

“STREET HEART” – DOCUMENTARY TV SERIES



Logline:

“STREET HEART” is a proposed ten episode TV series that will document the roots of homelessness and the blossoms that can grow from these roots. We’ll examine the early lives of the most broken individuals in our society and witness incredible struggles as they rebuild their lives. A parallel story will track the constant battle of governments to eradicate homelessness.

Synopsis:

“STREET HEART’S” ten episodes will examine homelessness from both an individual micro-view and a societal macro-view. Each episode will look at the lives of individuals experiencing homelessness and the issue of homelessness as it affects society as a whole.

For the micro-level view, episodes will focus on a number of individuals to find out what led them to a life on the street. We’ll look for common issues and themes. We’ll also follow their struggles, frequently checking back on previously

featured subjects to see progress or lack of it.

A common element for every episode will be the use of music with a photo/video-montage of each featured person. Where possible, montages will show them in their earlier life before they became homeless. These showpieces will serve to humanize this marginalized population. We want our audience to relate to them as being just like they were at a younger age. To manage the budget, music featured will mostly include songs from up and coming artists looking for a break in their career. We'll also use some well-known songs where we can secure the synchronization rights at a favorable rate.

For the macro-level view, there will be short informational features sprinkled throughout each episode covering various aspects of homelessness as it affects society as a whole. We'll try to understand why some cities have larger homeless populations than others. Different types of governments and their strategies will be compared, including budgets and results. We'll also look at other aspects of homelessness, including its portrayal in popular media, homeless stereotypes, the opioid crisis, effects on neighborhoods, families, etc. Notably, the pandemic has had a major effect on the homeless population and governments have acted accordingly. This will be examined in depth.

By including both the micro and macro view of homelessness, we'll attract viewers that are more interested in the human element, as well as those that are drawn in by the problem solving aspect of this social issue that has been a part of society for decades.

Topic Summary:

Some estimates have pegged the number of homeless people worldwide as high as one hundred and fifty million. On any given night, upwards of 590,000 people are homeless in North America. While this is a small percentage of the total population, the issue of homelessness affects us all. The combined cost to governments could be as high as THIRTY BILLION dollars annually in Canada and the United States when you include things like increased demand for police, EMS and incarceration.

Beyond all of this is the issue of how homeless people are perceived and treated by the general public. Most people have had very few encounters with the homeless population other than through their panhandling activities. A common theme from interviews with homeless people is that they are completely ignored to the point that it's almost like they don't exist. People don't even look at them, let alone talk to them. In this aspect, homeless people have been effectively dehumanized.

We intend for "STREET HEART" to be a tool to help society see the humanity in the homeless. This will be the underlying theme throughout the series. We also want to educate people about how homelessness affects us all and what they can do to help, from lobbying governments, to having meaningful contact with the homeless population.

We feel the urgency to make this TV series now because there is an increased desire to end homelessness, especially in light of the Covid-19 crisis. The general public is becoming more and more aware that this dilemma has been with us for far too long without an adequate solution. We feel confident that "STREET

HEART” will spark discussion and debate within our society on how we perceive and treat our homeless populations and what we can do to finally end this persistent flaw in our civilization.

Furthermore, we are creating this series because we believe passionately in the potential to change the outcomes for the most marginalized segment of our society. Two of our team members have extensive experience in dealing directly with the homeless population. Barry Moore has worked at one of the largest homeless shelters in North America for six years, while Leah Denbok has published three books featuring her photographs of homeless people.

Artistic Approach:

“STEET HEART” deals with the de-humanization of the homeless population, as well as causes of and potential solutions to homelessness. Accordingly, we intend to engage the audience on both an emotional and intellectual level.

Emotionally, we will move the audience through our use of photo/video-montages combined with music. By bringing music and images together, we are very confident that our series will spark empathy in the viewing audience. We’ll also use verite footage of our homeless guests.

Intellectually, we will engage the audience with thought provoking information that sparks their curiosity. However, we’ll never bombard with too much knowledge. Instead, we’ll provide just enough info to make the point at hand and increase their desire to learn more.

Throughout, we'll highlight what's coming up to keep the audience engaged. We'll allude to upcoming informational segments and tease the audience with pending updates of guests previously featured on the show. With some emotional attachment established, the audience will want to know the outcomes for the people they've grown to care about. We won't ever dwell too long on either the emotional or intellectual aspects of this series. By jumping back and forth between the two, we'll hold the attention of viewers with different interests.

One idea that we want to explore is the involvement of various celebrities. Given that our photo montages will feature music, musical guests will be a great fit. We'll organize events like fundraising concerts. Where possible, we will arrange for our homeless guests to receive VIP treatment, which might include backstage passes. In these instances, the element of surprise will prove priceless. The homeless guests will initially be led to believe they are simply receiving free tickets to the show only to discover they're going backstage!

Other types of celebrity involvement will also be considered. We believe that witnessing the most marginalized people in our society having the day of their lives will prove to be extremely cathartic to our audience. While we can't guarantee the involvement of celebrities, we are confident many will want to join us on this journey. "Street Heart" will give them the opportunity to give back to society while also gaining some exposure for doing so. Beyond just giving money to a cause, they will get a chance to witness and feel the joy they've brought to others. We will also strive to include features about famous people who have experienced homelessness.

Intended Audience:

The core audience for “STREET HEART” will be women 20+. Women make up the vast majority of those working in the social services industry, and this group will be among the earliest viewers of this series. Some statistics put the percentage of women working in the social service industry at almost eighty percent.

Our artistic approach is geared heavily towards this target audience, with its use of emotional elements. However, we want to expand our audience as much as possible with the inclusion of the macro-level viewpoint of homelessness and the focus on solutions. While not always the case, men tend to focus more on solving problems, while women are more invested in the emotional aspect of social issues. The inclusion of various governmental approaches to try and eliminate homelessness will serve to add more men to our viewing audience. Overall, we feel very confident that this multifaceted approach will help grow our audience greatly beyond the initial base.

“Street Heart” will give our sponsors the opportunity to show that they care about our society at large. Much has been written about how millennials (23-38) are known for actively researching companies to see what kinds of benevolent investments they make before they consider working for them or supporting their products. We believe that “Street Heart” will be very popular with millennials and that sponsors will benefit greatly for supporting this series.

Audience Engagement & Social Impact:

We want to inspire millions of people around the world to view the homeless in a different way. By reframing perceptions, we hope to see changes in how the populace interacts with the homeless. Perhaps more people will take a moment to talk with a homeless person. We want to inspire people to volunteer at or donate to a local shelter or even create their own projects to enact change. We also want to encourage our viewers to engage with their elected officials on creative solutions that can be implemented to reduce or eradicate this scourge on our society.

Throughout the creation and marketing of this thought provoking series, we intend to directly communicate with various shelters around the world. In fact, we've already made contact with several dozen shelters in North America. These engagements will serve to gain insights we can use in the series itself and to promote it to a wider audience. We also plan to conduct surveys with the general public to see what impact the series has had on those watching it. Hopefully, we'll be able to show a positive change in perceptions, attitudes and actions! We'll use the results of these surveys to further promote the series through press releases and interviews. Furthermore, we will provide the audience with a website where they can donate to effective homeless programs and to even help the (vetted) individuals profiled on the program.

Key Creative Personnel:

JOHN W. KENNEDY has worked for CNN, Fox News, PAX TV, SiriusXM, Cartoon Network Enterprises, DeSales Media Group and (currently) Beliefnet. His writing career spans 20 years, both as a creator of original material and as a paid script doctor and ghost writer. He has written over 100 published books based on the **Cartoon Network Ben 10 series**.

He began his career as a writer and producer in TV news (CNN; Fox News) where he also developed a reputation for booking A-List news makers and celebrities. While at CNN, he wrote and produced segments for their ***Business Unusual program***. Later, after his scripts and series proposals began being optioned by production companies, he moved to Hollywood and took on development stints at iO Productions and Epiphany Pictures. While in Hollywood, he was a producer on the PAX-TV series **Faith Under Fire**. He spent two years showrunning **Seize the Day**, a four-hour morning talk show for SIRIUSXM SATELLITE RADIO. His new SIRIUSXM show is called **The God Couple**, featuring Father Alonzo Cox of Brooklyn's Ministry to African-American Catholics and National Center for Learning and Leadership President Rabbi Brad Hirschfield.

Leah Denbok is quickly gaining international acclaim for her photographs of homeless people. Starting at the age of fifteen, she's photographed people in many cities, including Toronto and New York. To date, she's published three books featuring her photographs. Profits from her book sales have been donated to Barrie Bayside Mission, one of the locations where she took photos. She's been profiled in dozens of media stories, including CBS News, The BBC, and CTV

news in Canada. She is being mentored by Joel Sartore, a long time contributor to National Geographic magazine and has been studying photography at Sheridan College in Oakville, Ontario.

Indeed, humanizing the homeless has become a somewhat of mission for Leah. Homelessness has even affected her own family. Her mother was found wandering the streets of Calcutta at age three and was taken in by Mother Theresa, who took care of her for about two years at the Nirmala Shishu Bhavan (Home of the Little Children). She was adopted in 1975 (at age five) and came to Canada.

Mike Soze is a life-long entrepreneur with 2 decades of experience as a freelance cinematographer, editor and colorist backed by 25 years of experience as a programmer and technologist, developing everything from enterprise systems to mobile apps. Soze started his technology career in the late nineties along with the digital revolution in film and video. By leveraging his technology background as this transition took place, he was able to expand his skill set and experience as the new digital technologies blossomed and ultimately became more accessible to the masses. His **early start with digital content creation** has led to his work being clearly elevated **above the norm**.

Mike has worked with independent musicians and artists, assisting them with their visuals and content creation but also pushing and expending their business acumen to help artists understand that success in the music business is often more about the business than the music. This led to the co-founding of **Rocswell Radio**, an independent music and content production house and new era A&R agency with his business partner - top 10 Canadian DJ and music producer DJ Rocswell. As a part of Rocswell Radio, Soze has expanded upon his filming, editing, color grading and story-telling abilities while trying to retain the ultimate “artist creating art” approach to content creation that always resonates with fans

and industry insiders alike. A sampling of current and past work is available at www.SozeDidIt.com

Barry Moore has worked for one of the largest homeless shelters in North America for six years. During his time at The Calgary Drop in Centre, he's dealt with every type of incident you can imagine, including overdoses, fights, weapons events, suicide attempts, etc. He's also heard firsthand of hundreds of other incidents from coworkers and by regular review of the extensive client log system at the facility. Throughout his time at the shelter, he's learned that homeless people can be funny, talented, caring and, quite often, incredibly intelligent. In other words, they have personalities, just like the rest of us.

Overall, his experience in working with this population gives him a unique perspective not shared by many. In 2019, Moore produced a short PSA about homelessness, which inspired the idea to humanize this population through a thought provoking documentary TV series.

Conclusion:

We are very confident that "Street Heart" will attract a sizeable and loyal audience. As homelessness exists around the world, there is interest in this topic everywhere, with the possibility of distribution in many countries. Furthermore, it's highly likely that this series will also attract lots of buzz and media attention, due to the subject matter and the increased attention homelessness has received in light of the Covid-19 Pandemic.

Finally, through our use of photo/video-montages with music, we will attract and hold viewers that might not have viewed this type of content previously. At the end of the series, our audience will see homeless people in a totally different way.

Contact:

Barry Moore

403-246-5472

403-463-2004

barry@jwkmediapartners.com