American 486 from ORD. Rental car to hotel; source estimates 35 minutes.

9:30 PM • Chad / Jake at hotel

Charge batteries, build cameras, dinner.

10:56 PM • Stanford lands at MCO

American 2054 from PHX. Uber to hotel; source estimates 35 minutes.

October 12 / Monday

Tear down & kickoff

Remove engine / cab / fuel system, clean and box the frame.

7:45 AM · Depart hotel

10-minute drive to Morgan's.

8:00-9:00 AM · Site survey & setup

Brandon camera conversation.

9:00-10:00 AM · Interview setup

Standing interview is an option.

10:00-10:30 AM · Morgan kickoff interview

Capture project background, diesel rationale, parts and SEMA deadline.

10:30 AM-12:00 PM · Engine tear down coverage

Prioritize before shots, engine / cab removal and fuel-system prep.

12:00-12:30 PM · Lunch

Publix subs pre-order proposed; not confirmed.

12:00-5:00 PM · Build coverage & product photos

Source overlaps lunch. Tear down, MOS with Morgan / Jason, bottle lifestyle and in-use shots.

5:00-7:00 PM · Scenics & sunset

Beach option; sunset listed 6:55 PM.

7:30 PM · Dinner

Location not specified.

October 13 / Tuesday

Assembly & promo

Motor accessories, frame boxing, transmission and mounts.

6:15 AM • Depart for beach

30-minute drive.

6:45-7:45 AM • Sunrise scenics

Tripod + drone; sunrise printed as 7:20 PM in source—verify AM and actual time.

8:30 AM • Arrive at Morgan's

35-minute drive from beach. Source also lists setup 8:00-8:30 AM; resolve conflict.

9:00-11:00 AM • Engine build • day 2

Discuss ad shoot timing before / after lunch. Best promo opportunity per timeline.

11:00 AM-12:00 PM • Lunch

Pre-order requested.

12:00-5:30 PM • Assembly & diesel install prep

Tear down, boxing prep, build coverage and possible ad shoots.

6:51 PM • Sunset

Time from itinerary; confirm locally.

October 14 / Wednesday

Engine in & handoff

Drop engine / transmission in; sump fuel system.

7:45 AM • Chad / Jake / Stanford depart hotel

Arrive Morgan's 8:00 AM.

8:10 AM ET • Annie / Luke depart ORD

United to MCO.

8:30-9:00 AM • Gas vs. diesel VO

Record Morgan in the RV.

9:00 AM-12:00 PM • Gas vs. diesel organic shoot

Brandon continues engine-build coverage.

11:06 AM • Annie / Luke land at MCO

35-minute drive to Morgan's listed.

12:30-1:30 PM • Crew handoff at Morgan's

Chad / Luke: final interview setup. Jake / Annie: organization. Brandon: build coverage.

1:30-4:30 PM • Engine install & digital ads

Luke / Brandon: build catch-up and engine drop. Chad / Stanford: Diesel Extreme, EDT, Stiction Eliminator, gas vs. diesel ads.

5:00 PM • Chad / Jake depart for MCO

35-minute drive listed.

6:49 PM • Sunset

Time from itinerary.

7:30 PM • Chad / Jake flight home

MCO → ORD.

October 15 / Thursday

Systems & exhaust

Build exhaust, wire, fuel and cooling systems.

7:45 AM · Luke / Annie / Stanford depart hotel

Arrive Morgan's 8:00 AM.

8:30 AM-12:00 PM · Build coverage & ad pickups

Brandon engine-build coverage; exhaust build.

10:30 AM · Stanford departs for MCO

Uber; source estimates 35 minutes.

12:00-12:30 PM · Lunch

No additional detail supplied.

12:35 PM · Stanford flight home

United to ORD; arrival 3:40 PM per source.

12:30-5:00 PM · Cooling system & driveshaft

Timeline also includes wire / fuel work.

6:47 PM · Sunset

Time from itinerary.

October 16 / Friday

First fire & final interview

Finish wiring / fuel, cooling, driveshaft, cab and body panels.

7:45 AM · Luke / Annie depart hotel

Arrive Morgan's 8:00 AM.

8:30 AM-12:00 PM · Finishing touches

Complete systems and body reassembly.

12:00-12:30 PM · Lunch

No additional detail supplied.

12:30-5:00 PM · First fire up & build afters

Morgan final interview; Ryce or Luke asks questions. First-fire timing depends on build readiness.

6:45 PM · Sunset

Time from itinerary.

October 17 / Saturday

Rollers & wrap

Driving shots, finished-truck shots and contingency.

7:45 AM · Luke / Annie depart hotel

Arrive Morgan's 8:00 AM.

8:30 AM-12:00 PM · Afters / rollers

Drone / harness; driving route still to be decided.

12:00-1:00 PM · Lunch & pack bulk equipment

No additional detail supplied.

1:00-3:00 PM · Floating coverage

TBD / build contingency.

5:00 PM · Annie / Luke depart for MCO

35-minute drive listed.

7:52 PM ET · Annie / Luke flight to ORD

Return confirmation conflicts in source; verify.

10:05 PM CT · Land at ORD & gear unload

Uber to Stanford's or Uber Black to Luke's. Stanford can collect gear Tuesday 10/20.

Crew, base & travel

Morgan Evans / shoot location

5001 Palm Ave
Cocoa, FL 32926

Lodging

Holiday Inn Express
301 Tucker Lane, Cocoa, FL 32926
10 minutes to Morgan's per source.
Chad / Jake: Sunday–Wednesday. Stanford: Sunday–Thursday. Annie / Luke: Wednesday–Saturday.

RV / recording space

RV Share · 32-foot Heartland Mallard 26
Reservation #12237213 · \$1,672.11
Sunday 10/11 delivery at 3:00 PM. Location: Morgan / Jason / Ryce to decide.
Kevin Marin Ocasio · (407) 860-9736 · kevin.cmarin@gmail.com
Return / pickup: not supplied.

Chad / Jake

American · \$1,033.60 · AMIIYU
Sun: ORD → MCO, AA 486, arrive 7:58 PM. Rental car to hotel.
Wed: depart MCO 7:30 PM → ORD. Leave site 5:00 PM.

Stanford

Sun: PHX → MCO, AA 2054, arrive 10:56 PM · NHRQFU · \$376.40
Thu: United to ORD, depart 12:35 PM, arrive 3:40 PM (source) · JZC5ND · \$228.40
Leave site Thursday 10:30 AM. Uber airport transfers.

Annie / Luke

United · \$973.84 · JX5X95
Wed: depart ORD 8:10 AM ET (source label), arrive MCO 11:06 AM. Site arrival 12:30 PM.
Sat: depart MCO 7:52 PM ET, land ORD 10:05 PM CT. Site departure 5:00 PM.
Return also references JZC5ND—booking conflict; verify.

Handoff, transport & capture priorities

Wednesday handoff / 12:30–1:30 PM

Chad → Luke: build catch-up, final interview setup.

Jake → Annie: footage / production organization.

Brandon: continuous build coverage.

1:30–4:30 PM: Luke / Brandon engine-drop coverage; Chad / Stanford digital ads.

Transport & gear

Airport transfers: 35 minutes per source; verify routing.

Hotel → beach: 30 minutes. Beach → Morgan's: 35 minutes.

Saturday: bulk pack 12:00–1:00 PM. Floating coverage 1:00–3:00 PM.

After ORD arrival: Uber to Stanford's, 4203 N Harding Ave, or Uber Black to Luke's for gear unload. Stanford can collect gear Tuesday 10/20.

Build coverage checklist

- ☐ Before shots and original gas engine sound
- ☐ Tear down, cab removal, fuel-system removal, cleaning and frame boxing
- ☐ Motor accessories, transmission, mounts and assembly
- ☐ Engine / transmission drop and sump fuel system
- ☐ Exhaust, wire, fuel, cooling and driveshaft
- ☐ Cab and panels reassembled; finishing touches
- ☐ First fire up with clean natural sound
- ☐ Finished truck afters, rollers, drone / harness
- ☐ MOS updates with Morgan / Jason; scenics and beach sunrise

Product & gas / diesel capture

Bottle lifestyle + in-use shots

- ☐ Diesel Extreme · 32 oz / 16 oz
- ☐ Stiction Eliminator · 16 oz / 32 oz
- ☐ FR3 · 16 oz
- ☐ EDT · 16 oz
- ☐ Gasoline Extreme · 12 oz
- ☐ Spray & Stay Grease
- ☐ Never Rust Lubricant
- ☐ Turbo Primer
- ☐ Break-In Oil
- ☐ Assembly Lube
- ☐ 750k Antifreeze
- ☐ Blue Diamond Oil · 15W-40
- ☐ Transmission Fluid

Gas vs. diesel / new shots

Gas engine startup; diesel turbo whine / drive-by; Morgan driving gas vehicle. Morgan next to both engines with working garage background. Morgan beside diesel engine out of truck; walk past gas engine to diesel engine; point to squarebody.

Archive / post-production assets

Diesel rollers (Ford, Ram, Chevy, GMC); Morgan towing in white truck; diesel fill-up; Diesel Extreme / EDT pours; EDT+ Winter Defense and fuel-filter gelling. Ignition animation and Duramax SCR 3D animation. Tracked engine labels and Morgan name card.

Additional script bottle beauty

EDT, Diesel Extreme, LX4, DEFender, HSS DEF. LX4 / DEFender / HSS DEF extend beyond the main itinerary product list.

Morgan kickoff interview / Monday

10:00–10:30 AM · Interview setup 9:00–10:00 AM

1. WHAT'S YOUR NAME AND WHERE ARE WE?
2. HOW MANY TRUCKS DO YOU HAVE?
3. WHAT IS IT ABOUT OLD TRUCKS YOU LOVE THE MOST?
4. WHAT ARE WE DOING THIS WEEK?
5. WHO IS DOING MOST OF THE WORK—WHAT ARE YOU RESPONSIBLE FOR?
6. HOW LONG HAVE YOU HAD THE SQUAREBODY? WHERE'D YOU GET IT FROM?
7. HOW DO YOU USE IT THE MOST?
8. WHY WAS THIS THE NATURAL NEXT STEP TO THIS BUILD? AKA, WHY GO DIESEL?
9. WHAT ARE THE PROS AND CONS TO DOING A DIESEL SWAP ON THIS?
10. WALK US THROUGH THE STEPS—WHAT HAPPENS IN THE FIRST COUPLE DAYS OF THIS?
11. IS THERE A PART OF THIS THAT YOU THINK IS GOING TO BE THE MOST CHALLENGING?
12. CAN YOU GIVE US A BREAKDOWN OF THE BUILD—WHAT ARE THE PARTS WE HAVE TO INSTALL.
13. WHO'S HELPED YOU GET EVERYTHING READY FOR THIS... ARE THERE PARTNERS YOU WANT TO SHOUT OUT?
14. HOW MUCH TIME DO WE HAVE TO FINISH THIS?
15. WHEN DO YOU NEED TO GO TO VEGAS?

Morgan final interview / Friday

Afternoon after first fire / afters · Ryce or Luke asks questions

1. WHAT'S THE FIRST THING YOU THINK OF KNOWING THAT THIS TRUCK IS NOW A DIESEL?
2. WHAT WAS THE HARDEST PART OF THE WEEK?
3. WHAT WENT BETTER THAN YOU THOUGHT?
4. HOW HAPPY ARE YOU HOW IT TURNED OUT?
5. HOW EXCITED ARE YOU TO SHOWCASE IT AT SEMA?
6. WHAT'S THE PLAN FOR THE TRUCK AFTER SEMA?
7. ANY SPECIAL THANKS WE MISSED EARLIER

Digital ad plan

Tuesday: best promo opportunity per build timeline, timing to confirm.

Wednesday 1:30-4:30 PM: Chad / Stanford.

Thursday: ad pickups as required.

Supplied scripts: Morgan :20 Diesel Extreme / Stiction Eliminator; Morgan phone-shot :10; Ryce Diesel Extreme :12 max. EDT and gas vs. diesel ads are listed in itinerary without dedicated scripts.



Gas vs. diesel / organic script

Verbatim supplied copy, including original spelling and production cues.

(MORGAN VO)

SHOULD YOU GO WITH GAS?

(gas engine start up)

OR DRIVE IN A DIESEL?

(diesel turbocharger whine drive-by nats)

(MORGAN OC)

Name font: Morgan Evans, NHRA-Licensed Driver

I'M MORGAN EVANS— TWO-TIME 'ROADKILL NIGHTS' CHAMPION, METAL FABRICATOR, AND HOT SHOT'S SECRET PARTNER.

WE'RE GOING TO BREAK DOWN THE DIFFERENCES BETWEEN GAS AND DIESEL ENGINES, WHEN BOTH MAKE SENSE, AND WHAT IT'S LIKE TO LIVE WITH EACH.

LET'S GO.

(MORGAN VO)

(TITLE CARD: ENGINEERING DIFFERENCES)

FIRST UP, THE BASIC ENGINEERING DIFFERENCES.

(AI ANIMATION)

GAS ENGINES USE SPARK PLUGS TO IGNITE THE FUEL-OXYGEN MIXTURE IN THE COMBUSTION CHAMBER.

IN DIESEL, NO SPARK PLUGS REQUIRED. THE HIGHER COMPRESSION RATIOS CREATE HEAT AND EXTREME PRESSURE TO IGNITE THE FUEL.

GAS ENGINES OPERATE ON MORE PRECISE TIMING AND HIGHER RPMs.

DIESEL ENGINES ARE HEAVIER AND IGNITION HAPPENS SPONTANEOUSLY.

(MORGAN OC - STANDING NEXT TO BOTH ENGINES TOGETHER IN GARAGE, PEOPLE WORKING IN BACKGROUND)

SO WHAT DOES THAT MEAN FOR EVERYDAY DRIVING?

(MORGAN VO)

(NEW BROLL MORGAN DRIVING GAS VEHICLE, PERSONAL OR ONE OF OUR RENTALS)

GAS CARS AND TRUCKS ARE MORE COMMON BECAUSE THEY ARE CHEAPER TO PURCHASE AND EASIER TO MAINTAIN.

THEY ALSO TEND TO HAVE BETTER ACCELERATION AND DON'T HAVE TO DEAL WITH FUEL ISSUES IN COLD WEATHER.

(FILE BROLL - DIESEL ROLLERS WE HAVE, VARIETY OF FORD, RAM, CHEVY, GMC)

DIESEL-PROPELLED VEHICLES ARE ALL ABOUT EFFICIENCY, TORQUE, AND LONGEVITY.

IF YOU PLAN ON KEEPING YOUR TRUCK FOR A LONG TIME— LIKE OVER 200,000 MILES-- THE SAVINGS ON FUEL AND LONGER ENGINE LIFE REALLY START TO POINT YOU TOWARDS DIESEL.

(FILE BROLL - MORGAN IN WHITE TRUCK FROM TOWING VIDEO)

DIESEL ALSO MAKES MORE SENSE IF YOU HAVE TO DO A LOT OF TOWING, OR JUST GENERALLY DRIVE LONGER DISTANCES. LARGER FUEL TANKS = FEWER FILL-UPS.

(MORGAN OC - NEXT TO DIESEL ENGINE OUT OF TRUCK)

BUT THE TRADE-OFFS TO BETTER FUEL ECONOMY, INCREASED POWER, AND RELIABILITY IS A HIGHER UP-FRONT PRICE—AND MORE GENERAL MAINTENANCE.

(MORGAN VO)

(FILE BROLL OF DIESEL FILLING UP)

DIESEL ENGINES HAVE TO DEAL WITH MORE DEPOSITS AND ARE SENSITIVE TO ULTRA LOW-SULFUR DIESEL ISSUES INCLUDING CETANE LEVELS AND LUBRICITY.

(DURAMAX 3D ANIMATION OF SCR SYSTEM)

NEWER MODELS ALSO HAVE SCR SYSTEMS, THAT REQUIRE DIESEL EXHAUST FLUID TO HELP REDUCE EMISSIONS.

(bottle beauty of EDT, DE, LX4, DEFender, HSS DEF)

USING ADDITIVES THAT KEEP BOTH FUEL AND DEF SYSTEMS IN TOP CONDITION ARE KIND OF 'TABLE STAKES' FOR A DIESEL OWNER.

(FILE BROLL Pouring Diesel Extreme and EDT)

ON THE FUEL SIDE— GETTING ADDED LUBRICITY AND A CETANE BOOST BOTH PROTECTS FUEL SYSTEM COMPONENTS AND IMPROVES THE FUEL BURN --- HELPING EXTEND THE LIFE OF YOUR ENGINE AND GETTING MAXIMUM PERFORMANCE.

(FILE BROLL - POURING EDT+ WINTER DEFENSE + Fuel Filter gelling studio)

YOU ALSO NEED TO USE AN ANTI-GEL IN THE WINTER TO AVOID DIESEL GELLING UP IN THE TANK, LINES, OR FILTER.

(MORGAN ON CAM, WALKING PAST GAS ENGINE OUT OF TRUCK)

TRACKED TEXT IN FRONT OF GAS ENGINE "GASOLINE ENGINE"

GAS ENGINES ARE SIMPLER, EASIER TO MAINTAIN AND USUALLY BETTER IF YOU'RE ONLY GOING TO BE KEEPING THE VEHICLE FOR A SHORT PERIOD OF TIME.

(MORGAN ON CAM WALKING TO DIESEL ENGINE OUT OF TRUCK)

TRACKED TEXT IN FRONT OF GAS ENGINE "DIESEL ENGINE"

SPENDING THE EXTRA MONEY FOR A DIESEL ENGINE MAKES A TON OF SENSE IF YOU'RE PLANNING ON HAVING THAT TRUCK FOR A LONG TIME, DRIVE LONGER DISTANCES, AND DO ANY TOWING.

CHOOSE WHAT'S BEST FOR YOU—

(POINTS TO SQUAREBODY)

BUT I'M PUTTING THIS ONE—IN THAT!

THANKS FOR WATCHING.

(WALKS PAST)

Digital ad scripts

DE/STICTION ELIMINATOR :20

(MORGAN HOSTED)

YOU OWN A DIESEL FOR A REASON.

THE POWER, THE FUEL ECONOMY, THE SOUND.

KEEP IT RUNNING LIKE A DIESEL WITH HOT SHOT'S SECRET.

AT YOUR NEXT INTERVAL-- DEEP CLEAN OIL & FUEL COMPONENTS WITH STICTION ELIMINATOR AND DIESEL EXTREME.

RESTORE PERFORMANCE AND PROTECT YOUR ENGINE FOR THE LONG HAUL..

IF YOU'RE RUNNING DIESEL. YOU NEED TO BE RUNNING HOT SHOT'S SECRET.

DE/STICTION ELIMINATOR :10

(MORGAN HOSTED, PHONE SHOT)

IF YOU'RE UPGRADING PARTS, IT'S A GREAT TIME TO RESET.

GRAB SOME STICTION ELIMINATOR FOR OIL-FED COMPONENTS.

AND TO DEEP CLEAN FUEL SYSTEM, TOSS IN SOME DIESEL EXTREME.

CLEAN AND PROTECT YOUR RIDE—WITH THE HELP OF HOT SHOT'S SECRET.

--

DIESEL EXTREME :12 MAX

(RYCE HOSTED)

IF YOU'RE UPGRADING PARTS—IT'S A GREAT TIME TO RESET THE ENTIRE SYSTEM.

ON THE FUEL SIDE, THAT MEANS USING DIESEL EXTREME TO DEEP CLEAN ANY UNTOUCHED PARTS INCLUDING THE TANK AND FUEL LINES.

CLEAN DEPOSITS, BOOST CETANE, AND ADD LUBRICITY TO GET THE MOST OUT OF YOUR DIESEL.
