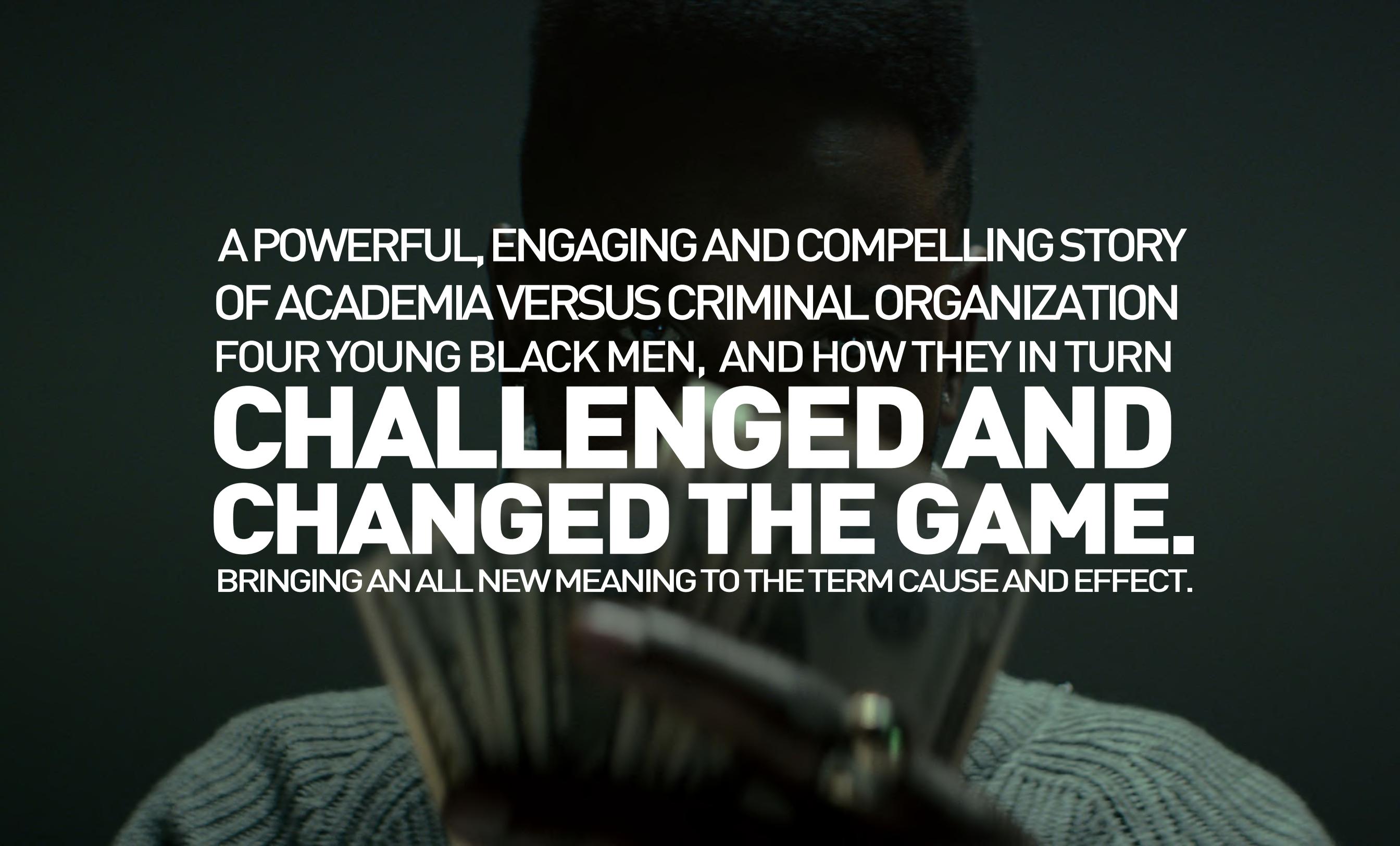




BLACK AMERICA



A POWERFUL, ENGAGING AND COMPELLING STORY
OF ACADEMIA VERSUS CRIMINAL ORGANIZATION
FOUR YOUNG BLACK MEN, AND HOW THEY IN TURN
**CHALLENGED AND
CHANGED THE GAME.**
BRINGING AN ALL NEW MEANING TO THE TERM CAUSE AND EFFECT.

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CABOT PARK PRODUCTIONS INC

Created in 2015, Cabot Park Productions is a Production Company dedicated in bringing non-diluted film and television stories to life. With its soul focus on urban dramas with high production value, the company aims to develop non traditional Crime and Drama films.

Cabot Park is a symbol of freedom, in a time of poverty and desolation. A large family of second generation Caribbean immigrants would grow to call Cabot Park their refuge. The tattered basketball court, the defaced park bench and the eroded jungle gym were all essential landmarks for the group of cousins who knew little more than their tight community. Hood films, rap music, fighting, cops & robbers and catching frogs in the ditches of Richmond, B.C. Canada were very much the staples that held their young lives together.

For over 20 years, "Hood Films" have captivated the world due to the emergence of Hip Hop, Black culture and gang activity as an essential back bone into the recognition of North American lifestyle.

At the turn of the 90s, films like Do the Right Thing, Boyz N the Hood and Menace II Society were everywhere you looked on the big screen. They even sparked their own epoch-making genre: the hood film. These gritty tales of urban dysfunction, while undoubtedly playing on stereotypes of how black people lived (and more often than not, died) in the projects, offered black filmmakers the opportunity to take control of their own narratives, adding depth to the often lop-sided representation of people of colour in film.

ABOUT OUR SHOW

BLACK AMERICA

Two cousins, bonded together by blood are at the centre of much controversy. Together they must test each others friendship both mentality and physicality as they pursue each's own University degree while also chasing the Game.

The various encounters that ensure during University with his wild cousin Jevante, Kayode replays nostalgic memories of past lessons from his older cousins. With support from their unique friends; Michael Ross and Johnny Blaze, the four envelope University with their minds and fists.

You reap what you sow, and as the controversy and fame grows, so does each others problems. The friendships begin to decay and eventually turn poisonous in later seasons. Kayode and Jevante take opposite sides of the fence as zealots of their life choices.

One being a sophisticated business man, turned vigilante. And the other being a being a criminal king pin.

“WITH THE EXCEPTION OF A FEW PLOT TWISTS, NEW JACK CITY, BOYZ N THE HOOD, JUICE, MENACE II SOCIETY, AND SOUTH CENTRAL ARE ALL BASICALLY THE SAME MOVIE” – Sun Sentinel columnist in 1993

KEY CREW

CREATOR

JR Lopez is a Creative Director from Vancouver B.C. Canada. With over seven years of work experience as a creative director along with over fourteen years experience working in the film industry, his passion for filmmaking inspired him to begin writing what soon became the outline / script for Boyz N School. Much of the story is based upon his actual experiences during university, where he acquired his BBA in Graphic Design.

J.R. has had the opportunity to work with ABC, Marvel, CBC and is currently affiliated with the Union of BC Performers and ACTRA. In late 2015 J.R. co-founded Cabot Park Productions Inc.



SHOW SUMMARY

Large Chinese Influence

中国文化

Films such as the Rush Hour franchise

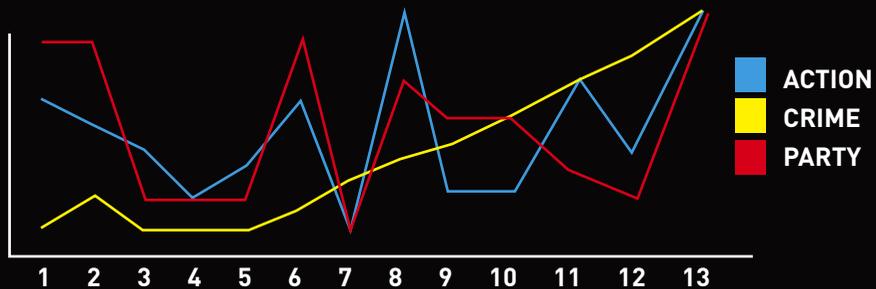
高峰时间2



Marvel's first black superhero film Black Panther made a **strong debut in China**, taking in more than **\$63 million** this weekend and helping it cross the billion-dollar mark globally.



STORYLINE ELEMENTS



KEY FACTS

PROGRAM LENGTH: 60 mins.

SEASON 1 EPISODES: 13

SEASONS: 4

SETTING: American City

KEY PROJECT GOAL: Illustrate the distinction between legitimate success, and criminal enterprise at both ends of the spectrum. Boyz N School is a lesson on how to get close friends out of the game, while preserving ones moral code.

SEASON 1 THEME: Academic life, learning about the game, making a name for themselves.

SEASON 2 THEME: Dealing with the pressure of the Game. Being infamous for their conquests.

SEASON 3 THEME: Things are falling apart. The stakes are very high. Police are on the brink.

SEASON 4 THEME: Moving into greatness, taking the game to a new positive level.

EPISODE BREAKDOWNS

Episode 1

- Kayode returns home from a long business trip
- Johnny Blaze enrolls the Boyz into University
- Jevante throws a welcome home party
- Michael is plotting something against Kayode

Episode 2

- Boyz are making final preparations for University
- Johnny Blaze gets invited to a big house party
- Jevante intitiates gets a big brawl
- Kayode witnesses the first big victory as a team

Episode 3

- First day in University is prestigious and amazing
- Kayode has Flashbacks of his Nightmare Ep. 1
- Boyz enroll for basketball tryouts

Episode 4

- While in Unversity Jevante dreams about basketball
- The Boyz assemble for basketball tryouts
- All of them play incredible

Episode 5

- Hanging out between classes, the Boyz interact
- Bullying in the school yard, Kayode breaks it up
- New girls are introduced to the story
- Pickup Soccer Game for Money

Episode 6

- People are preparing for Halloween
- The Boyz prepare for an action packed night
- Firecracker War
- Intense 3 v 2 fight
- The Boyz win another battle

Episode 7

- While in school Kayode learns about a charge
- Called to Deans office threatened with expulsion
- Kayode takes full blame and deals with charge

Episode 8

- End of another school day, team plans to go to carnival
- They invite their gangster cousin Ryfle
- Drunken shenanigans leads to a MASSIVE brawl

Episode 9

- Another day at university and the boyz prepare
- A huge basketball game is taking place that night
- Game night commences
- The Boyz win another clutch game

Episode 10

- While in university everyone is talking about the Boyz
- Michael Ross introduces the Boyz to a new hustle
- Boyz go downtown to make some cash
- Kayode will not join in on the hustling

Episode 11

- Jevante is making big moves in the game
- New hustlers introduced to the storyline
- Kayode cruises the city with his violent cousin

Episode 12

- Johnny Blazes mother dies
- Jevante provides support for his mourning friend
- Kayode witnesses a significant change in Johnny
- Michael, Johnny and Jevante storm the block

Episode 13

- Johnny and Jevante drop out of school
- Kayode urgently tries to save his Boyz
- Johnny stabs a man in the heart
- Jevante and Michael start running the block

SEASON END

CASTING

LEAD CHARACTER: Kayodé Fatoba **ACTOR:** Kayodé Fatoba

Kayode is the main character of the story. With flashbacks and memories about how they were raised. Kayode is a calculated extrovert, who is focused on great positive things. He is the bedrock which the Boyz lean on for long term leadership and guidance. He is a spiritual man, one who was raised with deep christian values. His work ethic in school is outstanding, and he rarely needs to try hard to accomplish incredible academic achievements. Girls are very interested in Kayode, but his calculated personality is a wild card, and they are usually intimidated by it.

Most people depend on Kayode because his head is very much on his shoulders, he is by far the most mentally stable person in the crew. His integrity and determination to do things rights is impressive. Many question his involvement with the Boyz in School, but he is confident that he can steer them towards goodness, and ultimately, salvation.

POWER RATINGS:

HEAT LEVEL: 30/100

FIGHTING ABILITY: 8/10

SPEED: 5/10

INTELLECT: 10/10

STAMINA: 4/10

SPECIAL SKILLS:

X Factor / Mastermind / Great Fighting Skill

WEIGHT: 150lb

HEIGHT: 5'7

AGE: 23



KAYODÉ FATOBA

CASTING

LEAD CHARACTER: Jevante Lewis **ACTOR:** J.R. Lopez

Jevante is the glue of the crew. He is the leader of the Boyz in School. His cold glare is intense, but intrigues certain elite people. He is a man of conviction, one who never breaks his word. He is a well educated man, who has been impacted by childhood trauma. Being a victim of child abuse, he has a chip on his shoulder. Jevante is capable of making huge profits, with determination and one man army mentality. Jevante is very decisive, and his instincts in the Game are incredible. He slips away at the perfect moment and his timing in fights is remarkable.

Jevante rarely talks about his feelings, and if he does, it is only with Kayode. Girls are instantly attracted to Jevante, usually these are the wrong types of girls. His fashion sense is magnetic, and many good girls are also lured into his lavish lifestyle. Jevante is looking for the finer things in life, and believes his dire determination will take care of the team forever.

POWER RATINGS:

HEAT LEVEL: 90/100

FIGHTING ABILITY: 10/10

SPEED: 5/10

INTELLECT: 08/10

STAMINA: 4/10

SPECIAL SKILLS:

Dangerous Criminal / Exceptional Fighting Skill

WEIGHT: 178lb

HEIGHT: 5'11

AGE: 22



JEVANTÉ LEWIS

CASTING

LEAD CHARACTER: Johnny Blaze **ACTOR:** Jonathon Mubanda

Johnny is a spiritual person who is often very conservative in his beliefs. He does not like to womanize. His mutual respects for just about everyone, makes Johnny Blaze the perfect emissary when things get too hot. His approach-ability mixed with his undeniable hard edge makes Johnny a dynamic social advantage for the Boyz N School.

Johnny is a truly sweet guy. But when he drinks, this man becomes an absolute monster. Many people know about his over the top gangster theatrics when intoxicated. With a reactive temper, Johnny becomes a storm of chaos, one that develops interesting scenarios throughout the season.

With a deep rooted love for his family, Johnny is always supporting the household. Although he works two jobs at a minimal salary, he is focused on pure legitimacy at the beginning of the season. But as he witnesses Jevante grow in power and influence, Blaze slowly emerges himself into the game. This creates a pivotal moment in the story, when Johnny Blaze becomes too hardcore for his own good.

POWER RATINGS:

HEAT LEVEL: 50/100

FIGHTING ABILITY: 6/10

SPEED: 8/10

INTELLECT: 04/10

STAMINA: 10/10

SPECIAL SKILLS:

Catalyst / Good Fighting Skill

WEIGHT: 170lb

HEIGHT: 5'10

AGE: 24

JOHNNY BLAZE

CASTING

LEAD CHARACTER: Michael Ross **ACTOR:** Joscel Hector

Michael Ross is a conservative criminal. With years of dedicated study in computer science, he is capable of hacking and developing intricate strategies.

Michael is a negative person, who is always putting others down to gain vantage like a predator. He feeds upon darkness, and although he acts disarming, this young man is a serious threat to any security system. Michael Ross isn't a very good fighter, in physical confrontations he tends to disappear at the perfect time. He can talk the talk, but when it comes down to it, Michael usually depends on Jevante to walk the walk.

Michael is awkward around most women. He rarely trusts anyone, especially a beautiful lady. His knowledge of the game is impeccable, due to many years studying the teachings of great rappers and criminals. With a strong connection to high up gangsters, Michael is very good at networking in the criminal underworld and he always finds new cutting edge ways to make money.

POWER RATINGS:

HEAT LEVEL: 70/100

FIGHTING ABILITY: 4/10

SPEED: 6/10

INTELLECT: 08/10

STAMINA: 10/10

SPECIAL SKILLS:

Genius / Poor Fighting Skills / Tactical

WEIGHT: 172lb

HEIGHT: 5'10

AGE: 23



MICHAEL ROSS

CASTING

LEAD CHARACTER: James Douglass **ACTOR:** Cuba Gooding Jr.

Professor James Douglass is a pillar in the academic community. Regarded as the most intelligent man on the teaching staff, many come to him for guidance. As the show progresses James seeks to develop a relationship with Kayodé, naturally since he is an approachable young man where as Jevanté doesn't trust Professor Douglass, and believes professor Douglass to be a 'Mark'. A man who falls prey to the bottle.

Cuba Gooding Jr. achieved film stardom thanks to his work in John Singleton's *Boyz n the Hood*; he subsequently appeared in such major films as *A Few Good Men*, *Men of Honor*, *Pearl Harbor*, *As Good As It Gets* and *American Gangster*. In 1996 he starred in Cameron Crowe's *Jerry Maguire*, which earned him an Academy Award for Best Supporting Actor.

POWER RATINGS:

HEAT LEVEL: 70/100

FIGHTING ABILITY: 4/10

SPEED: 6/10

INTELLECT: 08/10

STAMINA: 10/10

SPECIAL SKILLS:

Genius / Poor Fighting Skills / Tactical

WEIGHT: 172lb

HEIGHT: 5'10

AGE: 23

JAMES DOUGLASS

CHARACTER SUMMARIES

SEASON 1 LEAD CAST

KAYODE FATOBA

- Main Character
- Virtuous, Hard Working, and Philosophical
- Great Fighter

JEVANTE LEWIS

- Driven, Dynamic, High Level Criminal
- Phenomenal Athlete
- Exceptional Fighter

JOHNNY BLAZE

- Charismatic, Adaptable and Down to Earth
- Impressionable, follows Jevante and Kayode
- Good Fighter

MICHAEL ROSS

- Intelligent, Manipulative, has Bad Intentions
- Determined to conquer everything, Selfish
- Poor Fighter

SEASON 1 SUPPORTING CAST

PROFESSOR JAMES DOUGLASS

- Virtuous, Highly Educated, trusted in the Community
- Compulsive, will do anything to save others
- A Mentor, focused on making Young Men Better

ERICA WHITE

- Supportive, Intelligent, very obedient
- Will go to extreme lengths to save the Boyz
- In love with Jevante

ISABELLE CRUZ

- Motivated young professional
- Enjoys bringing her girlfriends out to hang out
- Very good friends with Johnny Blaze

KANE

- Hardcore, Gang Mentality
- Jevante and Kayodes older cousin
- Riteous, will always show up at the perfect time

CINDY 'PRECIOUS' PEARSON

- Positive, Well Raised, requiring Direction in Life
- Kayodes love interest in Season 1
- Resourceful, will always find a way to meet Kayode

LUCAS PRICE

- Very Wealthy, Incredible Athlete, Legend in University
- Throws massive parties throughout the seasons
- Becomes close friends with Jevante

THE DRIVER

- New Immigrant, Easy to Manipulate
- Has incredible driving ability, can sense danger
- Very happy with his life, always in a great mood

ALEKSANDR

- Suave, Handsome, talented at meeting Women
- Very impressed by the lavish lifestyle, wants to be rich
- Will do anything for the crew

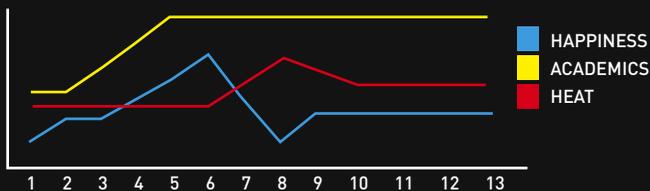
RELATIVES (x15)

- Various Middle Aged African Americans
- Caribbean in descent
- Mostly Aunts and Uncles of Kayode / Jevante

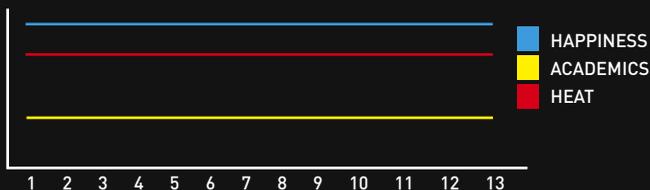
University Students (x7)

- Various Ethnicities
- Aged between 19 - 26
- All have various skills / traits

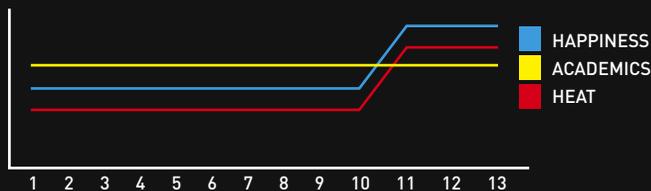
KAYODE



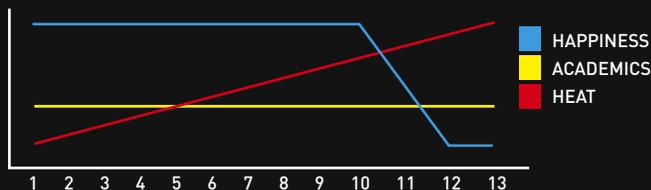
JEVANTE



MICHAEL



JOHNNY



SUPPORTING CAST FACTS

ETHNICITY: Diverse

MAJORITY AGE GROUP: 19 - 26

FACT: Each character is based on a real person

CASTING STRATEGY: To have a diverse range of supporting cast, so that the show has a much wider appeal. The Boyz attend a culturally diverse university, opening up opportunities to many situations.

SHOW STRATEGIES

SHOW ASSETS / GOALS

- Cuba Gooding Jr. remains to be a household name, who will balance this hard edge story perfectly.
- To stay true to the shows key themes of having a crime-drama within a university setting which brings our audience along for a thrilling ride through the street and party life which so many young black men get swallowed up in and die for.
- A classic story of urban America life as a young black male who must overcome overwhelming odds.

SHOW CHALLENGES

- Making a TV show which feels big while also touching on many key issues which are now plaguing both current and future generations of urban America.
- Marketplace competition from such shows as TopBoy, Power, Empire and several other urban TV shows which are slowly coming to market.
- Building strong character dynamics to increase the likability of the plot and our actors.
- Including lethal drug productions, teaching the audience how street dealers add toxic substances such as fentanyl into their concoctions.

THE BOYZ N SCHOOL

- Show them as active, capable, and badass.
- Add needed texture by showing that they bend the rules when taking out bad guys.
- Showcase his skills and ingenuity through action and fight scenes whenever possible.
- That his skills are a bit rusty also adds texture.

CREATE AN AURA OF MYSTERY AND INTRIGUE AROUND THE BOYZ

- The spotlight adds fuel to the fire which eventually leads to confrontation within the group.
- The group is a form of controlled chaos, which displays such confidence and chilled attitude in the face of terrifying danger which Jevante instigates which Kayode must always diffuser, Michael Ross is the instigator and Johnny Blaze is the catalyst.

HELPING KAYODE LEADS TO A BIGGER CONFLICT FOR JAMES DOUGLASS.

- Seeing potential and perhaps a little bit of his troubled younger self within Kayode, James Douglass begins to play more of a father figure towards Kayodes which slowly begins to take a toll on his own personal health and safety.

Boyz N School is an action-drama starring Cuba Gooding Jr. who plays a university professor who is deeply focused on molding our lead characters to use their influence for better purposes. This commitment to help takes a huge toll on his health.

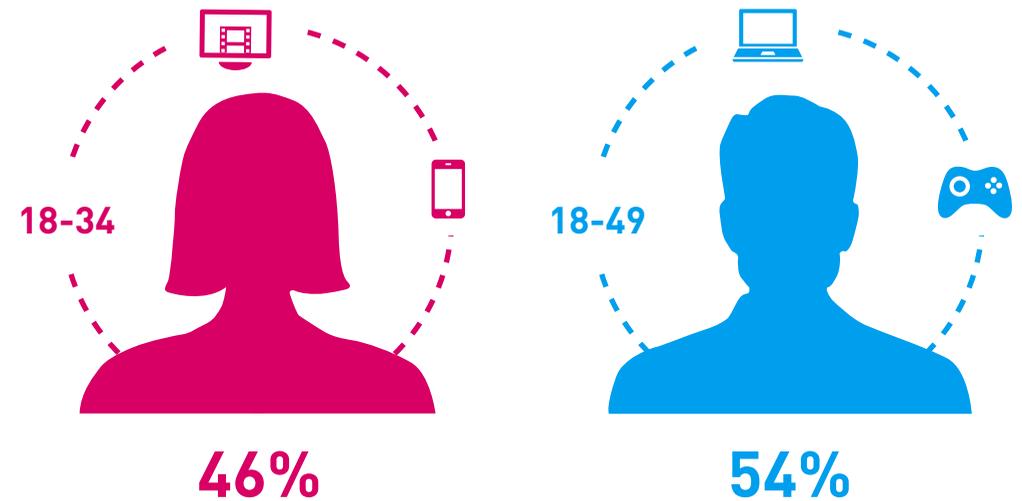
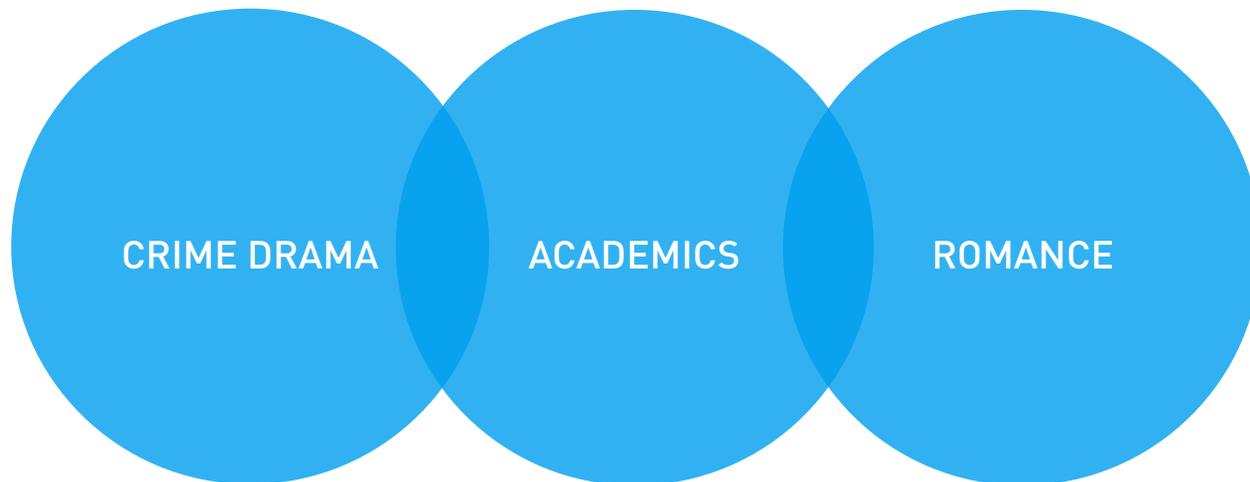
A close-up photograph of a man and a woman in a dark, intimate setting. The man is on the left, lighting a cigarette with a lighter. The woman is on the right, smiling warmly. The scene is dimly lit, with the primary light source being the flame of the lighter and the cigarette. The overall mood is romantic and sensual.

RESEARCH & POSITIONING

TARGET AUDIENCE & SEGMENTS

SHOW DEMOGRAPHICS

Based on current T.V. rated shows such as Empire and Power, we estimate that our shows demographic will have a slight advantage with males between the ages of 18 - 49 along with females between the ages of 18 - 34. Below you will find two diagrams, one which showcases our three main show overlapping segments, along with a more detailed diagram of our female and male target audiences.



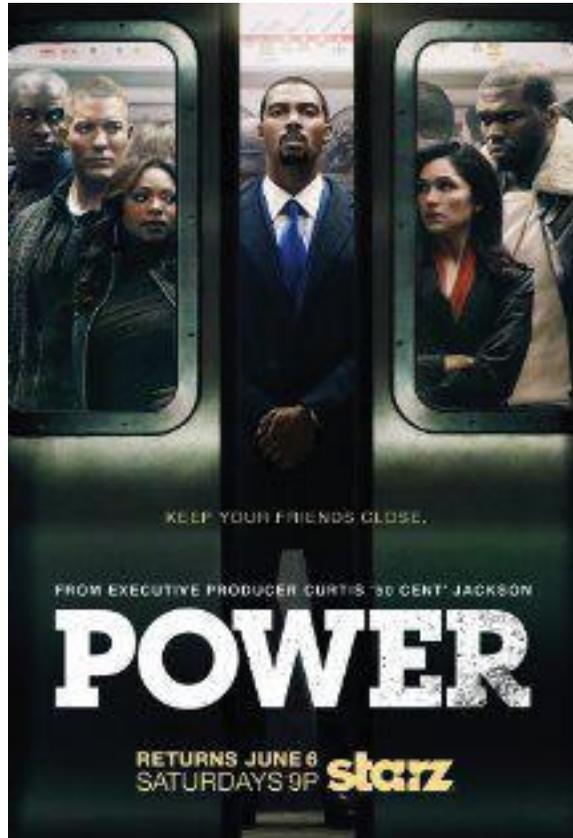
SOURCE: Rick Kissell, Variety Magazine, February 26, 2015

Positioning Boyz N School is an action-drama based on the balance between university and criminal underworld. Four young black men, trying to make more out of their lives at the most prestigious school in America.

MARKET RESEARCH

POWER

Genre: Drama **Seasons:** 2 **Runtime:** 60 minutes
Cable (Current Programming) 2014-2015 Summer Primetime



RATINGS

IMDB: Ratings: 7.9 /10 from 10,445 users

LEAD ACTORS

Omari Hardwick: Vscore rating: 62. **50 Cent:** Vscore rating: 78.

LATEST NEWS

Starz drama “Power” wrapped its second season in strong fashion last Saturday, and has become the 21-year-old premium cable network’s most popular original series on record.

The drama, which stars Omari Hardwick as a New York City nightclub owner who doubles as a drug kingpin to an elite clientele, drew **2.39 million viewers** in Nielsen’s “live plus-3” estimates, which includes both **same-night viewership (1.54 million)** and time-shifted playback done over the **next three days (850,000)**. This was **up 51%** vs. the show’s first-season finale last year (**1.59 million**) and broke the network’s “live plus-3” record set the previous week when “Power” averaged 2.29 million.

In multi-platform viewing, “Power” was averaging **6.5 million viewers per episode** through eight weeks this season — up 3% vs. the previous record holder (“Spartacus: Gods of the Arena”) and 38% greater than the show’s rookie season (**4.7m multi-platform viewers**).

SOURCE: Rick Kissell Variety Magazine, August 21, 2015 | 09:47AM PT

BREAKING PRODUCTION NEWS

“Power,” has been renewed for a third season, airs in more than 175 countries/territories worldwide. Starz retains all global distribution and home entertainment rights to the show.

ARENA

African American
Biographical
Crime
Ensemble
Serialized Drama

NETWORK / STUDIOS

Starz
CBS Television Studios
Atmosphere Entertainment
Cheetah Vision

U.S. HOUSEHOLDS REACH S1

HH Rating & Share: 0.35 / 0.56
Total Households: 503,162
A18-49: 326,432
Live +1: 788,800
Live +3: 1,224,063
Live +7: 1,331,578

* Television ratings provided by Rentrak

MARKET RESEARCH

EMPIRE

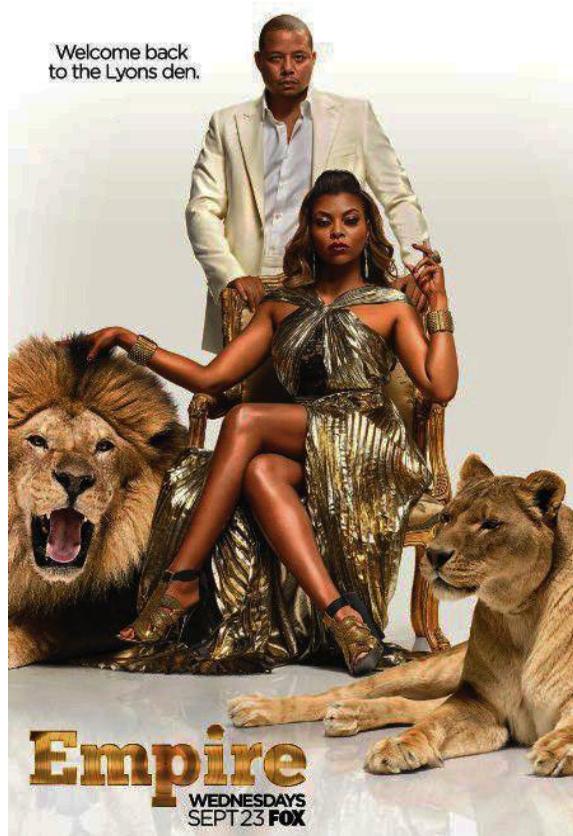
Genre: Drama **Seasons:** 2 **Runtime:** 60 minutes
Cable (Current Programming) 2014-2016 Summer Primetime

RATINGS

IMDB: Ratings: 8.0 /10 from 21,133 users

LEAD ACTORS

Terrence Howard: Vscore rating: 80. He makes \$125k per episode.



LATEST NEWS

Look back at “Empire’s” early reviews, and one sees plenty of mixed or middling appraisals. Then the show exploded commercially, enhancing the incentive to find much to analyze and appreciate, if only for the obvious traffic benefits. Why the Fox series took off – after so many similarly themed efforts didn’t – is one of those great TV mysteries, a mix of timing, casting, music and culture.

“Empire” may have been snubbed by the Television Academy when it comes to the Emmy Awards, but it won redemption from the **Television Critics Association**, winning the organization’s top prize, **Program of the Year**. In winning program of the year, “Empire” edged out “Game of Thrones,” “Mad Men,” “The Americans” and “Transparent.”

SOURCE: Debra Birnbaum, Variety Magazine, August 8, 2015

INTERESTING PRODUCTION FACT

The show “Empire” was originally set up at FOX, then HBO and was in Broadcast Network (Development) since Fall 2002-2003.

SOCIAL REACH

Facebook: 3,384,889 Total Likes with 225,402 people currently talking.

Twitter: 663,000 follows, 15,000 tweets with 3,589 Likes.

Instagram: 1.4m following with 808 posts.

ARENA

African American
Musical
Ensemble
Serialized Drama

NETWORK / STUDIOS

20th Century Fox Television
Imagine Television

U.S. HOUSEHOLDS REACH S2

HH Rating & Share: 5.58 / 7.68

Total Households: 5,529,512

A18-49: 3,856,623

Live +1: 9,026,537

Live +3: 10,922,297

Live +7: 10,922,297

* Television ratings provided by Rentrak for Season #2, Episode, True Love Never which Air date was 11/11/2015

MARKET RESEARCH

ENTOURAGE

Genre: Comedy **Seasons:** 8 **Runtime:** 30 minutes
Cable (Current Programming) 2004-2011 Summer Primetime



RATINGS

IMDB: T.V. Ratings: 8.6 /10 from 127,612 users

LEAD ACTORS

Jeremy Piven: Vscore rating: 72. **Adrian Grenier:** Vscore rating: 59.

SHOW LOGLINE

A comedy series that goes behind the scenes of the Hollywood service industry, including assistants, publicists, accountants, drivers, etc. by following the life of a movie star's support staff.

INTERESTING PRODUCTION FACT

The creators of the T.V. show "Entourage" financed a movie in 2014 as Vincent Chase, together with his boys, are back in business with super agent-turned-studio head Ari Gold. Based on the award-winning hit HBO series.

MOVIE BUDGET: \$30m **DOMESTIC:** \$32,363,404 **WORLDWIDE BOX OFFICE:** \$48,845,184
IMDB: Movie Ratings: 8.6 /10 from 127,612

SOCIAL REACH FOR MOVIE / TV SHOW

Facebook: 46,484 Total Likes with 509 people currently talking.

Twitter: 100,000 follows, 5,600 tweets

Instagram: 89,000 following with 377 posts.

ARENA

Single Camera Comedy

NETWORK / STUDIOS

HBO Original

Warner Bros. Pictures

RatPac-Dune Entertainment

U.S. HOUSEHOLDS REACH S8

HH Rating & Share: 0.75 / 1.08

Total Households: 1,014,160

A18-49: 635,179

Live +1: 1,193,410

Live +3: 1,349,946

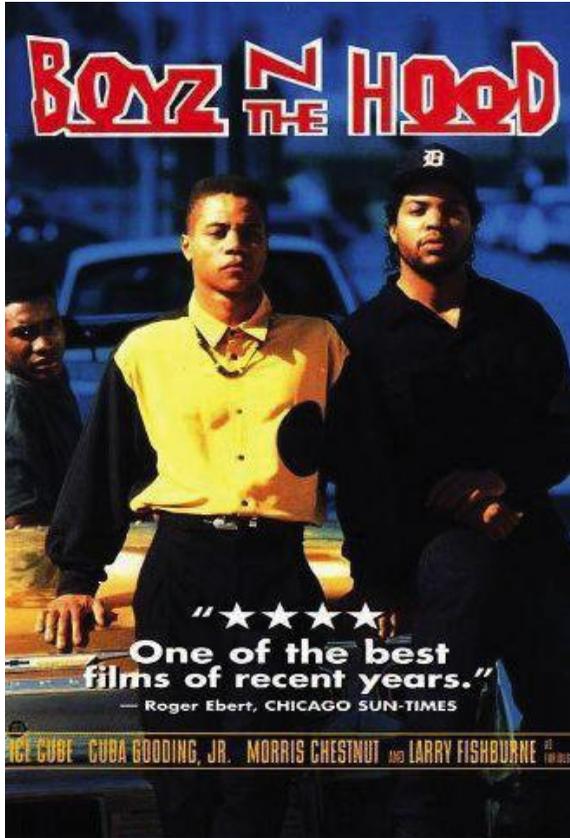
Live +7: 1,392,228

* Television ratings provided by Rentrak for Season #8, Episode, The End which Air date was 9/11/2011

MARKET RESEARCH

BOYZ N THE HOOD

Film Genre: Drama Runtime: 112 mins



LEAD ACTORS

Laurence Fishburne: Vscore rating: 73. Ice Cube: Vscore rating: 83 Cuba Gooding: Vscore rating: 83.

MOVIE LOGLINE

A high school student living in South Central Los Angeles sets his sights on a college scholarship, but gets sucked into his community's world of drugs and violence.

INTERESTING FACT

FX network is getting into business with Oscar-winning producer John Singleton, ordering his drama pilot "Snowfall." John was of course the Director of Boyz N the Hood. The one-hour drama will be set in Los Angeles in 1981 against the infancy of the crack cocaine epidemic and its impact on the culture.

MOVIE BUDGET: \$6.5m **WORLDWIDE BOX OFFICE:** \$60m **RENTALS:** 26.7M (USA)

Academy Awards:

Best Writing, Screenplay Written Directly for the Screen - John Singleton (Nominated)
Best Achievement in Directing - John Singleton (Nominated)

ARENA

African American
Crime

NETWORK / STUDIOS

Columbia Pictures

OPENING WEEKEND

\$10,023,462 (USA)
[14 July 1991] [829 Screens]

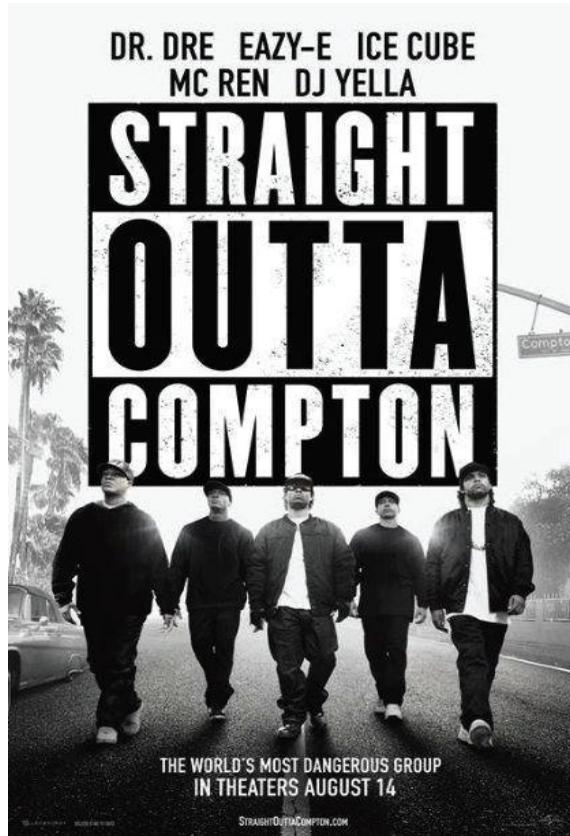
RATINGS

IMDB: Ratings: 7.8 /10 from
87,836 users

MARKET RESEARCH

STRAIGHT OUTTA COMPTON

Film Genre: Drama Runtime: 147 mins



LEAD ACTORS

O'Shea Jackson Jr: Vscore rating: 27. **Corey Hawkins:** Vscore rating: 63. **Jason Mitchell:** Vscore rating: 68.

MOVIE LOGLINE

The story of the rise and fall of the Compton, Calif.-based group NWA. Set in the mid-1980s, five young men translated their experiences growing up on the streets of Compton, California into brutally honest music that rebelled against abusive authority and gave an explosive voice to a silenced generation.

The biopic about rap group N.W.A debuted to a blistering **\$56.1 million** this weekend in 2,757 theaters, surpassing "American Pie 2" to become the **biggest-ever** August debut for an R-rated movie.

SOURCE: Brent Lang, Variety Magazine, August 16, 2015

INTERESTING PRODUCTION FACT

The film's opening weekend crowd was 52% female, 51% under the age of 30, 46% African-American, 23% Caucasian, 21% Hispanic and 4% Asian.

MOVIE BUDGET: \$25m **DOMESTIC:** \$161,058,685 **FOREIGN:** \$38,809,803

SOCIAL REACH

Facebook: 2,727,993 Total Likes with 25,949 people currently talking.

Twitter: 48.7k follows, 342 tweets with 629 Likes.

Instagram: 154,000 following with 199 posts.

ARENA

Period Piece
Musical
Biographical

NETWORK / STUDIOS

Universal Pictures
Legendary Entertainment
(Financier)
New Line Cinema
Cube Vision
Crucial Films
Broken Chair Flickz

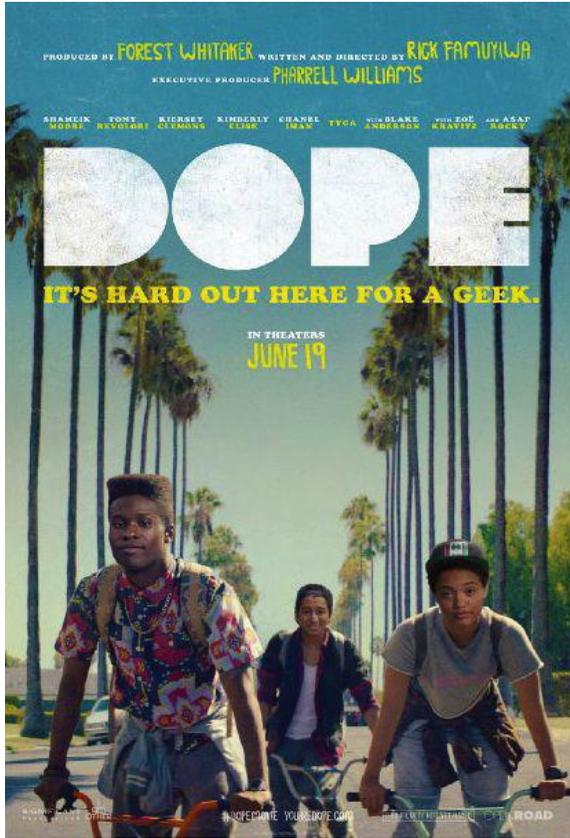
RATINGS

IMDB: Ratings: 8.1 /10 from 54,082 users

MARKET RESEARCH

DOPE

Film Genre: Drama **Runtime:** 115 mins



RATINGS

IMDB: Ratings: 7.3/10 from 24,745 users

LEAD ACTORS

Shameik Moore: Vscore rating: 47. **Kiersey Clemons:** Vscore rating:

MOVIE LOGLINE

Malcolm Adekanbi, a geek living in a tough neighborhood in Los Angeles, gets caught in the crossfires of a drug buy gone bad.

INTERESTING PRODUCTION FACT

Dope is a 2015 American crime comedy-drama film written and directed by Rick Famuyiwa and starring Shameik Moore, Tony Revolori, Kiersey Clemons, Kimberly Elise, Chanel Iman, Tyga, Blake Anderson, Zoë Kravitz, and A\$AP Rocky. The film was produced by Forest Whitaker, executive produced by Pharrell Williams, and co-executive produced by Sean Combs.

Dope debuted in the U.S. Dramatic Competition category at the 2015 Sundance Film Festival, which started on January 22, 2015 in Park City, Utah.[]

MOVIE BUDGET: \$700,000k **DOMESTIC:** \$17,506,470 **FOREIGN:** \$743,019k

SOCIAL REACH

Facebook: 173,473 Total Likes with 2,117 people currently talking.

Twitter: 15.4k follows, 1,346 tweets with 1,259 Likes.

Instagram: 31.8k following with 298 posts.

ARENA

Crime
Drama

NETWORK / STUDIOS

Significant Productions
IamOTHER Entertainment
Revolt Films

OPENING WEEKEND

\$6,100,010 (USA)
[21 June 2015] (2002 Screens)



UNDERSTANDING OUR MARKET

UNDERSTANDING OUR MARKET

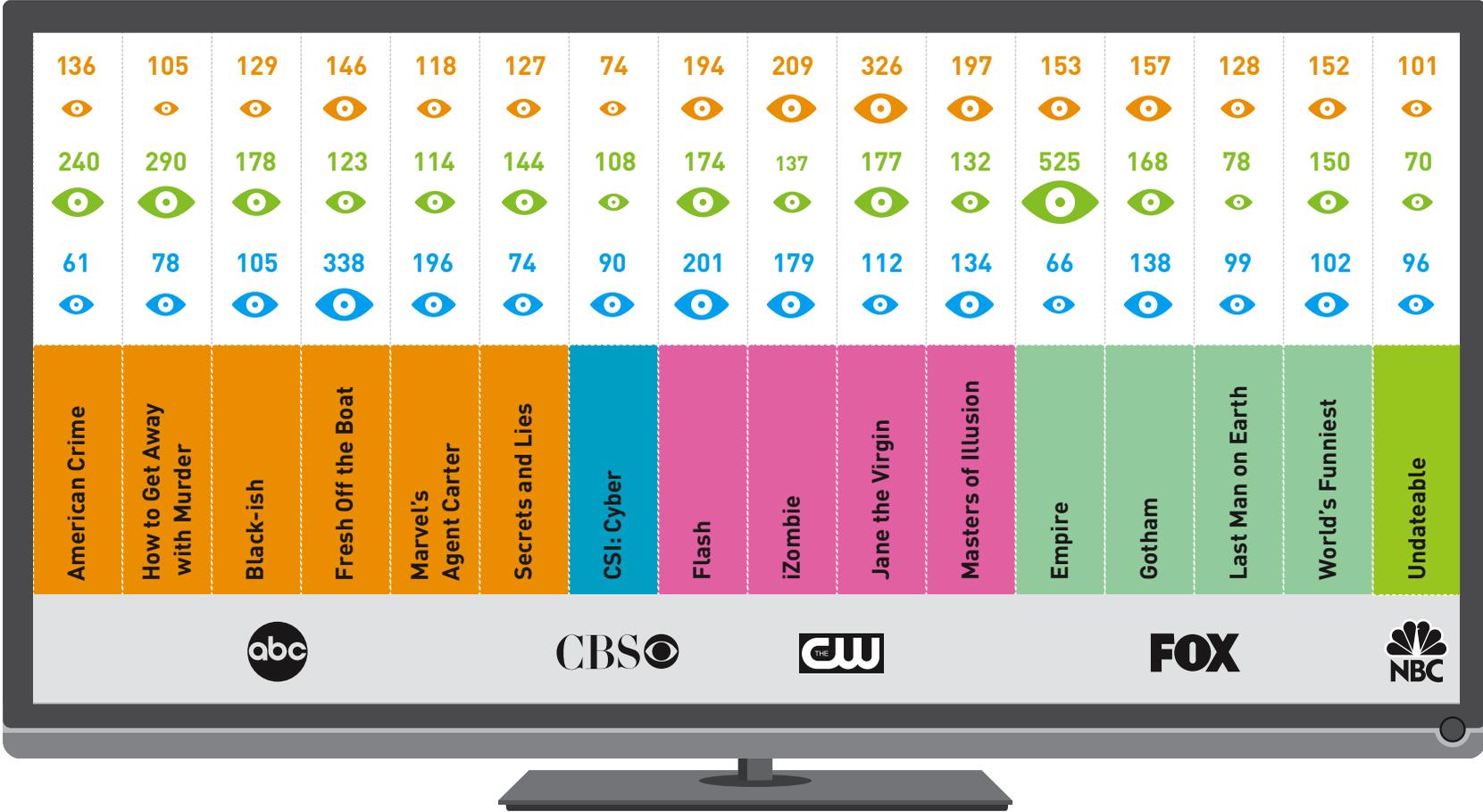
NEW SERIES SUCCESSES DRIVEN BY MULTICULTURAL AUDIENCES

With traditional TV viewing being challenged by on demand video sources, it's more important than ever for the major networks to foster content that appeals to a diverse audience. The 2014-15 season proved that diversity works – 16 of the 23 broadcast series that have confirmed renewals for 2016 over-in-dex among one or more multicultural audience groups.

2015-16 SERIES RENEWALS AUDIENCE COMPOSITION, INDEXED TO BROADCAST PRIME AVERAGE

-  Hispanic Index
-  African American Index
-  Asian Household Index

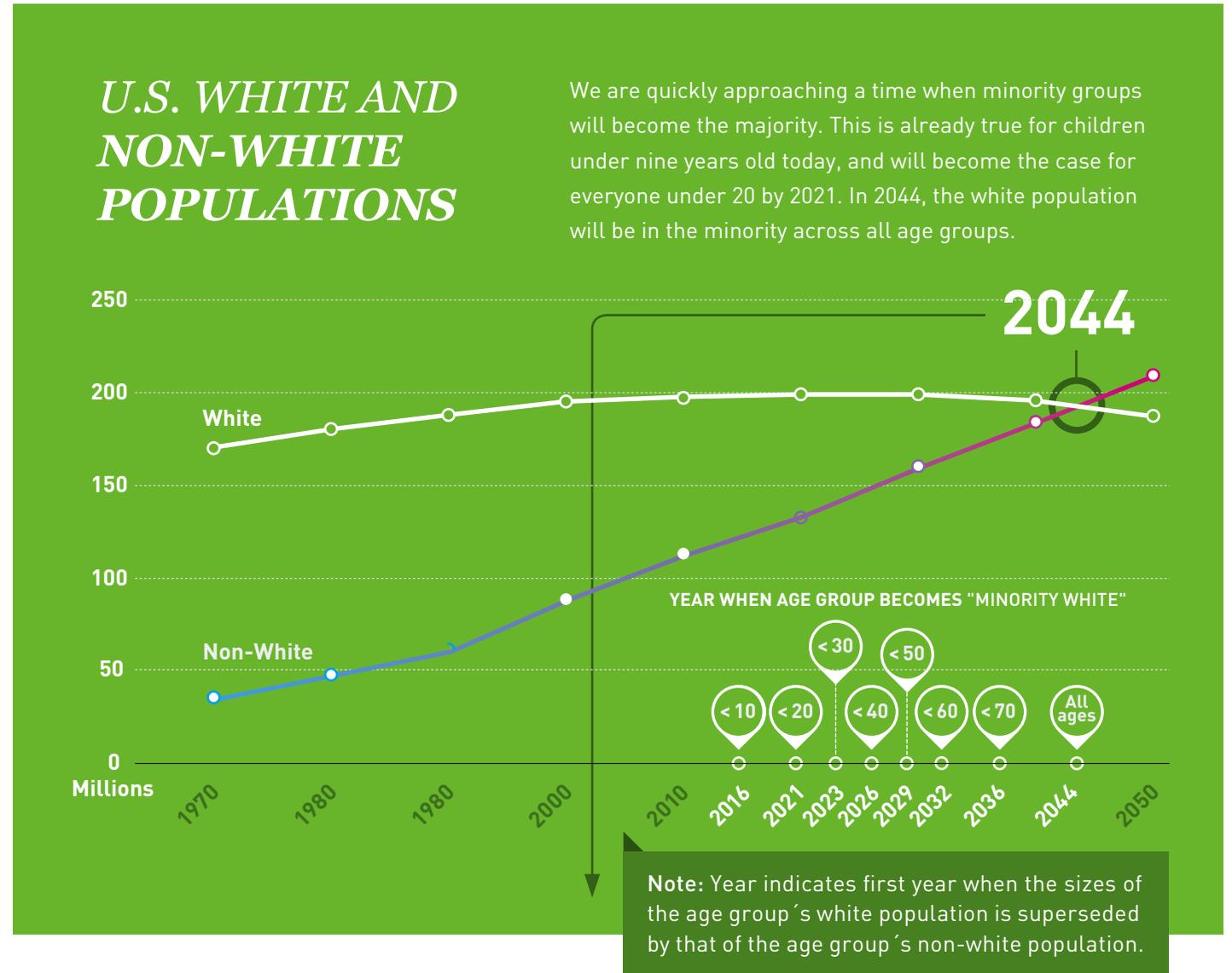
Sources: Nielsen



UNDERSTANDING OUR MARKET

U.S. WHITE AND NON-WHITE POPULATIONS

1. By 2020, the white population will become the minority among kids and teens, and by 2044, this will be true of all age groups.
2. The audience makeup of a given medium is not necessarily reflective of the population; being aware of those differences can help with targeting.
3. 16 of the 23 primetime freshman series that were renewed by the broadcast networks this year over-index among one or more multicultural groups.
4. The use of over-the-top video devices connected to TV sets has increased among all US TV viewers, but Asian Americans have shown the most dramatic surge.
5. Smartphone penetration is higher among multicultural audiences than WhiteNon-Hispanics, and heavy multicultural consumers use them more often and for longer periods of time.



UNDERSTANDING OUR MARKET

VIDEO CONSUMPTION, TOTAL PERSONS



Live TV

While live TV is down across the board, African Americans continue to watch far more than any other audience group—63 hours more per month than the US average.



Game Consoles

Monthly time spent with game consoles increased by an hour among Hispanics between 4Q13 and 4Q14—a 12% bump. Asian Americans were close behind with an 11% increase. Comparatively, the US average was 5%.



OTT Devices

While the use of over-the-top video devices has grown across the board, Asian Americans showed the most dramatic increase in time spent over the course of a year, amounting to almost three hours per month.



Time Shifted TV

Asian Americans were the only audience for which time shifted TV viewing declined in fourth quarter 2014 as they seek out streaming on demand sources.



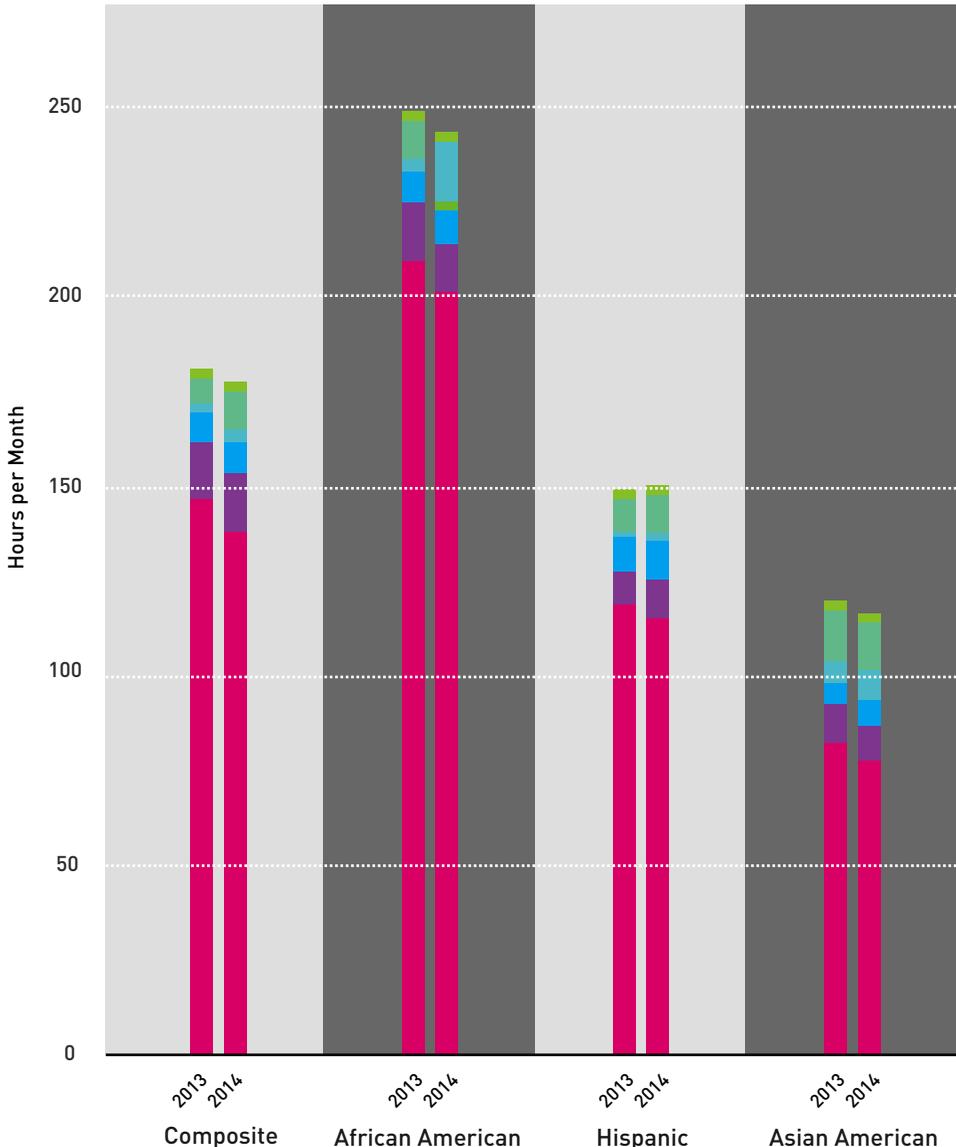
Live TV

Despite a general shift toward use of mobile devices—streaming on PCs continues to grow among most viewers. Time spent among African Americans grew by 5.6 hours between 4Q13 and 4Q14, while use among Asian Americans actually declined by a little over an hour.

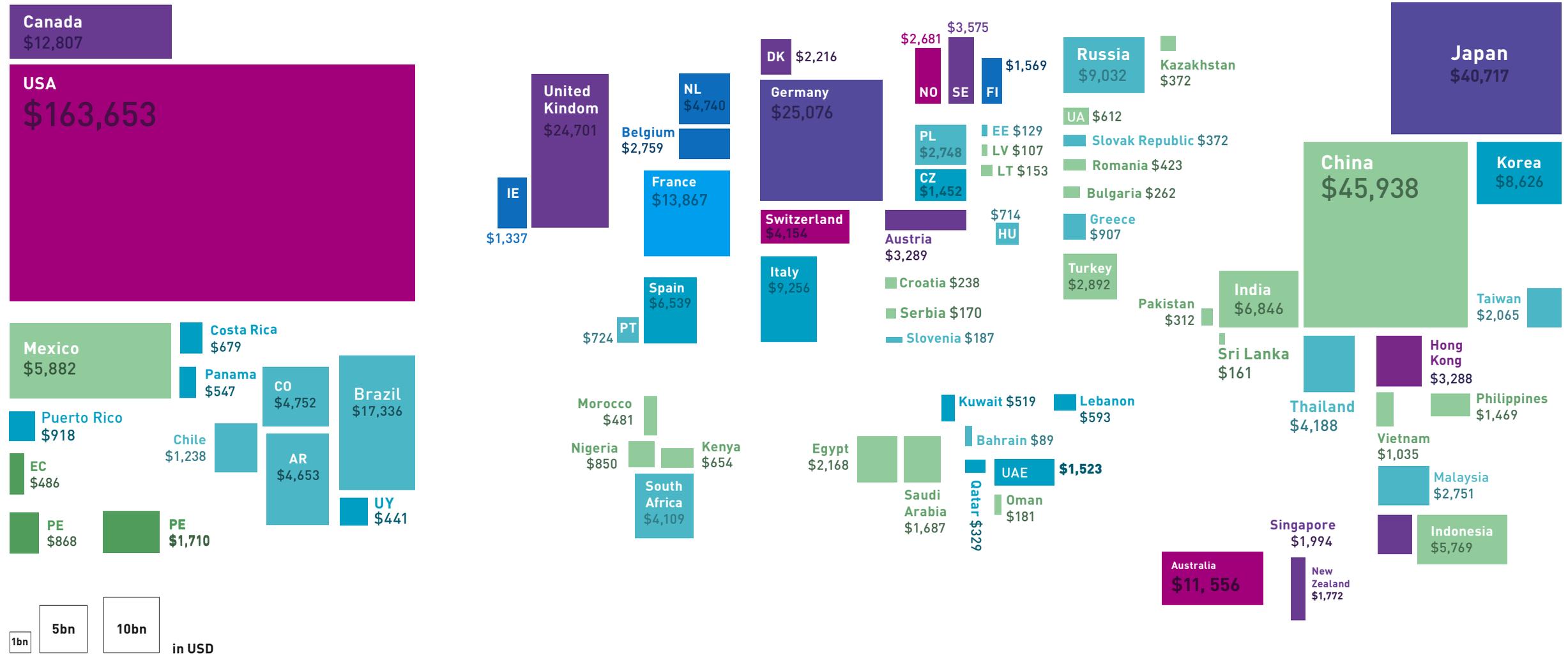


Smartphone Streaming

African Americans, Hispanics, and Asian Americans all spend more time streaming to their smartphones than the US average.



THE GLOBAL ADVERTISING MARKET 2014



Reading this map: the size of each country is proportional to advertising spending in billion USD; the color reflects the level of spend per capita, akin to the intensity of advertising pressure: green is very low (less than \$50), red is very high (\$400 and more). This map reveals that the US alone represents a third of global advertising market while some large countries by surface or population, like India or Russia, remain largely underdeveloped.



MARKETING STRATEGY

OUTREACH: DOMESTIC MEDIA WEBSITES

BROAD/ADULT ENTERTAINMENT

Below is a list of companies which we are looking to partner up with for the TV Show Launch with both press and or video content support.



FEMALE LIFESTYLE

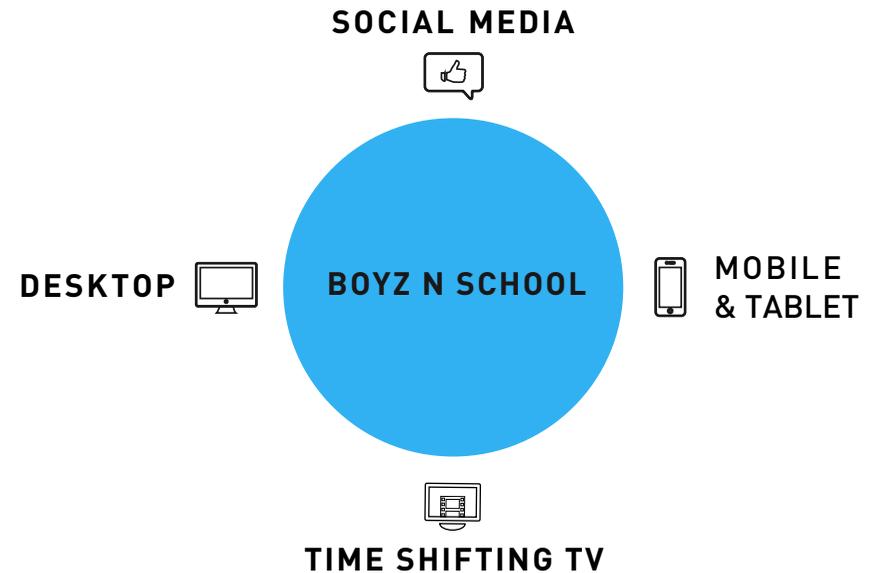


MALE LIFESTYLE



SEARCH / SOCIAL & TICKETING

Below is a list of companies which we are looking to partner up with for search, social, tracking and ranking support.



Combinded over 150 Million users per month.

TV SHOW MUSIC VIDEO PARTNERSHIP

LAUNCH WITH THE SOCIAL POWER OF DRAKE



34.2M 24.5M

16.7M 4.1M

176,684,400 52.1%
YOUTUBE VIEWS FROM THE LAST 30 DAYS

398,946 7.1%
NEW SUBSCRIBERS FOR THE LAST 30 DAYS

\$673.2K - \$10.8M
ESTIMATED YEARLY EARNINGS ON YOUTUBE

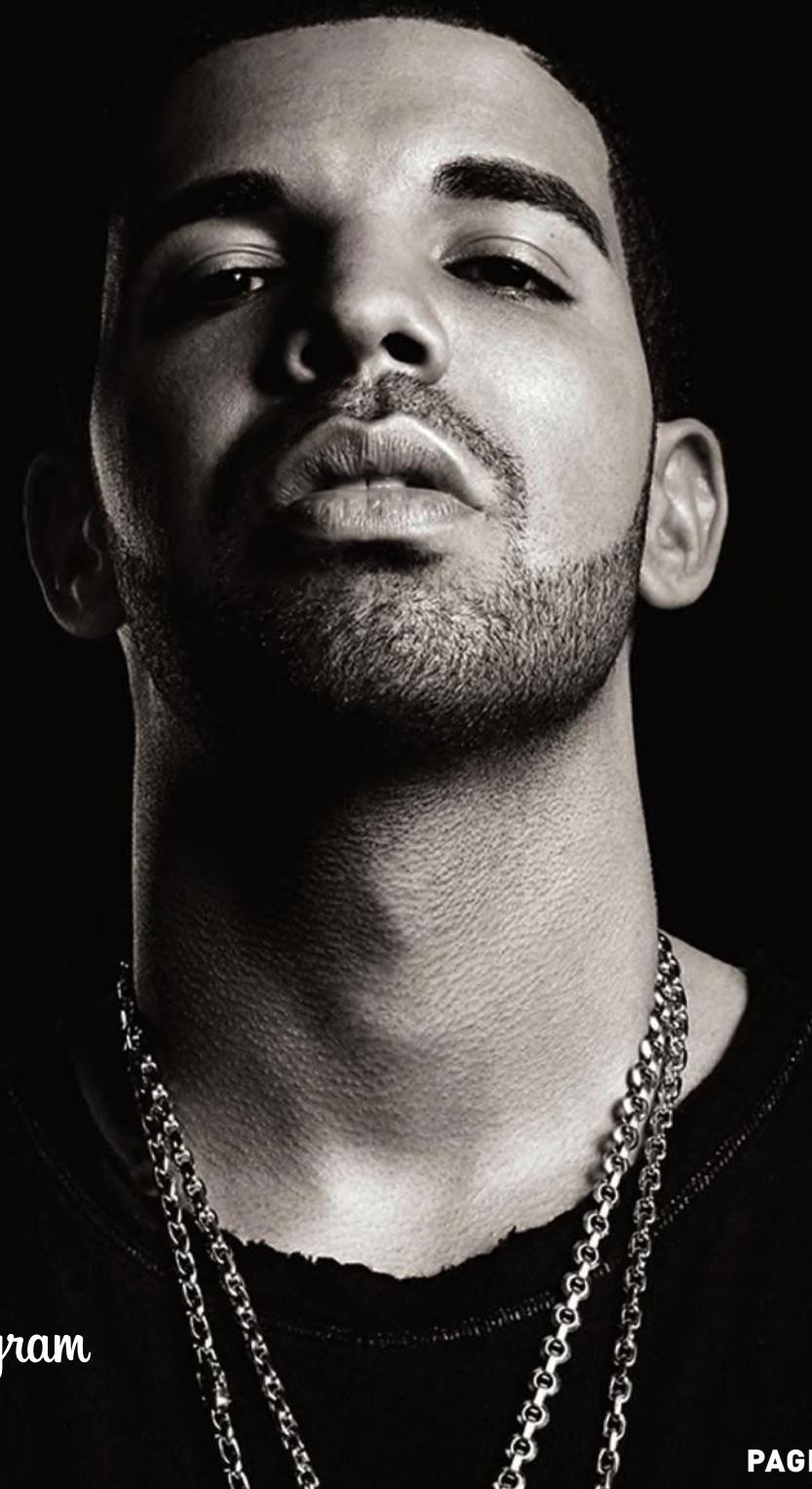
157,079 Social Mentions
SOCIAL MENTIONS IN THE LAST 30 DAYS

Vscore Rating: 82/100
GENERATED \$652,212,350 IN TV/FILM

1,367,088,974 TOTAL VIEWS TO-DATE ON YOUTUBE

TV SHOW BRANDED DRAKE MUSIC VIDEO ALIGNMENT WITH SUPPORTED PAID DIGITAL MEDIA

The story of the rise and fall of the Compton, Calif.-based group NWA. Set in the mid-1980s, five young men translated their experiences growing up on the streets of Compton, California into brutally honest music that rebelled against abusive authority.





DISTRIBUTION & SALES

CONTACT

For all inquiries please contact the Executive Producer directly at the following phone number or email address.

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EXECUTIVE PRODUCER



INSIDE | Key Staff

Black America has established working relationships with big names within the Los Angeles and Hollywood, Film and Television industry. We are able to work with some of the best actors in the world, because of our staff, and writers for this project.

Producers



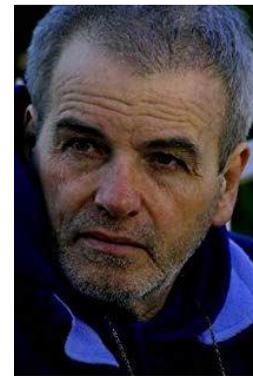
— Rosanne Milliken

Rosanne Milliken has built a career on producing movies that are both entertaining and profitable. She has worked as a Producer or Executive in Charge on over 50 films and television productions, and is best known for Tucker & Dale vs. Evil, Superbabies: Baby Geniuses 2, and School of Life starring Ryan Reynolds. She has received numerous awards and all of her productions have been profitable, averaging a 55% return for investors.



— Scott Bailey

Scott Bailey is first and foremost a businessman, with a successful track record of taking projects from inception through to their profitable conclusion. He offers invaluable experience and expertise and a vast network of contacts developed during a career spanning 30+ years working throughout the Americas, Europe and Asia. Prior to entering film and television production, he worked at Kodak Digital Imaging and Motion Picture for 10 years engineering large-scale enterprise digital solutions.



Writer - Bobby Moresco

Robert (Bobby) Moresco, is an academy award winning writer, producer and director. He is recognized for awards, and as an elite writer in Hollywood, California. Bobby is available for meetings in Los Angeles and also Vancouver, B.C.

More information about Bobby, on the following page.

Producer (13 credits)	Hide	Writer (11 credits)	Hide
I Hate You (Short) (executive producer - as Robert Moresco) (<i>completed</i>)	2015	Charlie Lucky Luciano (screenplay - as Robert Moresco) (<i>pre-production</i>)	
100 Code (TV Series) (executive producer - 3 episodes)	2015	Lamborghini (as Robert Moresco) (<i>filming</i>)	2019
- The Cop that Hugs (2015) ... (executive producer)		Bent (screenplay by)	2018/I
- The First Blush (2015) ... (executive producer)		100 Code (TV Series) (developed by - 12 episodes, 2015) (teleplay by - 11 episodes, 2015) (story - 1 episode, 2015)	
- Pilot (2015) ... (executive producer)		- Everytime You Think You're Winning (2015) ... (creator) / (teleplay by)	
Conversations with Artists (Documentary) (executive producer - as Robert Moresco)	2010	- Still Living After All (2015) ... (creator)	
Crash (TV Series) (co-executive producer - 21 episodes, 2008 - 2009) (executive producer - 5 episodes, 2008)		- Secrets (2015) ... (creator) / (teleplay by)	
- Los Angeles (2009) ... (co-executive producer)		- The Deep Heart's Core (2015) ... (creator) / (teleplay by)	
- Alone Again Or... (2009) ... (co-executive producer)		- Nobody Sleeps (2015) ... (creator) / (teleplay by)	
- Calm Like a Bomb (2009) ... (co-executive producer)		Show all 12 episodes	
- Master of Puppets (2009) ... (co-executive producer)		The Black Donnellys (TV Series) (creator - 13 episodes, 2007) (written by - 3 episodes, 2007)	
- Endangered Species (2009) ... (co-executive producer)		- Easy Is the Way (2007) ... (creator)	
Show all 26 episodes		- The Black Drop (2007) ... (creator)	
Adventures in Appletown (Video) (producer - as Robert Moresco)	2008	- Wasn't That Enough? (2007) ... (creator)	
Left Behind: The Story of the New Orleans Public Schools (Documentary) (executive producer - as Robert Moresco)	2008	- When the Door Opens (2007) ... (creator) / (written by)	
The Prince and the Pauper: The Movie (Video) (executive producer - as Robert Moresco)	2007	- All of Us Are in the Gutter (2007) ... (creator)	
The Black Donnellys (TV Series) (executive producer - 13 episodes)	2007	Show all 13 episodes	
- Easy Is the Way (2007) ... (executive producer)		10th & Wolf (written by)	2006
- The Black Drop (2007) ... (executive producer)		Crash (screenplay)	2004/I
- Wasn't That Enough? (2007) ... (executive producer)		One Eyed King (as Robert Moresco)	2001
- When the Door Opens (2007) ... (executive producer)		Falcone (TV Series) (developed for television by - 1 episode, 2000) (teleplay by - 1 episode, 2000)	
- All of Us Are in the Gutter (2007) ... (executive producer)		- Windows (2000) ... (creator - as Robert Moresco) / (teleplay by - as Robert Moresco)	
Show all 13 episodes		Millennium (TV Series) (writer - 2 episodes)	1997
Million Dollar Baby (co-producer)	2004	- Broken World (1997) ... (writer - as Robert Moresco)	
Crash (producer)	2004/I	- Covenant (1997) ... (writer - as Robert Moresco)	
Falcone (TV Series) (executive producer - as Robert Moresco)	2000	EZ Streets (TV Series) (1 episode) (writer - 3 episodes, 1997)	
Millennium (TV Series) (co-producer - 44 episodes)	1996-1998	- One Acquainted with the Night (1997) ... (writer - as Robert Moresco)	
- The Time Is Now (1998) ... (co-producer - as Robert Moresco)		- A Terrible Beauty (1997) ... (writer - as Robert Moresco)	
- The Fourth Horseman (1998) ... (co-producer - as Robert Moresco)		- A Great or Little Thing ... (writer - as Robert Moresco)	
- Somehow, Satan Got Behind Me (1998) ... (co-producer - as Robert Moresco)		- Icarus Ascending ... (as Robert Moresco)	
- A Room with No View (1998) ... (co-producer - as Robert Moresco)			
- Anamnesis (1998) ... (co-producer - as Robert Moresco)			
Show all 44 episodes			
EZ Streets (TV Series) (co-producer - 10 episodes)	1996-1997		
- A Ceremony of Innocence (1997) ... (co-producer - as Robert Moresco)			
- On the Left Side of the Angel (1997) ... (co-producer - as Robert Moresco)			
- One Acquainted with the Night (1997) ... (co-producer - as Robert Moresco)			
- Every Dog Has Its Day (1997) ... (co-producer - as Robert Moresco)			
- St. Jude Took a Bullet (1997) ... (co-producer - as Robert Moresco)			
Show all 10 episodes			

Won 1 Oscar. Another 19 wins & 8 nominations. [See more awards »](#)

Known For



Crash
Producer
(2004)



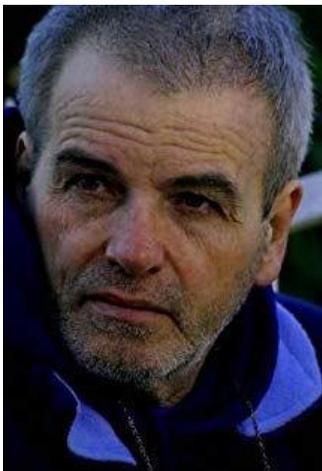
Million Dollar Baby
Producer
(2004)



100 Code
Producer
(2015)



10th & Wolf
Writer
(2006)



Writer - Bobby Moresco

Academy Award winning writer, director and producer Bobby Moresco started out as an actor in New York City, where he was raised in the Hell's Kitchen district of Manhattan, three blocks and a world away from Broadway.

After studying acting with the widely respected Wynn Handman and Peggy Fuery, founders of The American Place Theatre and Loft Theatre, respectively, Moresco opened The Actor's Gym in New York and then moved the company to Los Angeles in 1978. Still running today, with locations in LA and NY, the "Gym" specializes in developing new work for stage, film and television. The work created there has gone on to Broadway and garnered many awards including Emmys, Oscars and Golden Globes.

Throughout the '90s, Moresco focused much of his time on creating, writing and producing for television. Notable projects included Millenium, which earned him a Genesis Award, and EZ Streets, in 1996, which won the "Viewers for Quality Television Award" for best program of the year, as well as being named one of the best television shows of all time as recently as 2008. In 1998, he co-created and executive produced the critically acclaimed series Falcone, and was nominated for two Emmy Awards. In 2007, Moresco returned to television with The Black Donnelly's, co-creating and executive producing the series for NBC starring Jonathan Tucker and Olivia Wilde.

Moresco's latest television work includes The Hundred Code, a series he's created for Kanal 5 in Sweden that began production in April of 2014. Bobby directed the first three episodes of the season. He also recently wrote Whitey, a four hour movie event about the rise and fall of Boston's infamous Whitey Bulger, for Aslyum Entertainment and Spike TV. Whitey is Spike Network's first scripted mini-series. In 2013, Bobby also sold Petrosino, a ten hour mini-series about the true story of New York City's first Italian police officer and his heroic battle to stop the American Mafia in its infancy, to FOX.

Moresco's stage work includes writing and directing over 30 plays Off and Off-Off Broadway and fulfilling a childhood dream, he directed Colin Quinn in "An Irish Wake" at the Helen Hayes on Broadway.

On the big screen, Moresco co-wrote and produced the breakout film of 2004, CRASH. The drama directed by Paul Haggis and starring an ensemble cast including Don Cheadle, Matt Dillon, Sandra Bullock, Brendan Fraser, Ryan Phillippe, Thandie Newton and Ludacris, was released by Lions Gate Films on May 6, 2004. In 2005, at the 78th Academy Awards®, Moresco and Haggis were awarded an Oscar for co-writing the film. In addition to winning in the Original Screenplay category, CRASH won additional Oscars for Best Picture and Achievement in Editing. Moresco also received the WGA, Bafta and Critic's Choice awards for his work on the screenplay.

Moresco's other features include, MILLION DOLLAR BABY (2005 Academy Award Winner for Best Picture), which he co-produced and developed with Paul Haggis; and 10TH & WOLF, his directorial debut starring James Marsden, Giovanni Ribisi. He also wrote Intimidation, which he will be producing with Mark Harris. It is set to be directed by Todd Field for Nikkatsu Studios, slated for the first quarter of 2015.

CRASH, the film, served as the inspiration for the television series, also entitled Crash on the Starz Network. Moresco executive produced the first season, in addition to directing two episodes. The series starred Dennis Hopper, Eric Roberts, Ross McCall, and Jocko Sims, among others.

Staying true to his independent spirit, Bobby recently wrote, and is attached to direct, "The Harbor" a neo-noir piece set in New Orleans.

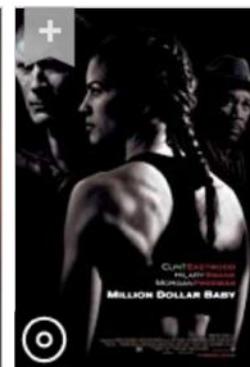
Bobby lives with his wife, Barbara, in Los Angeles.

Won 1 Oscar. Another 19 wins & 8 nominations. [See more awards »](#)

Known For



Crash
Producer
(2004)



Million Dollar Baby
Producer
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10th & Wolf
Writer
(2006)