



A Video Web-Series Proposal for Counteracting Negative Rhetoric Against Muslim-Americans

TEN VOICES™

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OBJECTIVE

The creation of 10 unique two-to-three-minute video portraits of “everyday” Muslim-Americans from across the country.

This original content will feature interviews and “day in the life” b-roll footage of selected Individuals representing a wide range of professions and economic backgrounds, and include a mixture of both American-born and naturalized Muslim citizens.

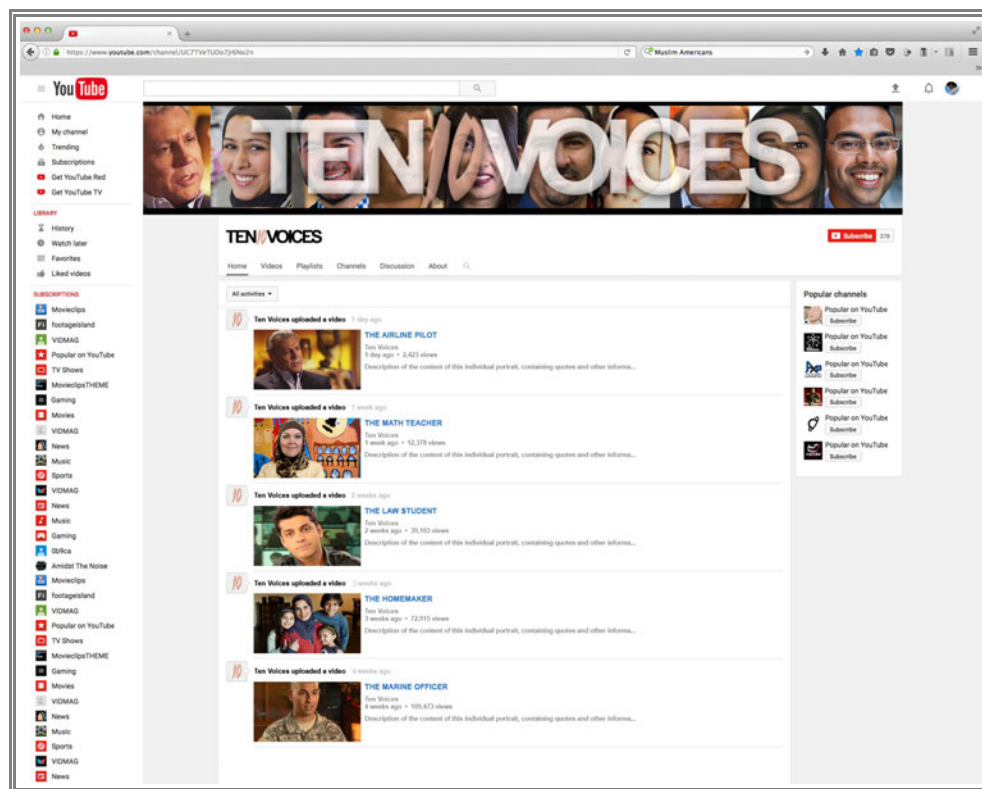
Video portraits will then be bundled into a sponsored and targeted web-series (similar to the mock-up sample shown here) for general distribution through popular social media sites to reach the largest audience possible.

By creating and sharing these intimate glimpses into the lives of people who are already our teachers, our doctors, our co-workers and neighbors, our goal is to educate the NON-Muslim populace that the hopes and dreams and plans and loyalties of Muslim-Americans are really no different than those of any other citizen.

In that light, our broader goal is to help counteract the hateful rhetoric and inexcusable violence being directed at Muslim-Americans throughout the U.S.

Given the fact that **hate-crimes against these fellow citizens have been increasing** at an alarming rate, and considering that **there is currently no positive, image-building outreach like Ten Voices in existence**, we believe there's never been a more urgent need to work toward solutions to this problem – or a greater opportunity to be part of making our home a better, smarter, more peaceful place for all Americans.

[click here to see our proposal video](#)



Mock-up of potential YouTube channel, for reference only. ©2018 Yellow Whale LLC.



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BACKGROUND

**“Hate crimes
against Muslims
have been
on the rise.”**

Newsweek

**“Muslims are viewed as
a fifth column intent
on undermining
American democracy.”**

SPLC

**“Three quarters of Muslim
respondents say there is
'a lot' of discrimination
against Muslims in the U.S.”**

Pew Research



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BACKGROUND

It's no secret that hate, fear, and distrust of Muslim-Americans is on the rise. At the end of 2016, [PEW Research reported](#):

"[The] survey found that almost half of American adults (49%) think at least "some" Muslims in the U.S. are anti-American, including 11% who think "most" or 'almost all' are anti-American. Another survey [from about the same time](#) (December 2015) found that 46% of Americans thought Islam was more likely than other religions to encourage violence."

Countless other studies and analyses since then have also confirmed this alarming trend:

[PEW Research](#) - "When asked about extremism in the name of Islam in the U.S., seven-in-ten Americans say they are very or somewhat concerned."

[PEW Research](#) - "Three-quarters (75%) of Muslim respondents, for example, say there is "a lot" of discrimination against Muslims in the U.S.... Asked to describe, in their own words, the most important problems facing Muslims today, 23% of U.S. Muslims mentioned discrimination, racism or prejudice, 13% point to ignorance or misconceptions about Islam, 10% mention views of Muslims as terrorists, 9% mention negative media portrayals in general, and 9% mention President Donald Trump's attitudes and/or policies toward Muslims."

[Southern Poverty Law Center](#) - "The organizations portray those who worship Islam as fundamentally alien and attribute to its followers an inherent set of negative traits. Muslims are depicted as irrational, intolerant and violent, and their faith is frequently depicted as sanctioning pedophilia, coupled with intolerance for homosexuals and women... Muslims are viewed as a fifth column intent on undermining and eventually replacing American democracy and Western civilization with Islamic despotism, a conspiracy theory known as 'civilization jihad.' "

[SPLC](#) - "The most dramatic growth was the near-tripling of [anti-Muslim hate groups](#) – from 34 in 2015 to 101 last year. The growth has been accompanied by a rash of crimes targeting Muslims, including an arson that destroyed a mosque in Victoria, Texas, just hours after the Trump administration announced an executive order suspending travel from some predominantly Muslim countries. The latest FBI statistics show that hate crimes against Muslims [grew by 67 percent in 2015](#), the year in which Trump launched his campaign."

[Newsweek](#) - "Hate crimes against Muslims have been on the rise. The [murder of two samaritans](#) for aiding two young women who were facing a barrage of anti-Muslim slurs on a Portland, Oregon, train is among the latest examples of brazen acts of anti-Islamic hatred. Earlier in 2017, a mosque in Victoria, Texas, was [burned to the ground](#) by an alleged anti-Muslim bigot. And just last year, members of a small extremist group called The Crusaders [plotted a bombing 'bloodbath'](#) at a residential housing complex for Somali-Muslim immigrants in Garden City, Kansas."

[NBC NEWS](#) - "The SPLC alleged Trump's rhetoric during the campaign encouraged the creation of anti-Muslim organizations and legitimized them... Ibrahim Hooper, national communications director Council on American-Islamic Relations (CAIR) said that Trump's immigration ban suggested that 'what used to be a fringe, extremist, anti-Muslim ideology has now moved...to the center of powers in the White House.' "

Clearly, there is a growing problem in America – and the time to act is now.



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KEY INSIGHTS

There are no image-building featurettes like *Ten Voices* that currently exist.

Video is a far more effective communication tool than print.

There is no pro-Muslim video outreach being done by *non-Muslims*.

“We are like you” is less persuasive messaging than **“THEY ARE LIKE US”**



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KEY INSIGHTS

This subject is not new. It has been written about already hundreds of times, by Muslim and non-Muslim editorialists alike. But numerous advertising studies have conclusively shown that **video is a far more effective and impactful communication tool than print**. A few examples:

[SingleGrain Digital Marketing](#) - "Diode Digital found that video promotion is 600% more effective than print and direct mail combined. They also found that, before reading any text, 60% of site visitors will watch a video if available... Viewers remember videos better, too. Online Publishers Association observed way back in 2007 that 80% of viewers recall a video ad they have seen in the past 30 days..."

[CoVideo](#) - "The key is to generate video content that interests viewers. In addition to sharing engaging content, video quality and the avoidance of "hard sell" techniques can increase the potential for engagement. People want to be amused, touched or even irritated, and great video content can invoke reactions faster and more effectively than print ads..."

[Pop Video](#) - "90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text (Zabisco); the popularity of video content continues to grow, because messages in motion are more engaging and lead to a higher retention rate for the viewer... And it makes perfect sense, given that "the average user spends 88% more time on a website with video than a website without one..."

"Retention, by definition, is *the fact of keeping something in one's memory*. Studies have shown that adding video can improve one's ability to remember concepts and details - with effects that even increase over time. *Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text* (Insivia). Diode Digital reported that when compared to text and print media (combined), video promotion is 600% more effective. In addition, the same report also states that before reading any text, 60% of website visitors would rather watch a video when available."

As we stated earlier, **there is currently no positive image-building outreach like *Ten Voices* in existence** on popular social media sites that provide video content and information. Even established and committed organizations like the *Council on American-Islamic Relations*, the *Muslim American Public Affairs Council*, and the *Peaceful Families Project* (to name but a few) are not taking full advantage of the connective and persuasive power of video content.

In addition, it is our observation that even among those few, random videos that *do* exist portraying Muslim-Americans in a positive light, **none have originated from NON-Muslim sources or individuals**. To be blunt, it is our strong belief that in today's hyper-charged political/societal atmosphere, a comprehensive outreach such as this will be far more effective at reaching the non-Muslim majority precisely *because* it originates from concerned, sincere individuals who are not themselves members of the Islamic community.

"***We are like you***" is a less persuasive message than "***THEY ARE LIKE US***".



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THE TEAM



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THE TEAM

Why us?

Cuqui Mohat-Portune is an award-winning, bi-lingual, commercial and corporate Executive Producer with over 25 years' experience. A legend in the Hispanic Advertising industry, she's won multiple CLIO and Telly awards, the Belding, and a New York Film Festival Award for her work on anti-drug PSAs in both English and Spanish.

Bob Portune is a multi-faceted, bi-lingual Editor, Producer, Director, Copywriter, and Visual Designer who also has more than 25 years' experience in the commercial and corporate documentary industries. Bob has won multiple CLIOs, the Telly, and MTV's Best International Music Video award for a socially-conscious, anti-domestic-abuse collaboration with South American recording star Franco de Vita. He also headed the creative team which wrote and produced the 2016 television campaign for Catherine Cortez Masto, helping her to an upset victory in Nevada's Senatorial race to become the first Latina Senator in our nation's history.

Between the two of us, our keen insight, marketing savvy, and creative skills have spearheaded successful product branding efforts, driven multi-million dollar new business pitches, grown product sales for consumer goods and publications, and anchored winning political campaigns for decades.

Since forming our own independent shop in 2009, we've offered this considerable experience and proven talent to select clients at a fraction of the "standard" costs in video production and post-production, earning high marks from corporate heavyweights including Nike, Aflac, Barclaycard US, Schiff Pharmaceuticals, and Volkswagen, to name a few.

Beyond our technical bona fides, we also share a lifetime of community activism, involvement in social and educational causes, and a passionate commitment to making this country a more equitable, just, and peaceful place for all its citizens regardless of race, religion, sexual orientation, or ethnicity.

So again, why us? Simply because we're the perfect team for the job, offering a unique combination of experience, battle-tested talent, heartfelt dedication, and a proven track record of success at an amazingly affordable price.

Please visit our portfolio at www.YellowWhaleLLC.com for more information and samples of our work.



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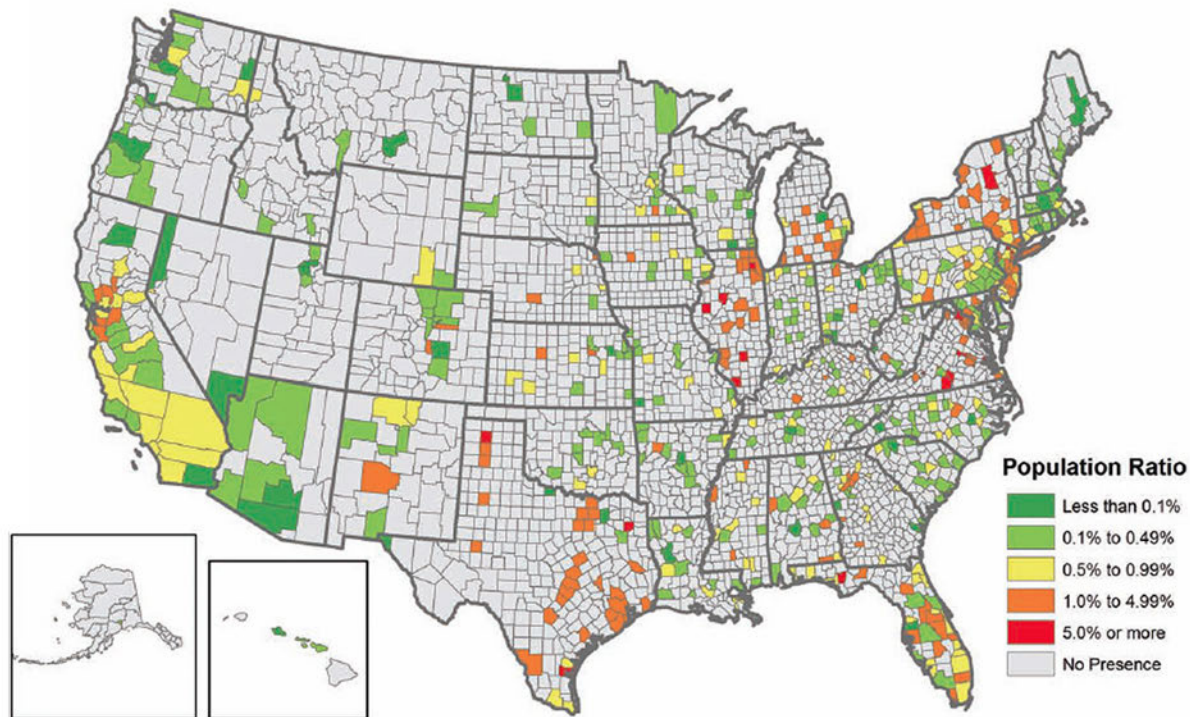
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DEMOGRAPHICS

<http://www.ajc.com/news/national/muslims-america-the-numbers/tJI0VhrVWDYQ1wCplHjozK/>

<http://www.pewresearch.org/fact-tank/2016/01/06/a-new-estimate-of-the-u-s-muslim-population/>

Population Penetration, Estimated Muslim Adherents in the United States



2,106 congregations and 2,600,082 adherents were reported in 592 counties.

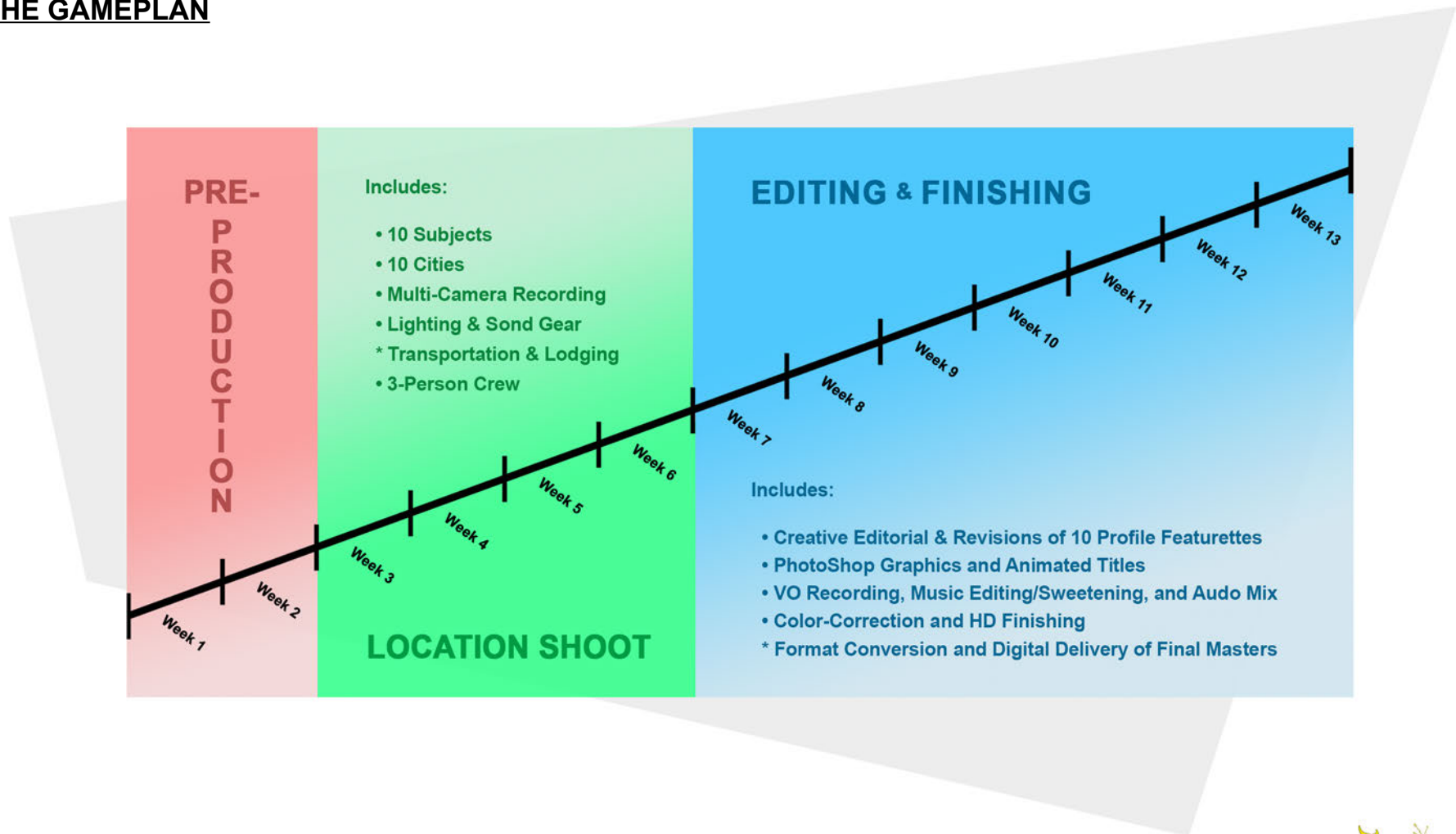
© Association of Statisticians of American Religious Bodies, 2012. Religious Congregations & Membership in the United States: 2010
Created by Research Services using ESRI ArcMap 10.0



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THE GAMEPLAN



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COST ESTIMATE

Please see attached estimate forms for line-item breakdown across the entire 10-video project.

Upon choosing the 10 individuals who will be featured, our cost- and time-efficient production plan is to first spend 3 to 4 weeks on the road gathering all footage, and then return to our edit facility in New York for 6 to 7 weeks cutting/finishing the portraits. During the filming phase, this approach will allow us to minimize travel costs with one-way tickets between destination cities (and even ground transportation between our initial locations) as we work our way from East to West and back again. Target cities/itinerary include (in order) New York, Philadelphia, Washington D.C., Detroit/Dearborn, Peoria/Chicago, San Francisco, Albuquerque, Dallas, Atlanta, and Orlando or Sarasota.

Similarly, concentrating the editorial and finishing processes enables us to provide a package discount for post-production (as opposed to cutting the portraits piecemeal when they are filmed), and will guarantee a more regular delivery schedule of each subsequent portrait. Review copies will be posted electronically for sponsor viewing throughout the editorial process.

The production and completion of each individual portrait includes:

- Airfares/Accommodations/Per Diem/Ground Transportation
- 2-Camera Interview of featured individual
- B-Roll Footage of relevant work/home/leisure situations
- Ambient Footage of destination city/neighborhood
- Mobile Camera/Lighting/Audio/Grip gear

- Creative Editorial
- Dialogue/Music Editing
- Graphics/Titles
- Stock Music purchase and licensing
- VO Recording (as needed)
- Audio Mix
- Color-Correction and Mastering (HD broadcast resolution)
- Format Conversion and Compression for web use
- Asset Storage/Archiving



TEN10 VOICES

- PROJECT / EDITORIAL ESTIMATE -

	ESTIMATE			ACTUAL		
Production	Unit Cost	#	Sub-Total	Unit Cost	#	Sub-Total
			= 0.00			= 0.00
			= 0.00			= 0.00
			= 0.00			= 0.00
Field Production Estimate (From Attached)			52,915.00			

Research, Prep, Record, Mix

Copywriting / Concept Video	\$350/Piece		= 0.00	\$350/Piece		= 0.00
Asset Prep / Search, Download, Conversion	\$250/Day	3.25	= 812.50	\$250/Day		= 0.00
VO Recording Studio	TBD		= 0.00	TBD		= 0.00
Scratch AVO Recording	\$25/Hour	3.50	= 87.50	\$25/Hour		= 0.00
Mixing/EQing	\$100/Hour	10.00	= 1,000.00	\$100/Hour		= 0.00
Dialogue Transcript	\$250		= 0.00	\$250		= 0.00

Graphics

PhotoShop/Illustrator Prep (Titles/Logo/Stills Prep)	\$600/Day	2.75	= 1,650.00	\$600/Day		= 0.00
Product/Logo 2D Animation (Animated Title Design)	\$650/Day	2.35	= 1,527.50	\$650/Day		= 0.00
			= 0.00			= 0.00

Creative Editorial

Creative Fee (including Visual Design, 2D Animation, Image Enhancement and Color-Correction)	\$750/Day		= 0.00	\$750/Day		= 0.00
Editorial Revisions / HD Finishing	\$450/Day	6.00	= 2,700.00	\$450/Day		= 0.00
Creative - Saturday/Sunday/Holidays	\$850/Day		= 0.00	\$850/Day		= 0.00
Revision - Saturday/Sunday/Holidays	\$500/Day		= 0.00	\$500/Day		= 0.00
Weekly Package (Extended Projects)	\$3,000/Week	5.00	= 15,000.00	\$2,900/Week		= 0.00
Assistant Editor (Pre and Post)	\$150/Day	12.00	= 1,800.00	\$150/Day		= 0.00

Scoring and Music Editing

Original Music - Broadcast Buy-Out	\$3,500		= 0.00	\$3,500		= 0.00
Original Music - Test Spots, Docs, Sales Videos	\$1,000		= 0.00	\$1,000		= 0.00
Music Editing and Sweetening (from Outside Source)	\$100/Track	10.00	= 1,000.00	\$100/Track		= 0.00

A La Carte

DVD Copies	\$10		= 0.00	\$10		= 0.00
USB Flash Drive for Asset Storage	\$25	5.00	= 125.00	\$25		= 0.00
Add'l Rented/Purchased Equipment	TBD		= 0.00	TBD		= 0.00
Purchased Stock Music/Licensing	\$60 Avg	10.00	= 600.00	TBD		= 0.00
Purchased Stock Footage/Licensing	\$100 Avg	2.00	= 200.00	TBD		= 0.00
Format Conversion/Uploading (Total Over Project)	\$25/Hour	17.00	= 425.00	\$25/Hour		= 0.00
Express Mail Shipping	\$37		= 0.00	\$37		= 0.00
Remote (Laptop, External Drives, Speakers, Cables, etc.)	\$250/Day		= 0.00			= 0.00
Editorial / Post-Production Total			26,927.50			0.00

Grand Total \$79,842.50

Reference Only **\$0.00**

	ESTIMATE			ACTUAL				
Video Crew	Unit Cost	#	Days	Sub-Total	Unit Cost	#	Days	Sub-Total
Producer (2 wks prep)	Flat	1	NA	= 2,000.00	Flat			= TBD
Producer/Interviewer (4 wks shoot)	Flat	1	NA	= 4,000.00	Flat			= TBD
Director/DPI/Lighting/Sound (4 weeks)	Flat	1	NA	= 5,000.00	Flat			= TBD
D.P.	\$750/Day			= 0.00	\$750/Day			= 0.00
Assistant Director	\$500/Day			= 0.00	\$500/Day			= 0.00
Lighting Director	\$600/Day			= 0.00	\$600/Day			= 0.00
Gaffer	\$450/Day			= 0.00	\$450/Day			= 0.00
Best Boy	\$350/Day			= 0.00	\$350/Day			= 0.00
Key Grip	\$500/Day			= 0.00	\$500/Day			= 0.00
Grips	\$300/Day			= 0.00	\$300/Day			= 0.00
Sound Recordist	\$700/Day			= 0.00	\$700/Day			= 0.00
Script Supervisor	\$300/Day			= 0.00	\$300/Day			= 0.00
Wardrobe	\$400/Day			= 0.00	\$400/Day			= 0.00
Property Master/Mistress	\$400/Day			= 0.00	\$400/Day			= 0.00
Assistant Camera / Assistant Editor	\$250/Day			= 0.00	\$250/Day			= 0.00
Production Assistant/Grip	\$150/Day	1	20	= 3,000.00	\$150/Day			= 0.00
Production Assistant	\$150/Day			= 0.00	\$150/Day			= 0.00
				= 0.00				= 0.00
Video Crew Sub-Total				= 14,000.00				= 0.00

Equipment

Camera Rental (Canon EOS 70-D or Higher)	\$155/Day	1	20	= 3,100.00	\$155/Day			= 0.00
Lighting Rental (Lowell GO Kit / Stands / Gels)	\$125/Day	1	10	= 1,200.00	\$125/Day			= 0.00
Sound Rental (Sennheiser Mic / Tascam DR-600)	\$100/Day	1	20	= 2,000.00	\$100/Day			= 0.00
Computer Rental (for remote capture, etc.)	\$100/Day			= 0.00	\$100/Day			= 0.00
Portable 2Tb Hard Drives	\$135	2	1	= 270.00	TBD			= 0.00
Camera Stabilizer/Gimbal	\$570	1	1	= 570.00	TBD			= 0.00
Add'l Camera (Canon Vixia HF1000 or Higher)	\$50/Day	1	20	= 1,000.00	TBD			= 0.00
Equipment Sub-Total				= 8,140.00				= 0.00

Travel and Miscellaneous

Airfare 1	TBD	2	8	= 9,600.00	TBD			= 0.00
Airfare 2	TBD	1	8	= 4,000.00	TBD			= 0.00
Hotel 1	TBD	1	25	= 5,000.00	TBD			= 0.00
Hotel 2	TBD	1	23	= 4,025.00	TBD			= 0.00
Per Diem/Working Meal	TBD	3	25	= 2,625.00	TBD			= 0.00
Transportation (Rental, Taxi, Gas, Tolls, Parking)	TBD	1	27	= 4,725.00	TBD			= 0.00
Location Rental	TBD			= 0.00	TBD			= 0.00
SD Card(s)	TBD	2	10	= 700.00	TBD			= 0.00
Miscellaneous (Batteries)	TBD	1	10	= 100.00	TBD			= 0.00
FedEx Shipping	\$37			= 0.00	\$37			= 0.00
Travel and Miscellaneous Sub-Total				= 30,775.00				= 0.00

Grand Total \$52,915.00

\$0.00

Pricing subject to change and/or modification. 50% retainer due upon estimate approval/awarding of project. For projects involving field production, terms are 50% on approval/award, 25% at start of editorial, 25% upon completion and final delivery.

