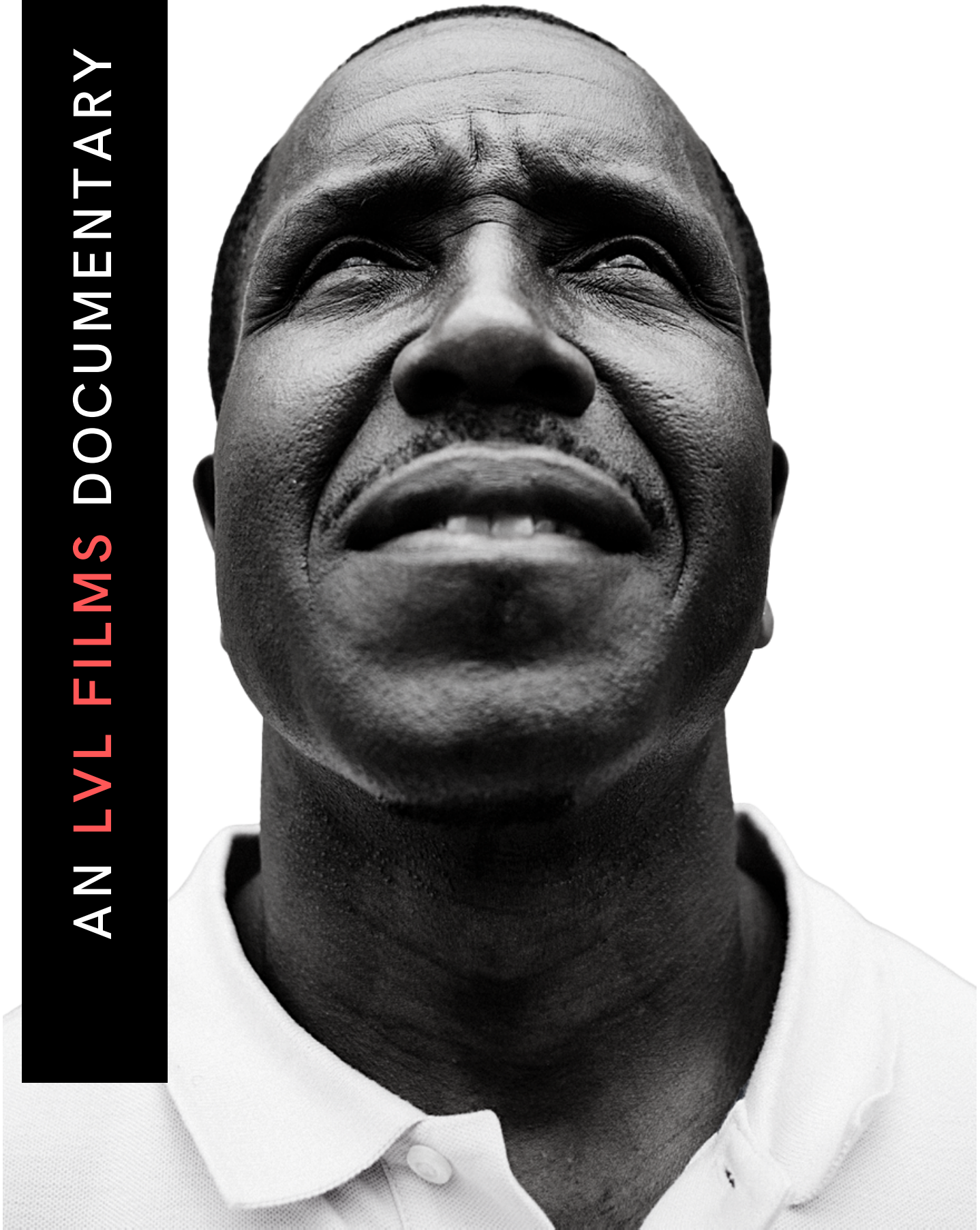


AN LVL FILMS DOCUMENTARY



THE 50

AGENDA

THE 50 + PARTNERS / TALENT

The 50: Film Synopsis and Inside the film
The 50: Impact Strategy
Alignments + Opportunities
Timeline



SYNOPSIS

Against the backdrop of prison overcrowding and widespread substance abuse, *The 50* documents the groundbreaking work of the **first 50 men to become state-certified substance abuse counselors while incarcerated.**

The documentary follows Randy, Al, and Cameron - 3 of the first 50 participants in the unprecedented Offender Mentor Certification Program (OMCP) - through their lived experiences of trauma, incarceration, and the transformative journey to heal and become healers.



STYLE

The film combines the cinematic and emotional language of *Moonlight* with the topical relevance and documentary rigor of *American Factory*.

Deeply human storytelling and surreal visual metaphor move viewers to re-evaluate their perceptions and to seriously contend with the themes of trauma and redemption.





WATCH THE

TRAILER

ACT 1

We start the film with a reenactment scene that highlights the aftermath of a deeply traumatic event of one of our main characters. We then jump 30 years, to that same character, fishing in a tranquil body of water during the early morning. After establishing the language of the film, we dive into answering the question: who is the 50 and why do they matter? From there, the storyline weaves in and out of early childhood stories of our main characters and the early conditions in the prison system in California that made way for OMCP.

ACT 2

We see what a present-day OMCP process group looks like, who are the men, what are the battling. We hear about the genesis story of the OMCP program and the uphill battle it was to institute a program so radical in nature. We explore the pivotal moments in our main characters' lives while also hearing about the early instructional and group conflict that the 50 had to overcome.

ACT 3

We start by watching one of the oldest members of the 50 being released from prison. He leads us down a path of exploring shame and guilt through the stories of our main characters and the impact on their victims. At that point, we turn a corner and get a glimpse into the culture shift that took place in Solano State Prison and later the state as a whole. How a place of punishment became a sacred space for healing. Finally, we end without main characters, showing their present-day realizes that illustrating healing is never a straight path.



STORY OUTLINE



OUTSIDE THE LTOP
BUILDING AT
SOLANO STATE
PRISON



KURT ABRON RELEASED
FROM PRISON AFTER 30
YEARS



INTERVIEWS WITH
OMCP PARTICIPANTS
AT HOME AND WORK



OMCP PROCESS
GROUPS

AUTHENTIC ACCESS

A unique and unfiltered
window into the
experiences of The 50
and those currently
working through the
program inside Solano
State Prison



LONI HANCOCK

Former State Senator



KATHY JETT

Former Dir. Addiction, Recovery Services,
CDCR



SOL IRVING

OMCP Founder



PAUL MEDINA

Gang Investigator

EXPERT INSIGHTS

Straight from the
source interviews with
the very people who
brought the
groundbreaking
program to life and
those who opposed it



POWERFUL RE- ENACTMENTS

Shot on Super 16mm film, the reenactments take on a surreal filter that cuts to the emotional center of the moments that shaped our main characters

IMPACT VISION

To transform the justice system
into spaces of healing and
rehabilitation.

CULTIVATED EMPATHY

Inspire discussion, self-reflection, and healing

- Discussion guides
- Community screenings
- Social storytelling

UPLIFTED STORIES

Champion the people & voices behind the film

- High profile interviews
- High impact creative projects

ACTIVATED AUDIENCE

Direct viewers toward tangible ways to engage

- Calls to action (petition, video campaign)
- Donation drive

STRUCTURAL CHANGE

Align with existing organizational priorities

- Organizational impact partner + advocacy
- Decision maker engagement

CULTURE CHANGE: PUBLIC MOVEMENT

ISSUE BASED POLICY AND FUNDING

WORKING TOGETHER

PARTNERS / TALENT

ALIGNMENTS AND OPPORTUNITIES

MAPPING HOW TO WORK TOGETHER



ALIGNMENTS

■ CRIMINAL JUSTICE
REHABILITATION
SOCIETY
BIAS

■ ADDICTION
ACCOUNTABILITY
VULNERABILITY
RECOVERY

■ TRAUMA
CHILDHOOD
MASCULINITY
MENTAL HEALTH

■ DOCUMENTARY
VISUAL METAPHOR
CHARACTER-DRIVEN
STORIES

OPPORTUNITIES

CO-CREATE IMPACT

Discussion guide

Member screenings

Donations

Advocacy campaign

CO-PRODUCE ART

Large scale public art installation

Soundtrack contribution

Portrait series

Poster art

CO-SHAPE CULTURE

Executive Producer (Talent)

Q&A on Instagram Live

Podcast and television interviews

Issue-area deep dives

CO-BUILD AUDIENCE

Social promotion/ press

Network/membership share

Branded partnerships

High visibility mentions



JULY 2020

Secure Impact Partners
Secure Talent Partners (EP)
Campaign Pre Production

AUGUST 2020

Producers Cut
Community Package (Screening,
Discussion, Advocacy)

OCTOBER 2020

Picture Lock
Finishing (Titling, Graphics)
Campaign Launch

NOVEMBER 2020

Festival Submissions

THE TEAM



Brenton Gieser
Director/ Producer



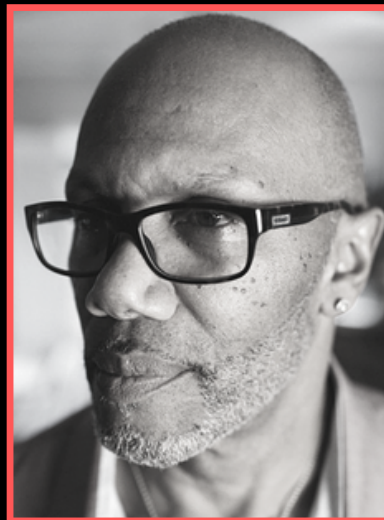
Traci Lewis
Producer



Estevan Padilla
Creative Producer



Jeffrey Sobrato
Executive Producer



Randy Carter
Associate Producer



Tony Mac
Director of Photography



Audrey Gloeckner
Line Producer



James Alexander
Associate Producer



Colette Kessler
Impact Producer



DeShawn Christmas
Social Media



Zena Hanna
Associate Producer

THANK YOU



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