

Blockbuster LLC
Office of Corporation Contributions
3000 Redbud Blvd
McKinney, TX 75069

Dear Contributions Review Committee,

I am pleased to submit this letter of inquiry to the Blockbuster Inc. Corporate Giving Program to determine your interest in supporting Lights Camera Discover (LCD). LCD respectfully requests your consideration of a grant in the amount of \$10,000.

Lights Camera Discover is an organization based in Valley Village, California that offers film workshops to underprivileged teenagers throughout the country and seeks to empower communities by strengthening the creative minds of youth. Lights Camera Discover provides a safe and welcoming environment for creative development as students gain a stronger skill set and find their personal voice to combat life's adversities and grow through challenges.

Lights Camera Discover's 501(c)(3) letter is currently pending. However, Catalyst for Youth, a nonprofit public charity and educational organization that primarily targets at risk youth and young adults, is currently acting as a fiscal sponsor. The nonprofit will be in charge of collecting, distributing and monitoring all funds. As a result, all contributions to Lights Camera Discover are tax deductible.

Lights Camera Discover provides three-week summer training programs involving six different courses: acting, digital filmmaking, producing, screenwriting, photography and editing. The program teaches the processes and challenges of filmmaking, the ins and outs of film distribution, entertainment law, business procedures and the history of filmmaking. In addition, LCD offers four-week after school programs and six-week training programs. Learning objectives have been established for each training course. In addition to industry knowledge and skills, students will gain confidence, identity, self-expression, discipline and socialization. These are the skills that build strong individuals and empowered communities. These are the skills and characteristics that give youth the ability to overcome their circumstances and develop as strong individuals. These are the goals of Lights Camera Discover.

Your investment of \$10,000 will help Lights Camera Discover strengthen communities and empower vulnerable youth by offering priceless opportunities that will give teenagers valuable skills and character. If you have any questions, feel free to contact me at (818) 275-0210 or kema@lightscameradiscover.org. You can also learn more about the organization at lightscameradiscover.org. Lights Camera Discover deeply appreciates your consideration and looks forward to hearing from you soon.

Sincerely,
Kema Charles
Executive Director

Lights Camera Discover

Request to
Blockbuster Inc. Corporate Giving Program

For general operating support

Amount: \$10,000

Date: December 9, 2011

Organization Information

Who LCD Is

Lights Camera Discover (LCD) is an organization based in Valley Village, California that offers film workshops to underprivileged teenagers throughout the country. In 2011, two individuals in the Los Angeles indie film world decided to combine their talents and passions and share it with teenagers who are interested in the film industry but lack the means to pursue their passion. Through teaching the skills of being in front of and behind the camera, LCD seeks to empower underprivileged communities by strengthening the creative minds of the youth. Lights Camera Discover provides a safe and welcoming environment for creative development as students gain a stronger skill and find their personal voice to combat life's adversities and grow through challenges.

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What LCD Does

Lights Camera Discover provides three-week summer training programs involving six different courses: acting, digital filmmaking, producing, screenwriting, photography and editing. The program teaches the processes and challenges of filmmaking, the ins and outs of film distribution, entertainment law, business procedures and the history of filmmaking. In addition, LCD offers four-week after school programs and six-week training programs. Learning objectives have been established for each training course. In addition to industry knowledge and skills, students will gain confidence, identity, self-expression, discipline and socialization. These are the skills that build strong individuals and empowered communities. These are the skills and characteristics that give youth the ability to overcome their circumstances and develop as strong individuals. These are the goals of Lights Camera Discover.

LCD currently has two programs scheduled for 2012. One will take place in Pensacola, Florida in June, and the other will take place in Chicago, Illinois in July. In addition, LCD is working on finalizing a third program that will take place in Jackson, Mississippi. As Lights Camera Discover grows, more programs will be offered throughout the states.

LCD Qualifications

Lights Camera Discover was established by two individuals in the Los Angeles indie film industry: Kema Nikia and Trey Murphy. Here is a brief history of the two directors.

Kema Nikia

Kema Nikia was born in Oak Park, IL. She moved from Chicago at age 16 to Pensacola, FL, where she finished high school and went to college. She was more of an athlete and never considered acting until she took her first acting class in Orlando in 1999. She scored her first acting role in 2000 on the show *Sheena* in Orlando, FL. Later that year, she scored her first supporting role in the movie *Handle Your Business* (a South Boy Films Production). She decided to leave the east coast and see if the entertainment business had a place for her. Due to family situations, she only stayed in Los Angeles for about two years. Back in Orlando, she went on to work on other projects as well as scoring a role in the movie *Impiety* (with Wreaking Havoc Productions). In 2007, she produced her first film *Jamaican Me Crazy* (with DramaQueen Productions) in Atlanta, GA. At that time, she realized that she was not done with Los Angeles and decided to give it another try. In 2009, while producing projects with Phalanx Entertainment, she discovered her true destiny and birthed Circle C Entertainment. Under the Circle C Entertainment and Phalanx Entertainment umbrella, she got her first taste of directing by directing and producing her first music video: "Thinking About You" by Raz B. Kema. She then took her skills and went to Africa as the Director of Operations for a filmmaking program in Abuja, Nigeria. Being with those students, she rediscovered her first love in the entertainment world: acting. Upon her return from Africa, she landed a role in the stage play *You Reap What You Sow* (a production of Stephanie Singleton), and this is only the beginning; she will not stop until Phalanx Entertainment and Circle C Entertainment are household names.

Trey Murphy

Born to the eternal fraternity of military brats, Trey's roots span across many state lines, but the place he considers home is Clarksville, TN, the birthplace of the 101st Airborne Screaming Eagles. As the son of a military man and schoolteacher, Trey was raised under the umbrella of discipline and education. As a result, Trey attended the mecca of all historically black institutions, Morehouse College in Atlanta, GA. He graduated with a BA in marketing and continued his quest for success through small endeavors in video production. As a producer for the Georgia Tech Cable Network and local access television, Trey learned the ins and outs of the entertainment industry. With his increased understanding of the business, Trey left the south and moved to the sunny hills of California. Through theatre, production and writing, Trey honed his skills to become an active participant in the entertainment business.

Who LCD Works With

Upon establishment in 2011, Lights Camera Discover partnered with Catalyst for Youth, a nonprofit public charity and educational organization that targets at risk youth and young adults. The organization seeks resources and opportunities to help youth gain new skills and form alliances and social connections with appropriate mentors within the extended community. By providing the means for these young people to explore their talents and interests and give voice to their unique calling, the program seeks to provide a safety net and a springboard while it facilitates their emergence as contributing members of society.

A few of Catalyst for Youth's success stories include:

- At Risk Youth Finds Mentor and Resources to Graduate High School and Create and Exhibit His Art
- Young Poet Published
- Writer Published in DeBug Magazine
- Talented Illustrator Turns His Life Around and Launches His Art Career

To learn more about Catalyst for Youth, visit catalystforyouth.org.

Purpose of Grant

Why You Should Support LCD

According to the dictionary, “underprivileged” means lacking the rights and advantages of other members of society. An unconceivable number of youth in the U.S. fit this description, especially in today’s economy. Underprivileged youth typically come from low-income homes, single-parent families, foster homes and homeless shelters. In addition to being financially deprived, these teenagers are at risk for:

- depression
- gang involvement
- substance abuse
- criminal behavior
- difficulty in school
- dropping out of school
- other negative behaviors and influences

Youth programs, such as Lights Camera Discover, are essential to providing underprivileged youth with positive influences and important life skills. Research shows that successful youth programs have the following impacts:

- providing positive purpose in the lives of teenagers
- encouraging hard work, teamwork and integrity
- creating a goal-oriented mindset
- building self-esteem
- teaching teenagers to be productive members of society and responsible adults
- providing lessons in anger management and conflict resolution
- providing skills and knowledge that can be used in career and personal situations
- reducing crime
- providing positive role models and adult relationships
- encouraging self-expression
- promoting positive change and choices

Lights Camera Discover strives to achieve all of the above outcomes by encouraging youth to develop their creative minds and express themselves. Through the educational workshops and

mentorship program, LCD is providing youth with the resources to follow their dreams and distance themselves from negative influences. In addition to the impact the program has on the lives of the students, LCD is building stronger communities, and thus a stronger nation. Teenagers are the future, and by giving them opportunities, encouragement, education and creative freedom, LCD is empowering youth to create positive change in their personal lives as well as in their communities and country.

In 2012, Lights Camera Discover has scheduled programs in Chicago, Illinois; Pensacola, Florida; and Jackson, Mississippi. All three of these locations have a significant number of underprivileged youth. According to the *Huffington Post*, nearly one-third of teenagers in Chicago are living in poverty. According to the *Chicago Tribune*, only 54% of freshman in Chicago public high schools receive a diploma. In addition, Chicago has one of the worst gang problems in the country. As of August 2010, 81% of the homicides in 2010 were gang related, according to *The Christian Science Monitor*. These teenagers need programs such as Lights Camera Discover to keep them off the streets and in school. These teenagers need a reason to succeed and a voice to create change.

The statistics for Pensacola and Jackson are just as depressing as those for Chicago. Here is an overview.

Teenagers Living in Poverty:

Pensacola – 33%

Jackson – 33%

Crime Index*:

Pensacola – 411.0

Jackson – 739.7

* The national average is 319.1.

LCD's Funding Request

Lights Camera Discover respectfully requests \$10,000 from Blockbuster Inc. Corporate Giving Program to support general operating expenses that will provide film workshops to underprivileged youth throughout the United States. This funding will allow Lights Camera Discover to improve the lives of youth by strengthening creative minds as a means of empowering individuals and communities.

What LCD Expects to Accomplish

For each course, Lights Camera Discover has established learning objectives. Participation in all of the workshops will result in the following outcomes:

- Students will learn the foundational acting skills and technical requirements of acting on film.
- Students will learn acting techniques such as acting for camera, audition skills, voice and movement, scene study, improvisation and monologues.
- Students will learn to write, shoot, direct and edit short films.
- Students will learn how to use world-class digital tools through a combination of classroom instructions and practical directing experience.
- Students will be exposed to a variety of visual, dramatic and technical challenges faced by on-set directors.
- Students will build teamwork ethic by assisting other students by performing various crew member tasks such as director of photography and assistant camera person.
- Students will learn the fundamental understanding of dramatic structure, including theme, character, tension and conflict.
- Students will learn how to use Final Cut Pro or Premiere.
- Students will learn the basic concepts of film editing, both practical and visual.
- Students will learn the basic skills of cinematography, including focus, exposure, perspective, contrast and lighting.
- Students will learn how to communicate and collaborate with actors.
- Students will learn basic sound recording techniques.
- Students will learn about production from concept to distribution.
- Students will learn about pitching, scheduling, budgeting and marketing.
- Students will learn the elements of storytelling.
- Students will learn about entertainment law.
- Students will learn about branding.
- Students will learn how to turn an idea into a feature-length screenplay.
- Students will learn how to combine powerful images with dialogue.
- Students will learn the basics of screenwriting, including formatting, theme, plot, subplot, dialogue, subtext, dramatic irony, plants and payoffs.
- Students will write weekly assignments to practice screenwriting techniques.
- Students will learn about the history and culture of filmmaking.
- Students will learn how to critique a film.
- Students will learn the basics of still photography.
- Students will be introduced to the tools needed to produce quality still photography.
- Students will learn to use Adobe Photoshop Creative Suite.
- Students will build their own digital darkroom from RAW processing through non-destructive editing.
- Students will learn the history and theories of photography.
- Students will learn to analyze and critique photography.
- Students will learn the fundamentals of video editing, including non-linear editing programs, workflow, creating a story by compiling clips, setting up hardware and managing video files.
- Students will learn how to use Adobe After-Effects.
- Students will create a DVD that includes three edited assignments using DVD Studio Pro.

In addition to these industry objectives, Lights Camera Discover's workshops will have broader outcomes:

- Students will find their unique voice and learn how to express themselves.
- Students will develop their creative minds and discover their passion.
- Students will gain confidence and independence.
- Students will gain skills that lead them in positive directions in life.
- Students will meet mentors who will offer guidance and support.
- Student will learn discipline and perseverance.
- Students will gain the skills needed to promote change in their communities and personal lives.

Evaluation

Lights Camera Discover will evaluate the success of the programs by conducting period analysis of former participants. For instance, LCD will find out the following:

- The percentage of teens who stayed out of trouble after attending the program.
- The percentage of teens who decided to go the next level of training.
- The percentage of teens who want to participate in training because of the impact it has had on other teens lives

To find out this information, each teacher will choose two students from each class for the director to periodically check up on. The information collected by the director will be reviewed by the Board of Directors to determine the success of each program. Improvements will be made as needed.

In addition to these long term evaluations, Lights Camera Discover will conduct pre- and post-program student evaluations to gather feedback from the participants.

Sustainability

Lights Camera Discover plans to eventually offer at least eight programs throughout the United States. In order to grow to this size, LCD will seek grants, sponsorships and in-kind donations. In addition, LCD will host a variety of fundraisers. To date, LCD has scheduled a fashion show and silent auction that will take place February 18, 2012. LCD hopes to make this an annual fundraiser. In addition to ticket sales and the silent auction, LCD has created five different levels of sponsorship for the event. There is also a Zumbathon scheduled for January 7, 2012.

Budget

Lights Camera Discover has created an operational budget as well as individual program and fundraising budgets. For 2012, LCD has an operating budget of \$168,180. This includes the cost of personnel, travel and office supplies. In addition, LCD has created individual budgets for programs in different cities. The budgets for programs scheduled for 2012 are as follows:

- Chicago - \$148,510
- Pensacola - \$191,350
- Jackson \$191,350

In addition, LCD has created an equipment budget, which includes the cost of all the equipment needed to operate. The total budget is \$162,540. Excluding fundraising costs, this brings the total expenditures of LCD to \$861,930 in 2012. Please see the attached budgets for more details.

Appendix

Operating Budget

Program Budgets

- a. Chicago**
- b. 3 Week Programs (Pensacola and Jackson)**

Equipment Budgets

501(c)3 Letter