

OUTSIDE

— THE —

Lines

Zehra Abbas & Marco Veltri

Registered with the Writers Guild of America West

THE LIFE AND TIMES OF ONE REGULAR MUSLIM FAMILY AND THEIR DIVERSE NEIGHBORS

Genre: Drama-Comedy

Projected Length of Each Episode: 30 minutes

Number of Episodes: 10

STATEMENT OF PURPOSE

'Outside the Lines' is a media project designed to elevate the understanding of Muslims and Islam by the larger North American community. Not only does this project clear up vast misconceptions of one of the worlds largest faith community, it also holds a mirror up to the Muslim community itself, taking into consideration the many nuances in the understanding and practices of the religion. Put simply, 'Outside the Lines' works to combat the negative stereotypes of practicing Muslims by showcasing the common struggles and realities of a working-class American family, who happens to be Muslim.

For many Americans, their sole source of information and understanding of the Muslim community comes from the media. After 9/11, it became increasingly difficult to find a positive, or even neutral representation of an American Muslim on the mainstream media. One researcher aptly commented on the state of news reporting post 9/11 and noted that “alternative voices, when heard, were brushed aside as interviewers sought confirmation for their pre-existing stereotypes of Islam.” News reports and entertainment programs customarily portrayed Muslims as synonymous with “terrorists” or “backwardness”, causing an understandable public fear of the unfamiliar, and now commonly discussed Muslim.

STATEMENT OF PURPOSE

Hate crimes generally stem from the fear of the unknown and the unfamiliar. Polls show that Muslims as a group are largely feared and distrusted. Post 9/11 statistics collected by the FBI indicated that the number of reported hate crimes against Muslims increased to 481, up from a reported 28 hate crimes the year before. Further research demonstrates that the actual number of hate crimes committed against Muslims each year is much higher, due to a lack of reporting to police. More recently, the FBI saw a 67% increase in reported hate crimes against Muslims in 2015.

With these statistics in mind, Outside the Lines strives to familiarize and normalize the Muslim experience through the powerful and transformative tool of the media.

'Outside the Lines' is a fast-paced, quick-witted, amusing series based in a small close-knit town where a self-identifying Muslim family interacts closely with their Catholic neighbors as well as other residents of the town while facing everyday life challenges.

STATEMENT OF PURPOSE

The story centers around a single unconventional Muslim Pakistani mom, her two strong-willed daughters and her sensitive son along with their neighbors, a single Catholic Italian mother and her family. The recently widowed Muslim mother and her neighbor learn that despite their differences, they share more in common than they realize. The two moms, together with their kids, face the challenges of the modern day American family as they navigate their own identities.

The creative decision to make the Muslim family's personal residence a small-town Bed and Breakfast will not only add stunning aesthetics to the production, it also permits introducing and cycling through a vast array of interesting characters and interactions.

We aim to breakdown misplaced fear and shatter stereotypes while inspiring love and friendship, inevitably attainable once we step outside the lines of familiarity.

At SeaGrey Productions, our mission is to enlighten through entertainment, building bridges of understanding between communities.

DIVERSITY SELLS

Diverse Movies and TV Shows Earn More Money and Attract More Viewers

A UCLA study out of the Ralph J. Bunche Center for African American Studies states unequivocally that “diversity sells”: films with “relatively diverse” casts earned the most money at the global box office and delivered the highest median investments, while shows with at least 40% diversity in the cast and 20-30% diversity in the writers room were most popular among the desired 18-49 set.

- Inkoo Kang, Indiewire



We are experiencing a renaissance in TV and films. Over the last few decades, minority representations including Black, Latino and gay characters have graced our screens, most often in comedies or sprinkled in as sidekicks and pals in ensemble casts. Today, gay, special-needs, African-American and Asian-American characters have transitioned from supporting characters to central characters in shows that share the lived experiences of 40% of the American population that belongs to a minority group. The prevalence of diverse themes in TV shows also reflects demographic shifts - 92% of the population growth in the US over the past 15 years has come from ethnic minorities.

Statistics and studies show that audiences, regardless of their race, are clamoring for more diverse content. Viewers want to not only see themselves on screen, but the demographics of the real world and are welcoming non-stereotypical portrayals.

This influx of shows highlighting diverse themes and experiences came about in the last 10 years as a response to both broadening cultural awareness and curiosity.

AUDIENCE

'Black-ish' consistently posts high ratings with an average of 5.4 million viewers per episode and draws a 79% non-black viewership on average. The show not only revolves around a black family, it also directly addresses race issues.

'Fresh off the Boat,' the first American sitcom to feature an Asian-American family, had 6.99 million viewers in its first season and 85% non-Asian viewership on average.

'Insecure'— based on the web series The Misadventures of an Awkward Black Girl—garners a 61.5% non-black audience and specifically represents a black reality on the show.

This indicates that Bill Gates is spot on, content IS king. If the content is good, viewers from all walks will watch it which ultimately results in a successful production.

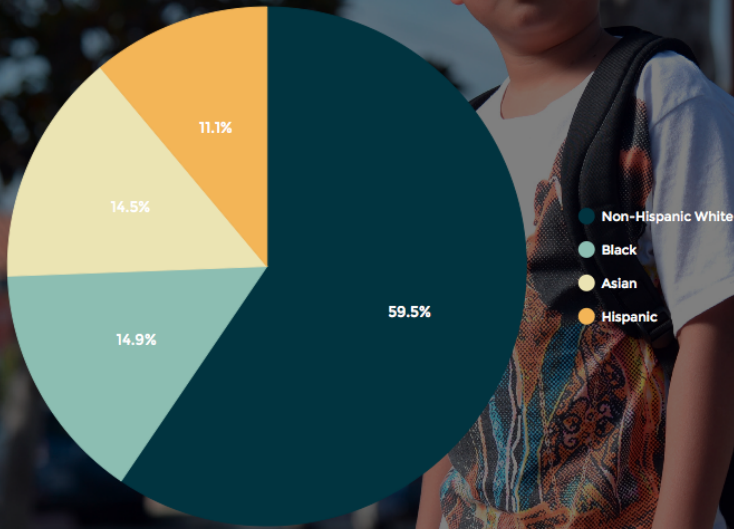
"We recognized pretty quickly this was not about social good, this was about good commerce,"

Gary Newman, co-chairman of Fox Television Group.

CROSS-CULTURAL APPRECIATION

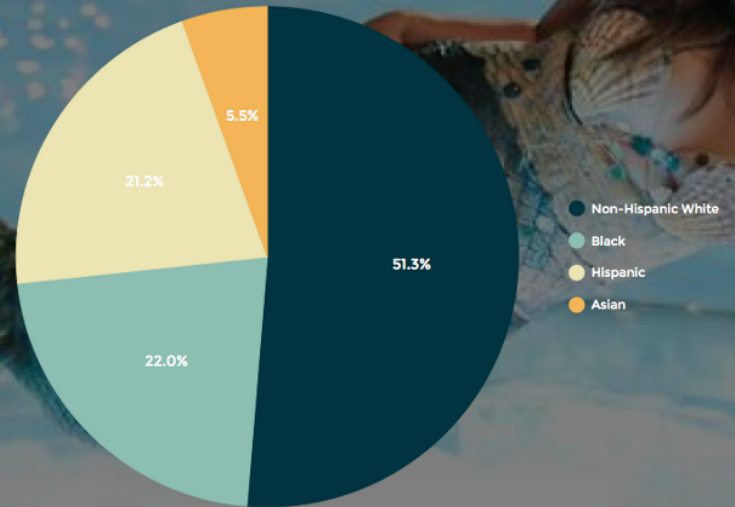
Who's Watching "Fresh Off the Boat"?

One in seven viewers of "Fresh Off the Boat" are Asian. But the series actually draws slightly more African American audience – and 60% of the show's viewers are non-Hispanic white.



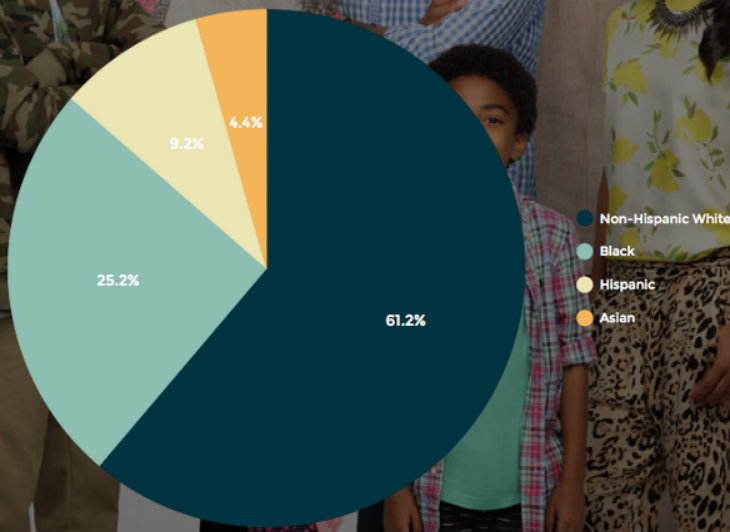
Who's Watching "Jane the Virgin"?

Hispanics are the largest nonwhite group watching the critically acclaimed "Jane the Virgin" (by a hair, over African Americans). But the irresistible allure of Univision's Spanish-language fare has been tough competition for this adapted telenovela among its lowest-hanging target viewers.



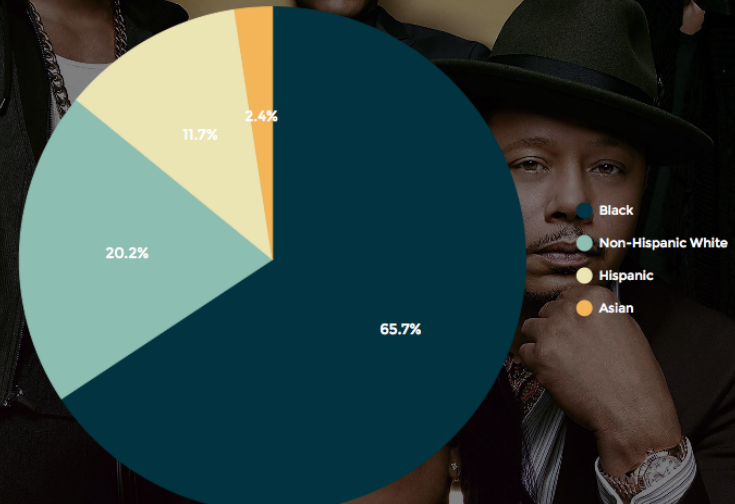
Who's Watching "Black-ish"?

One in four viewers of "Black-ish" are African American (and one in three are people of color). It's clear to see, however, that the series has suffered from being programmed directly against the phenomenon that is "Empire."



Who's Watching "Empire"?

"Empire" is a stunning network television anomaly: It's the first blockbuster "mainstream" scripted show to draw an audience that's overwhelmingly nonwhite. African Americans make up nearly two-thirds of its viewers; all in all, people of color make up four out of five "Empire" watchers aged 18 to 49.



Charts by Jeff Yang, columnist for the Wall Street Journal. Source: Nielsen Research. Ratings after seven days DVR (L+7) within 18-49 demographic.

EXPERT SPEAK

"It's important for content creators, media platforms, manufacturers, retailers and marketers to understand their future success depends on their ability to appeal and market to a multicultural world." Andrew McCaskill, Nielsen's SVP of global communications and multicultural marketing.

"For marketers, this means advertising on shows that appeal to a diverse audience will pay off—and they won't lose white viewers in the process. For television creators and networks, that means making content representative of all Americans." Madeline Berg Forbes Staff

"People have begun to recognize how much money they can make by targeting underserved audiences. The color that's relevant here is green. It's not about any kind of altruism or a sea change in how people are feeling about diversity."
Courtney A. Kemp, creator & executive producer of 'Power'.

THE MARKET

Muslims in the US	3.5 million
Muslims in the US & Canada	5 million
Muslims in Western Europe	26 million
Muslims in the world	1.7 billion

Little Mosque on the Prairie

This Canadian show premiered in Jan. 2007 to 2.2 million viewers. The series comprised of 8 episodes that focused on the Muslim community in the fictional small prairie town of Mercy, Saskatchewan. The show contrasts conservative Islamic views with more liberal interpretations of Islam while exploring the interactions of the Muslims with the non-Muslim townspeople. A dubbed French version also aired in Canada.

International syndication:

The show also aired in France, Switzerland, and francophone African countries, Israel, the West Bank, Gaza, United Arab Emirates, Finland, Turkey and the United States. The series was later picked up by Hulu.

MUSLIMS ON TV

Despite the fact that TV shows depicting minorities that were previously not seen as lucrative now have demonstrated a strong market, the Muslim family is still glaringly under-represented on North American television.

We need shows like 'Outside the Lines' to combat stereotypes and to help the Muslim community feel assimilated into the greater North American community.

Muslim youth who feel marginalized make prime targets for ISIS recruiters. Research indicates that domestic policies and programs that promote assimilation and break down the silos of ethnic ghettos not only open the doors for isolated groups and benefit society as a whole, but they also serve as the best defense against radicalization.

"I think Islam hates us." President Donald Trump

PARTNERSHIP

We are looking for like-minded investors who believe in our mission to enlighten through entertainment.

Xenophobia is fundamentally driven by a lack of interaction and engagement with 'the other'. Help us bring an average American Muslim family into millions of North American homes.

We are seeking individuals to join us on our journey towards building a better, stronger, more informed North American community.

BUDGET & TIMELINES

Phase I

2019

Development: \$150,000 - \$200,000
(Writing, planning & pitching)

The development and planning phase of 'Outside the lines' will begin in 2019 and extend into mid-2020. This time will be used to develop content and scripts as we pitch the project around the world.

Phase II

2020

Pilot: \$500,000
(Casting & filming)

When all funds have been raised we can move into production of the pilot episode.

PHASES

Phase I

2019

- Writing and development of a full season
- Development of educational outreach plan
- Pitching at international TV markets
- Marketing and digital outreach
- Pre-production and filming schedule

Phase II

2020

- Filming and completion of the pilot episode
- Begin pitching to online platforms and television networks (Netflix, Hulu, Amazon, NBC, ABC, CBS, Disney)

CONTRIBUTORS

Donors and investors will receive screen credits on the production and will appear on the 'Outside the Lines' webpage.

Levels of Support

- ◎ Associate Producer: \$1000
- ◎ Co-Producer: \$2000
- ◎ Producer: \$10,000
- ◎ Executive Producer: \$20,000

ABOUT US

Zehra Abbas is a social entrepreneur with 12 years of Canadian and international non-profit industry experience. Zehra is the Founder and President of YTGA (Youth Troopers for Global Awareness) and its social enterprise, Studio.89, a fair trade cafe and community hub encouraging arts, activism, community dialogue and empowerment, with a specific focus on youth leadership development. Studio.89 provides a home to numerous local grassroots organizations and initiatives. Zehra is also the Founder of Aasra.co, an e-commerce platform featuring fair trade products made by disabled women in Pakistan and Syrian refugee women in Istanbul.

Zehra has produced and hosted several local TV shows and written numerous theatrical productions. She has also taught acting with the National Institute of Broadcasting for 7 years, where she developed a passion for marrying social justice causes with arts and entertainment.



Zehra Abbas

ABOUT US

Pasquale Marco Veltri is a Canadian writer, filmmaker and photographer whose unique vision crosses the boundaries of culture and language. He is a worldly soul and visual storyteller whose focus on character development is strongly represented in the intelligence and complexity of his works. Faced with the tasks of producing, directing, cinematography, and writing, Veltri has developed an integrated and holistic approach to the art of cinema.

Veltri's films have screened nationally and internationally in Canada, USA, Britain, France, Italy, and Egypt. 'Measuring Tape Girl' has screened at the Cannes Film Festival and the Montreal World Film Festival. 'Words to Remember' won the Chris Award for Narrative at the Columbus International Film and Video Festival.



Pasquale Marco Veltri

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Thank you