



Gina Hansen
Project Manager

William Jimenez
Graphic Design

Yamvo Teague
Audio, Finance

CONTENTS

| | |
|---|----|
| Mission Statement | 3 |
| Treatment | 4 |
| Marketing Approach | 5 |
| Creative Content | 6 |
| Promotional Materials Dialogue | 7 |
| Programming Structure | 8 |
| Storyboard Outline | |
| Opening | |
| Interviews | |
| B-Roll & Field Sounds | |
| Motion Graphics or Music / Sound Design | |
| Release Forms | 9 |
| Budget | 10 |
| Schedules | 11 |
| Shooting Schedule | |
| Post-production Schedule | |
| Notes | 12 |

Mission Statement

This goal of this podcast...

is to keep kids off the streets by encouraging them to get involved in local music recording and athletic organizations that refocus them on their futures, while learning important life skills.

Treatment

Sports and music technology get Oakland, CA kids off the streets, yearning to learn more, and excited about life.

The story is told through the eyes of kids who have found an outlet or have not yet discovered something that motivated about life. Developing and learning skills in football, art, and music technology not only excites kids, but creates a safe environment in which they can reinforce and learn the skills that improve all aspects of their life, including improving literacy and social development, developing self-esteem and pride, and getting them excited and thinking about their future. No matter what their circumstance, awareness of options creates opportunity and a desire to learn more.

First person child & adult interviews will show perspectives of the kids and adults teaching and learning music production and recording techniques to provide opportunities for their future. Video footage, photo montages, sounds of school and home and media of and created by the kids, themselves, will delve into telling a compelling narrative and suggest opportunities Oakland kids and adults to work together that they might not already be aware of including the Youth Uprising and Youth Movement Records (YMR).

Many kids don't know about these opportunities because they have been so distracted by their environment, i.e. poverty, peers, family, substance abuse, neighborhood, etc. And yet, these captivating opportunities can change a kid's life and improve a community. We want to build an awareness of options and outlets and seek community support of these programs that will improve the future.

Some communities already have some of these programs in place, but kids need to be aware that they are available to them and they have the opportunity to take part. Even if one kid at a time gets involved, it starts a chain reaction.

Marketing Approach

Choices will air on local cable access Channel 8, in Oakland, and the Berkeley Community Media Channel, a locally-run, student broadcast station.

The podcast will be shown in local Oakland Unified School District high schools with broadcast television and broadcast capabilities. In some cases, we will play the podcast in lunchrooms and in common areas so students know about these opportunities.

In addition, the podcast will be uploaded to <http://www.YouTube.com> and <http://www.MySpace.com> for internet promotions. People will know to view these site or programs because of our event & bulletin advertising on Myspace, and word-of-mouth.

One of the reasons many kids do not know about Youth Movement Records and Youth Uprising is because they have been limited to word-of-mouth advertising. This podcast will exceed those expectations because those involved in this project will disseminate information with other kids and parents. Also, due to web marketing with the popular Yahoo and Google search engine submission, more attention will be drawn to the short film explaining the program.

Creative Content

STORYBOARD → IDEAS WE WISH TO PORTRAY

Fact about Oakland high school graduates
Facts about program participants and success rates

Pics of kids playing football
Pics of kids recording / performing music

Interviews from kids in the school
Interviews from parents or teachers describing what a difference this program has made in the lives of their children and students
Interviews of kids describing how football has changed their life
Interviews of how music recording has changed kids' perspective about

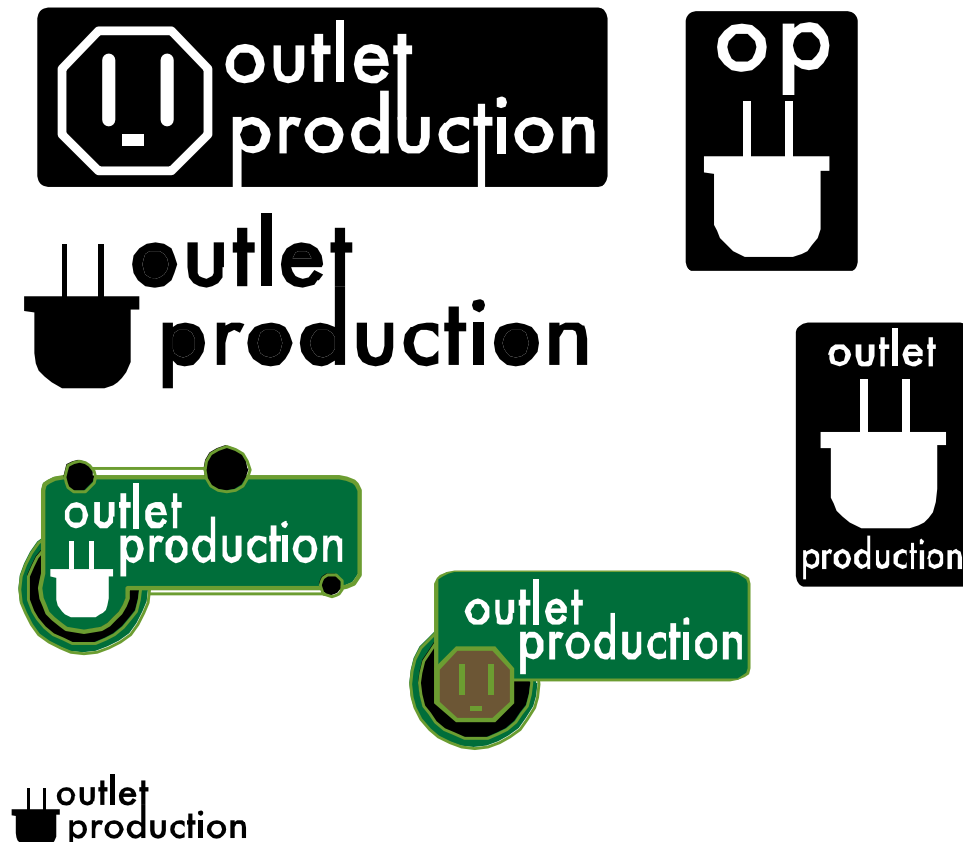
Life skills learned:

- Expression
- Collaboration
- Taking initiative
- Following directions
- Finishing what they started
- Moving beyond the individual and learning to become a team player
- Responsibility, reliability, accountability

Career planning and presenting opportunities that apply to the kids' futures

Where to go for more information?

LOGO DESIGN IDEAS



Promotional Materials Dialogue

DIAGLOGUE

Too few students are graduating from California Public Schools. In fact, according to a data collected from a Harvard University Study, "Confronting the Graduation Role Crisis in California," in 2002, only 48% of seniors graduated from high school. That's not even half!

This includes only
34% for Native Americans
42% for African Americans
43% for Hispanics
52% for Whites
and
68% for Asians

What are the rest of these kids doing with their life? And how can we increase the number of graduates?

How do we refocus our youth?

Music Technology and Sports provide outlets that many kids are very excited to learn about, but many teens are unaware of opportunities that computer and athletics can provide for them.

Youth Uprising and *Youth Movement Records* not only teach kids about playing football and recording music, these programs teach social development and provide a safe environment, two key elements for becoming successful adults.

Choices is told through the eyes of kids who have discovered something that motivated them about life. And through this interest, they began build on skills that improve all aspects of their life, including improving literacy, social development, increasing self-esteem and pride, self-expression, and getting them excited about their future.

First person interviews will show perspectives of the kids and adults working together describing what a difference these programs have made in the lives of youth.

Youth Uprising and YMR also reinforce important life skills such as reliability, following directions, clear communication, accountability, taking initiative following directions, moving beyond the individual to become a team player, and taking a good idea to completion.

Many kids don't know about these opportunities because they have been so distracted by their environment, i.e. poverty, peers, family, substance abuse, neighborhood, etc. And yet, these captivating opportunities can change a kid's life and improve a community.

We want to build an awareness of options and outlets and seek community support of these programs that will improve the future.

Some communities already have some of these programs in place, but kids need to be aware that they are available to them and they have the opportunity to take part. Even if one kid at a time gets involved, it starts a chain reaction.

This goal of this podcast is to keep kids off the streets by encouraging them to get involved in local music recording and athletic organizations that refocus them on their futures, while learning important life skills.

Programming Structure

STORYBOARD OUTLINE

1. Fact about Oakland high school graduates
2. Photo montage: kids that would participate in such programs
3. Footage of kids recording and playing football
4. Interviews
 - a. Kids within the school
 - b. How football has changed their life
 - c. How music recording has changed their perspective
 - d. Life skills learned
 - e. Ideas about the future
5. Where to go for more information
6. Logo

OPENING – How does it grab our attention?

- Exciting visuals
- Dynamic sound
- Thought-provoking facts

INTERVIEWS

- Interviews from kids in the school
- Interviews from parents or teachers describing what a difference this program has made in the lives of their children and students
- Interviews of kids describing how football has changed their life
- Interviews of how music recording has changed kids' perspective about

B-ROLL or FIELD SOUNDS

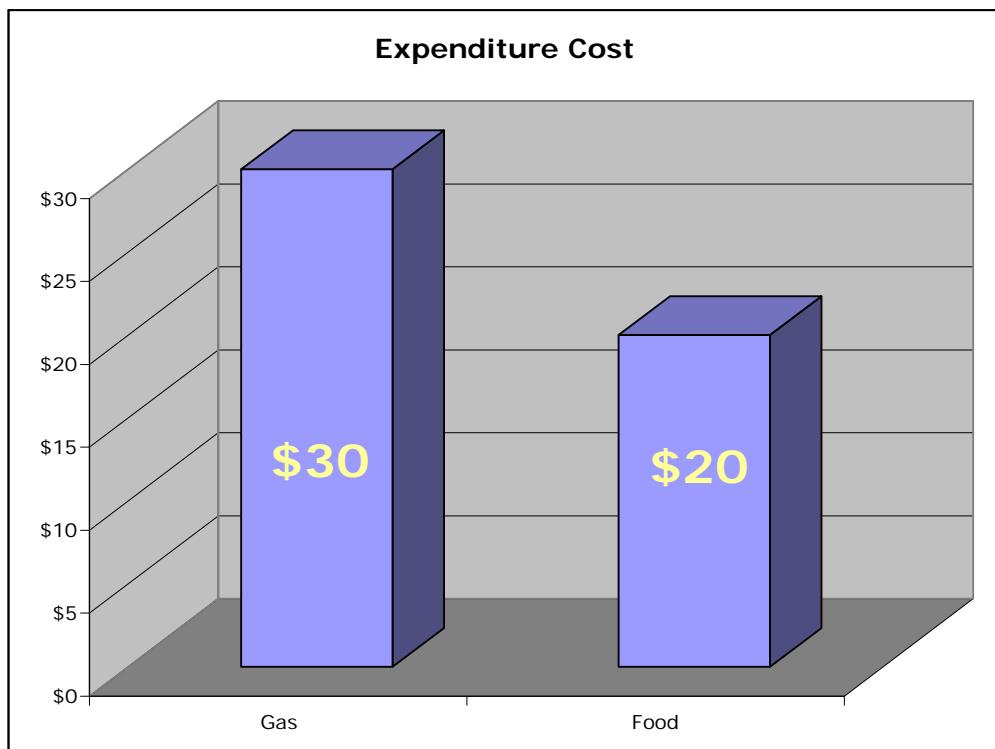
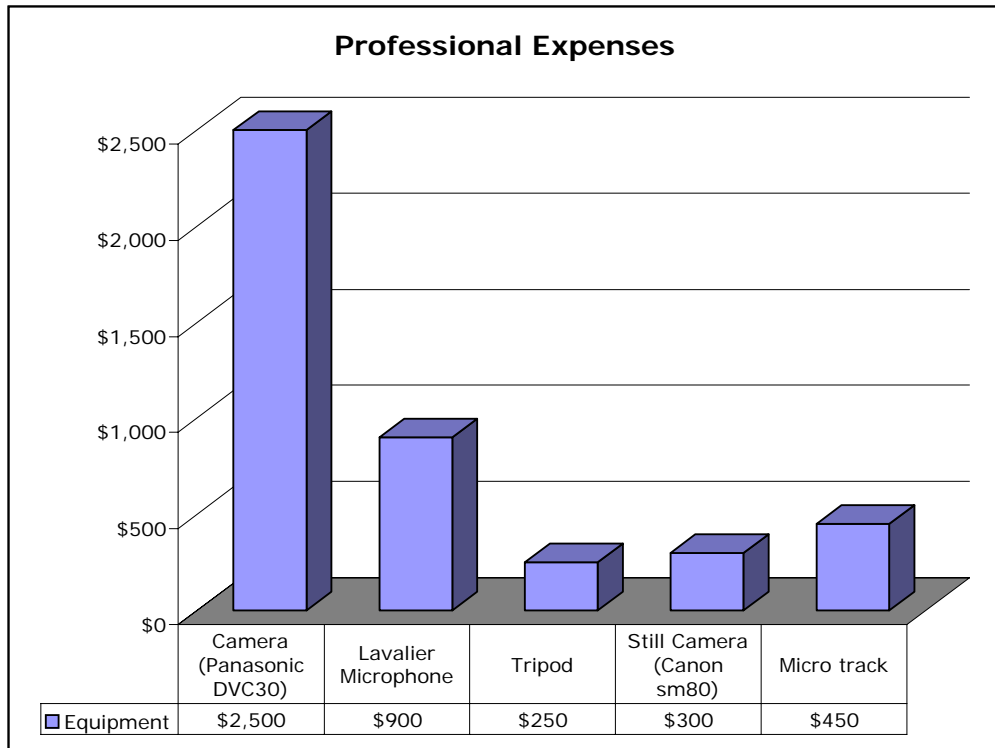
- Pics of kids playing football
- Pics of kids recording / performing music
- Pics of building fronts
- Pics of Youth Uprising and YMR Logos
- Pics of the studio
- Extra film footage of kids interacting with coaches / mentors
- Extra film footage of kids interacting with each other, showing team collaboration and a professional demeanor
- Extra film footage of kids scratching, ding, or laying down tracks

MOTION GRAPHICS OR MUSIC / SOUND DESIGN

- Animated Title sequence
- Animated credits
- Animated logo
- Lower thirds and titles to accompany interviews
- Sounds of kids making beats
- Sounds of kids voices on the field
- Sounds of coaches teaching lessons
- Sounds of kids collaborating and working together
- Music from student productions
- Music that reinforces the goal of *Choices*
- Music that reinforces the goal of YMR and Youth Uprising

Release Forms

Budgets



Shooting Schedule

Production

| Date | Time | Entity | Location |
|-------------------|----------------------|---------------------------|--|
| Monday, Sept. 24 | 2:00 – 10:00 p.m. | Youth Uprising | Berkeley High School 1980 Allston Way (On the corner of Allston Way & Milvia) Berkeley, CA 94704 Tel: 510.644.6121 |
| Tuesday, Sept. 25 | 2:00 – 10:00 p.m. | Youth Movement Records | Downtown Oakland Youth Movement Records. 368 24th St. (On the corner of 24 th St. & Webster) Oakland, CA 94609 Tel: 510.832.4212 Contact@youthmovementrecords.org |

Post-Production Schedule

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|----------------------------------|--|-----------|--|--------|----------|--------|
| September | | | | | | |
| 24 Film shoot at Oakland High | 25 Film Shoot at YMR | 26 | 27 Log & Capture | 28 | 29 | 30 |
| October | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 Add final editing and mix down | 19 | 20 | 21 |
| 22 | 23 Final Podcast uploaded to Current TV | 24 | 25 Submission deadline to TV stations | 26 | 27 | 28 |
| 29 | 30 Submission to local schools | 31 | | | | |

**Note: Both schedules subject to change based on availability.*

