



The Love Story:
Associate Producer Program

2017-2018

Why We Do This:

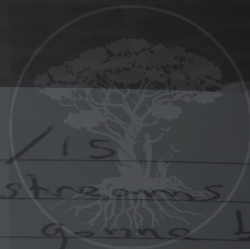


Suicide among women of all age groups continues to rise every year and particularly young women ages 10-14 had the largest rate increase, 200 percent, during 1999-2014. For many experts, rising suicide is the byproduct of a society that doesn't address mental illness with compassion or understanding.*

Journaling, Journalism, & The Heroine's Journey

ZEN

- Pitch
- Production
- Publish

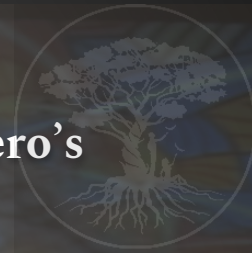


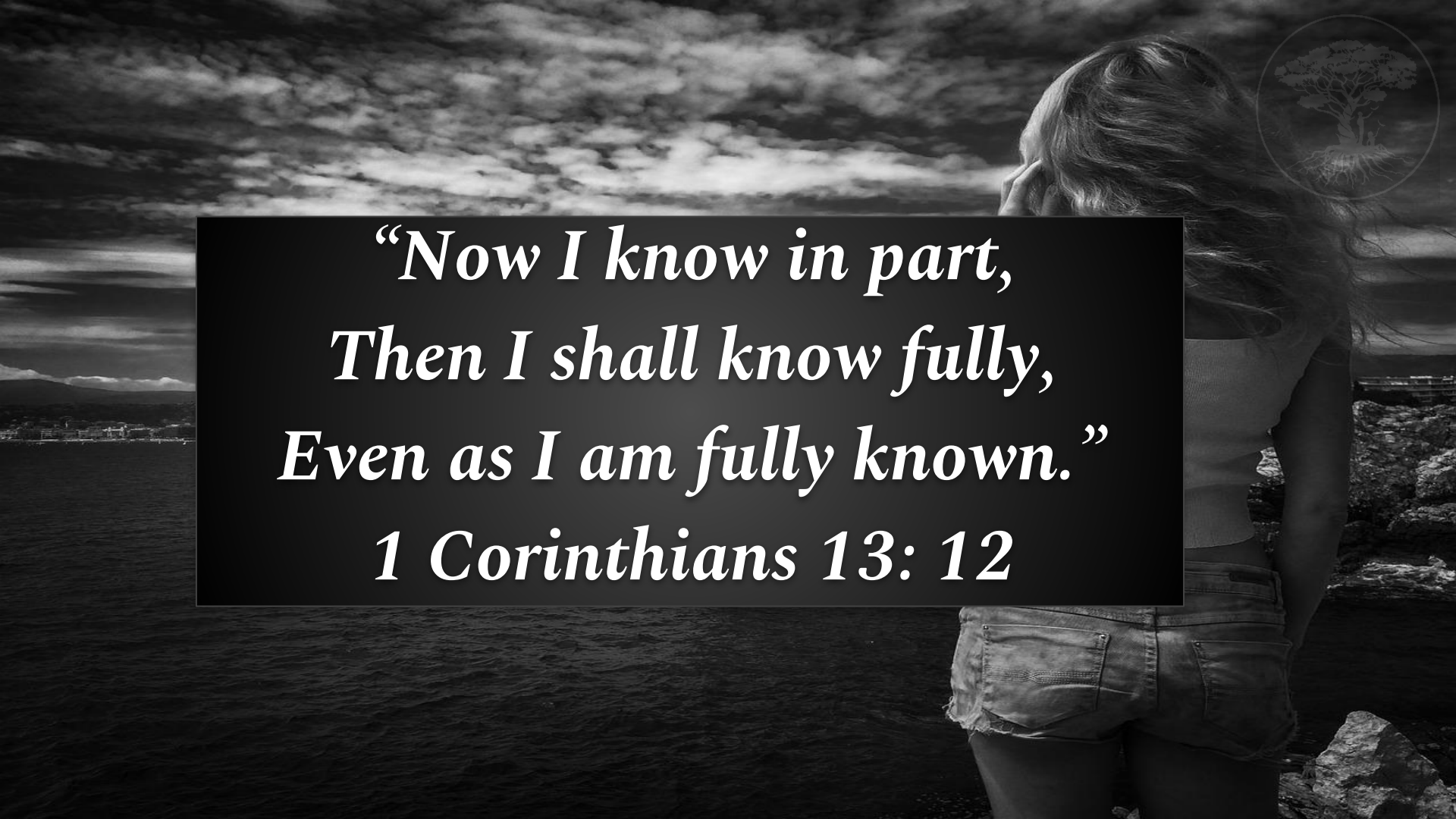
- 1/20/15

Dicki is going ballistic on volcanic streams right now. I have a feeling this song is gonna be a beast. We are in the first pre-liminary sessions, yesterday that I brought it and brought need a 1/4 song and to just had an idea about a volcano streaming lava in all that chaos, huge heat, everything in it. Then there is a single tree that continues to stand in the How I feel right now with civilization clash, world hunger, world hunger, corporate greed etc all streaming down the mountain and a single tree just hangin out. I want to be political without being political.

7 Modules

1. Know Thyself, The Hero's Pursuit
2. The Art of Interviewing
3. The Art of Pitching
4. The Art of Asking
5. The Craft of Production
6. The Craft of Post-Production
7. The Adventure Journal





*“Now I know in part,
Then I shall know fully,
Even as I am fully known.”
1 Corinthians 13: 12*



Module 1 *The Heroine's Pursuit*

In this module, we will be facilitating clients to discover what their creative expression may be. This will also give them an idea of what artists they want to interview later down the line (i.e. welder, entrepreneur, pastor, musician, painter, etc.).





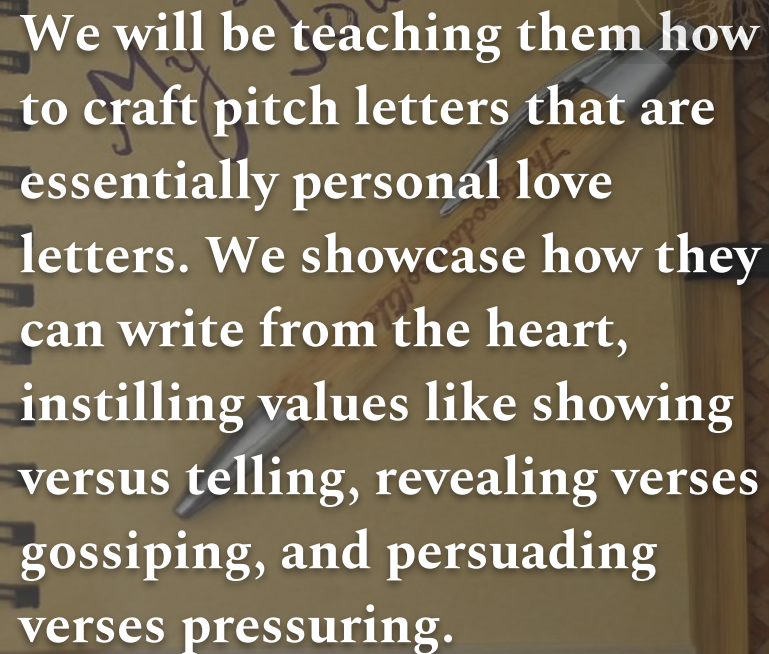
Module 2

The Art of Interviewing

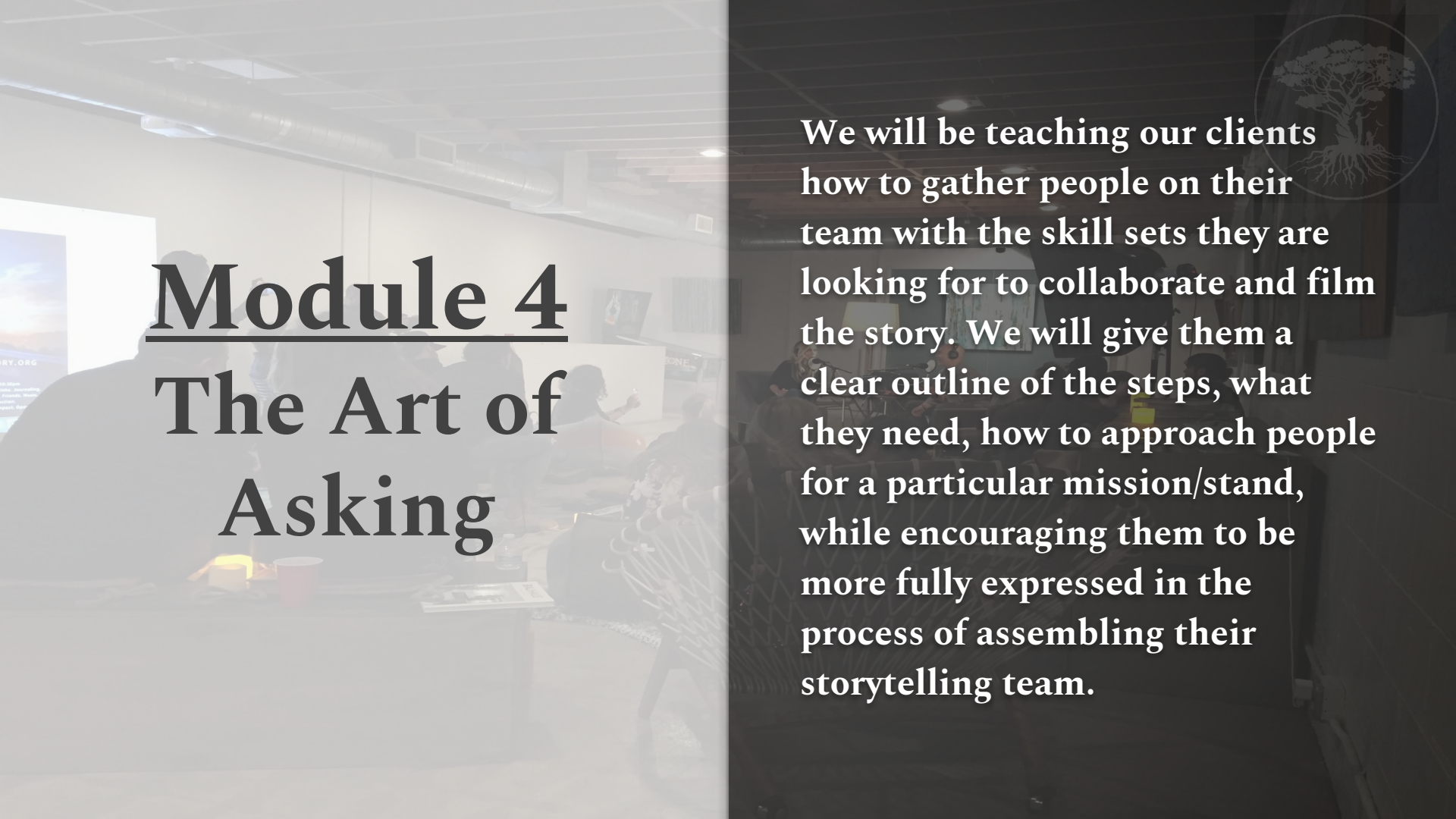
We will be fusing the craft of mindfulness with interviewing. We will take the best interviewers of our time (i.e. Oprah, Dr. Oz, etc.) and illustrate what makes them a good interviewer. We will apply best practices and give them exercises to practice on.

Module 3

The Art of Pitching


A spiral-bound notebook with the words "My Journal" written in cursive. A pen lies across the notebook. In the top right corner, there is a circular logo featuring a tree with roots. The notebook is placed on a wooden surface with a woven pattern.

We will be teaching them how to craft pitch letters that are essentially personal love letters. We showcase how they can write from the heart, instilling values like showing versus telling, revealing verses gossiping, and persuading verses pressuring.



Module 4

The Art of Asking

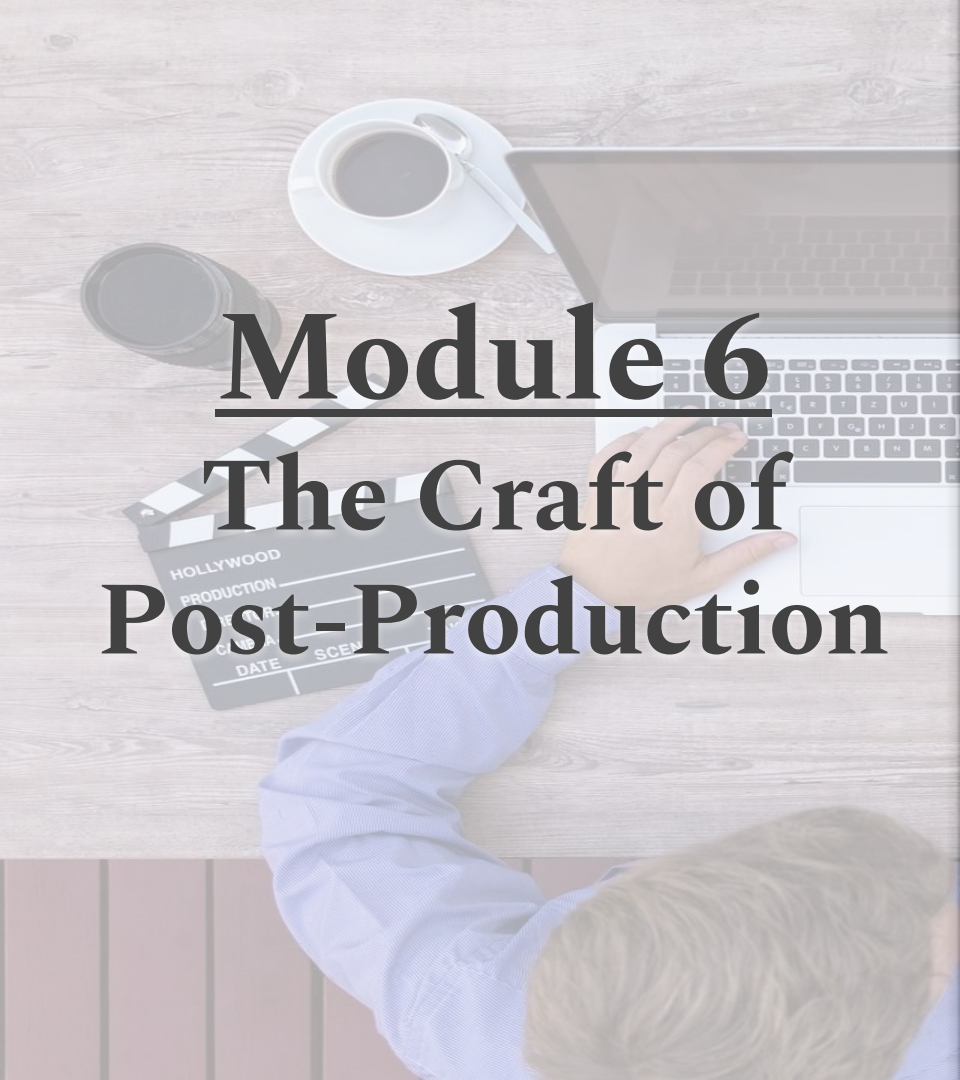


We will be teaching our clients how to gather people on their team with the skill sets they are looking for to collaborate and film the story. We will give them a clear outline of the steps, what they need, how to approach people for a particular mission/stand, while encouraging them to be more fully expressed in the process of assembling their storytelling team.

Module 5

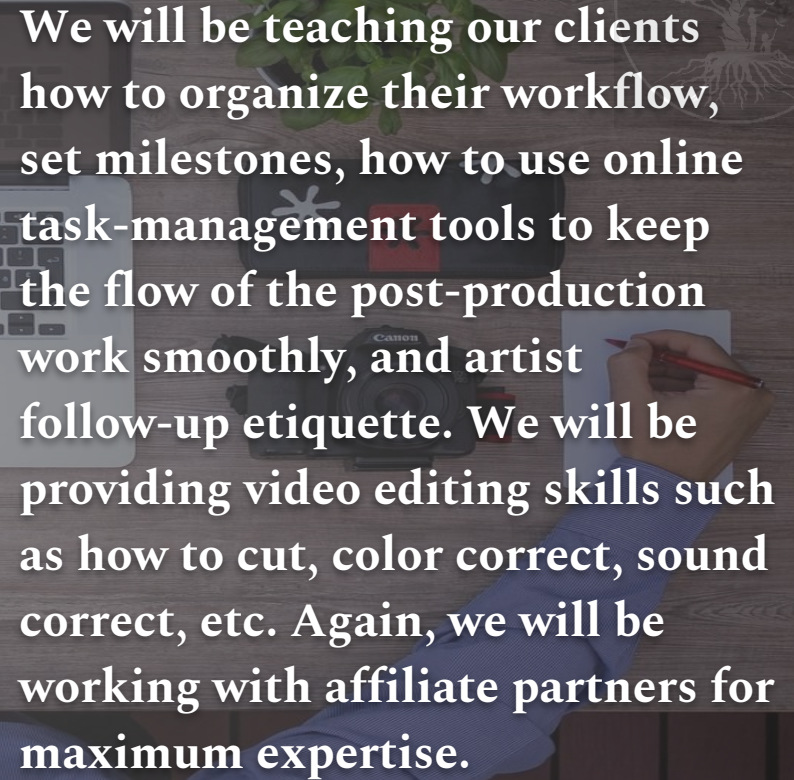
The Craft of Production

We will be teaching our clients the skills of production—how to build trust with artist before the interview, understand integrity and boundaries when it comes to professional conduct, release forms, pre-production and production checklists, etc. We give them all the tools they need to run a successful short documentary production, such as where to find equipment, how to film, etc. We have affiliate partnerships with other production companies who specialize in video storytelling education.

A top-down view of a person with blonde hair, wearing a light blue button-down shirt, sitting at a light-colored wooden desk. They are using a silver laptop. To the left of the laptop is a white coffee cup on a saucer with a spoon. Below the coffee is a black clapperboard with white text that includes 'HOLLYWOOD PRODUCTION', 'DATE', and 'SCENE'. The person's hands are on the laptop keyboard and trackpad.

Module 6

The Craft of Post-Production

A top-down view of a person with dark hair, wearing a dark blue button-down shirt, sitting at a dark wooden desk. They are using a laptop. To the left of the laptop is a small potted plant with green leaves. To the right of the laptop is a Canon DSLR camera. The person's hands are on the laptop keyboard and trackpad.

We will be teaching our clients how to organize their workflow, set milestones, how to use online task-management tools to keep the flow of the post-production work smoothly, and artist follow-up etiquette. We will be providing video editing skills such as how to cut, color correct, sound correct, etc. Again, we will be working with affiliate partners for maximum expertise.

Module 7

The Adventure Journal

We will be teaching our clients how to write a journal entry as both a reflective piece of the entire experience and as a well written journalistic piece by the story from a Fiction, Based on a True Journal Entry, told in the third person, fusing Gonzo Journalism and Narrative storytelling.



Achievements



The final product of The Associate Producer's program is the client's short documentary and a well crafted writing piece that one can put on their blog, portfolio, and submit to our publisher for more exposure. This allows the client to not only get out of the house to explore and potentially build friendships through the production process, but it also allows our client to have a new listening for themselves as an empowered storyteller and creative, rather than someone broken, lost or helpless. They also are empowered when they know they can offer themselves as a contribution by having their story publicized for others to experience.

Team:



Exec. Producer

Mingjie Zhai - The founder and Producer will be tasked to oversee and run all facets of the modules inside the Associate Producer's Program. She has built this entire project from ground up and has the experience from building the webpage, coordinating contributors in all facets of the production funnel; she built the concept of the Associate Producer's Program and has developed key relationships with documentary filmmakers such as Kevin Kerslake, Annie Anzariti, and Ellen Snortland, and NGOs, notably UCLArts and Healing, Peace Over Violence, and and The Teen Project, all women-founded organizations.

Program Director

James Francesco- Freelance production specialist with an emphasis on photography and writing. Also member of the first writing workshop with TLS. An east coast native, he has traveled across country numerous times and works with many diverse people in all walks of life. His experiences in live events and film range from independent movies, television shows and feature films and documentaries. Some previous business opportunities with SQ Productions, SPIKE TV, NASCAR Media Group, NFL Films and many independent artists. He also taught filmmaking at Independent Drive in New Haven, Connecticut.

Citations

[Huffington Post](#)

[CNN](#)

[Fortune](#)

Advisors

Kevin Kerslake—After graduating with a degree in film from Loyola Marymount University, Kerslake became one of a handful of directors responsible for forging the visual identity of the MTV generation. Developing a diverse body of work infused with the urgency and kineticism of his earlier pursuits but now working within larger themes, the Director/DP helmed award-winning videos for such distinguished bands as Nirvana, Green Day, R.E.M., the Rolling Stones, Mazzy Star, Rise Against and the Red Hot Chili Peppers. A protégé of legendary Beat photographer Robert Frank, for whom he shot several film projects, Kerslake's still portraits of David Bowie, Nick Cave, Sting, Neil Young, James Cameron, Peter Beard and Quentin Tarantino, among others, have been seen in a number of magazines and photography exhibits throughout the world. As I AM: The Life and Time\$ of DJ AM, Kerslake's most recent documentary on the legendary mash-up pioneer, will be in theaters in Spring 2016.

Annie Anzariti—Very experienced in producing, directing and writing non-scripted formats for television both long form, i.e., one hours for The History Channel, A&E, HBO, and short form, i.e., "Unsolved Mysteries" for NBC, "Video Justice" for TruTV. I also have experience in producing/directing reality television on "Platinum Wedding" for WE and "Clean House" for Style. I also story produced using FCP for the the Discovery series, "Howe & Howe Tech." Excellent skills in interviewing on camera, developing story structure and making a reality story work.

Ellen Snortland—Wrote and directed Beauty Bites Beast: The Missing Conversation About Ending Violence as an entertaining and provocative inquiry into the WHY we leave out women in part of the solution to end violence, not only against them but as a global problem that hurts all of us, obviously including boys and men.

Ping Ho—Ping is Founding Director of UCLArts & Healing, which transforms lives through creative expression for self-discovery, connection and empowerment. UCLArts & Healing is an organizational member of the UCLA Collaborative Centers for Integrative Medicine, of which Ping is a Steering Committee Member and was the founding administrator. She was also the founding administrator for the UCLA Cousins Center for Psychoneuroimmunology (PNI), which led to the privilege of writing for Norman Cousins and co-writing the professional autobiography of George F. Solomon, M.D., founder of the field of PNI. In addition, Ping has an extensive background as a health educator and performing artist. She has a BA in psychology with honors from Stanford University, an MA in counseling psychology with specialization in exercise physiology from the University of California, Santa Barbara, and an MPH in Community Health Sciences from UCLA School of Public Health. In addition, Ping developed the UCLArts & Healing Social Emotional Arts Certificate Program to empower anyone in the design, delivery, and evaluation of effective arts-based programs that maximize social and emotional benefits.