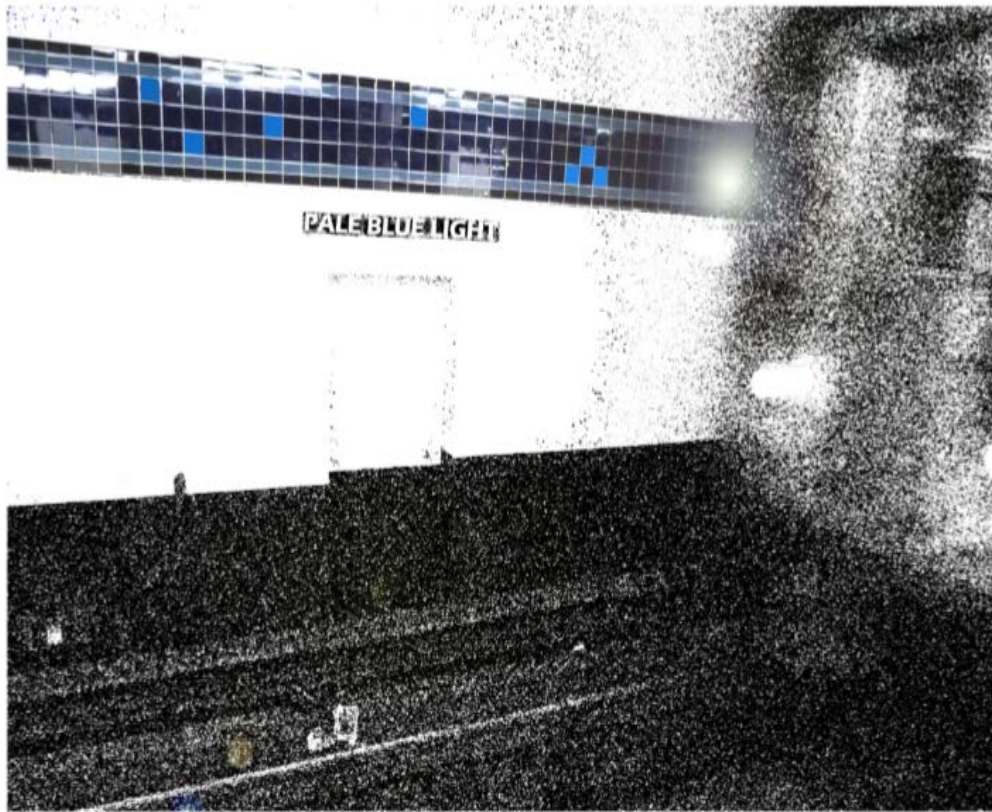


# Pale Blue Light

hip hop's next stop



## PBL: Press Kit



hip hop's next stop

# Synopsis

Pale Blue Light is a television drama series centered on a record company called Pale Blue Light Records. The show focuses on the behind-the-scenes of the hip hop industry and culture. This 30-minute program will deal with the drama and lifestyle and culture that is hip hop.

Examples: The shady record deals, the struggles and squabbles defacing the business, the conflicts between labels and the ghetto-fabulous lifestyle that is hip hop. Our show directly targets the largest built-in television audience in the world – the “Hip Hop Nation,” the largest demographics on the planet, second only to the human race itself. The series will focus on the everyday lives of those who work at Pale Blue Light Records – at times a to-scale representation of the highly commercial industry as a whole, at others an intentional counterpoint – as the show’s stars struggle to make ends meet while also trying to raise hip hop as an art back to the days of its genesis. The character development, smart dialogue and multidimensional drama are what will hook viewers outside of the world of hip hop; cameo appearances by real hip-hop artists, playing themselves, will blur the line between fantasy and reality.

The series will also cover: the video shoot and what happens when the cameras stop rolling; entanglements between artists and their fans; the myths of the hip-hop industry; radio stations and TV networks and how a song gets air-play; the violence that plagues the industry; individual conflicts, mudslinging and power-tripping and the chain of unexpected incidents and mysterious events that reconstitutes Pale Blue Light Records as one of the hottest record companies in New York. As for the Ghetto-Fabulous Lifestyle, we'll get a firsthand look at the diamonds, mansions, Bentleys and Benzes – who owns, who rents and who fronts. The hip-hop audience only knows what they see on show like EMPIRE and POWER and what they read in trade magazines, and they're always curious to know more. The show will get its stories from the actual industry – we've assembled a panel of experts and consultants from within the industry to make sure of that.

Pale Blue Light Records' purpose is not to denigrate the recording industry for its ills but rather to show what goes on in a fictional setting called Pale Blue Light Records. The key to keeping the show fresh and entertaining will be the writing, which will be intelligent and sharp and represent a multiplicity of voices and ideas, and, of course, the music, which will also not be limited to hip hop. The plan will be to showcase up-and-coming artists and write them into the storylines, giving them a huge promotional edge in selling records and a chance to break into the movie and television industry. The storylines will also project a lot of the positive attributes of hip hop, the idea being always to keep it real and true to form (the good, the bad ... the full register of the human experience), the way previous show in the past have done before like, The Sopranos with organized crime or Entourage has with the notion of living the Hollywood dream. The same goes for other HBO programs like The Wire's protracted gaze at the drug trade.

The backdrop will be New York City, the city that gave birth to hip-hop. Perhaps the best way to describe this series would be a cross between Entourage and The Wire, where you experience life in the fast lane with expensive cars and mansions and the gritty thug-life of crime and disloyalty, but Pale Blue Light will have a distinctive advantage in marketing over these past successful shows: the lingua franca that is hip hop. This show will be marketed around the world, because hip hop is in Europe, Japan, South America, Canada, Africa, Australia, the Caribbean, etc. Additionally, every hip hop, youth-oriented, music, fashion

and ethnic magazine will want to cover Pale Blue Light; examples include: Details, Source, Vibe, YM, Ebony, Latino, Latina – the list goes on. That will also include tri-state radio exposure, Hip-Hop, R&B, Dance, and Top 40. As the popularity of the series grows, the more progressive the cameos by all different types of celebrities: actors, athletes and other types of musicians. Everyone will want to make an appearance on Pale Blue Light. The show will take root in New York, but the storylines will go beyond the coasts and midlands of America to the banlieues of Paris, the favelas of Brazil or the boroughs of South London, where the new breeds of hip-hop are evolving.

## Demographics :



How to quantify one of the world's largest audience: from the music itself, which has extended from the Caribbean and urban centers of America to the farthest reaches of the world, from the urban to the suburban and rural, from the largely "African-American" subculture to its sphere of influence outside of the realm of hip hop to fashion, culture, other forms of music and art and to the moods and attitudes of people *everywhere*?

No publication, article or statistical organization has been able to accurately calculate the size or scope of this immense audience. Some figures online refer to the hip hop's audience as having the collective spending power of \$500 billion annually in the U.S. alone (technocrunch.com). Others point to a consumer group of "urban hustlers" who are "closely connected to hip hop, ethnically diverse with aspirations to succeed and a shared set of passions" (Alloy Access + marketing study, 2007). According to the study, these 12-34 year olds, of today's most sought-after consumer groups, have access to \$90 billion per annum in discretionary spending across crucial consumer categories such as entertainment, technology and fashion. They also spend money on clothing accessories and shoes, view themselves as trendsetters and deeply influence culture at-large, affecting all other age brackets and industries.

**\$500 billion**

But you don't need statistics or charts to see the strength and scope of the hip hop organ, which is everywhere, and **Pale Blue Light** is the first major television drama to directly target this audience.

Additionally, as a television drama featuring talented established and up-and-coming artists with dramatic content and themes, addressing such issues as the modern relationship, city living, life and death, civil rights, racism, sexism, the role of art in society and the business of art, its content will often transcend that of its built-in audience, just as *The Sopranos*, which is about true crime and the lives of characters of the mafia, reached a wider audience through its handling of similar, deeper human subjects.

Simply put, **Pale Blue Light's** potential audience is a vast one, profiting from the reach of hip hop itself, but spreading beyond its far-flung borders as well.

{urban hustler:  
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passions}

## Featured Cast:



### **JONATHAN DURAN – HAPPY**

Jonathan's first film experiences in the indie circuit began immediately after graduating high school in Queens. He attended his first year of college at St. John's University majoring in TV/Film, then transferred to The International Academy of Design and Technology in Tampa, majoring in Digital Movie Production. His first film role was a small part in the feature "Grand Opening" (2006), followed by back-to-back lead roles in "The Lesson Plan" (2008), and "When it Rains" (2009). Jonathan has recently starred in several New York City stage productions.



### **JASON RAMIREZ - MAC**

Born in Manhattan and raised in Brooklyn, Jason was greatly influenced by the New York City hip-hop movement. Aside from a handful of acting roles in features and short films, he is also known for his powerful lyrics and voice as underground hip hop artist Broadway the Lyricist.



### **ONIX DURAN – RAY**

Onix has acted in all of Duranfilms productions: "Stone Cold Killers" (2002), "Grand Opening" (2006), "Shoe Crazy" (2008) and "The Lesson Plan" (2008). A graduate of NYU, Onix is currently working for the New York City Board of Education as a high school teacher at Transit Tech in Brooklyn, New York. Even though he doesn't mind appearing in movies, his first love is teaching.



## ROBERT SIVERLS - DESI

Returning from a 17 year hiatus from the theater world, Robert G. Siverls credits his acting as a blessing from God. Most recently Robert completed a 2 years year training (retooling) program at the Acting Studio where he studied under the direction of Mr. James Price and Mr. John Grabowski of the Chelsea Repertory Company. Robert's current credits include The History of the Devil; Judge Popper, Fringe Festival 2014, Wide Awake; Father, Chelsea Rep, The Questioning of Nick; Lieutenant Carling, Chelsea Rep, Monk and the Man; Monk, Chelsea Rep, Pitman Street; David, Chelsea Rep, and Holiday Best; Mike Chelsea Rep. Film credits include Easter Sunday; Reverend, Independent Film, Destiny Child; Supporting Lead, SVA Grad Film, 10 Second Barrier; Father, Independent Film. Robert is credited as the 2014 Acting Studio Story Book Contest Winner.





## **Creative Team:**

**CREATOR/WRITER/DIRECTOR/PRODUCER – EDDY DURAN**

Eddy Duran began his film career in New York as a box office clerk for the Samuel Goldwyn Company and participated in various small film productions in New York City and Los Angeles. After college, he acquired his first on hands opportunity as a Production assistant on the acclaimed television series, New York Undercover.

Recognizing the need to create thought provoking films, Duran wrote and assembled the team for his first indie feature Stone Cold Killers: Los Jodedores. It was an urban drama about the lives of a drug dealing crew with integrity; a visualartist, and alcoholic, and an ex-con becoming inextricably bound together in Manhattan's Washington Heights and Brooklyn's East New York neighborhoods. Stone Cold Killers was acquired by Maverick Entertainment, who also acquired Eddy Duran's second and third features, Grand Opening and Shoe Crazy. Eddy Duran's follow-up project, The Lesson Plan (2008) is an acclaimed short which was showcased in the Short Film Corner at the Cannes Film Festival. He then followed up with a sequel Black People are People Too. In 2013 he directed is fourth

Feature film, 36 Saints which debuted theatrically in NYC, L.A. Chicago, Miami and Tampa in September of 2013. Eddy is currently shopping Pale Blue Light the series he created/wrote and Produced, and he's also in the middle of directing and producing a documentary entitled A Seat @ The Table, about Dupre "Do It All" Kelly, a member of the rap group "Lords Of The Underground" as he runs for office in his home town of Newark New Jersey.

The list goes on for Eddy Duran. Feature film number 5 named Chronicles of a Missman is in development and the 6th feature film will be a Spanish language film entitled Machete Y Gile. The repertoire includes; On Gun Hill Road, Shanghai Palace, Brooklyn English.



## WRITER/PRODUCER – JOHN M. KELLER



John is a New York- and Latin America-based writer, professor, editor, journalist and filmmaker. He has taught writing at the City University of New York, La Universidad de las Américas in Puebla, México and the Universidad de Montevideo in Uruguay. His stories and articles have been published in multiple national and international publications, including *Glimmer Train*, *The Brooklyn Review* and *People*. He's also the author and co-author of three novels and five screenplays, including *The Stand-In* (2008), written with veteran television writer and novelist Carey Harrison and "Black People Are People Too", which was filmed by Eddy Duran this summer and is currently in post-production.

