

Sagebrush Productions

May 30, 1991

Narcotics Anonymous
World Service Office, Inc.
c/o Public Information Coordinator
P.O. Box 9999
Van Nuys, Ca. 91409

Dear World Service Organization:

I am happy to present for your consideration, a proposal for a fifteen minute video on the recovery program of Narcotics Anonymous World Service Organization.

I plan to serve as producer and director of the video, while working in close consultation with producer Susi Wuennenberg of Zink Communications out of New York City. Our plan is to research and shoot the documentary in Seattle, Washington, and edit and on-line from Susi's television facility in New York. Susi previously produced the Basic Text and The Twelve Step PSA's for Narcotics Anonymous, and her advice is invaluable.

My background in national broadcast documentary gives me the experience and knowledge to build an educational piece that holds a diverse audience emotionally. I know how to work economically under tight deadlines in a collaborative process. In fact, I would see a close working relationship with the appropriate representatives of Narcotics Anonymous WSO to be a critical factor in the success of this project.

I recommend that NA be involved from the outset, particularly during the research and post-production phases. (See timetable).

My suggestion about this tape is that the emphasis be placed on communicating the message that the NA recovery process works. I believe that to approach this material in the traditional documentary style of selecting two or three stories limits the message of diversity and constrains the production style. Because the camera cannot hold the viewer for long on a hidden face, we need to supplement the "talking head" element.

Given the production challenge of protecting anonymity of all members, we have devised an approach which utilizes audio material in a way that enhances the carefully selected visual material. Visuals will be shot in a documentary style, selectively produced to cover the edited audio narrative. This approach enables us to include more stories, and to show a greater diversity in the program.

Bobbie Birleffi
Executive Producer

419 Occidental Avenue South
Sixth Floor
Seattle, Washington 98104
(206) 682-7877

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On a final note, I would like to emphasize that the budget reflects a product shot in broadcast-quality video. For a more sophisticated look which gives a greater depth of field and a crisper image, I strongly recommend 16mm film. Shooting in film would increase the budget by 25%, or in this case, by approximately \$12,500. The budget does not include travel or related travel expenses.

Thank you very much for the opportunity to present this important project. I look forward to speaking with you soon.

Sincerely,

Bobbie Birleffi

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Executive Producer

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WE'RE BETTER AT BEING OURSELVES

A Proposal for a fifteen-minute video on Narcotics Anonymous

RATIONALE

"WE'RE BETTER AT BEING OURSELVES" is a fifteen minute informational video about the recovery process of Narcotics Anonymous. The program is primarily a public information vehicle targeted to professional and community groups, as well as friends and families of addicts.

With a loving and caring tone which protects the anonymity of all participating NA members, the film shows how the Twelve Steps and the Twelve Traditions work as tools in the process of recovery. We emphasize other key tools of the fellowship: the importance of Sponsorship, one addict helping another, help lines, meetings, special interest groups, and the overall accessibility of the program.

The enormous breadth and scope of NA membership is demonstrated with significant contributions from Trustees around the world, as well as members from all walks of life, including black, white, Asian, Hispanic, Native American, old, young, gay, straight, male and female.

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CREATIVE APPROACH

Stylistically the film uses a multi-dimensional format with the voices of real addicts cut against a variety of elements depicting both the still-suffering world of the addict, and the positive, motivated world of the addict in recovery.

The film is upbeat, gripping and entertaining. We utilize video graphics, original music, interviews, and verite footage to communicate the message that NA WORKS.

The centerpiece of the film is the addict in recovery.

The importance of the NA MEETING is demonstrated. The accessibility of NA is shown in a variety of institutional as well as private locations where NA meetings are held.

Rather than focus on two or three addicts who try to tell their stories, we weave parts of stories of many members together with information delivered by Trustees, family members, and other professionals who have witnessed the success of the NA process. The overall effect of the film is to create one story with many voices.

"WE'RE BETTER AT BEING OURSELVES" is a dynamic, exciting and informative piece on the proven success of Narcotics Anonymous, a powerful and viable source of recovery for millions of people worldwide.

TREATMENT

We open with scenes showing the desperate world of addiction: A business executive races out of his or her office for the bathroom; a housewife struggles to get rid of her kids; a lonely figure knocks over a trash can in an alley, a group of people climb out of a limosine, while the camera lingers on the remains of a cocaine party, scattered over the backseat of the limo.

Over these scenes we hear the voices of NA members reading the Twelve Steps.

Close-up shots of hand-shakes and hugs between members, eyes making contact. We hear overlapping voices describe the moment of realization that addiction has taken control of their lives. We follow the addict into the beginning stages of rebuilding a life. Recovery has begun. We see one addict reaching out to another.

We cut to a series of meetings in progress in a variety of locations such as military bases, hospitals, jails, suburban living

rooms, etc. (Always protecting the anonymity of participants). Over these scenes, we hear Trustees lay out the purpose, scope, and guidelines of the world-wide organization.

With music and video effects, we transition into a short series of testimonials from family members, law enforcement workers, and other professionals who speak with emotion to the success and strength of the NA program.

CONCLUSION

In the final moments of the program, a single member speaks out about a moment when he or she gave in to the addiction after a number of years of successful recovery. Once again, the member describes the process of returning to the twelve steps. Starting over was possible, because NA was there.

From this story we understand the amount of courage and strength involved in the daily life of the addict in recovery. We see that this process is not a magic trick with fast solutions. Working the program on a daily basis helps make the NA process of recovery a lasting way of life.

We go out on a powerful music sequence, with a slow crawl stating "EVERY WEEK, FIFTEEN TO TWENTY THOUSAND MEETINGS TAKE PLACE IN SIXTY-TWO COUNTRIES. A tag line could follow, NA WORKS!

WE'RE BETTER AT BEING OURSELVES
Budget Estimate for
Narcotics Anonymous World Service Organization
May 30, 1991

A. PRODUCTION STAFF

Producer/Director	1 Fee
Production Coordinator	3 Weeks
Editor	15 Days

Subtotal A.	\$16,450
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B. PRODUCTION EXPENSES

Gas, Oil, Tolls, Parking	1 Fee
Car Rental	1 Fee
Petty Cash	1 Fee
Messengers, Shipping	1 Fee
Taxis, Car Service	1 Fee

Subtotal B.	\$2,700
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C. LOCATION CREW (Based on 10 hours/day)

Director of Photography/Camera	7 Days
Audio/Video Engineer	7 Days
Gaffer	7 Days

Subtotal C.	\$6,475
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D. LOCATION EQUIPMENT

Betacam Full Package	7 Days
Audio Gear (in Beta Package)	7 Days
Lighting Gear	7 Days
Grip Gear	7 Days
Production Supplies	7 Days

Subtotal D.	\$7,525
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E. VIDEOTAPE STOCK

Beta SP Raw Stock	49 20 minute cassettes	
Off-line Basics	6 3/4 inch 60 minute cassettes	
1 inch Master	1 30 minute master	
1 inch Protection	1 30 minute protection	
Miscellaneous Dubs	1 Fee	
	Subtotal E.	\$2,389

F. EDITORIAL COMPLETION

Burn-ins/Camera Masters	8 3/4 inch cassettes	
Burn-in Dubs/B-Roll	8 3/4 inch cassettes	
Off-Line	80 Hours	
On-Line Edit Package	24 Hours	
Chyron	24 Hours	
ADO	24 Hours	
Audio Studio	2 Hours	
Meals	1 Fee	
	Subtotal F.	\$15,300

TOTAL PRODUCTION: \$50,839

****NOTE:** To shoot in film would be 25% higher
This budget does not include travel or related
travel expenses.

WE'RE BETTER AT BEING OURSELVES

PRODUCTION TIMETABLE

WEEK ONE and TWO: Research

Meet with NA WSO representatives on concept of film;
Confirm participants, clear meetings for video-taping;
Attend meetings; interview professionals, addicts, friends, and family members.

WEEK THREE: Pre-Production

Hire crew; establish locations; recruit participants; confirm meetings; rent equipment; create production schedule; shot list; detailed treatment.

WEEK FOUR: Shoot

Film or video-tape meetings; interviews; scenes; possible trip to LA to interview WSO Trustees;

WEEK FIVE: Off-line

Screen and log material; edit to rough cut at Zink. If material is shot in film, must be transferred to video for off-line edit.

WEEK SIX: Screening

Screen rough cut with NA WSO representatives.

WEEK SEVEN: On-line

Final cut is prepared with effects, music, and audio mix, all at Zink Communications in New York.

WEEK EIGHT: Packaging

Dubs prepared and distributed.