Prisoner of Hope

with Monalisa J.

DIGITAL TV SERIES
PARTNERSHIP OPPORTUNITY

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monalisa@sierraproductions1.com
sierraproductions1.com
HOW INCARCERATION IMPACTS THE MASSES?

CLICK HERE TO WATCH A SHORT VIDEO
Password: sierra
Monalisa is not just an International TV Personality who recently appeared on Season 2 of the hit TV Show “60 Days In” and UK’s “The Jail”, which aired on A&E. She regularly appears on TV interviews, radio talk shows, TEDx and is sought-after globally for advice on the prison families and prison reform. Monalisa Johnson has proven herself to be an exceptional and accomplished TV Personality, businesswoman, and visionary! Monalisa’s life was completely knocked off course when she received a call in August 2012 from her one and only daughter stating, “Mom, I’ve been arrested!” Her daughter was ultimately sentenced to 10 years in prison and Monalisa’s seemingly happy, well thought out life, suddenly became unreconizable. In the initial years of her daughter’s incarceration, Monalisa’s emotional health was at an all-time low. She struggled with understanding society’s negative and callous view of incarceration, and she also lacked an understanding of her declining emotional health. She realized she had a lot to learn about her new “normal” ...The World of Incarceration.

CEO Executive Producer of Sierra Productions, Inc.

Widely sought-after Life Coach, Restorative Justice Advocate, Author, Speaker and TV Personality

Founder of Parents with Incarcerated Children

Prisoner of Hope
SHOW PREMISE

PRISONER OF HOPE is socially conscious Digital series designed to Restore EMPATHY and Rebuild the Family Unit. A Series that FINALLY acknowledges the invisible prisoners in the incarceration scenario: the families of the imprisoned.

Families and loved ones suffer constant pain from having their loved ones being torn away from them and imprisoned. The pain and confusion continues when their loved one is released.

THE MASTER MIND:

MONALISA J. Executive Producer, a community leader, certified Life Coach, licensed ordained Minister, relationship coach, Multiple TEDx Speaker, author, an Entrepreneur, Video Production Exec and most importantly: A MOTHER. She fought the system from both sides of the bars and won...as a Mom whose young daughter was incarcerated Monalisa decided to go undercover as an inmate on A & E Television’s 60 DAYS IN. From her daughter’s experience launched her advocacy and now Prisoner of Hope a Digital Series designed to heal & build families.
PILOT OVERVIEW

Carole prepares for her son Omar to come home from prison after 17 years of being incarcerated.

She battles with anxiety and fear about having no idea what the future holds for her adult child who is coming back into the real world.

MONALISA, with the help of a licensed therapist, shows her the way to begin healing herself and her son.

PILOT EPISODE

CLICK HERE TO WATCH THE PILOT EPISODE
The Silent Prisoners
MONALISA J. will welcome an acclaimed team of industry Experts in their fields in order to bring the tools needed to instill hope and a future to the families impacted by incarceration. Each episode can feature a revolving team of experts to tackle the most critical of the families’ issues.

**Therapists**
**Interior Energy Designers:**
**Fitness Trainers:**
**Finance Experts:**
**Social Activists:**
**Spiritual Leaders:**
THE REASON YOU SHOULD BECOME A PARTNER

• This initiative supports opportunities for people to reaffirm and strengthen their capacity for EMPATHY! Building connections across difference sparks compassion and caring, makes us better listeners and leaders, and reminds us of our common humanity.

• YOUR FAITHFUL PARTNERSHIP IS VITAL TO EVERYTHING WE DO AS PRODUCERS OF SOCALLY CONCIOUS PROGRAMMING AND I TRULY BELIEVE THAT THE GREATEST DAYS OF TELEVISION PROGRAMMING ARE AHEAD OF US. YOU WILL BE A PART OF A GROWING ARMY OF VISIONARY PEOPLE WHO REALLY UNDERSTAND THAT WE CAN DO SO MUCH MORE TOGETHER THAN WE CAN DO ALONE.

WHY DID WE PICK EMPATHY?

Circles of Care
It impacts our relationships with family, friends, and our local communities, and extends our connections to other cultures and nations.

Individual Growth
It makes us better listeners, learners, and leaders.

Meaningful Connections
The world may be more connected than ever, but those links can feel loose and impersonal. Empathy helps us build meaningful, thoughtful connections.

Shared Humanity
In a world of 7.6 billion people, it helps remind us that we are more alike than different. It invokes our common humanity.

ON BEHALF OF MY DAUGHTER SIERRA, THE PRISONER OF HOPE TEAM AND MYSELF, WE WOULD LIKE TO THANK YOU FROM THE BOTTOM OF OUR HEARTS FOR PARTNERING WITH US AS WE MAKE AN IMPACT IN THE USA & AROUND THE WORLD WITH PROGRAMMING WHICH OFFERS HOPE, HEALING TO THIS GENERATION.
DISTRIBUTION STRATEGY

YOUTUBE

AMAZON PRIME

IONE DIGITAL

IHEART

FOX-WVUE NOLA DIGITAL

PRISIONER OF HOPE PODCAST

MARKETING PARTNERS

• National Urban League
• National Incarceration Association
• Prison Fellowship
• Urban League of Atlanta
• Darlene McCoy – Nightly Spirit Syndicated Radio Host
• WBLS New York
• Influencers Social Connectors
<table>
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<th>LENGTH</th>
<th>COST</th>
<th># of AIRINGS</th>
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<tr>
<td>SOCIAL MEDIA GRAPHIC POSTING</td>
<td>FB/IG/TW 300 x 250</td>
<td>$500.00</td>
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<tr>
<td>COMMERCIAL</td>
<td>:30 Seconds</td>
<td>$3,000</td>
<td>1 per Episode</td>
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<td>COMMERCIAL</td>
<td>:60 Seconds</td>
<td>$4,000</td>
<td><em>Partner to submit produced spot</em></td>
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<tr>
<td>TITLE PARTNER</td>
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<td>$100,000</td>
<td>Full Season / 12 Episodes</td>
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<td>2 Episodes (non concurrent)</td>
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<td>Integration is an option</td>
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<td>Or Integration</td>
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<td>*Filmed by Sierra Productions Team</td>
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<tr>
<td>MEDIA PARTNER</td>
<td>Full Season</td>
<td>$25,000 + Airtime</td>
<td>All Episodes Website Content Podcasting</td>
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<tr>
<td>Tour PARTNER</td>
<td>1 City</td>
<td>$50,000</td>
<td>Included on all promotional materials, On site Signage, 5-7 Min of Stage Time, mentions on all press interviews</td>
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<tr>
<td>Tour PARTNER</td>
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<td>$125,000</td>
<td>Included on all promotional materials, On site Signage, 5-7 Min of Stage Time, mentions on all press interviews, Invite with 10 seat table to the VIP Luncheon, Commercial Playback at event</td>
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| The Vault-Online Video Resource Center | 1 year               | $40,000  | Branding on site, included in all promotional materials, on site signage at events, commercial inclusion on Prisoner of Hope Tv Show, Shared Ad rotated with the general ad campaign.

*The Vault is an online content management system that will provide visitors with an experience that allows them to view videos developed for healing, enlightenment, direction, and advice. Some will be done by Monalisa and others by Subject Matter Experts. There is a build out phase of 90 days then a soft/hard launch.*
SOME FACTS ABOUT FAMILIES OF PRISONERS

- One in 5 families has been touched by the criminal justice system.
- There are more than 2 million people behind bars in the United States.
- 93% of prisoners are men, 7% are women.
- About 20% of prisoners are married.
- There are about 1.5 million children with a parent in prison, up from 500,000 in 1991.
- Another 8 million children are estimated to have experienced parental incarceration at some time.
- On any given day, approximately one million fathers are behind bars.

Storytelling challenges the individual and unites the collective. It creates moments of reflection that prompt us to confront personal values and assumptions, radiating into a stronger sense of shared humanity on a broad scale. It provides exposure to different cultures, lives lived, and paths walked. It creates spaces for the shared act of experiencing the story.
DID YOU KNOW...
The average annual cost:

- To detain a person in jail pending trial: $31,842
- To imprison a person after sentencing: $34,770
- To place a person in a residential reentry center: $29,280
- To supervise a person in the community pending trial: $4,026
- To supervise a person in the community after sentencing: $4,392
United States incarceration rates by race and ethnicity, 2010

(number of people incarcerated per 100,000 people in that group)

<table>
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<tr>
<th>Race</th>
<th>Incarceration Rate (per 100,000)</th>
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<tr>
<td>White</td>
<td>380</td>
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<tr>
<td>Latino</td>
<td>964</td>
</tr>
<tr>
<td>Black</td>
<td>2,207</td>
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Are Our Children Being Pushed Into Prison?

The Pipeline to Prison: The U.S. has the highest incarceration rate in the world, and its prisons and jails are overwhelmingly filled with African Americans and Latinos. The paths to prison for young African-American and Latino men are many, but the starting points are often the school and foster care systems.

**From School to Prison**
Students of color face harsher discipline and are more likely to be pushed out of school than whites.

- 40% of students expelled from U.S. schools each year are black.
- 70% of students involved in “in-school” arrests or referred to law enforcement are black or Latino.
- Black students are three and a half times more likely to be suspended than whites.
- 2x: Black and Latino students are twice as likely to not graduate high school as whites.

**From Foster Care to Prison**
Youth of color are more likely than whites to be placed in the foster care system, a breeding ground for the criminal justice system.

- 50% of children in the foster care system are black or Latino.
- 30% of foster care youth entering the juvenile justice system are placement-related behavioral cases (e.g., running away from a group home).
- 25% of young people leaving foster care will be incarcerated within a few years after turning 18.
- 50% of young people leaving foster care will be unemployed within a few years after turning 18.

68% of all males in state and federal prison do not have a high school diploma. 70% of inmates in California state prison are former foster care youth.

The Color of Mass Incarceration

- 61% of incarcerated population vs 30% of U.S. population
- One out of three African-American males will be incarcerated in his lifetime
- One out of six Latino males will be incarcerated in his lifetime

© Community Coalition
Prison vs Education Costs in the United States
Thousand U.S. dollars, 2010

EXPENDITURE ON PRISONS PER INMATE
EXPENDITURE ON EDUCATION PER STUDENT

United States: 31.3
New York: 11.8

Sources: Vera Institute of Justice, U.S. Census Bureau
MEETING BASIC NEEDS

2 in 3 families had difficulty meeting basic needs as a result of their loved one’s conviction and incarceration.

70% of these families were caring for children under 18.

Nearly 1 in 5 survey participants’ families were unable to afford housing due to the loss of income resulting from their loved one’s incarceration.

whopaysreport.org
COURT-RELATED COSTS TO FAMILIES

On average families paid $13,607 in court-related costs. These costs amount to nearly one year’s income for low-income families making less than $15,000 per year.

83% of family members primarily responsible for these costs were women.

1 in 5 families across income levels reported that they had to take out a loan to cover these costs.

whopaysreport.org
HOUSING AND BASIC NEEDS

1 in 5 formerly incarcerated survey participants who sought support were denied public benefits like food stamps after release—a third of these were families with children living in the home.

79% of formerly incarcerated women reported they were unable to afford housing after release.

whopaysreport.org
REENTRY HOUSING
Cost and discrimination were the top barriers to finding housing after release.

79% of survey participants were either ineligible for or denied housing because of their own or a loved one’s conviction history.

58% of survey participants were currently living with family members while only 9% were living in transitional housing.

1 in 10 survey participants reported family members being evicted when loved ones returned.
REENTRY EMPLOYMENT

The biggest barriers to finding stable employment were lack of adequate education and training, and being required to disclose conviction history when applying for a job.

3 out of 4 survey participants said that finding employment after release was difficult or nearly impossible.
WHO IS PAYING FOR THESE COSTS?

YOU