

Katrina's 7th

Inspired by the
Langston Hughes poem, "My People"



Proposal for

DVD & Grassroots Community-Outreach Initiative

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PURPOSE

With this proposal, we'd like to present an inspirational DVD program and to request your assistance in funding its distribution as a grassroots community-outreach initiative.

“Katrina’s 7th” is a powerful drama that is both funny and thought-provoking as it brings an important and positive message. The goal is to promote engaging and meaningful discussion by distributing (at no cost) copies of “Katrina’s 7th” and the accompanying Discussion Guide to educators, early childhood development professionals, counselors, and community organizations—to support their work and outreach efforts in the areas of racial identity, diversity, and community-building.

THE DVD PROGRAM

Program Description:

“Katrina’s 7th” is an inspirational drama (based on an award-winning screenplay) that cleverly blends entertainment and community-outreach.

Inspired by Langston Hughes’ poem *My People* (see Appendix A), this film is both funny and thought-provoking as it brings an important and positive message to the African-American community. The story explores how racial messages are **gradually internalized** and passed from generation to generation. It goes on to illuminate the profound impact of these messages on a child’s self-image and how they can lead to self-mockery, racial alienation—and eventually sabotage economic potential.

Brief Storyline:

Katrina—a young, black woman—is troubled by the growing emotional distance between her and her African-American kinsmen. Over the years, she’s allowed negative cultural/racial messages from both within and outside her race to gradually drag her down. Now, she struggles for the love she’s supposed to feel for her people. Unexpectedly, during a routine cell phone chat, a childhood memory is triggered. As she reflects on this simpler, pleasant time (before the racial alienation), she has a powerful moment of clarity that inspires her to transcend the negativity.

Underlying Issues & Program Rationale:

According to Dr. Alvin Poussaint (esteemed author, psychiatrist, and educator), “A child’s primary identity comes from the parent. It’s only at ages 3, 4 and 5 that kids even begin to think about color... Too often, Blacks unknowingly translate negative messages to their children.”

While most discourse and programs on race focus on the overt effects of *inter*-racial conflict, few dare to tread into the *intra*-racial waters. That’s where “Katrina’s 7th” comes in—shedding light on what may be one of the more insidious threats to the unity and well-being of the African-American community.

Because it presents a dramatic situation that naturally leads into discussion, it is our hope that this program can be a vehicle for getting people thinking, talking, and reflecting on how we can move beyond racial negativity.

Other Work in the Field:

The premise of the “Katrina’s 7th” Outreach Program complements and supports the work of the following grassroots campaigns:

- ❖ **Strengthening The Black Family, Inc.** (coalition of more than 40 member organizations whose vision is to ensure the survival and strengthening of black families).
- ❖ The NAACP “**STOP**” **Campaign** (seeks to stop the support and portrayal of demeaning and hurtful stereotypes of the African American community).
- ❖ **African-American Parents Project** (seeks to inform, empower, and provide parents with the information and resources they need to ensure the emotional, psychological development & well-being of their children.).

Awards & Honors:

“Katrina’s 7th” has already made a splash as a screenplay!

- ❖ Finalist—*Exposurama International Screenwriting Competition* (2009)
- ❖ Finalist & Official Selection—*SoCal Independent Film Festival* (2009)
- ❖ Winner—*Cinema City International Film Festival* (2009)
- ❖ Winner—*SkyFest Film & Script Festival* (2009)

COMMUNITY OUTREACH / BACKGROUND

“Katrina’s 7th” is a direct response to Q&A discussions that followed festival and community screenings of our previous outreach film—“Trouble in the Water” (www.troubleinthewater.com). “Trouble in the Water,” which premiered at the 2008 San Diego Black Film Festival, has been resonating with audiences for almost two years now. It has been the official selection of nine film festivals, broadcast on PBS stations, and part of community-based screenings. After viewers expressed a growing interest in exploring that film’s issues from the female perspective, “Katrina’s 7th” was born.

From the very beginning, we had a strong sense that this film would be an ideal media tool to stimulate engaging dialogue and promote meaningful discussions about how we can move beyond racial negativity. However, what convinced us was the increased interest (from educators and other community leaders) in using the “Katrina’s 7th” DVD to help facilitate these discussions—as they work with youth and address issues relating to racial identity, diversity, and community-building.

One Raleigh, NC pastor wrote to us, saying, “Thank you for bringing a critical issue for discussion to our church. The DVD format made it easier to facilitate the discussion. We had ages from elementary to older adults. Without a doubt, we must take notice of what we say and how what we say shapes lives in ways we can’t imagine. The message is that we can and must turn destructive stereotypes on their heads and pursue the messages that enhance lives.”

FUNDING NEED

Producing the “Katrina’s 7th” DVD is just the beginning. We want to get this program into the capable hands of as many educators, counselors, and community organizations as possible.

Our project staff has been reaching out to various communities to gauge interest and assess the program’s usefulness. Now, with a 1000-unit order already on the books, we’re ready to continue with Phase Two (“Grassroots Distribution”) of this project.

Our goal is to:

1. package the DVD with a Resource/Discussion Guide, and
2. distribute—at no cost—copies of this Community Outreach and Discussion Package to grassroots community organizations, educational institutions, early childhood development professionals, churches, and individuals to support their work and outreach efforts.

Budget. We realistically acknowledge that, with our limited resources, Cool Breeze Communications will need help offsetting the costs of distribution/order fulfillment (e.g., discussion guide printing/binding, DVD replication, DVD cases/inserts, etc.).

Our funding need is summarized in the following table:

Amount	Funds Allow Us To...
\$18,539.00	Fulfill current 1000 units
\$25,108.00	Fulfill current 1000 units AND... prepares us to fulfill orders for an additional 500 units (estimated)
\$31,678.00	Fulfill current 1000 units AND... prepares us to fulfill orders for an additional 1000 units (estimated)

Appendix B (“Budget”) shows a breakdown of the distribution costs associated with the first budget level (i.e., for 1000 units).

How You Can Help. Help us fund this “Grassroots Distribution” effort. We invite you to thoughtfully consider one of the following support options:

Option	Description	What to Do
1	<u>Direct, immediate</u> support via check.	Make your check payable to: “Cool Breeze Communications.”
2	<u>Direct, immediate</u> support via our online fundraising platform.	Visit our IndieGoGo Project Page at http://www.indiegogo.com/Katrina's-7th to make a donation.
3	<u>Tax-deductible</u> support via our fiscal sponsor. (Note: Support structured as a charitable donation made through Independent Feature Project (IFP)—a qualified, non-profit, 501(c)(3) foundation that administers charitable funding for this project.)	Visit our IFP Project Page at http://fiscalsponsorship.ifp.org/Project.cfm?ProjectID=410 to make a donation.

Appendix C (“Some of Our Partners”) lists our current partners and sponsors.

WHAT WE CAN OFFER

We are grateful for your support. In exchange for your generosity, we can offer the following:

VIP PERKS. If you donate via our IndieGoGo Project Page, a variety of perks are available at each contribution level. Just choose the one that works for you.

TAX DEDUCTION. If you donate via our IFP Project Page, your contribution is structured as a charitable donation – which is tax-deductible (subject to applicable IRS limitations).

ADDITIONAL PERKS FOR CORPORATE DONORS. If you are a corporate or organizational donor, we can offer the following promotional consideration in exchange for your support:

- Help you tell our audiences something about your company or organization by allowing you to craft a specific message—via a flyer (properly sized) for us to distribute as an insert inside DVD case (during order fulfillment).
- Place your logo and advertising on our websites, in DVD program’s publicity materials, and in any marketing collateral.

PRODUCERS / STAFF



Roger Edwards, Jr.
(Writer / Producer)

Formally educated as an electrical engineer, Roger has worked as an engineer and technical writer for several Fortune 500 telecommunications companies. In his spare time, Roger engaged in a variety of creative writing efforts, including a children’s science education book (“Max Science and the Glowing Firefly”), teleplays for a children’s educational TV series (“SPARKS,” WRAL-TV), and award-winning screenplays.

Roger’s message-driven stories reflect his affinity for projects that address social issues. This prompted him to enroll in the Hollywood Film Institute’s Film Producing Program and to later enroll in the University of Southern California’s MBA program to pursue a Business of Entertainment concentration (School of Cinema-Television). Now, he’s channeling even more of his energy towards creating projects that can help inspire, inform and transform lives.



Eric Johnson
(Executive Producer / Composer)



As executive producer at Trailblazer Studios/ Blazing Music+Sound, Johnson leads an award-winning and multi-faceted team that provides complete services for cable TV network series programming, commercials, integrated content, as well as music and sound production.

With more than two decades of industry experience, Johnson has worked on a wide range of projects including audio post-production for TLC’s hit series “Jon & Kate Plus 8;” commercials for GM, Sony, Travelocity, Audi and LitterMaid; film and television documentaries; and he has worked on shows for Animal Planet, Discovery, FLN and other networks.



Elli Klein
(Managerial Assistant)

Elli brings a broad range of experiences to this project team. Prior to joining the Katrina’s 7th team, she spent a considerable amount of time inside the Washington “Beltway” where she led teams, managed large projects and served as a Logistical Assistant & “Troubleshooter” for state and national political officials. Elli also has an extensive background in strategic & project planning, event planning, and administrative support.

But wait, there’s more! She has also been involved in various facets of film and theatre production. Her film credits include the role of Aunt Ellie Lewis in “Raven Rock” (C/G Productions) as well as roles as an extra in films like “Secret Life of Bees,” “East Bound & Down” (HBO), and the TV series “One Tree Hill.”

It’s this kind of multi-faceted experience—along with her ability to multi-task in fast-paced environments—that makes her a valuable asset to our team.

CONTACT INFORMATION

Roger Edwards

(Writer / Producer)

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Join Us on Facebook:

www.facebook.com/pages/Katrin-7th-DVD-Community-Outreach-Promoting-Racial-Understanding/115915201772894

APPENDIX A: THE POEM (INSPIRING THIS PROJECT)

MY PEOPLE

by Langston Hughes

The night is beautiful,
So the **faces** of my people.

The stars are beautiful,
So the **eyes** of my people.

Beautiful, also is the sun.
Beautiful, also,
are the **souls** of my people

APPENDIX B: BUDGET

Grassroots Distribution Expenses <i>(to fulfill 1000 units)</i>	
Item	Amount
Resource/Discussion Guide Development	\$5500
(Hire Counselor, 2.5 weeks @ \$55/hour)	
Discussion Guide Layout/Printing/Binding	\$4257
(~25pp, coil binding, 8.5x11)	
DVD Replication & Packaging:	
DVD Disc Stock	\$550
DVD Encoding & Replication	\$1870
DVD Cases & Shrink Wrapping	\$996
DVD Case Inserts & Printing	\$300
DVD Bubble Mailers	\$466
Postage/Shipping	\$4600
TOTAL	\$18,539.00

APPENDIX C: SOME OF OUR PARTNERS

Here are some of the supporters already on-board. Join us!

 <p>Harold Ober Associates <small>Incorporated</small></p>	<p>Sponsor. Providing film & TV rights for a reading of Langston Hughes’ poem “My People.”</p>
 <p>blazing MUSIC+SOUND</p>	<p>Post-Production Partner. Donating original music and sound design services.</p>
 <p>Wilmington Int’l Airport</p>	<p>Production Partner. Providing facilities and locations for on-location filming.</p>
 <p>rbc ministries®</p>	<p>Sponsor. Providing film & TV rights for underlying material in screenplay.</p>
 <p>ANNE GEDDES</p>	<p>Donor. Donating two huggable dolls (from the Anne Geddes Baby Bear and Baby Bunny <i>Plush Toy</i> Collection) for use in production.</p>
 <p>Sheraton® HOTELS & RESORTS</p>	<p>Sponsor. Providing facilities and locations for on-location filming.</p>
 <p>ifp</p>	<p>Sponsor. Independent Feature Project (IFP) is a 501(c)(3) organization—providing the mechanism for corporations, foundations, and other organizations to make tax-deductible donations (with the assurance that their funds go to a project that’s aligned with a stable sponsor with good donor rapport).</p>